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# **SRINIVAS UNIVERSITY**

## **INSTITUTE OF MANAGEMENT AND COMMERCE**

City Campus, Pandeshwar, Mangaluru– 575 001Karnataka State,  
India

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## **INTERNATIONAL CONFERENCE ON EMBRACING CHANGES AND TRANSFORMATION IN MANAGEMENT, IT, SOCIAL SCIENCES AND EDUCATION**

### **INCECT-2022**

***27<sup>th</sup> August, 2022***







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City Campus, Pandeshwar, Mangalore – 575 001.

## INSTITUTE OF MANAGEMENT & COMMERCE

*Cordially invite you to the Inaugural function of*

*A One day International Virtual Conference on*

***“Embracing Changes and Transformation in Management, IT,  
Social Sciences & Education ”***

### **Dr. CA. A. RAGHAVENDRA RAO**

(Chancellor, Srinivas University & President, A.S.F., Mangalore)

*will preside over the function*

### **Dr. HABEEB UR RAHIMAN**

(Professor & Coordinator of Staff Development Unit, College of Business Administration,  
Kingdom University, Baharain)

*will be the Chief Guest*

### **Dr. A. SRINIVAS RAO**

(Pro-Chancellor, Srinivas University & Vice-President, A.S.F., Mangaluru)

### **Smt. A. VIJAYALAKSHMI R. RAO**

(Member, Board of Governors, Srinivas University, Mangaluru)

### **Prof. Er. Smt. A. MITRA S. RAO**

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### **Dr. P. S. Aithal**

(Vice Chancellor, Srinivas University, Mangaluru)

### **Dr. Jillella Satya Sai Kumar**

(Pro-Vice Chancellor, Srinivas University, Mangaluru)

*will be the Guests of Honour*

Date: 27<sup>th</sup> August, 2022

Time: 10.00 a.m.

Venue : Virtual Platform, Srinivas University, Pandeshwar, Mangaluru - 1.

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## **SERVICE QUALITY BEYOND PROMISE, PERCEPTION, AND EXPECTATIONS – TO REACH TOWARD ORGANIZATIONAL EXCELLENCE**

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Satisfying customers and beyond are the best methods for organizations to gain competitive advantages. To deliver quality services to customers, organizations need to understand their perceptions & expectations other than the promises. Given the accurate understanding of expectations, customer service, which can be regarded as a process that consists of several steps to satisfy customer requirements, should be redesigned to match them. The paper has reviewed various Customer Service Models available in the literature, discussed their current suitability, analyzed various possible Innovations in Customer Service, and proposed general sequential three-stage model on “the customer service quality model for the 21st century”. The components like Customer Awareness, Perception, Expectation, Promise, Actual offer by defining the service, communication, implementation, Monitoring through feedback at various stages & various levels, and Accountability are measurable in customer service. Providing service to the customers as per promise leads to customer satisfaction. Adding values to the customers beyond promise leads to the customer’s delight. Adding values beyond perception and expectation leads to the customer’s enlightenment and excitement respectively. Accordingly, a three-stage theory called “the customer service quality model for the 21st century” is proposed. The three stages customer service model considered here are CARS (customer attraction, retention, and satisfaction), CARD (customer attraction, retention, and delight), and CARE (customer attraction, retention, and enlight). This model is the continuation of Parashuraman’s ServQual model (of 1985) but improved version by adding new insights beyond, to support Organizations to reach a stage of organizational excellence. The advantages, benefits, constraints, and demerits (ABCD) are listed.

  
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## **HOW TECHNOLOGY CAN SUPPORT INNOVATIONS IN CUSTOMER SERVICE – A PREDICTIVE ANALYSIS BASED NEW INSIGHT**

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Technology is an enabler of the implementation of various quality initiatives in all types of services offered by primary, secondary, tertiary, and quaternary industry sectors. Information Communication and Computation Technology (ICCT) and Nanotechnology are often considered as universal technologies, are providing support to service quality innovations. ICCT underlying technologies provide intangible values to various service qualities and nanotechnology provides tangible values to various services provided by these four types of industry sectors. In this paper, we have analysed the possibility of using the above two universal technologies to implement organizational strategies for providing quality service beyond SERVQUAL model. How new technology features & components add value to attract new customers and retain existing customers by satisfying them, delighting them, and enlightening them to use products or services of organizations in different industry sectors. The paper also discusses the technology components and dimensions which support customer attraction and retention in a given industry.

  
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## **DIGITALIZED INDUSTRY FOR OPERABLE ECONOMY**

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**Purpose:** Continuous effort to maintain equilibrium with change is continued. Today's world is called VUCA world where nothing is permanent. Learning is used as a tool for coping with change to assure adoption. The purpose of the paper is to assess the digitalization process at society 5.0 for operable economy with an illustration of education and agriculture as industry.

**Design/Methodology/Approach:** The present study adopted Literature review followed by informal and formal industry expert discussion and researcher experience. This is ontological research based on inductive logical reasoning as cases.

**Findings/Result:** The future Education and skill set not yet decided due to rapid digitalization. Market is evolving from rule based to Market-oriented Ecosystem (MOE) which is reinventing with COVID 19. Society is approaching to 5.0 where machine is the trusted friend human and the operated based on data which create pressure for individual performance. Digital Transformation is bringing Social Transformation through device to device communication where success comes from Future Disruptive Projections and Imagination as existing experience might not be sufficient. Equal Access to Information among teacher and Students causes student to fill superior where teacher feel challenging job to provide correct information to students from noise of information. Academic place is for services and create values which needs drastic change to create industry culture social learning management may be an effective tool. Agriculture is never ending occupations here which need to be converted into industry for which virtual agriculture might be an option where Solid field converted to worth liquid through online plantation to sustain operable economy.

  
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## **MEASURING BUSINESS ACUMEN IN THE BOP MARKET – A STUDY USING ABCD ANALYSIS TECHNIQUE**

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**Purpose:** This paper aims at a quantitative analysis of the ABCD framework of analysis regarding the Base of the Pyramid market - its attractiveness, serviceability, profitability, and sustainable business generation at the BoP from the stakeholders' perspectives.

**Design:** The study follows a systematic literature review of ABCD analysis techniques and BoP to identify factors and elemental analysis under the ABCD framework. For the quantitative analysis the focus group method is adopted by assigning the weights and the ratings to the constructs of the critical constituent elements.

**Findings:** The ABCD analysis framework is a tool of analysis that is conveniently designed to identify the various key attributes, and to analyse the advantages, benefits, constraints, and disadvantages pertaining to the critical constituent elements of any business, concepts, systems, strategies and business domains. In this study on the attractiveness and feasibility of the Bottom of the Pyramid market ABCD quantitative analysis was found appropriate and very useful to quantitatively assess the key attributes, critical elements and their summative scores to develop a feasible business model to tap the BoP segment successfully.

**Originality value:** This paper extensively studies the ABCD analysis framework and deploys the framework to study the BoP segment. Though several ABCD analyses are published related to other domains of business, this paper opens the door to new research in the area of assessment of the attractiveness and feasibility of the BoP business by finding the critical constituent elements and underlining its importance in doing sustainable and scalable business in the BoP segment.



## **ENTRY LEVEL PRIVATE BANKING JOB SKILL ARCHITECTURE ANALYSIS**

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Entry level jobs at Indian Private Sector Banks are sought by young graduate applicants across the nation. Curiosity due to Private Banking Industry-Academia gap remains among youth fresh entry level graduates as to the competencies required to clear the interview and sustain in the industry. To fill the gap, Entry Level Private Banking Skill Architecture is inducted design as part of doctoral research thesis of the primary author. Therefore here, a brief study is undertaken to discover practical viabilities, understand the usefulness, resourcefulness, fungibilities and universal applications of Entry Level Private Banking Job Skill Architecture towards concerned stakeholders. ABCD analysis developed by Aithal et al. (2015) is adopted here for arriving at appropriate conclusion regarding the ubiquitous appeal of the Architecture.

  
REGISTRAR





## **EMERGING TRENDS IN QUALITY DISTANCE EDUCATION THROUGH ICT**

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Information and Communication Technology is an integral part of any education and has gained wide attention due to the drastic usage of information and technological platforms. This transformation has gained even more eminence due to the COVID-19 outbreak. The present study ponders the effectiveness of ICT on quality-driven distance education by taking student perception pursuing a master’s degree in commerce and management. The study has measured various quality parameters of distance education through ICT access by collecting samples from various parts of middle east countries. In order to measure the effectiveness of ICT learning on quality distance education, the study applied ANOVA, Multiple regression analysis and Structural Equation Modeling has been used. The outcome derived from the study pondered the highest influence of ICT on various quality parameters of distance education revealing variations in students’ demographic profiles. The outcome of the research identified that Learning through ICT not only builds learners’ interest it also encourages the practical application of learned knowledge to move towards a technology-driven future. Transformation in the educational system is indispensable to tackle drastic and constant changes in technology. The research outcome contributes to the academic administrators and professionals of ICT to understand the need for Technological learning in distance education to provide a flexible and holistic learning experience.

  
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## **BREAKING GENDER STEREOTYPES THROUGH EDUCATION**

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**Purpose:** Men and women differ greatly in many ways. These are, in some ways, reflected in the stereotypes associated with these groups. There may be some validity to the generally held stereotypes about how men and women think and act. Stereotypical assumptions, however, affect how men and women perceive themselves and are treated by others in addition to reflecting actual differences. This article evaluates the available data on gender stereotypes' nature and content and considers how gender variations in significant life outcomes are related to these findings. Gender stereotypes have an impact on how people pay attention to, perceive, and recall information about themselves and others, according to empirical studies. We can better comprehend the effects of gender stereotypes on implicit beliefs and communications by taking into account their cognitive and motivating roles.

**Design/Methodology/Approach:** ABCD analysis framework

**Findings/Result:** We evaluated existing gender stereotypes for men and women using a multi-dimensional framework. In particular, we looked at how men and women are described by male and female raters, how men and women describe themselves, and how closely one's own characteristics match there is more peace in areas where there is greater gender equality.

**Originality/Value:** There is more peace in areas where there is greater gender equality. Diversity of gender in leadership positions improves company effectiveness. Relationships are better when tasks around the house are shared.

**Paper Type:** Conceptual paper



## **AN ANALYSIS OF INCREDIBLE CHANGE MANAGEMENT MODELS**

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Change is a constant phenomenon. After the advent of Covid-19, organizations are required to embrace change and transform at a faster rate for their existence and survival. Change in an organization is caused by several internal and external factors. When a new trend is observed in the market the organizations try to implement and adapt it. Most of the organizations fail in embracing the change because of poor planning and implementation. Therefore it is necessary to understand the concept of change management and use the appropriate change management theory and models to implement change methodologically and be successful. This paper makes an analysis of thirteen Change Management Models available in Management. Also, change can be related to cultural changes, structural changes, and procedural changes. With appropriate tools and techniques, organizations can implement change in a non-stressful way and overcome the challenges and obstacles of Change. With the secondary data, the study tries to identify the most suitable and widely used model.

  
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## **BAD BANK : AN OUTLINE IN INDIA**

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India's economic survey recommended creating a public sector asset rehabilitation agency in 2017, which is when the concept of establishing a bad bank in India was first proposed. The significance of the idea increased as a result of the rising issue of non-performing assets. The financial catastrophe experienced during the COVID-19 epidemic, which was essentially a bad bank idea developed by the USA in the late 1980s, becomes an essential component. It was anticipated that the bad bank would assist conventional banks by acquiring their hazardous assets, typically for less than the book value of the loans, and handling them to eventually recoup the lost funds.



## QUALITY MANAGEMENT EDUCATION THROUGH DIGITAL TRANSFORMATION

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Higher educational institutions have a potential to enhance access to education for people from diverse social backgrounds as a result of the digital transformation. Some of the most demanded abilities in the new knowledge society are being improved via digital transformation. Multiple aspects of transformation that students seek at an ideal institution, such as intellectual, critical, psychological, emotional, and physical development, manifest enhancement and knowledge empowerment etc. The Covid-19 outburst is also one of the primary reasons for digital transformation. This study aims to examine the quality of management education as a result of digital transformation and to determine how it has influenced a new trend in management education for students. Secondary data has been reviewed to assess the impact of digital transformation on quality management education, the result of which showed that the digital transformation has played a significant role in enhancing the quality of management education which consists of soft skills, research, quality curriculum, flexibility, accessibility of teaching staff, teaching competencies, language, building network, information searching, digital content writing, adequate evaluation techniques, accessible learning resources, adoption of technology etc. All these aspects provide a prospective platform for the learners to get ready for the technology oriented future. Hence, this study portrayed an effective measure to the academicians, researchers, industrialists and educational policy makers to implement blended learning to improve the effectiveness of management education.



## **ENHANCING THE “EMPLOYABILITY SKILLS’ OF B-SCHOOL STUDENTS THROUGH A SKILL-BUILDING APPROACH: AN EDUCATOR’S PERSPECTIVE**

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### **PURPOSE:**

The purpose of this paper is to introduce a theoretical framework based on skill-building learning approaches that can be taken into consideration in a management school (MBA students) context to design activities that enable students to develop employability skills.

The traditional pedagogy and methodology followed in many management institutes can be changed as the dynamics of the job market have considerably changed.

Various studies have revealed that there is a disconnect between academia and the industry and the graduates passing out are not job-ready. The constant challenges of not getting the individuals employable is indeed a disheartening factor. The changing environment certainly needs a new repository of skill-sets for the new norm. This paper makes an attempt to integrate changing paradigm in the context of producing employable youth in the country

**DESIGN/METHODOLOGY/APPROACH;** Three methods were used to develop the framework: desk research on the current demand and supply of new graduate’s employability skills; interviews in four institutions to identify skill-building learning scenarios, and asynchronous online focus group to validate the framework

**RESULTS/FINDINGS:** The paper takes a skill-based approach to the concept of employability skills and sets out a taxonomy of skills required to enhance new graduates’ employability. It also gives criteria and examples of authentic learning scenarios in the B-school settings that promote the acquisition of these skills, thus making individuals job-ready.

**Research limitations/implications** The framework developed remains theoretical. In a second phase, the framework will be applied to implement authentic activities in different programs and subjects of five institutions, and the results will be reported in future publications

**Practical implications** The framework gives directions to create real and practical ways to enhance new graduates’ employability skills by improving the connection between the curricula of the b - schools and the demands of the real world.

**ORIGINALITY/VALUE** The added value of the paper lies in adopting a learner-centered, genuine and effective learning approach, such as skill-based learning in order to develop graduates’ employability skills.

**KEYWORDS:** Employability, skill-building approach, b-school students, changing dynamics.

## **CONJOINT ANALYSIS FOR A NEW FURNITURE DEVELOPMENT**

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New products are essential for any manufacturer and new products should be based on the requirements of the end customer. New furniture; a study table for students can create a new market as all students; few may not be in a position to afford the same. Hence there is a need for a study table that addresses the student community; be it at a hostel or home use. A new product is a gamble and is as complex as winning or losing a game or an event. The outcome is not guaranteed unless it is backed up by research from through a ground reality. A new product can generate better revenues that can lead to higher investments in the research and development of a few more products. New products are fundamentally new thoughts. Thoughts emerge due to challenges and these challenges are overcome when extrapolated with various combinations. One such combination is the conjoint analysis for new products that could be engaged for connecting or adding odd alternatives to form a new output. The resulting output will have a synergetic relationship greater than the individual components. This is an attempt to understand two sets of things; one the student community and two the need for a product that could enhance their academic output; thus a study table, that can catapult their academic performance.

  
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**A STUDY OF PERCEPTION OF SELF-EMPLOYED PROFESSIONS  
TOWARDS GREEN BANKING INITIATIVES ON MAJOR PUBLIC  
SECTOR BANKS AT BELTHANGADY (D.K)**

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Today our society is undergoing a series of change, every customer expect better & better services from the organizations. Banking is also one such industry today which is not exempted from this. Service industry has to still transform a lot in the midst of changing trends. Taking care of esteemed customers, managing the competition, understanding the present client requirements requires lot of out of box thinking. Banking practices have been changed from traditional banking to core banking; services have been turned to be completely customized. The biggest challenge before the bankers is it has to take strong initiative taking into consideration the completely changing physical environment, depleting natural resources& on the other hand meeting the expectations of the customers. Today we are witnessing climatic change, increasing use of papers & also emission of carbon footprint. A time has come where bankers have to educate & encourage their customers to go paperless & use technological based products. This will foster convenience in transactions, save a lot of time & also reduce operational costs; moreover it will help in preserving our planet earth even for forthcoming generations. This study focuses on understanding the perception of self-employed professionals at Belthangady in Dakshina Kannada district.

  
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## **IMPACT OF AUTOMATION ON EMPLOYMENT**

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Technology has advanced many aspects of the workforce from accounting function to life- saving medical wonders .Many employees will need to increase skills to keep employed but who will ensure that current workers get this new knowledge ?Technology is the system or method used by the organisation in order to solve a problem or perform a specific function, Increase in the technology can have a profound effect in the labour market, due to technology development not only the level of unemployment increase but the “National rate of unemployment”, the hypothesized minimum sustainable rate of unemployment will increase ,this is the major problem faced by the youth group .Technological advances , machine learning , and robotics , have begun to have negative influence on existing employment opportunities for human being .Unemployment in itself is a serious and deep issue ,however, in that , the issue of youth unemployment due to technological development and specifically educated youth unemployment is an alarming phenomenon ,isn’t education’s primary purpose to provide employment ?then how and why is 1 out of every 3 graduates in India unemployed ?what are the reason ? Why this is happening?

This paper reviews the impact of recent technologies and Artificial intelligence (AI) that is anticipated to cause massive unemployment for the under skilled and even threatens some white-collared workers such as financial analysts. The authors will determine that automation can allow workers to have enriched lives and will charge organisations with corporate social responsibility (CSR)to prepare workers for new employment methods. Final effort has been made to interpret, conclude and suggest the changes that can take place to solve the problem of youth unemployment, in order to suggest from the findings regarding how youth perception towards automation can be effectively implemented in order to generate employment. By analysing the data various critical statistics technique have been done. The methodology adopted is primary data

  
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## **GROWING IMPORTANCE OF ELECTRONIC PAYMENTS IN THE BANKING INDUSTRY**

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Even though the growth of Electronic payment systems was slow in the initial stages or the nascent stages of its inception, the real growth started after the introduction of National Payments Corporation of India (NPCI). This was founded under the provisions of the payments and settlement systems act of 2007 under the Initiative of the Reserve bank of India (RBI) and Indian Banks Association (IBA).

Demonetisation creates huge growth opportunities for electronic payment in India and the digital wallet companies grabbed the opportunities with both hands to expand their market share. Demonetisation has presented a unique platform for adoption of electronic payment, as an alternative to cash for Indian consumers. The pace of electronic payments has significantly increased with the strong move towards a cashless economy. The electronic payment landscape in India is undergoing a massive transformation. Indian consumers have shown tremendous affinity to digital technologies, with growth rates for mobile phones and e-commerce adoption outstripping rates in developing economies. The government of India's 'Digital India' initiative at transforming India into a digitally empowered society and knowledge economy is expected to further accelerate awareness, availability, and adoption of digital technologies. Further the Covid-19 situation brought in an emphasis to use only the electronic payment system, as it was the only alternative to survive.

In this paper, we shall be trying to analyze the Electronic payment modes used in banks and try to find out things such as the most preferred mode of payments, reasons for adoption of electronic payments, etc. in Mangalore City.

**KEYWORDS: Electronic Payments, Demonetisation, Digital wallets.**

## **VIRTUAL LEARNING IMPACTS STUDENTS IN HIGHER EDUCATION**

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In 2020, the pandemic pushed millions of college students around the world into virtual learning. As the new academic year begins, many colleges in India are poised to bring students back to campus, but a large amount of uncertainty remains. Some institutions will undoubtedly continue to offer online or hybrid classes, even as in-person instruction resumes. At the same time, low vaccination rates, new corona virus variants, and travel restrictions for international students may mean a return to fully online instruction for some Foreign students and many more around the world.

Public attention has largely focused on the learning losses of K-12 students who shifted online during the pandemic. Yet, we may have reason to be concerned about postsecondary students too. Several new papers shed light on these issues, building on previous work in higher education and assessing the efficacy of online education in new contexts. The results are generally consistent with past research: Online coursework generally yields worse student performance than in-person coursework. The negative effects of online course-taking are particularly pronounced for less-academically prepared students and for students pursuing bachelor’s degrees. New evidence from 2020 also suggests that the switch to online course-taking in the pandemic led to declines in course completion. However, a few new studies point to some positive effects of online learning, too. This post discusses this new evidence and its implications for the upcoming academic year.

A number of studies have assessed online versus in-person learning at the college level in recent years. A key concern in this literature is that students typically self-select into online or in-person programs or courses, confounding estimates of student outcomes. That is, differences in the characteristics of students themselves may drive differences in the outcome measures we observe that are unrelated to the mode of instruction. In addition, the content, instructor, assignments, and other course features might differ across online and in-person modes as well, which makes apples-to-apples comparisons difficult.

  
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## **A STUDY ON CREDIT RISK MANAGEMENT IN ARYA VYSYA SHREE RAMA CO-OPERATIVE SOCIETY, SHIMOGA: A CASE STUDY**

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Credit risk is a major problem of banking sectors which has been facing various problems like lack of management skill of the workers and large administrative expenses are the major problems of cooperative banks in India. It can result in non-performing loans or risky investments, lower profit margins, decrease capital in the worst-case it lead to bank bankruptcy. Credit risk management, which includes the identification, measurement, aggregation, control and regular management of credit risk, has to be a critical banking activity. Credit risk is one of the major issues of every banks. To this research it was restricted to know how the co-operative society has handled the credit risk and to become familiar with the society's products and services and lending policies. Also this study examines how products and services have impacted to the society's performance and whether the society has been able to control risk.

  
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## **CORPORATE SOCIAL RESPONSIBILITIES OF BANKS, AN OPPORTUNITY FOR BANKS TO ENHANCE AND RETAIN THEIR CUSTOMERS**

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**Purpose:** The banking sector in India's service industry sector aids the country's economy by raising deposits and offering credit to other businesses, industrial sectors, and individuals. The banking sector in India's service industry sector aids the country's economy by raising deposits and offering credit to other businesses, industrial sectors, and individuals. In accordance with a recent government regulation, public banks are required to make a voluntary contribution to a corporate social responsibility fund, while private banks are mandated to make a mandatory contribution of 2% of profit for social service activities to meet a variety of societal needs. It is interesting to read how Indian banks have wisely utilised CSR funding. It would be interesting to compare the CSR programs of a few Indian public and private banks to discover how cleverly they have increased organizational business benefits. This study identifies and analyzes a variety of social responsibility programs offered by Indian financial firms. The data and information were obtained from the websites of the selected banks, bank literature from a variety of sources, bank statements, and related case studies. In order to develop CSR policy and oversee CSR programs, the government has mandated that companies with profits of 500 crores or more form a CSR team of at least three executives and one independent administrator. Based on a study of CSR initiatives between private sector banks and public sector banks, it was found that the private sector banks prioritized delivering immediate assistance to their customer services, whereas public banks gave their brand-building efforts indirect backing. As a result, both categories of banks were able to gain from improved client satisfaction and, separately, the promotion of their services to underserved segments of the population. This research report assesses how private and public banks use the CSR money to keep and grow their client base.



## **DIGITAL PAYMENT APPLICATIONS IN INDIA: A COMPARATIVE STUDY WITH REFERENCE TO PHONEPE AND GOOGLE PAY**

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The Digital India initiative of the Government of India has given wide opportunity to transform India into a knowledge economy a digitally empowered society that is purely cashless, faceless, and paperless. The tremendous growth happening with digital India has shown a remarkable change in the use of mobile phones and the internet which directly made an addition to the advancement in Digital payment. The popularity of digital payment arises due to its special features like simple, say accessibility, convenience, and flexibility of making payments at anytime from anywhere in the world. The most popular digital payment instruments are IMPS, RTGS, NEFT, Card payments and BHIM payment etc are performing tremendously in the banking industry. Among UPI payments the most well known mobile wallets are Phonepe and google pay. The objective of the study is to understand the growth and progress of Phonepe and Google pay over the years. Secondly the customer preference towards phonepe and google pay wallets are analysed with primary data collected from mobile wallet users. Also offer a suggestion to improve this payment system. The study is conceptual research case study. Both primary and secondary data are used. Analysis has been done using SWOC analysis. Its been observed that the number of mobile wallet users have doubled over the years due to large large number of customers falling towards online payments over traditional methods of payment. Encouraging more and more virtual payments will overcome the obstacles in the field of hard cash transactions.

  
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## **FUTURE OF BUSINESS REPORTING IN INDIA: AN XBRL PERSPECTIVE**

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Effective and transparent business reporting enables firms to communicate with internal and external stakeholders, including customers, employees, shareholders, creditors, and regulators, clearly and concisely. Strong and sustainable businesses, financial markets, and economies all depend on high-quality business reporting because it gives interested parties the information they need to evaluate an organization's performance and make defensible choices about its ability to produce and keep value. Value in this sense can include social, environmental, or broader economic value in addition to monetary value. Organizations should give their stakeholders high-quality reports because their success is entirely dependent on them. For instance, efficient, high-quality reporting lowers the risk for lenders and could result in lower capital costs. This paper intends to analyze the conceptual aspects of future business reporting in India. For this purpose, the data was collected purely from secondary sources through articles, journals, books, government reports, etc.. And discovered that integrated reporting based on XBRL is the most trustworthy method of communicating with all stakeholder classes.

  
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## **E-MARKETING CHALLENGES AND OPPORTUNITIES**

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Most day-to-day transactions in modern times will be done online, so marketers must reach out to customers through the appropriate medium. E-marketing is critical to the success of any business. Electronic marketing is also called Internet marketing, digital marketing, or online marketing. E-marketing reaches more customers than any other traditional marketing method. It requires creative and advanced technical knowledge. E-marketing has the ability to measure the impact in real time. The motive for e-marketing remains the same as any other traditional marketing approach. New businesses are doing really well in the market due to e-marketing. E-marketing is flexible in nature and demands less cost, which helps small businesses grow in the market. E-marketing is a part of integrated marketing communications (IMC), which helps a brand grow rapidly. The study mainly focuses on the challenges faced by e-marketing as well as the emerging opportunities for marketers.

  
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## **ROLE OF ICT SKILLS OF UNIVERSITY FACULTY IN INFORMATIZATION OF SOCIETY THROUGH OPENNESS MOVEMENT IN HIGHER EDUCATION**

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The aim of this paper is to emphasise the relevance and importance of Information and Communication Technology (ICT) skills of University Faculty community/people in educational institutions/universities, and how they can matter in complete change/transition in the Teaching/Learning process (Learning 3.0) and help Faculty in informatization of students (society) through Openness movement in Higher Education. This paper is of Review Type and is based on findings or secondary data gathered from case studies, journals, reputed magazines, and the internet for its preparation. ICT and web 2.0 has immensely contributed to changing the education scenario from obsolete and boring classroom learning to an innovative teaching /learning process.

ICT Skill is a topic too vast for academics to consider researching on. Anything and everything related to Computers and the Internet is the result of some sort of ICT skill usage by some individual. Heavy cost of ICT infrastructure is also a limiting factor. All the findings or issues discussed in this paper are collected from reputed journal data, reputed magazines, report from reputed and authorized institutions and reputed websites that is accepted worldwide.

  
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**INNOVATIVE SERVICE STRATEGIES IN HOTEL INDUSTRY FOR ITS CUSTOMERS: A STUDY ON “SEA ROUTE” MULTI CUISINE RESTAURANT**

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The hospitality industry is one of the fastest and largest growing sectors in the world. The hotel industry is being the most visible sector within the hospitality industry and its currently experiencing setback that threatens the attractiveness in the industry. Thus marketing in this industry has gained a leading role in today’s competitive world. Innovative service strategies are adopted in the industry to attract customers and gain benefits, sustain the increasing level of exterior market competitiveness and improve the internal and external competitive level in the hotel and yet keeping the environment safe to visit and have a memorable experience. Promoting the hotel in the domestic market and in global world will help the hotel to strengthen the acquired position in the domestic market. The arrival of e-commerce in India has brought every eatery under a single roof and it’s a challenge to be addressed. Promoting and branding is essential to get every customer associate with the hotel when they think of food. Social media plays an important role in reaching the customers to convince and attract them to visit the place. A satisfied customer is necessary to keep the required amount of revenue to meet the cost and working expenditure. The objective of the paper is to assess the role played by marketing in development of hotel and to identify different innovative strategies of marketing that will help in promoting the hotel in the current challenging industry.

  
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## **A STUDY ON ONLINE PAYMENT PORTAL – ISSUES AND CHALLENGES**

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Without the creation of a secure method for moving sensitive data the ability to conduct online commerce could not have happened. Today there are many gateway providers serving up diverse solutions to its customers. Especially after the ban on Rs 500 and Rs 1000 old notes, people are looking into using digital payment methods for their money transactions. Digital finance has a great potential to improve sales and business for Indian merchants and consumers, but only a few are aware of this. Mobile shopping and making online payments are gaining ground as technology advances. This mandates product and service vendors to offer mobile payment capability to their customers. Moreover, it becomes critical to have a payment processing gateway that runs smoothly within your mobile app. A payment gateway isn't a comprehensive solution for online payment processing. It's just one element of a full-fledged eCommerce site that allows you to accept and process credit cards, debit cards and other forms of payment online. In this study secondary data is used to know how online payment portal helps to small vendors and customers to carry their transactions and also highlighted what are the challenges and issues faced by vendors and customers mainly taken into consideration payment portal like google pay, phone pay.

## **A STUDY ON IMPACT OF SOCIAL MEDIA ON RECRUITMENT**

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Social media recruiting refers to the use of social media platforms by businesses to locate, interact with, and screen potential employees. Social networking platforms and other internet-based tools, such as blogs, are used in this HR technique, which is also known as social hiring or just social recruiting, to find possible job candidates. Social media's increasing prevalence is forcing HR departments to create well-rounded social media recruiting strategies and formally include them into their organisations' overall human capital management strategy. Social media recruiting refers to the use of social media platforms by businesses to locate, interact with, and screen potential employees. Social networking platforms are used in this HR activity, which is also known as social hiring or just social recruiting. Employers can utilise social media recruiting to target people more precisely while also reaching a larger pool of prospects than is achievable with traditional recruiting efforts. How broad or targeted the pool of possible candidates is will depend on an employer's talent acquisition strategy and the number and types of platforms it uses in its recruitment efforts. HR executives may quickly customise messaging for each candidate group on a variety of social media platforms. Successful recruiters keep an eye on the social media market to spot new platforms that can be valuable additions to their recruitment marketing initiatives. They also keep an eye out for changes in usage that might affect the effectiveness of social media as a recruitment tool.

  
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## THE REPERCUSSION OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER LOYALTY THROUGH CONSUMER PERCEIVED VALUE

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**Purpose:** This study examines how customers view CSR initiatives undertaken by retailing organizations in particular. Our empirical research shows that investing in CSR policies boosts consumer value, contentment, and loyalty to the company.

**Methodology:** The current study relied on secondary data. The study's findings provide a framework for CSR operations as well as the impact of CSR on consumer loyalty via consumer perceived value. The findings suggest that CSR policies boost consumers' perceived value of the company as well as trust, commitment, satisfaction, and loyalty.

**Findings:** This study predicts that CSR influences consumers mainly through a set of variables, such as perceived value, trust and commitment, which in turn results in an increase in satisfaction and loyalty.

**Practical implications:** The findings demonstrated that perceived CSR had a considerable beneficial impact on consumer loyalty, corporate reputation, and customer satisfaction. Furthermore, it found that customer happiness and corporate reputation mediated the association between perceived CSR and customer loyalty.

**Originality/value:** The study of consumer-oriented CSR as a variable that permits competitive differentiation of the company by improving the relationship with the consumers and development of perceived value is the originality and value of this research.

  
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**A STUDY ON DIGITAL MARKETING AND ITS CHALLENGES**  
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Digital Marketing has become more famous after involvement of latest technologies in businesses. Digital marketing is a non-conventional virtual platform basically on Internet for promoting products, services, connecting customers, identifying and understanding needs of user using digital technologies and devices. It is one of most effective and prominent strategy to promote business online for brand awareness and business development. A product or service is primarily advertised to create awareness of its utility in the minds of potential buyers. As a result of globalization and the consequent changes in consumer buying patterns, the advertising industry has undergone significant transformation in past few years. Digital Marketing is an expansion tool for the businesses but it is facing some challenges or hindrances. The study continues with challenges, such as problems of high competitors, poor internet connection, etc, emerged in the field of marketing from implementation of digital marketing.



## **DIGITALIZATION IN GLOBAL HIGHER EDUCATION: A BIBLIOMETRIC APPROACH**

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Digitalization in education has changed the landscape in global higher education. Educational institutions must be able and willing to learn how to interface with digital technology in order to take advantage of advances in the Internet of thinking (IoT), Artificial intelligence (AI), cyber-physical systems, virtual reality (VR), computational intelligence, and big data analytics. Through a quantitative review of the literature, the major objective of this work is to offer a perspective on how the educational system is changing to serve businesses in the digital era. From the Scopus and Web of Science database, more than 200,000 publications were chosen that matched a broad range of keywords pertaining to innovation, problem-solving, and organizational change. The patterns of keyword co-occurrence were investigated through the Vosviewer tool. Additionally, the distribution of pertinent topics in various disciplinary fields, as well as how they have changed since 2000, were compared and contrasted.

  
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## **LITERATURE REVIEW ON PERCEPTION OF CUSTOMERS ON DIGITAL BANKING**

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Internet banking is the trend of the day attracting the interest of banks, security buyers insurance companies, selling firms, brokering houses, and law makers. With the fast and tremendous growth in today’s technological world cashless banking is gaining importance. Digital Banking is a banking form attained via Digital platforms in place of all the paperwork like cheques, pay-in - slip, Demand drafts etc. In today’s modern world, no one likes a vast & lengthy system of which consumes more time in writing a cheque, standing and waiting in a long queue. Indian banks are trying to make our lifestyles easier. The improved use of web and smart phone, apps, cellular banking, net banking service, credit card, debit card and digital exchange are easy and additionally promote the customer for the faster payments and settlements. The government of India has taken a number of steps to promote and make use of the cashless transaction facilities among human beings. There is a lot of recognition and concession for advertising cashless transactions specifically by the authorities and economic establishments for supporting digital payments through cancelation of carrier charges, money discounts, reward points etc. At the same Government impose restriction on cash transactions to prevent and reduce the cash-based transactions.

  
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## **"HYBRID EDUCATION PROGRAM IN INDIAN SCHOOLS - PROS & CONS"**

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This paper is about the pros and cons of the Hybrid education system in India. Under the E-learning system, there were online, offline, hybrid, and blended classes. It explores various technologies used in India for E-learning and the pros and cons of the Hybrid education system. It explains how hybrid systems work in rural and urban, the Govt's role in implementing and functioning e-learning systems. Practical difficulties in implementing the hybrid system. The necessity for the involvement of local bodies and NGOs. How it worked in Anganwadis. The necessity of Parent's orientation. Teachers, students, and parents face problems with technical awareness and gadgets. The report suggests that in a country like India, to educate all students, there should be a collaborative effort from not only the government, from NGOs, local bodies, and associations of private and Govt schools. The non-availability of the network is not only one issue. The geographical features, tribal locations, and safety of children for the working parents when the student attends the online class while parents are at their workplace. The paper explores the psychological impact on teachers, parents, and students under a hybrid education system. It tells about the multi work a teacher should bear under a hybrid system. It talks about the policy reformation on assessments and results under hybrid systems. Valuation standards have to be reviewed promptly rather than giving exemption from writing the examination.

  
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## **A STUDY OF CONSUMER PERCEPTIONS TOWARDS ENVIRONMENT FRIENDLY PRODUCTS**

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Green marketing is a concept that not only aids in the distribution of green products to consumers, but it also serves as a strategy for gaining competitive advantages and strengthening brand image. Green marketing practices are becoming more popular in marketing scenarios. Green marketing is a set of marketing activities that begin with the procurement of the product and end with the delivery of the product to the end user in a more environmentally friendly manner. Consumer attitudes toward a greener lifestyle have changed. The current study introduces the concept of green marketing and explores how various consumer attributes are related to the concept of green marketing.

  
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## **IMPACT OF FINANCIAL LITERACY ON SAVING HABITS – A LITERATURE SURVEY**

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The value of financial education is widely accepted as a crucial element for both the personal and societal financial security of a country. The individuals' development is aided by the financial literacy programs. The amount of investment and the level of national development increase with the number of financially literate citizens in a country. In turn, this would aid the country in averting an economic collapse. Financial literacy is one of the most undervalued abilities that could impact a nation's future in a world that is changing quickly. The necessity for financial education to speed up the economy's growth has been further exacerbated by the COVID-19 pandemic. In a couple of months, the pandemic rendered millions of people jobless, leaving them with mounting debt. Financial literacy is the ability to manage resources and income for wise consumption and saving. It also refers to the skills and understanding of finance that may be utilised to make decisions. Every time, a person's knowledge of financial instruments aids him in selecting the best investment strategy for his future. This study is an effort to understand, using secondary data, the influence of financial literacy on people's saving habits.

  
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## **A STUDY OF BEHAVIOURAL FINANCE OF MIDDLE CLASS HOUSEHOLDS**

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Behavioral finance is the study of the effects of psychology on investors and financial markets. Investment decision-making is defined as a rational choice among alternatives or the deliberate choice of an action plan from possible options. Investors are also believed to be logical thinkers. Individuals' decision-making processes are subject to various psychological transitions, which result in behaviour. It helps to understand how human emotion, biases, and mental capacity in processing and responding to information influence financial decisions such as investments, payments, risk, and personal debt. Behavioral finance always takes into account not only rational factors but also emotional motives that influence investors to invest in various investment avenues. The study's objective is to explore and recognise the behavioural factors that influence investment decisions. It also seeks to comprehend the effects of behavioural factors on middle-class households. It attempted to analyse the investment strategy used by households by taking into consideration their saving behaviour.

  
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## **AN OVERVIEW ON VIRTUAL PERFORMANCE EVALUATION OF SALES REPRESENTATIVES AND ITS IMPACT ON EMPLOYEE SATISFACTION**

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In an organization's performance, sales are the most indispensable factor. The future growth of the company is also based on sales. It is the responsibility of sales managers to not only manage the day-to-day activities of a sales force but also to evaluate their performance regularly. A salesperson evaluation is the analysis of a company's salesperson and their results to assess the most effective ways to increase organization revenue. Performance evaluations are carried out at least once a year, sometimes twice a year, and quarterly evaluations are common in businesses. There is a saying, “If you can't measure it, you can't manage it”, and the same is true for sales. The evaluation of a salesperson is the measurement of sales performance. It serves as the foundation for managerial decisions about employees, their responsibilities, and their performance. A sales performance evaluation seeks to identify what has occurred in the past, the outcomes, and what changes are required for the future. An evaluation system is essential for ensuring that both high and low performance of salesperson is appropriately rewarded. The purpose of this study is to analyze the concept of performance evaluation and to review different tools and techniques/methods used in general. This study will be helpful for HR managers and sales managers to have a better understanding of the sales evaluation concept, a common problem faced by the sales manager at the time of performance evaluation of the sales force.

  
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**ROLE OF RUDSET IN WOMEN ENTREPRENEURSHIP DEVELOPMENT IN MYSORE DISTRICT.**

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**Purpose:** The development of Women entrepreneurship and their participation in the socio-economic process is crucial for the socio-economic development of the country. The percentage of the female population in India is 48.04% and their work participation rate is 25 % (Periodic Labour Force Survey annual report 2020-21). Therefore, it is crucial to empower women through training and development programmes in order to expand their participation. In the year 1982 RUDSET was founded in Ujjire, Karnataka, with the primary goal of empowering women in the Dhakshina Kannada district. This has gradually grown into a national movement for self-employment drive for both men and women.

**Design/Methodology:** This paper is based on printed evidence and reports which are collected from RUDSET, Hinkal, Mysore and the study is mainly conceptual. The research design is descriptive in nature.

**Findings & Result:** The study is mainly focused on training and development programmes for women that were held between 2016–17 and 2020–21 and also of those women who have successfully settled as entrepreneurs in this period. The role of RUDSET in this regard is remarkable.

  
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## **E-LEARNING: IMPACT ON STUDENT’S ACADEMIC PERFORMANCE WITH SPECIAL REFERENCE TO MANGALURU CITY**

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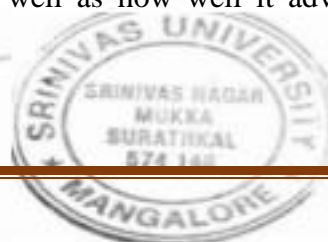
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Today's generation is accustomed to using internet learning in addition to face-to-face training. The phrase "E-learning," which refers to the initial acquisition, use, diffusion, and facilitation of knowledge by electronic methods, has evolved with the growth of information and communications technology. Actually, the growth in its use is directly correlated with the number of students. Since it has been proven that interactive, multimedia-rich information has a significant impact on learning, educators are working very hard to help pupils acquire it. Researchers have also examined how blogs and wikis affect students' ability to reflect and collaborate, and both results have been positive. According to the UNESCO Global Education Monitoring Report of 2020, technology is significant. The goal of this study is to understand how e-learning affects students' academic performance and to identify strategies for making e-learning resources more accessible to improve students' academic performance. Methodology used was collection of primary data from the students of a Mangaluru college and review of the literature, published articles are the secondary data. The results indicates that majority of respondents are happy with the objectives and scope of online learning, as well as how well it advances learner-learner interaction and improves respondents' knowledge.

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**Keywords:** E Learning, face to face training, multimedia, UNESCO, information and communication.

**A COMPARATIVE ANALYSIS ON TRADITIONAL AND MODERN METHODS OF TEACHING IN SCHOOLS USING ICT : A STUDY ON THE TEACHERS PERSPECTIVE.**

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India's education sector has undergone significant development during the past few decades. Because of technological advancements and inventions, dynamism is applicable in the sphere of education. The education sector has had a significant impact recently. Today, practically all schools, especially those in rural areas, have embraced ICT-based education. The adoption of this system is driven by the expansion of the educational sector. Due to a variety of factors, the teachers who teach in the schools are actually finding it difficult to utilize ICT. However, practically all age groups of children are using technology. Future education will undergo significant change, and teachers will need to be highly skilled in utilizing technology. This paper compares ICT-based and traditional teaching methods in order to determine which is better.

  
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**IMPACT OF ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOUR: AN EMPIRICAL STUDY OF LIFE INSURANCE POLICY HOLDERS OF MANGALORE CITY**

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Indian economy is one of the fastest growing economies in the world. Majority of the country’s population comprise of youths falling in the age group of 15 to 35. Human life is a precious asset and life insurance is a type of insurance which provides financial protection on the happening of an uncertain event. Life insurance allows people to financially secure their family at the time of any uncertain event. But insurance sector shows little penetration when compared to other countries. Presently, insurance companies are emerging out with variety of products having wider risk coverage and greater benefits. This paper makes an attempt to analyze the impact of advertisement on consumer buying decisions related to insurance products. The study proves that advertisement has a negative effect on consumer buying behaviour. Highly advertised insurance products are rarely preferred by the customers.

  
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## **ROLE OF INDUSTRY IN SKILL ENHANCEMENT IN HIGHER EDUCATION**

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Human resources are crucial to the successful functioning of an organisation. Though the country has a vast network of educational institutions, particularly institutions of higher education, the output is not corresponding to the needs of the industry. It is observed that a vast majority of graduates across various disciplines are not employable. There is an urgent need for increased collaboration between industry and academia to reduce this skill gap. Industry needs to involve at various levels to ensure that graduates develop right skills to be job ready.

  
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## **A DESCRIPTIVE ANALYSIS OF SOCIAL ENTREPRENEURSHIP**

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Entrepreneurs are creative problem solvers who are highly driven and able to think critically; these traits are paired with a desire to address social issues, a social entrepreneur emerges. A person who has an inventive solution to one of society’s most critical and challenging social issues is referred to be a social entrepreneur. They are relentless and ambitious, tackling pressing societal concerns and putting up fresh suggestions for significant changes in society. India desperately needs this new generation of sociopreneurs to develop novel business concepts. Therefore, in order to bring about the necessary social changes, social entrepreneurship identifies a social issue and applies entrepreneurial concepts to plan, launch, and manage a social business. The most successful forms of social entrepreneurship lead to incremental improvements in the near term. This study discusses the role of social entrepreneurs. Further, it identifies several obstacles faced by social entrepreneurs and makes an effort to provide some solutions to these issues.

  
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**TECHNOLOGY, IS A KEY ENABLER IN CHANGING CUSTOMER BEHAVIOUR. A case study on Life Insurance Corporation of India.**

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Technology is a key enabler in changing customer behavior. The changing demographics and the use of technology are brought a tremendous change in the output of an organization. Old channel-based distribution and customer segmentation models are being challenged, and there is a greater appetite to embrace customers at a corporate customer level. Insurance companies have also introduced triggers such as surveys and questionnaires within their interactions with their customers that help them to provide the right products, at the right time and the right price on their demands. Life insurance is bought to secure oneself against life’s uncertainties. Life Insurance Corporation of India (LIC) with long back history of more than five decades has played a very prominent role in society. It’s a growing trend among insurers who are adopting alternate channels of distribution, corporate agents, and brokers that will fuel business growth. Technology and the internet have given much scope for rural people to adopt new ideas and thoughts.

  
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## **CREATING HAPPY AND MEANINGFUL CAREER IN EDUCATION SECTOR: A CONCEPTUAL REVIEW**

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A meaningful career is one where we feel an authentic connection between the work we do and a broader life purpose beyond the self. But meaning isn't something you either have or don't have. It's an approach to life and to your career. It's a mind-set more than a behavioural trait. Finding a career that also brings meaning to your life is a priority for many professionals. Many job seekers look for a job that benefits others and makes a positive impact on their community, country or even the world. Although many businesses offer positions that fulfill personal goals, the internal motivation to do good for a larger cause makes certain jobs more fitting than others. In this article, we explain what a purposeful career might be, give suggestions to help you find a job with meaning and list possible meaningful career choices. Careers that have a purpose are professional positions that fulfill your desire to do work that is meaningful to both yourself and others. While any career can feel rewarding if you enjoy your job, many professionals want a career that makes a positive impact on other individuals. People may want a career with purpose so they can contribute to the world in a meaningful way. Finding purpose can come from dedicating your work to something other than building your own career, which is why many professionals feel more content and fulfilled when working in a position they find meaningful. Certain career paths offer more community-focused missions or are more oriented toward service. These are typically considered jobs with a purpose.



## **FINANCIAL SERVICES AND PERFORMANCES OF CO-OPERATIVE BANKS**

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Financial services are the services offered by financial and banking institutions. Financial Services are involved with the design and delivery of financial instruments and advisory services to individuals and businesses within the area of banking and related institutions, personal financial planning, investment, real assets, insurance etc. Normally co-operative banks offer services to individual and small-scale business. Services includes transactions of different types of products like deposits, financial helps and advices which includes savings, certificate of deposits, loans, business banking accounts. An economist can determine the level of concentration of economic power and pitfalls in the pursued financial policies by examining the financial statements of different companies. The study also provides the basis for several policy acts concerning licenses, regulations, price regulation, income capital, dividend freezing, tax subsidy and other concessions to the corporate sector. Co-operative banks play an important role in the Indian financial system particularly at the rural level. Co-operative banks satisfy the credit needs of the people in the semi-urban and rural areas where the commercial banks are reluctant to rent. Co-operatives as formal associations came to be set up in India from 1904 mainly as credit societies, followed by non-credit societies from 1912. The beginning of the Kerala state co-operative bank ltd (KSCB) dates to early 20<sup>th</sup> century. In 1914 The Maharaja of Travancore his highness MOOLAM THIRUNAL RAMAVARMA introduced the first co-operative society under Travancore co-operative societies Act.

**Keywords:** Co-operative, Financial services, Banks, Ratio Analysis, Capital, Sector

## **CHALLENGES FACED BY WOMEN WORKERS OF CASHEW INDUSTRIES IN INDIA**

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India is mainly known for agriculture and among that cashew is one of the major product of export market. In cashew industries processing units are employing large number of women workers and contributing the economic development and economic empowerment of women in India. The women employed in cashew Industries are facing many health related problems due to the unhealthy sitting postures, working with furnaces and splitting of cashew nut shell. The study is to understand the role of women worker in cashew processing unit. Secondly to know the health problems faced by the women workers and recent measures adopted by the industries to overcome these problems of women workers.

  
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## **CONSERVATION OF KERALA MANGROVES: ECONOMIC AND ENVIRONMENTAL RELATIONS**

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**Purpose:** Research is the systematic investigation into and study of materials and sources to establish facts and reach new conclusions. This study aims to analyze mangrove forests' socio-economic and ecological systems and their linkages for their conservation and identify important mangrove ecosystem values.

**Methodology:** The present study is intended to adopt the Descriptive Research design, which is based on secondary sources of data. The secondary data is collected from books, journals, newspapers, articles, and government websites.

### **Findings:**

- The use of mangroves as a natural nursery of migrant fishes and other organisms lacks hardcore empirical data. This is a very essential study.
- It is evident that mangrove ecosystems have been, and are still, used for the extraction of a variety of plant and animal products by traditional methods for the benefit of local people. Continuation of these activities requires that the remaining mangrove areas should be conserved and managed in ways that will ensure their productivity. The relevance and importance of multiple-use management may be a subject for future research to enhance productivity.
- There is hardly any study, which gives the basic knowledge about community structure, resource utilization, and economic conditions of people living in or depending on mangroves. This acts as a constraint for the implementation of an effective plan for the conservation of this ecosystem. It is, therefore, necessary to make intensive studies of mangrove settlements, which partly or fully depend on the mangrove for their livelihood.
- **Paper Type:** Descriptive study

  
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## **BANK FOR TOMORROW: ROLE OF AN ARTIFICIAL INTELLIGENCE (AI) IN BANKING SECTOR.**

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**Purpose:** The fast development of technology in all the fields around the world is called Artificial Intelligence (AI). This study is mainly attempted to assess how digitalization made the necessity to implement AI in the banking sector to handle their customer's complaints, queries, and so on. The main purpose of this study is to spread the usefulness of artificial intelligence to banks.

**Methodology:** This study is qualitative research based on secondary data. For this study, we have undergone a systematic search of relevant articles from Google Scholar, Web of Science, MEDLINE, and Scopus to identify and analysed. And also, some of the information is gathered from different books, newspapers, and government statistics in a different form from various sources.

**Findings:** The study results show that across banks, front-and middle-office AI technologies have the ultimate potential for cost savings. In order to stop fraud payment, detect it early, and enhance the procedures for Anti-Money Laundering (ALM) and KYC regulatory inspections, banks are also implementing AI in their middle-office operations. Banks are using AI to improve client identification and verification; simulate live personnel through chatbots and voice assistants; strengthen customer relationships; and offer individualized insights and suggestions.

**Practical Implication:** This study will be useful for understanding the many applications of artificial intelligence in banks. This paper will serve as a useful guide for banks and financial institutions in making optimal use of artificial intelligence.

**Paper Type:** Conceptual Paper



## **ORGANIC PRODUCT LABELS: THE CREDENCE TOWARDS CUSTOMERS CHOICE OF BUYING BEHAVIOUR**

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The organic food sales are not gaining more potential, due to limited buyers, because the customers have a paucity of product labels. This distrust has highly affected the company's profits. The purpose of the study is to ease these sceptics nature which is crucial for the organic food chain and also the government, emphasizing the necessity to enhance trust and openness in compliance. In order to ensure the credibility of the certified labels, companies have to adopt a set of rules and standards which result in a long-term effect on eco-favoured customers, and trust in the organic label creates a positive impact on customer choice of buying behaviour. Besides, companies also focus on conveying the right messages, so that customers can differentiate organic products from conventional ones. This literature highlights various issues pertaining to the organic product label and customers' choice of buying behaviour, and data is obtained from multiple reviews of literature, journals, and case studies. Labelling strategy may reduce information asymmetry between customers and the company because labelling strategy may influence product differentiation. Studies encompass the certification scheme which is necessary for labelling organic products. Studies identify reading the labels customers easily identify product attributes that serve as a medium between company and end-users. Moreover, green labels, eco-labels, energy labels, and organic labels serve as certificates of organic products.



## **IMPACT OF GUERRILLA MARKETING ON MILLENNIALS PURCHASE INTENTION**

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The study identifies and determines the factors of guerrilla marketing having an influence on consumer behavior. Primary data was collected from 186 respondents from Mangalore city, Karnataka State. SmartPLS 3.0 was used for statistical analysis. Measurement Model, factor analysis SEM model and IPMA were analyzed to examine the impact. The results states that creativity, humor and information adoption are having favorable impact on millennials purchase intention. The study highlights the contributing factors to millennials purchase intention due to guerrilla advertising technique.

  
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## **A CASE STUDY OF VRL MEDIA PRIVATE LIMITED**

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VRL Logistics Limited or the VRL Group (previously Vijayanand Roadlines Ltd.) is a road transportation, logistics, and publishing company. Vijaya Karnataka was founded in October 2000 and was sold to the Times Group on June 16, 2006. Vijayavani, the flagship property of Media VRL Group, was launched on April 1, 2011, and is now Karnataka's most widely read newspaper. VRL Media Ltd. launched Digvijaya News 24x7, a Kannada television news station, in April 2017. This paper studies the history and growth of VRL Group, explores the Services and subsidiaries of VRL Group, SWOC analysis of VRL Media Private Limited, evaluate the Hiring and training policies of VRL Media Private Limited, investigate the financial condition, CSR initiatives and future plans and assess the impact of COVID-19 on VRL Media Private Limited.

  
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## **SWITCHING INTENTION FROM OFFLINE TO ONLINE IN FOOD SERVICE INDUSTRY- PERSPECTIVES OF PUSH PULL MODEL**

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The central focus of the paper is to find the contributory factors for switching from traditional method of dine out to conventional method to dine by ordering food online. Secondary data for the study was collected from published scholarly articles and books and primary data was collected from 240 respondents from Mangalore city, Karnataka State. SMARTPLS 3.0 was used to analyze the collected data. Structural Equation Modelling was developed. The study highlights the contributing factors to switching intention of the customers to online food delivery using push pull model.

  
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## **A COMPREHENSIVE STUDY OF RAYTHEON TECHNOLOGIES**

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**Purpose:** An analysis of an aerospace and defense company such as RTC is perhaps timelier than ever. We live in a world of increasing global competition and confrontation. Simultaneously, we are experiencing unprecedented technological development. The goal of this research paper is to bring together different views, evidence, and facts about a topic, and then interpret the information. Design/Methodology: A research methodology that specifies different techniques that are adopted in research process to collect assemble and evaluate data.

**Findings:** Advancing aviation, building smarter defense systems and creating innovations to take us deeper into space. Performing revolutionary research for next-generation systems, devices and processes.

Originality/Value: That span across the enterprise – drive our actions, behaviors and performance with a vision for a safer, more connected world. It’s research and development team is creating breakthrough technologies in fields such as artificial intelligence, advanced propulsion, electrification and thermal management.

**Paper type:** Conceptual research



## COMPANY ANALYSIS ON RAYMOND COMPANY LTD

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**Purpose:** India has the second largest manufacturing capacity in textiles globally and accounts for 13% of the world’s production of textile, fibre and yarn. The Government of India has announced a special package of Rs.6,000 crore towards few months back for boosting the Indian textile industry. This could help Indian firms to grab the opportunity because after fully reaping the benefits of access to the markets of developed economies in the post-Uruguay round world, China is beginning to exit the textiles and apparel sector due to rising domestic wages. This leaves a huge demand base for India to exploit as rightly recognized by the government.

**Design/Methodology/Approach:** The study is based on the secondary sources of information. The research design is basically comparative research in nature. For gathering data, various newspaper cuttings like the mint, the Economic Times, The Business Standards etc., have been considered. For the analysis about The Raymond, its annual report 2014-15 has been considered. Most of the facts are compiled informations.

**Findings/Results:** The textile industry is the second largest employer in the country after agriculture; any allocation to it has a multiplier effect on the economy at large. According to an ASSOCHAM report, employment generated in the economy because of a rise of Rs.1 in demand of the industry, is more than 5 times the employment created in this sector itself. It employed nearly 51 million people directly and 68 million people indirectly in 2015-16. Textile and apparel sector contributes 14% to industrial production, 4% to India's Gross Domestic Product (GDP) and constitutes 15% of the country's export earnings.

**Originality/Value:** It was incorporated as the Raymond Woollen mill during the year 1925 near Thane Creek. Lala Kailashpat Singhania took over The Raymond Woollen Mill in the year 1944. In 1958, the first exclusive Raymond Retail showroom, King's Corner, was opened at Ballard Estate in Mumbai. In 1968, Raymond had set up a readymade garments plant at Thane. A new manufacturing facility was set up at Jalgaon (Maharashtra) during the year 1979 to meet the increasing demand for worsted woollen fabrics.

**Paper Type:** A study of understanding of Raymond Company.Ltd.



## **WORK LIFE INFLUENCE IN WOMEN EMPLOYEES**

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Balancing between family life and work life is the road surface for new topic in present scenario. Many variables like size of the family, the age of children, the working hours and the level of social support influences the work life balance. Most of the time work life stress is taken to family or else family stress is taken to work place which completely ruins the environment in both the places. Individual wants should take precedence over addressing the needs of others, according to work life sway in women employees. Women employees can't always find a solution or balance work and life, thus a remedy from this work-life sway has been produced where women employees can manage by providing more significance to work and family, which is uncontrollable. It is also significant to note the success level gained by women in career and family in spite of all the stress they undergo at work place. It is also important to consider the consequences these variables have on psychological distress and wellbeing of the working women. Apart from all this struggles, presently women are catching each and every step of opportunity which made to reach CEO's of top Companies

  
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## **EMPLOYABILITY OF MANAGEMENT STUDENTS IN THE POST COVID SCENARIO**

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Employability is a very fundamental aspect of higher education. COVID-19 has impacted employability to a large extent, with organisations moving the work environment from offline mode to online and now to a hybrid mode. The change has impacted the current student’s community to build skills that will enhance their employability. Organizations are changing their approach towards acquiring talent by defining higher skill sets. Companies are looking for talent that will have a greater impact and create valuable assets for the organisation through their creative approach towards problem solving along with possessing technical skills. The study is based on literature available through scholarly publication. It is an explorative research study that aims at identifying the skills that play a key role in the employability of management students in the post-COVID scenario. The paper aims to identify the skills that will improve the employability of management students. The study reveals that acquiring skills for continuous learning and possessing experience of entrepreneurial projects, along with other basic skills, will enhance the employability of management students as it helps to develop the ability to explore various possibilities towards better accomplishment of the task at hand.

  
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## **IMPACT OF INDUSTRY 4.0 ON EDUCATION**

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The fourth industrial revolution known as an Industry 4.0 were it calls for a dynamic redesign in how all facets of a business and production are conducted. Economic demand will be altered by a new wave of global technology. Internationalization would be the standard in all fields of business and industry. The education sector may be impacted significantly by the Industrial Revolution 4.0, which is due to occur in a massive way. Future jobs would need to be well-versed not only in new technology, but also in the principles associated with their use. In the future, we will need not only the capacity to implement technology, but also the knowledge of when, how, and where to use it. People’s everyday life styles shift as technology advances at a rapid pace. It is important to plan, build, and manufacture technology in every sector in order to capture Industry 4.0. Within the context of Industry 4.0, and in addition to awareness, an education policy emphasizing innovative thinking and based on lifelong learning should be created. The aim of this research is to talk about the impact and implications of Industry 4.0 in the education sector. The research is focused on secondary data gathered from various journals, websites, and newspaper articles. As a result, the paper focuses on the scope of Industry 4.0, which is also critical. In addition to awareness, an education policy that prioritizes innovative thinking and is focused on lifelong learning should be developed.

  
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## **PHILLIPS 66 COMPANY**

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**PURPOSE:** We are excited about the future of energy. Our advantaged and nimble company is full of seasoned leadership and talented teams making responsible choice to adapt and explore the opportunities changing market brings. We do this while living out our values of safety, honor and commitment; improving lives by providing access to the energy which is essential to a high standard of living and health throughout the world. Our employees, suppliers and improve lives. Our hard work, and team work, keeps energy flowing. At Phillips 66, we know that now, more than ever, is the time to try new things.

**Methodology/Approach:** A problem solving technique in which a group of six people brainstorms for six minutes and then a spokesman for each group presents either the best ideas or all ideas to the larger group.

**Finding/ Results:** Financial position, Liquidity and Return of Capital. Phillips 66 generated \$1.8 billion in cash from operation in the fourth quarter of 2021, including cash distributions from equity affiliates of \$757 million. Excluding working capital impacts, operating cash flow was \$1.4 billion.

**Originality/ values:** Phillips 66 was founded on the values of safety, honor and commitment and safety has been at the core of our company culture and operations.

**Paper type:** A case study method of understanding of Phillips 66 company of India bring together banking, insurance, and investment.

  
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## **DRIVING SKILL DEVELOPMENT: THE PATH TO ECONOMIC CHANGE AND SUSTAINABILITY**

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### **Purpose:**

Skill development leads to economic sustainability. The majority of the marginalized people will lack professional education, and for them, it is a requirement to develop their skills if they want to bring changes in their economic status. There are different types of skills - soft skills, hard skills, transferable skills, hybrid skills, etc. There are some job-specific skills and those are while starting some start-ups one should pose. E.g. If you want to apply for the driving post, you should possess a license and you should have driving skills. Driving is one of the various skills. To bring change in the income or to gain wealth, the profession and ownership alone are not possible but if you develop your skills can also gain sustainable income. This study aims to understand the bus driver’s skills development and economic sustainability. It is important for bus drivers to use innovative techniques because of the modern green buses and fuel buses. This also identifies the techniques used by bus drivers in the field of transportation, the knowledge gained through their experience, and practices in learning by doing. Skill-based driver requirements are the need of the hour. This study explains the challenges of the drivers, skills improvements, and how they can bring change in their economic status and sustainability.

**Methodology / Design /Approaches:** This research is comprised of both Primary and secondary data. In-depth interviews of 25 Bus drivers were taken for the study. They are both government bus and private bus drivers. The information received is used in the analysis.

**Findings and results:** Continues improvement in Driving skills, and consistency in the work, up-to-date knowledge is the basic requirement. Regular challenges like road mishaps, conditions of the roads, and natural calamities like landslides, and bridge collapse, diversion in the roads, etc are a few challenges.

**Originality/value:** Primary data from interviews and Secondary data were collected with the website method.

**Type of Paper:** Both primary and secondary research analysis.

**Keywords:** Driver, Innovation, Skill, Techniques, and Economic sustainability.

## **CHANGING TRENDS IN QUALITY WORK-LIFE OF IT EMPLOYEES IN THE NEW NORMAL ERA**

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The concept of Quality Work-Life (QWL) refers to the extent to which an employee can meet significant personal needs because of their employment related experiences. It is the total quality of an employee's work-life at an organization. The concept of work-life and work environment has completely changed for the employees in the IT industry who have switched to working remotely or what is commonly known as “Work from home”. The study aims to review various research conducted on different aspects of Quality Work-life among IT sector employees during the COVID-19 pandemic. In many different industries, the quality of the work-life balance is important since it affects employee happiness and organizational effectiveness. The extension of excellent employment opportunities and working conditions for employees is crucial for the organization's financial health.

The purpose of this study is to know the various attributes of Quality of Work-life (QoWL) of the IT employees, and recent trends and approaches undertaken by the IT organizations. The study also analyses the current QWL trends of IT employees and discusses opportunities available to improve the QoWL of IT employees. The research paper is based on secondary data sourced from relevant literature from Academia and Google scholar database and blogs.

  
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## **INCORPORATING BLUE CARBON MARKET INTO NATURAL RESOURCE REGENERATIVE PRACTICE IN INDIA**

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**Purpose:** The enormous volumes of carbon dioxide that Earth's oceans take up from the atmosphere are referred to as "blue carbon." Important carbon sinks include coastal ecosystems like kelp beds, salt marshes, and mangrove swamps. These crucial wetlands are being protected as part of the fight against climate change. Wetland restoration can be profitable with the implementation of carbon markets as part of the Paris Agreement on Climate Change. Carbon markets enable restoration projects to sell carbon offsets, easing the financial load on state and federal budgets. Recognize India's potential for development and carbon trading as a result.

**Methodology:** This study relied on secondary data from numerous review articles, journals, scientific blogs, and websites. SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used by authors to evaluate natural-based solutions and develop strategic planning.

**Findings:** A new rule is required. Without regulatory modifications, coastal carbon might be incorporated into all implementation plans, but it is not currently. The inclusion of carbon services in these plans could increase habitat conservation.

**Originality:** These conclusions and tables are based on secondary data that is now available and several identified techniques and models from review articles, journals, and websites on the blue carbon market becoming widely used in India.

**Sort of paper:** Secondary Research.

  
REGISTRAR



## **CUSTOMER PERCEPTION TOWARDS HOME DELIVERY SERVICES IN ORGANIZED RETAILING**

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**Purpose** – The main object of the study is to find the customer perception towards home delivery services. The paper explores different factors involved in consumer perception towards home delivery services which is an emerging growing industry.

**Design/methodology/approach** – This research investigates a wide range of conceptual studies on consumer perception towards home delivery services. The paper uses secondary data gathered for the examination of consumer perception.

**Findings** –The study is focused on understanding the main factors influencing consumer perception towards home delivery services. It was understood that there are different factors influencing the perception of consumers towards home deliver services.

**Practical implications** – home delivery service is a new phenomenon in the marketplace. Growth and accessibility of the internet, along with people’s hectic work schedules, have pushed businesses respond to new customer demand for delivery at their doorsteps. Understanding the consumer perception better would aid in realizing the full potential, which in turn shape people’ s quality of life, companies and economy in a macro way.

**Originality/value** – The home deliver industry is in the nascent stage, necessitating more study for academics and practitioners to gauge its full potentials. From a managerial perspective, the paper contributes for understanding consumer perception towards home delivery services



## **EFFECTIVENESS OF RESEARCH IN MANAGEMENT EDUCATION**

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As the scope for research is expanding in a fast phase, it is gaining importance in management as well. Therefore, aggressive implementation of research activities in management education is very essential for the students to identify the growth prospects in management. This study is an attempt to assess the effectiveness of research in the development of management education. The data has been collected through secondary sources by reviewing existing literatures from Google scholar, Science Direct, Web of Science and other search engines. The result of the study demonstrated that the digital transformation in the management education plays significant role in the development of management education. Hence this study will be a valuable guide to academicians, researchers, education policy makers for the implementation of innovative research practices in management education.





## TESLA

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**Purpose:** Tesla is a multinational American clean energy automotive company. They are the leading producers of electric cars and its components across the world. It is one of the world’s most valuable companies in the world. They are famous for their safety measures. Tesla makes products that are accessible and affordable to more and more people. Hence it is necessary to understand their business model and marketing that enabled them to have wide reach across the world

**Design/Methodology/Approach:** Developing a theatrical concern based on the available secondary data and analysis using SWOT analysis.

**Findings/Result:** Tesla has a unique approach to establish itself in the market. Instead of developing relatively affordable cars they focused on creating a compelling car that can create a demand for electric vehicles.

**Originality/ Value:** Analysis and understandings of Tesla and their competitive advantages will be a motivation to other companies.



## COMPANY ANALYSIS ON LENSKART

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**Purpose:** Lenskart is Indian company With a rapidly growing business reaching out to over 1,00,000 customers a month via a unique combination of a strong online business as [www.lenskart.com](http://www.lenskart.com), uniquely designed physical stores, as well as a first of its kind 'home eye check up' service, Lenskart is revolutionizing the eyewear industry in India. The purpose of this study is to understand in depth about the company it's services, vision and mission

**Design/Methodology/Approach:** Evaluating the company Lenskart by using secondary data research Findings/Results: Based on the study conducted we came to understand about the Lenskart, how the firm operate, what are the product that are offered, their policies and strategies. The company had a valuation of \$1 billion by December 2019 after Softbank invested around \$275 million. Peyush Bansal, a former Microsoft employee, founded Lenskart in 2010 along with Amit Chaudhary and Sumeet Kapahi. In 2020, Lenskart generated total revenue of ₹1,000+ crore. Financial backers of Lenskart include TPG Growth, International Finance Corporation and Adveq Management. Originality/Value: This study contains an in depth analysis of the company and it is informative to people who wish to know about Lenskart

**Paper Type:** Conceptual research



## **A STUDY ON IMPACT OF FINANCIAL LITERACY ON SAVINGS HABITS OF Y GENERATION**

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This paper investigates the impact of Financial Literacy on generation Y's savings behaviour, which is improved by storing intentions and attitudes toward savings. The paper investigates the significance of financial literacy for societal financial stability. It also investigates how financial literacy plays an important role in making sound financial decisions by individuals from generation Y. Financial literacy assists individuals in proper financial planning by providing knowledge of various financial concepts and techniques. Given the current situation, financial literacy provides financial stability in an individual's life by teaching habits of saving, investing, and financial planning in order to maximize income. Financial literacy is the result of proper financial education, which enables people to make sound financial decisions. Financial literacy provides an individual with accurate information and sound knowledge about the various financial products and services offered by various financial institutions. As a result, individuals from the Y generation can make better use of these financial services. Therefore, for sound financial management, financial literacy plays an important role.

  
REGISTRAR



## COMPANY ANALYSIS ON INFOSYS

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**Purpose:** Infosys Limited is an Indian Information Technology company that provides global business consulting and information technology services. Infosys helps clients in 45 countries to create and execute different strategies for their digital transformation. Infosys helps businesses to renew & improve existing conditions so that their business can achieve higher efficiencies and stay relevant according to current times. Infosys has more than 200,000 employees and through their hard work & dedication, Infosys has grown to become a US \$10.9 billion (revenues FY18) company with a market capitalization of US \$39 billion.

**Design/Methodology/Approach:** Cloud Transformation’ (ACT), part of Infosys Cobalt that helps enterprises rapidly define implementation roadmaps implementation roadmaps, develop products and realize value from cloud adoption. This unique methodology caters to all your enterprise transformation requirements. As an end-to-end implementation methodology, it includes an enactment portal – the Infosys Cloud Factory – that acts as a one-stop solution for all cloud deployment projects. Further, ACT is embedded with accelerators that outline your cloud strategy, guide you along the implementation path and assist with training and change management.

**Findings/Result:** A consolidated Net profit of \$5, 686 core, up 12% year over year but down 21% quarter over quarter, was reported by Infosys for Q4FY22. To reach 32,276 crore in the quarter, combined sales increased by 1.3% qoq and 22.7% yoy.

**Paper Type:** Conceptual Research.

  
REGISTRAR



## WALMART

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**Purpose:** Walmart aim to build a better world helping people live better and renew the planet while building thriving, resilient communities. For us, this means working to create opportunity, build a more sustainable future, advance diversity, equity and inclusion and bring communities closer together. And at the end of the day, helping our customers save more of their hard earned money for the things they care about most. Because at Walmart, Live Better is what we do every day

**Design/Methodology/Approach:** The inventory method that Wal-Mart employed is LIFO or Last in, First Out, which consists of the latest, or newest inventory to be sold first. The company also states that it evaluates its inventory based on the retail method of accounting, by considering the lower of cost or market.

**Finding/Result:** Walmart is the great American success story, rising from its beginnings in northwest Arkansas to the title of the world's largest retailer in a span of 60 years. It has grown from its first location to more than 10,500 across the globe, with annual revenues of \$573 billion

**Originality/Value:** Walmart has utilized technology and automation to streamline its supply chain with the aim of driving down costs. Managing inventory digitally allows Walmart to keep data flowing through it's supply chain seamlessly, ensuring there's always enough inventory while reducing carrying costs.

  
REGISTRAR



## VRL LOGISTICS

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**Purpose:** In India there is a rapid growth of logistics industries. VRL logistics Ltd is one of the major logistics service providers in the country and also leading in private bus operations, the biggest private sector operators in this space. The services offered by them are Goods transport, passenger transport, courier services, passenger by air and Wind Power Generation business. VRL logistics Ltd is also one of the largest fleet owners of commercial vehicles in India. So the main purpose is to analyse the overall functioning of the company.

**Design/Methodology/Approach:** Developing a theatrical concern based on the available secondary data and analysis using SWOT analysis.

**Findings/Result:** Presently they operate across 23 States and 4 Union territories across India. Company is successful in creating a great brand image in the minds of customers. Its all sections are working efficiently. The overall capacity of the departments is well systematic. VRL courier service is quick and safe. They take less time in rectifying missing parcels.

**Originality/ Value:** Logistics is a growing Industry. Analysis of VRL logistics will help to understand the effective way to achieve success in this field.



## NUCOR

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**Purpose:** Our goal is to partner with our customers to deliver world-class results. As North America's most diversified steel company with more than 300 locations, we are ready to help you get the job done. Powerful results start when we listen to our customers, leverage our collective strengths and deliver unparalleled value. Nucor customers can count on us to deliver, every ton of the way.

**Design/Methodology/PPROCH:** The future of construction is built on steel. More than any other material, steel brings the strength, durability, constructability, and inherent sustainability needed to turn tomorrow’s ever-more-challenging and advanced builds into reality.

**Findings/Results:** NUCOR IS committing to a 35% reduction in ghg intensity by 2030.This will lower Nucor’s GHG emissions intensity of steel mills to 77% less than today’s global steelmaking average.

**Originality/value:** Nucor net worth as of August 19, 2022 is \$36.17B. Nucor Corporation is a leading producer of structural steel, steel bars, steel joists, steel deck and cold finished bars in the United States.

**Paper Type:** Conceptual Research.



## **TITAN COMPANY**

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**Purpose:** The principal objective of a company is to determine what exactly the company does, its goals, competitors, and business performance. This paper is to value the performance of efficiency of Intellectual capital (IC) on financial performance indicators of Titan Company Limited and India’s leading producers of watches and also we will see what is it that makes Titan industries one of the most popular companies in India.

**Design/Methodology/Approach:** This analysis is carried out by SWOT analysis and Business Process Modeling.

**Findings/Result:** Titan has a rich history, and it has been synonymous with watches for about three decades now. It is the largest integrated watch manufacturer and one of the largest company as a globally. Over the years, the company has diversified its business segment into jewelers, eyewear, and other peripheral segments, including fragrance, wallets, Handbags, and clothing.

**Originality/Value:** This analysis is to provide a picture of the company at specific time, thus providing the best way of enhancing a company as well as externally.

**Paper Type:** Conceptual Research.

  
REGISTRAR





## COMPANY ANALYSIS PARLE -G

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**Purpose:** Parle-G has started its operation as a candy manufacturer in suburban Mumbai and later diversified in making biscuits. It is well recognized with its white and yellow wax paper wrapper with the depiction of a young girl in front of the packet. For over 65 years parle-G has been playing a life in every Indian. Parle G has nourished, strengthened and delighted millions filled with goodness of milk and wheat. A long time when Britishers were ruling India a small factory was set up for production and manufacture of toffees despite of many new brands this brand survived and succeeded. Parle fight to make biscuits affordable despite of World War 2. The great taste high nutrition international quality makes Parle G a real winner parle glucose and parle Monaco were the first brands of biscuits to be introduced which later on became leading brand names for great taste and quality

**Design / Methodology/ Approach:** In this analysis we can study about the life cycle of the product, SWOT analysis and marketing strategy.

**Value:** Every nation dreams of a better tomorrow and every nations tomorrow lies in the hands of its children who makes the nation proud in every aspect the young geniuses who shape the future of nation. Parle began its production in 1939 todays parle enjoys 40% of the total biscuit market and 15% of the total confectionery market in India.

**Paper type:** Conceptual Research

  
REGISTRAR



## INFOSYS COMPANY

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**Purpose:** There are many problems in our lives that can be solved much easier if smart houses exist. There are many smart house concepts, that can be used to solve many different problems. All of the concepts show many different thoughts in problem solving.

**Design/Methodology/Approch:** A research methodology or involves specifies techniques that are adopted in research process to collect assemble and evaluate data.

**Findings/Results:** The impact of financial performance and financial choices on Infosys's market value is examined in this essay. The study makes use of secondary data. In addition to financial performance, decisions regarding capital structure and dividends are assessed. Five years' worth of data is used. From a capital base of \$250 to a company with a market capitalization of \$30.9 billion, Infosys has grown significantly. The results confirm that capital structure and dividend policy have no bearing on the firm's market value. The market price and revenues are positively correlated.

**Originality/Value:** Human values stand for desirable personality traits like openness, truthfulness, patience, responsibility, empathy, humanity, impartiality, and reverence. Human values transcend social classes, religions, cultures, and nationalities and are fundamental to human existence. These frequently encourage an atmosphere of conviction, clarity, accountability, compassion, respect, cooperation, eminence, and brilliance.

**Paper Type:** Conceptual Research.



## **SOCIAL ENTREPRENEURSHIP: A FORUM FOR INCLUSIVE GROWTH**

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Social entrepreneurship has become a trendy development in recent years as demonstrated by the world wide success stories. Social entrepreneurship has grown as an influential area of study and research over the last three decades. The disillusionment created by the profit oriented corporates and conglomerates has drawn social entrepreneurship and social innovations in order to ease the social problems. Social entrepreneurs can include a range of career types and professional backgrounds, ranging from [social work](#) and [community development](#) to [entrepreneurship](#) and [environmental science](#). Corporates also are seen using various approaches to reach the social, cultural, humanitarian and environmental causes. One such approach is Social entrepreneurship. Social entrepreneurs, however, are either [non-profits](#), or they blend for-profit goals with generating a positive return to society. This paper through an extensive review of journal publications, press releases and Global summit reviews tries to identify the ways New generation entrepreneurs in India are endeavouring the social causes and contributing in the inclusive growth of the nation. This research is an attempt to contribute to the social entrepreneurship literature by providing new insights about social entrepreneurship and promote more social enterprises in the near future.

  
REGISTRAR



## LOCKHEED MARTIN

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**Purpose:** Lockheed Martin Corporation is an American aerospace, arms, defense, information security, and technology corporation with worldwide interests. The Internal strength and weakness of the company has been discussed and the changes in environmental condition throughout the financial year. In this study the analysis on Strength, Weakness, opportunities and Treats are done. The main Intension of this study is to analysis the environment condition like Competition, Threats of new substitute etc. In this study Lockheed Martin structure and control system also studied.

**Methodology/Approach:** To study about Lockheed Martin structure. To know the environment variation in the organization. To use SWOT analysis for the study welfare.

**Findings/results:** The present study focuses on the effect of accounting results on the share price of fortune 500 company- Lockheed Martin. The outcome of the regression equation presents a surprising result.

**Originality/Value:** The Fortune 500 is Fortune Magazine’s annual ranking of the United States’ 500 largest corporations, ranked by Revenue.

**Paper type:** Conceptual Research.

  
REGISTRAR



## VOLTAS

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**Purpose:** Voltas Limited is an Indian multinational home appliances and consumer electronics company based in Mumbai, Maharashtra, India. Voltas India was started on 6 September 1954 in Mumbai, as a collaboration between Tata Sons and Volkart Brothers. Its shares are traded on the Bombay Stock Exchange under symbol 500575. Voltas helps in developing the infrastructure of the India as well as exporting their exceptional expertise across Technology, Engineering, Cooling, Construction, Ventilation globally. Voltas offers customers appropriate engineering solutions in the form of products, projects and services of superior value in areas of expertise and experience - air conditioning, refrigeration, electro-mechanical works, water management and industrial capital equipment - so to build and sustain market leadership.

**Designs/Methodology/Approach:** It designs, develops, manufactures and sells products including Air Conditioners, Air Coolers, Refrigerators, Washing machines, Dishwashers, Microwaves, Air purifiers, Water dispensers

**Findings:** Swiss based Volkart Brothers joined hands with Tata Sons Ltd. over 6 decades ago to create Voltas, they believed that innovation could change the world. Present, Voltas continues to stand at the forefront of re-engineering the future through innovative thinking and smart engineering. Also known as India's largest air conditioning company, it is also one of the reputed engineering solution providers, specialising in project management. Originality/Value: Voltas believe in engineering smart, intuitive and innovative solutions, to craft a world that is more efficient. It says a world that keeps people’s needs at its core.

**Paper Type:** Company analysis study.



## COMPANY ANALYSIS ON COAL INDIA LIMITED

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**Purpose:** Coal is known to have been exploited from the beginning of civilization in India, as evidenced by the names of many villages and towns in and around the coalfields, reflecting the use of coal as an energy source. The industrial revolution of the 19th century coincided in India with the coal mining operations of around 1850 in Raniganj Coalfield about 200km west of Calcutta, which was the then capital of India under British rule. From that day onwards, coal has been mined to provide energy for the growth of the Indian Economy. The article talks about India’s coal resources and its expected increase in demand, which calls for massive investment.

**Design/Methodology/Approach:** This analysis is carried out further to review India’s coal resources and its expected increase in demand, which calls for massive investment.

**Findings/Results;** CIL is committed to play a major role in achieving the Nation’s energy security. Based on the demand projection in ‘Vision 2024’ for coal sector in the country and subsequent demand projection on CIL, a roadmap has been prepared wherein CIL has envisioned 1 Billion Tonne (Bt) production in the year 2023-24 to meet the coal demand of the country. To achieve this target, CIL has identified major projects and assessed other related issues. Originality/values: The study helps to evaluate the increasing demand of India’s coal resources. It also helps to study the massive investment, Business strategies and overall performance in this area.

**Paper Type:** Conceptual Research.



## COMPANY ANALYSIS ON APOLLO TYRES

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**Purpose:** Financial Performance is the tries to decide a security’s fee via way of means of that specialize in underlying elements that have an effect on a enterprise’s real enterprise and its destiny prospectus on a border scope, its miles viable to carry out economic overall performance at the industries. The goal of the have a look at is to discover powerful economic evaluation of profitability of Apollo tyres and to forecast the once a year increase charge of the enterprise with the assist of evaluation. They have a look at hired the usage of secondary information that is from a 5 years. It indicates the control strategies of their corporations to recover from their situation. They have a look at concludes that may be widespread distinction in overall performance assessment of Apollo tyres.

**Design/Methodology/Approach:** Apollo also offers customized solutions to its mining customers by recommending the best suited compounding formula from its basket after studying the mine conditions. "Apollo Tyres will take a 360 degree approach for promoting its off-highway tyres. The voice of the customer to drive our design philosophy, constant performance monitoring for continuous improvement, manufacturing excellence to achieve highest quality levels and our constant support at jobsites," said Satish Sharma.

**Findings/Result:** Apollo Tyres had posted a net profit of Rs127.78 crore for the year-ago period. Apollo Tyres Ltd on Friday reported 49.21 per cent increase in consolidated net profit at Rs190.68 crore for June quarter 2022-23 riding on higher sales

**Originality/Value:** The corporation’s capacity to earn most earnings through the nice utilisation of the assets is known as profitability within side the relative degree of the incomes potential profitability relies upon on quantum of income price of manufacturing and use of economic assets. Paper Type: Conceptual Research.

  
REGISTRAR  


## COMPANY ANALYSIS ON COSTCO WHOLESALE CORPORATION

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**Purpose:** This paper addresses Costco's continuous success in today's ever changing economy. Costco needs to adopt certain changes in order to stay successful. Costco has been in business since 1983 as wholesale membership only warehouse. Costco was supported by the baby boomers who are the majority of its loyal members , the millennial generation is the one that is taking the relay with different lifestyles. In order to find financial position of this company and SWOT analysis of the company.

**Design/ Methodology/Approach:** Developing an analysis on the companies performance by using SWOT Analysis.

**Findings/Result:** Costco is a membership warehouse club, dedicated to bringing our members the best possible prices on quality brand-name merchandise. With hundreds of locations worldwide, Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services, all designed to make your shopping experience a pleasurable one.

**Originality/value:** At first, Price Club was limited exclusively to business members, who could purchase a wide range of supplies and wholesale items. Jim Sinegal, the executive vice-president of merchandising, distribution and marketing, was instrumental in fine-tuning the merchandise and marketing strategies, helping to turn Price Club into a success story that changed the face of retailing worldwide. Seven years later, Jim Sinegal channeled his expertise into co-founding Costco Wholesale with Jeff Brotman, and together they opened the first warehouse in Seattle, Washington in 1983.

**Paper Type:** Secondary Data





## **COMPANY ANALYSIS ON KARNATAKA MILK FEDERATION (KMF)**

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**Purpose:** India is the largest producer of milk in the world with a total production of 84 million tonnes in 2001. It also has the world’s largest livestock population, housing 57% and 16% of the globe’s buffalo and cattle respectively. However, most of its primary producers involved in dairying activities are small and marginal farmers, with 80% of the animals kept in small farms with an average of 2-8 animals. About 18 million people are engaged in dairy activities. Dairying is an important economic activity in India as livestock distribution is more equitable than land distribution and thus it is considered an area that can be the focus of anti-poverty and equity-oriented programs. primary producers are concentrated in rural areas and have limited access to marketing and infrastructural facilities. Only 15% of milk produced is marketed through formal systems, thus limiting the scope of processing, value addition and better market penetration in the regional and international markets. Most States in India have producer cooperative unions, where members sell their milk to be processed and marketed. Methodology: This qualitative study relies on secondary data. Secondary data is gathered from research papers published in prestigious journals, articles, and books. Information was gathered from KMF case studies

**Findings:** This study aims to examine the relationship between government and public experiences and customer loyalty towards (KMF).

**Paper Type:** Company analysis study.



## **A CASE STUDY ON RELIANCE COMPANY**

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**Purpose** : To create world-class assets and infrastructure to provide the platform for faster, consistent growth for India to become a major world economic power. To achieve excellence in service, quality, reliability, safety and customer care. It accounts for over 5% of the Indian Government's revenues and almost 8% of the total merchandise exports from India. The company has ranked **106th on the Fortune Global 500 list** of the world's biggest corporations as of 2019.

**Design/Methodology/Approach** : In this case study, we would go through the marketing strategies of one of the most successful companies of India and it's none other than Reliance Industries Limited . Study focuses on Reliance Industries, Jio and its Retail business, along with their marketing mix, competitors analysis, marketing strategies and campaigns undertaken by them.

**Findings/Results** : In FY22, the company reported a 47 per cent growth year-on-year in the gross revenue. It was \$104.6 billion or Rs 7.92 trillion. For Q4FY22, the consolidated gross revenue for the company stood at Rs 2.32 trillion, 35.1 per cent higher than the same quarter in the previous year

**Originality/value** :Manufacturing divisions of Reliance not only create thousands of jobs for skilled workforce, but also train unskilled workers, helping create a strong talent pool. Every product we create with the 'Made in India' tag is a source of great honour and pride.

**Paper type** : Conceptual Research .

  
REGISTRAR



## COMPANY ANALYSIS ON CHARTER COMMUNICATIONS

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**Purpose:** The Telecommunication has concise the world bringing global community to very close. It helps to communicate the information in a quicker, cheaper and simpler form. At present era telecommunication enables various business to reach out to each and every corner of the world without making significant investment. Broadband, which is utilised in fast internet connections, is wide bandwidth data transfer that carries many signals at a variety of frequencies and Internet traffic types. This allows messages to be sent simultaneously. The media can be twisted pair, satellite, wireless Internet (radio), optical fibre, coaxial cable, or optical fibre. The use of telecommunications in business is crucial. It enables businesses to interact with customers successfully and provide high levels of customer service. Employees may effortlessly collaborate from any location, whether local or remote, thanks to telecommunications. The ability for employees to productively work from home or other remote places is made possible by mobile telecommunication, giving businesses the chance to implement more flexible working practises. **Methodology:** This research is based on secondary data. Secondary data is gathered from the research papers published in reputed journals, articles, Financial information was collected from the annual reports of Charter Communications.

**Findings:** This study aims to examine the relationship between customer experiences and customer loyalty towards Charter Communications.



## **BANK OF AMERICA**

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**Purpose:** Bank of America is one of the world's leading financial institutions, serving individuals, small- and middle-market businesses, large corporations, and governments with a full range of banking, investment management and other financial and risk management products and services.

**Design/methodology/Approach:** A research methodology or involves specifies techniques that are adopted in research process to collect assemble and evaluate data. Bank of America has successfully used Design Thinking to create their "Keep the Change" program. A program built on user insights into how people struggle to save.

**Findings/Results:** Connect is not supported) and include up to 24 months of transactions. Log into [privatebank.bankofamerica.com/AccountAccess](http://privatebank.bankofamerica.com/AccountAccess). To get to the Quicken download page, click on Accounts, then Download Account Data. Select the account(s), date range and click Download. The bank's history dates to 1904 when Amadeo Peter Giannini opened the Bank of Italy in San Francisco. It eventually developed into the Bank of America and was for a time owned by Giannini's holding company, Transamerica Corporation. It issued the first bank credit card, BankAmeriCard, in 1958.

**Originality/values:** Amid the increasing concerns over the international economic turmoil that has plagued the markets for months and the lackluster performance of the United States economy, Bank of America has taken a tougher beating than the other large financial institutions. Incorporated in the US, the bank offers a comprehensive suite of financial products including lending, working capital, treasury and trade services, foreign exchange and interest rates to leading Indian corporates, financial institutions, multinationals and foreign government entities.

**Paper Type:** Conceptual Research.



## **BHARTHI AIRTEL**

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**Purpose:** Bharti Airtel Mission Statement. A spirit charged with energy, creativity and a team driven &quot;to seize the day&quot; with an ambition to become the most admired telecom service provider globally.

**Design/methodology/Approach:** While randomly searching about design teams and best design practices of big tech and design-led organizations I realized that there is not a single article/blog about Design @Airtel- India. So I have attempted to bring forth my experience @Airtel as a Product Designer. However, It has not been long that joined.

**Findings/Results:** Telecom major Bharti Airtel on Monday reported 466% surge in consolidated net profit (attributable to owners of the parent) at Rs 1,607 crore for the quarter ending June 30, 2022, boosted by subscriber additions. It reported net profit of Rs 284 crore in the year-ago period.

**Originality/values:** The brand is operated by several subsidiaries of Bharti Airtel, with Bharti Hexacom and Bharti Telemedia providing broadband fixed line services and Bharti Infratel providing telecom passive infrastructure service such as telecom equipment and telecom towers.

**Paper Type:** Conceptual Research.



## EICHER MOTORS

Sushmitha

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**Purpose:** Eicher Motors (EML) manufactures the iconic Royal Enfield brand of motorcycles which leads the premium motorcycle segment in India. Royal Enfield is the oldest motorcycle brand in continuous production world-wide since 1901.

**Design/methodology/Approach:** Eicher Pro Series consists of 52 flagship models. Some of them include Eicher Pro 2049, Eicher Pro 3015, Eicher Pro 3019, Eicher Pro 2095 XP, Eicher Pro 2059, Eicher Pro 2049 CNG, Eicher Pro 2080 XPT and Eicher Pro 2110 among others.

**Findings/Results:** Shares of the Eicher Motors have rallied 9.51% in six trading sessions from its previous closing low of Rs 3,087.45 posted on 5 August 2022. The counter hit a record high of Rs 3,433.05 in intraday today. The stock has climbed 60.24% from its 52-week low of Rs 2,110 recorded on 7 March 2022.

**Originality/values:** changed its name to Royal Enfield Motors Ltd. 1996: Eicher Tractors Ltd. amalgamated with Royal Enfield Motors to form Eicher Ltd. 2005: Eicher Motors Ltd. has disinvested the businesses of tractors and engines to TAFE Motors & Tractors Ltd.

**Paper Type:** Conceptual Research.



## ENERGY TRANSFER COMPANY

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**Purpose:** Energy transfer takes place when energy moves from one place to another. Energy can move from one object to another, like when the energy from your moving foot is transferred to a soccer ball, or energy can change from one form to another, for example, through the transfer of heat, work or mass transfer.

**Design/methodology/Approach:** Thermal energy transfers occur in three ways: through conduction, convection, and radiation. When thermal energy is transferred between neighboring molecules that are in contact with one another, this is called conduction.

**Findings/Results:** When work is done, energy is transferred from the agent to the object, which results in a change in the object's motion (more specifically, a change in the object's kinetic energy).

**Originality/values:** Energy Transfer is one of the largest and most diversified midstream energy companies in North America with approximately 120,000 miles of pipelines and associated energy infrastructure across 41 states transporting the oil and gas products that make our lives possible.

**Paper Type:** Conceptual Research.



## CITY GROUP COMPANY

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**PURPOSE:** It is a diversified financial services holding company that provides a broad range of financial services to consumer and corporate customers. The company services include investment, banking, retail brokerage, corporate banking, and cash management products and services. Citigroup serves customers globally. The company produce the product is Asset management, banking, credit cards, equities trading, securities services, insurance, investment management, mortgage loans, mutual funds, private equity, risk management, wealth management. Citi’s mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. Our core activities are safeguarding assets, lending money, making payments and accessing the capital markets on behalf of your clients. We have 200 years of experience helping our clients meet the world’s toughest challenges and embrace its greatest opportunities. We are citi , the global bank-an institution connecting millions of people across hundreds of countries and cities. We protects people’s savings and help them make the purchases – from everyday transactions to buying a home – that improve the quality of their lives. We advise people on how to invest for future needs, such as their children’s education and their own retirement, and help them buy securities such as stocks and bonds.

**Methodology/Approach:** City group provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

**Finding/ Results:** It provides broad range of financial products and services to consumers and corporate customers globally. It helps corporations raise capital ( debt and equity ) and provides financing solutions, besides working with them on risk management and transaction banking.

**Originality/ value:** Citi’s corporate business leverage the city identity. It represents everything the pre- eminent global financial services company stands for intelligent, engaging, human, friendly and innovative.

**Paper type:** A case study method of understanding of financial company of U.S bring together banking, insurance, and investment.





## **CIPLA COMPANY OF INDIA**

**Sharanya.c**

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**PURPOSE:** Cipla as a organization has been built brick-by brick on the foundation of care. caring for life has always been and continues to remain, our guiding purpose. Driven by the same purpose ,we have extended our presence to 80+ countries providing over 1500 products across various therapeutic categories in 50+ dosage forms. To make healthcare more affordable globally, we are deepening our presence in the key markets of India, South Africa, the U.S among other economies of the emerging world. For over eight decades, making a difference to patients has inspired every aspect of Cipla’s work. Our paradigm-changing offer of a triple antiretroviral therapy in HIV/AIDS at less than a dollar a day in Africa in 2001 is widely acknowledge as having contribute to bringing inclusiveness, accessibility and affordability to the center of the HIV movement. A responsible corporate citizen, Cipla’s humanitarian approach to healthcare in pursuit of its purpose of caring for life and deep -rooted community links wherever it is present, make it a partner of choice for global health bodies and stakeholders. Cipla inhaler is a medicine used to a treat various heart conditions such as hypertension (high blood pressure), angina (heart-related chest pain),arrhythmia (irregular heart rhythm), migraine, and tremor. It lowers blood pressure, thus decreasing the risk of future heart attack. Cipla inhaler should be used in the dose and duration as prescribed by doctor.

**Methodology:** Sampling design Methods of selecting items, observational design Condition on which the observational are to be made, Guiding framework for the research study.

**Findings/ Results:** its helps in solving operational problems, social problems, health issues and provides the basis for govt. policies. Also its helps in taking decision.

**Originality/value:** To gain familiarity with a phenomenon or to achieve new insights into it.



## A CASE STUDY ON MCKESSON COMPANY

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**Purpose:** The present paper examines the working capital performance of McKesson company. This paper helps the relative significance of selected accounting parameter on the stock market performance of the fortune 500 company. Open systems and resource based view theories was guided this study.

**Design/Methodology/Approach:** The data for the present study was collected from the company's annual report, website of this company. The research will review secondary data in form documents submitted to regulatory authorities, press statement, research reports and available literature.

**Findings/results:** The present study focuses on the effect of accounting results on the share price of fortune 500 company – McKesson company. The outcome of the regression equations presents a surprising result. It indicates that rather than the current accounting figures of total income or earnings per share, the historical value of book value and amount of cash generated by the business are very important factors in determining the share price.

**Originality/Value:** The Fortune 500 is Fortune Magazine's annual ranking of the United States' 500 largest corporations, ranked by revenue.

  
REGISTRAR



## COMPANY ANALYSIS VALERO ENERGY

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**Purpose:** The study aim is to deeply investigate Valero Energy Corporation’s operations. Established in 1980, Valero Energy Corporation (Valero) is currently one of the biggest petroleum refiners in the oil and gas industry both in the United States and internationally. Headquartered in San Antonio, Texas, Valero owns 15 petroleum refineries and 14 ethanol plants.  
**Methodology:** Valero Energy Corporation’s operations were closely examined using SWOT analysis.

**Findings:** The current study results depict that Valero Energy Corporation faces challenges in the industry’s midstream and downstream sector and emphasizes external factors such as weather and geopolitical influences. The prices of crude oil are stabilizing but uncertainty in the market and the slowdown of economic growth internationally will remain a challenge for Valero Energy Corporation in the short-term future. Companies in the oil and gas sector will continue to enforce capital discipline as a long-term strategy to prepare them for the economic uncertainty ahead and unsteady industry conditions. Valero’s strategic acquisitions and divestitures have helped the company through tough times in the past, but is Valero’s mix of assets appropriate today.

**Originality:** Valero Energy Corporation is suitable for undergraduate and graduates business students to apply critical thinking, qualitative and quantitative analyses, and decision making.

**Paper type:** conceptual Research

  
REGISTRAR



## COMPANY ANALYSIS ON KROGER COMPANY

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**Purpose:** This case analysis will portray a good image of the Kroger Co. in the market as it the leading retailers of the grocery store. The Kroger Company grew in 128 years from one store to over 3,500 stores of various banners and products. The Kroger Company is the largest food and drug retailer in the United States and is growing constantly with diversity in the retail market, dealing in food, pharmacies, apparel, jewellery and fuel. This study focuses on the company's business strategies that enable it to achieve its objective and also provide an overview of Kroger company.

**Design/ methodology/approach:** Kroger aspires to be the leading grocery retailer in the world. In this respect, the company focuses on providing high quality merchandise and customer services. The company also sells its products at low prices to increase sales and profits.

**Findings / results:** Kroger improves its competitiveness by aligning its operations to market needs. Currently, the company uses a strategic approach to workforce planning to access the right quantity and quality of talent. Originality/Value: This study helps to evaluate the marketing strategy and market share of the Kroger company

**Paper Type:** Analysis Report.



## COMPANY ANALYSIS ON KIOCL COMPANY

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**Purpose:** Kudremukh Iron Ore Company Limited (KIOCL) is a Miniratna Government of India Enterprise having its Head Office in Bangalore; it has Pelletisation and Pig Iron plant units in Mangalore. The Company was established in 1976 as 100% Export Oriented Unit to develop the mine and plant facilities. The Company is primarily engaged in the business of Iron Ore Mining Beneficiation and Production of high-quality Pellets. The mine and plant facilities were commissioned in 1980 and the first shipment of concentrate was made in October 1981.

**Design/ methodology/approach:** Research is conducted with the help of financial statements which are secondary in nature. The data collected from the past five years annual reports published by the selected companies in their websites, government websites, journals and internet sources. The study mainly aims at measuring the performance of seven steel producers under public sector in India. Z-score is applied as model to interpret the result.

**Findings / results:** The company improves its competitiveness by aligning its operations to market needs. Currently, the company uses a strategic approach to workforce planning to access the right quantity and quality of talent.

**Originality/Value:** This study helps to evaluate the marketing strategy and market share of the Kroger company

**Paper Type:** Analysis Report.

  
REGISTRAR



**A RESEARCH PAPER ON INFORMATION TECHNOLOGY ENABLED SERVICES INDUSTRY IN INDIA AND IN GLOBAL SCENARIO**

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**Purpose:** Humans have been storing, retrieving, manipulating and communicating information since the Sumerians in the Mesopotamia developed writing in 3000 BC. However, the term information technology in its modern sense first appeared in 1958 article published by the Harvard business review by authors Harold J. Leavitt and Thomas L Whisler commenting “the new technology does not yet have a single established name. we shall call it information technology or IT. Ever since then we have seen information technology as one of the most widely growing streams in every aspect of arts, commerce and science. Information technology has established its roots in Business and Management in a very special way. Information technology has made all the work one clicks easy and safer storage, where lot of time was invested into collecting, writing and storing data literally, computers made it faster and saved a lot of time. Access to information is easier thanks to IT. Also called as web enabled services or remote services they operate by exploiting Information tech or computer services for improving the efficiency of an organization, revenue claiming, legal databases, content development, payrolls, logistics, management etc. So that the study can explain about the company’s, Management, Products and Services thought the India. To know the challenges faced by the company, The study aims to know about the strategy and business plans in the market. The contribution of the industry to the nation.

**Methodology:** SWOT Analysis framework is used to analyze the IT Industry in order to look after the growth of the sector in India as well as in global scenario. Findings: The present study indicates the strategy and plans of the IT Industry and provide valuable suggestions and techniques to improve the strategies in the business. Where we see a lot of benefits from information technology, in this paper, we would like to illustrate the importance of ITES in Indian revenue system and world revenue system and strategic advantages compared to competition. Furthermore, we would also like to put light on some of the worlds and our nation’s top few ITES companies and their system of working. Opportunities and challenges of ITES. Providing information about the quality of the business and services of the industry to the society.

**Originality:** To analyze the IT Industry and its various company’s and Growth of ecommerce, changes in regulating policies in the Projects. India’s IT Industry display their products and nature of business to the society so that the people can have a brief information about the sector. **Paper type:** Research paper is based on analysis of the IT Industry in India and Globally.

**Keywords:** IT companies, Information Technology revenue in India and around world, ITES, IT services, Business and Management, SWOT Analysis.

## **A RESEARCH PAPER ON THE LOGISTIC INDUSTRY IN INDIA AND IN GLOBAL SCENARIO**

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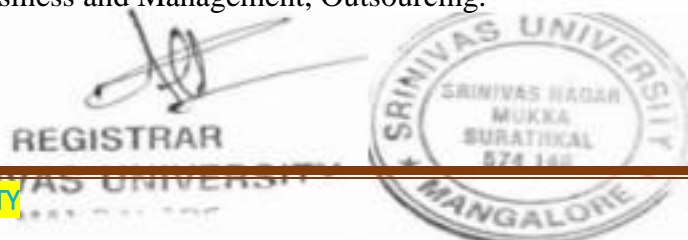
**Purpose:** Logistics management is increasingly becoming a topic of interest and brand, since it may lead to reduce operational costs, improved delivery performance and increased customer satisfaction levels. Global logistics industry is estimated to be worth USD 300 billion, Though most of the service providers are in Europe, the biggest market is the US, which captures about one-third of the world market. The global logistics industry is facilitated by high costs of Operations, Low margins, Talent, Infrastructural developments, Demand from clients for investing in technology and providing one-stop solutions to all their needs. Indian logistics sector is valued at USD \$150 billion, contributing 14.4% of country's GDP changing government policies on taxation and regulation of service providers are going to play an important role in this process. Coordination across various government agencies requires approval from multiple ministries and is a road block for multi modal transport in India. At the firm level, the logistics focus is moving towards reducing cycle times in order to add value to their customers. So that the study can explain about the company's, Management, Products and Services thought the India. To know the challenges faced by the company, The study aims to know about the strategy and business plans in the market. The contribution of the industry to the nation.

**Methodology:** SWOT Analysis framework is used to analyze the logistics industry in order to look after the growth of the sector in India as well as in global scenario. Findings: The present study indicates the strategy and plans of the logistics industry and provide valuable suggestions and techniques to improve the strategies in the business. Providing information about the quality of the business or products and services of the industry to the society.

**Originality:** To analyze the Logistic industry and its various company's and Growth of ecommerce, changes in regulating policies in projects like “Make in India” to reach a high peak in India's Industry sector and display their products and nature of business to the society so that the people can have a brief information about the sector.

**Paper type:** Research paper is based on analysis of the logistic Industry in India and Globally.

**Keywords:** logistics companies, logistics revenue in India and around world, Environments, Logistics services, Business and Management, Outsourcing.



## **GENERAL MOTORS**

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**Purpose:** The General Motors Company is an American multinational automotive manufacturing company head quartered in Detroit, Michigan, United States. It is the largest automaker in the united states and was the largest in the world for 77 years. General Motors operates manufacturing plants in eight countries. Its four core automobile brands are Chavrolet, Buick, GMC and Cardilliac. General Motors is ranked 22 nd on the Fortune 500 rankings of the largest United States Cooperations by total revenue. So we are focusing on the sales, turnover, shares, and services of the General Motors.

**Design/Methodology/Approach:** Developing a theoretical concept based on secondary data collected from various sources like authenticated journals and websites are used in this research paper.

**Findings/Result:** The overall knowledge of the General Motors Company. Originality/Value: To execute or share the more detailed information of General Motors that is; sales, services, turnover, net income, share value, production function, products etc.

**Paper Type:** Analytical Research





## **AN OVERVIEW OF HUMANA COMPANY**

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**Purpose:** Humana, Inc. is a health care company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. The company operates its business through the following segments: Retail, Employer Group, and Health and Well-Being Services. The Health and Well-Being Services segment includes services offered to its health plan members as well as to third parties that promote health and wellness, including provider services, pharmacy, integrated wellness, and home care services. The company was founded by David A. Jones, Sr. and Wendell Cherry in 1961 and is headquartered in Louisville, KY.

**Design/Methodology/Approach:** ABCD analysis framework.

**Findings/Result:** The Retail segment consists of Medicare and commercial fully-insured medical and specialty health insurance benefits, including dental, vision, and other supplemental health and financial protection products, marketed directly to individuals.

**Originality/Value:** The Employer Group segment consists of Medicare and commercial fully-insured medical and specialty health insurance benefits, including dental, vision, and other supplemental health and financial protection products, as well as administrative services only products marketed to employer groups.

**Paper type:** Conceptual paper



## AN OVERVIEW OF HUMANA COMPANY

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**Purpose:** Humana, Inc. is a health care company that offers a wide range of insurance products and health and wellness services that incorporate an integrated approach to lifelong well-being. The company operates its business through the following segments: Retail, Employer Group, and Health and Well-Being Services. The Health and Well-Being Services segment includes services offered to its health plan members as well as to third parties that promote health and wellness, including provider services, pharmacy, integrated wellness, and home care services. The company was founded by David A. Jones, Sr. and Wendell Cherry in 1961 and is headquartered in Louisville, KY.

**Design/Methodology/Approach:** ABCD analysis framework.

**Findings/Result:** The Retail segment consists of Medicare and commercial fully-insured medical and specialty health insurance benefits, including dental, vision, and other supplemental health and financial protection products, marketed directly to individuals.

**Originality/Value:** The Employer Group segment consists of Medicare and commercial fully-insured medical and specialty health insurance benefits, including dental, vision, and other supplemental health and financial protection products, as well as administrative services only products marketed to employer groups.

**Paper type:** Conceptual paper

  
REGISTRAR



## FORD MOTORS

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**Purpose:** The automobile industry itself holds a special place in the heart of the Americans. The industry itself is important, as are the products it turns out. This paper considers the role of the automobile industry in the current cycle. Henry ford, one of the world’s best-known industrialists, wielded an extraordinary influence on the American scene. Ford Motor Company is a strategically revolutionary and technologically innovative automobile company founded in 1903 and quickly became the first of its kind to use distinctive techniques. The purpose of the Ford Motors company is to help build a better world, where every person is free to move and pursue their dreams. This paper summarizes the contributions made by the Ford Motors to automobile industry and sustainability. The contributions are also set into the broader context of research into the global automotive industry, and the economic, social, and environmental pressures confronting the industry.

**Design/Methodology/Approach:** Developing a theoretical concept based on the secondary data available in the internet and also analyze the paper by using the SWOC analysis & PESTLE analysis framework.

**Findings/Result:** The Auto Supply Chain is expected to improve in the second half of 2022. Inventories will most likely remain lower than normal. However, the pace of sales is expected to pick up. The supply chain is expected to improve further in 2023, allowing more vehicle production and increased sales.

**Originality/Value:** To know more about Ford Motors. Its overall branches around the globe, profitability, its new approaches in the manufacturing and marketing strategies.

**Paper type:** Conceptual Research

  
REGISTRAR



## RELIANCE INDUSTRY

**Meghana V.**

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**Purpose:** An Indian multinational conglomerate company called Reliance Industries Limited operates a wide range of companies, including those in the energy, petrochemical, natural gas, retail, telecommunications, mass media, and textile industries. It is the tenth largest employer in India and one of the most lucrative businesses. Reliance becomes the first and only privately owned Indian company to be included in the Fortune Global 500 list in 2004. Additionally, Reliance is the first privately held firm to have a credit rating from a global credit rating agency, such as Moody's or Standard & Poor's.

**Design/Methodology/Approach:** Developing a theoretical concept based on the secondary data available in the internet and data collected from the database of the company.

**Findings/Result:** The financial performance of the Reliance Industry, its working capital, turnover, net income, total assets etc are studied. Its subsidiaries financial performance and the company's manufacturing excellence, economic growth and corporate social responsibilities are analyzed.

**Originality/Value:** To know more about Reliance industries limited, its products, revenue, subsidiaries and the company's annual turnover over years.

**Paper type:** Conceptual Research

  
REGISTRAR



## COMPANY ANALYSIS ON FANNIE MAE

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**Purpose:** Fannie Mae was Chartered by U.S. Congress in to provide a reliable source of affordable mortgage financing across the country. Today Our mission continues to provide a stable source of liquidity to support low- and moderate-income mortgage borrowers and renters. As a leading source of financing for mortgages from lenders and helps facilitates the flow of capital into housing market issuing and guaranteeing mortgage –related securities. Altogether, we provide liquidity to the mortgage market. this paper presents the causes of the surge in defaults experienced by Fannie Mae during the great recession, the main purpose of this paper is to provide a brief introduction to the role of Fannie Mae duopoly in the American housing market.

**Methodology/Design:** The paper defines which is the type of hybrid public/private entity that Fannie Mae provides as an introduction to other significant government sponsored enterprises. It then explains what Fannie Mae does in the American Mortgage market and provides a brief history of how the company developed.

**Findings:** The paper concludes by suggesting that the current financial crises present an opportunity to rethink whether the company Fannie Mae continues to serve the public interest.

**Paper Type:** Conceptual research.

**Originality:** The paper sets forth that Fannie Mae does not provide mortgages to borrowers. But it does purchase and guarantee them through secondary mortgage market. In fact, it's one of two of the largest purchasers of mortgages on the secondary market.

  
REGISTRAR



## PRUDENTIAL FINANCIAL

Shwetha , Sumithra.E

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**Purpose:** This paper describes how Prudential has used media to drive a reappraisal of its brand. This has been achieved by engaging with a choice-based model of media to foster content discovery, create integrated experiences, give consumers a platform on which to engage and limit commercial interruption.

**Methodology:** In recent years, financial liberalization and deregulation has been accompanied by a parallel process of re-regulation, concerned primarily with the design and implementation of prudential measures. Findings: We find that a more immediate danger is the loss of monopoly power that liberalization typically entails. We base our conclusions on an empirical investigation of a panel-probit model of the occurrence of banking crises using macro-economic, institutional and political data.

**Originality/value:** The originality of this study is due to the facts that studies on Islamic Prudential Banking have little examination. For this reason, this review study can be used as the important input to develop Islamic prudential banking and to be implemented by the banking and the regulators.

**Paper type:** Conceptual Research.



## **ELANCE HEAITH**

**Hrithika kotian & Megha**

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**Purpose:** Elance Pharma is a Chennai-based pharmaceutical company established by a group of experienced professionals who have worked in the medical industry for two decades. The company aims to promote high-quality drugs at affordable prices through technology and developing healthcare product formulations. The company is currently involved in the marketing of registered therapeutic solutions in the field of diabetology, cardiology, gynaecology and ortho segments. They aim to create nephrology, oncology and dedicated divisions for wound care in the future.

**Design/Methodology/Approch:** A research methodology or involves specifies techniques that are adopted in research process to collect assemble and evaluate data.

**Findings/Results:** Elance, an Upwork company, is an online service for finding and hiring leading freelancers from more than 180 countries. The site offers services of application developers, software engineers, testers, network administrators, web designers, graphic designers, copywriters, market researchers, SEO experts, and many others.

  
REGISTRAR



## **THE ROLE OF COOPERATIVE SOCIETIES IN ECONOMIC DEVELOPMENT**

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**Purpose :** The International Co-Operative Alliance defines a cooperative, or coop, as “an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.” In other words, cooperatives are created by people who have a specific need and who are willing to work together to operate and organize a company that will meet that need. The people who benefit from the products or services of a cooperative business own the cooperative business.

**Design methodology/Approach :** A cooperative, or co-op, is an organization owned and controlled by the people who use the products or services the business produces. Cooperatives differ from other forms of businesses because they operate more for the benefit of members, rather than to earn profits for investors.

**Finding /Result :** The main focus of the research was to analyze the role of cooperatives in sustaining the livelihoods of local rural communities in Shurugwi District in Zimbabwe. Descriptive survey design was used in this mixed method approach to the study. A questionnaire, interviews and observation methods were employed as the main research instruments.

**Originality/Value :** The learning and testing results of students based on the relationship of social network. Basing on the society relationships, this method provides members of the groups to learn from or mimic learners who have good relationships with them.

**Paper Type :** Conceptual Research

  
REGISTRAR  
SRINIVAS UNIVERSITY  
SRINIVAS NAGAR  
MUKKA  
SURATHIKAL  
574 141  
MANGALORE



**AT&T INC.**

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**Purpose:** AT&T Inc. (American Telephone and Telegraph) is one of the few companies whose mission and vision statements have propelled the company from small beginnings to finding its way into the top ten list of fortune 500 in the U.S. Due to the focus of these two corporate statements, AT&T has maintained a constant growth trend for decades ever since its foundation in 1983 by the then-dominant Bell Telephone Company, making it the biggest and most prominent telecommunication conglomerate today

**Methodology:** SWOT Analysis and ABCD analysis framework is used to analyze the company and it is used to

**Findings:** The present study indicates the strategy and plans of AT&T and provides valuable suggestions and techniques to improve the strategies in the large business Also provides a systematic approach to selling the products to the customers. Providing information about the quality of the production of this business.

**Originality:** Solutions to the current problems in the market of small concerns with adequate data and proof to the viewers.



## **CANARA BANK**

Prithvi Pinto

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**Purpose:** Financial sector becomes more advance as well as backbone of an economy; therefore, banking sector is another phase of the development of economy. The development of the economy and financial sectors leads to the investor to know more about the performance of the banking sector and to take necessary step on their investment by comparing and evaluating the profitability of the banking sectors. The main objectives of the study are to highlight the theoretical background, Profile, Performance, Efficiency, Customer Satisfaction etc., of Canara Bank.

**Design/Methodology/Approach:** The research study is based on secondary data. The data were collected from the selected bank bulletin, published and unpublished data, annual report, website, magazine, journals etc

**Findings/Results:** Canara Bank is one of the leading public sector banks in India. It was established in the year 1906 by Ammembal Subba Rao Pai. It has 9,877 branches 11,819 ATMs (as per June 2021). The bank emerges as a “Preferred Bank” by pursuing global benchmarks in profitability, operational efficiency, asset quality etc.

**Originality/Value:** Quantitative Analysis was undertaken to measure the financial performance of the bank.

**Paper Type:** Conceptual Research

  
REGISTRAR



## **MARS, INCORPORATED (PETFOODS)**

**Bhandary Varun**

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**Purpose:** Mars has been proudly family owned for over 100 years. It’s this independence that gives us the gift of freedom to think in generations, not quarters, so we can invest in the long-term future of our business, our people, and the planet all guided by our enduring Principles. we believe the world we want tomorrow starts with how we do business today. Our bold ambitions must be matched with actions today from our 14000+ associates in 80 countries around the world. Investment \$1 billion over the next several years to become sustainable in a generation working to improve the well-being of families around the world. Leveraging and sharing our research to create a better world for pets

**Methodology:** SWOT Analysis and ABCD analysis framework is used to analyze the company and it is used to

**Findings:** The present study indicates the strategy and plans of mars, an incorporated company, and Our Compass is a set of objectives as well as a philosophical approach. It has four quadrants that both guide our long-term strategy and measure our progress against medium-term and day-to-day decisions. Also, provide a systematic approach to selling the products to the customers. Providing information about the quality of the production of this business.

**Originality:** Solutions to the current problems in the market of small concerns with adequate data and proof to the viewers.

**Paper type:** Our research paper is based on statistical analytics and research.



## JOHNSON AND JOHNSON COMPANY

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**Purpose:** The accounting treatment of acquisitions and how they affect a company's financial performance are the subjects of this study. The goal of this study is to examine how the purchase should be implemented in accordance with the applicable statutory provisions and accounting treatment. based on accounting principles, and its effect on the purchasing company's financial performance company.

**Design/Methodology/Approch:** A research methodology or involves specifies techniques that are adopted in research process to collect assemble and evaluate data.

**Findings/Results:** S 8.7 million people worldwide passed away from cancer in 2015, out of 17.5 million new cases. Cancer cases increased by 33% between 2005 and 2015, with population ageing accounting for 16% of the increase, population growth for 13%, and changes in age-specific rates for 4%. Males' the Prostate cancer was the most prevalent cancer worldwide (1.6 million cases). Bronchus, trachea, and In men, lung cancer accounted for the majority of cancer deaths and Days (1.2 million deaths and In men, lung cancer accounted for the majority of cancer deaths and Days (1.2 million deaths and Days: 25.9 million. Breast cancer was the most prevalent type of cancer in women (2.4 million).cases). The leading cause of cancer-related deaths and Days among women was breast cancer.(15.1 million Days and 523 000 fatalities)

**Originality/Value:** This viewpoint is shared by a number of scholarly accounts: intense, value-laden communications, or "critical moments," are crucial for giving people symbolic frames for issues and, consequently, for defining or redefining the values that underlie issue conflict. This analysis finds that heterosexual moral values define a new basis of polarisation on AIDS-related policies among post-announcement respondents. This analysis applies this perspective to the case of Ervin ("Magic") Johnson's announcement that he had contracted the AIDS-causing virus, a critical moment in AIDS opinions fortuitously captured by interrupted time-series data.

**Paper Type:** Conceptual Research.



## TECH MAHINDRA

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**Purpose:** This paper draws attention to the importance of Smart Human Resource Management (Smart HRM) practices in Industry 4.0. Human Capital is inevitable in the growth and development of the organization. Hence, it is germane that the companies align their HR processes with the ever-changing technological landscape to harness growth, productivity and create value. The paper illustrates the smart HR practices of Tech Mahindra and the benefits derived from them.

**Design/Methodology/Approach:** The paper illustrates the case of Tech Mahindra's HR digitalization journey to transform HR processes in the era of industry 4.0.

**Findings/Results:** Smart HR 4.0 implementation is vital to coping up with the challenges of Industry 4.0. The transformation of HR processes in Tech Mahindra led to improved productivity, reduced cost, reduced manual work, smart workforce, retention of talent and competitive edge.

**Originality/Value:** To match the pace of industry 4.0 and leverage its true benefit the companies should focus on automation of HR processes, make the workforce smarter and agile to drive efficiency, innovation, improve productivity, save cost and stay hyper-competitive. This paper offers insights on that how Tech Mahindra promoted the industry 4.0 technologies in various HR functions to foster a climate of innovation, growth, and development, thereby facilitating the company to stay ahead of the curve.

**Paper Type:** Conceptual Research.

  
REGISTRAR



## **IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON BUSINESS**

**Ranjith Bhat IMC SU**

The customer-centric business generates good profits for the business, The customer-related business creates sustainability and alignment for accomplishing the mission of the firm. Customer is the key to success for any business. So, most of the business firms focus on customer-centric practices for firms success. When business transforms into customer-centric, it automatically looks for ways to focus on success and provide profits for the firm. The customer-centric practices will help the business for its growth in the long run, as far as the business keep focus on customer relationship and follow the customer-centric practices on regular basis.

  
REGISTRAR



## WELLS FARGO

Raveena. K , Riya Johns

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**Purpose:** In this updated closer Look, we examine the tensions between corporate culture, financial incentives, and employees conduct as illustrated by the Well Fargo cross-selling scandal. In 2016, Well Fargo admitted that employees had opened as many as 2million accounts without customer authorization over a five-years period. We discuss the factor that contributed to the scandal, the repercussions for the bank, and its response. **Design/Methodology/Approach:** This analysis carried out further to review and examine the tensions between corporate culture, financial incentives and employees conduct as illustrated by the well Fargo cross-selling scandal.

**Findings/result:** Well Fargo control functions that sales practice abuses were a problem of relatively modest significance, the equivalent of a tolerable number of minor infractions or victimless crimes. This under reaction to sales practice issued resulted in part from the incorrect belief, extending well into 2015, that improper practices did not causes any “customer harms”; and “customer harms” itself was narrowly construed to mean only financial harm such as fees and penalties. This flawed perfective made it easy to undervalue the risk to Wells Fargo’s brand and reputation arises from the miss use of customer information and breach of trust occasioned by improper sales practices.

**Originality/value:** This study help to evaluate how did the company’s incentive system to scandal, how the system are worked better if coupled with additional metrics or control and what steps should senior manager have taken to better contain to fallout.

**Paper Type:** Conceptual Research.



## **TAJ GROUP OF HOTEL**

K AKSHAR

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The Indian tourism and hospitality industry has emerged as one of the most significant growth engines in the country's services market. Given the country's rich cultural and historical heritage, diversity in ecology, terrains, and natural beauty spots, tourism in India has a lot of potential. Taj hotels is a luxury hotel chain based in Mumbai's Express Towers, Nariman point. It is a subsidiary of the Indian Company limited. Jamsetji Tata, the Tata Groups founder, Founded the company in 1903. The Tata Group, one of India's largest business conglomerates, owns the Firm. In 2010, the firm employed over 20,000 employees. By 2021 the company will have a total of 100 hotels and hotel-resorts, with 84 in India and 16 in other countries such as Bhutan, Malaysia, Maldives, Nepal, South Africa, Sri Lanka, the United Arab Emirates, the United Kingdom, the United States, and Zambia. In 2013, Condé Nast Traveller named the Taj group's Rambagh Palace in Jaipur and the Taj Mahal Palace & Tower in Mumbai to its list of the "Top 100 Hotels and Resorts in the World." Although offering elegance, this article depicts various elements of the organization, its business strategy, marketing strategy organizational structure, competitors, and Secondary data was gathered from a variety of academic journals, blogs, and books. The hotel industries effect on the covid 19. Using the SWOC system as a research case study, we analyzed the company's financial efficiency, corporate social responsibility, and strategies.

  
REGISTRAR





## **A CASE STUDY ON HINDUSTAN UNILEVER LIMITED**

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**Purpose:** FMCG are products that sells quickly at lower cost, these because they have short shelf life because of high demand and perishable nature, they are also called as consumer package goods. HUL (Hindustan Unilever Limited) is the leading company in FMCG sector, if we went to super market we can see more than 50% of shelf filled with HUL brand. In order to achieve this heights, they used Several strategies. To highlight their best practices towards the society, local community, NGOs and the natural environment. In spite of being a multinational organization. In this case discussing about Company background, finance strategies, Rural-marketing, CSR, Facts regarding HUL, its evaluation, its brands/products.

**Design/Methodology/Approach:** Developing a theoretical concept based on secondary data collected from various sources like authenticated journals and websites are used in this journal.

**Findings/Results:** The overall study and knowledge of the Hindustan Unilever Limited

**Originality/Value:** To execute or share the more detailed information of Adani Wilmar Limited’s sales services, turnover, net income, share value, production function, products, etc.

  
REGISTRAR



## A STUDY ON ARCHER-DANIELS-MIDLAND COMPANY

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**Purpose:** This article is a case study that analyzes the Archer Daniels Midland Company's financial strengths and weaknesses, competitors strategies, policies and various products. The ADM is an agricultural food-processing company located in Decatur, Illinois. The firm's primary industry segments include oilseeds processing, corn processing, agricultural services and other segments, such as food and feed ingredient businesses and financial activities. The study compares the ADM's to its two competitors -Corn Products International and Bunge -along with the food-processing industry. As far as turnover and return ratios are concerned, the firm seems to outperform its competitors and other firms in the industry, although its profit margins are somewhat lower. When current ratio and beta are compared to the industry average, ADM seems to be less risky. The firm has superior future earnings growth prospects in both agriculture food processing and ethanol fuel businesses. Overall, the firm can be a good investment, considering PE and other valuation ratios are considered.

**Design/Methodology/Approach:** Developing a theoretical concept based on secondary data collected from various sources like authenticated journals and websites are used in this journal.

**Findings/Results:** The overall study and knowledge of the Archer-Daniels-Midland Company.

**Originality/Value:** To execute or share the more detailed information of Archer-Daniels-Midland Company sales services, turnover, net income, share value, production function, products, etc.



## CATERPILLAR INC

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Caterpillar Inc. is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. The company is a leading services provider through Caterpillar Financial Services, Caterpillar Remanufacturing Services, Caterpillar Logistics Services and Progress Rail Services. Caterpillar is a dominant player in the EME industry over the entire value chain from designing, manufacturing and marketing its products. Caterpillar has a large geographic base and broad product line which intended to protect it from a dependence on domestic business cycle. The focus was to produce high quality product backed by effective service. The paper investigates the operations and operation management at Caterpillar Inc. In addition to the company's business model and supply chain that contributed to the success of the organization, the company is known for its solid operations that has seen Caterpillar Inc. Increase their sales and revenues in the times of rescission. As the company was one of few companies to make drastic operational decisions to overcome the state of the economy which resulted in a sharp decline in Sales and revenues.

The research study is purely based on secondary data. The main objective of the paper is to identify Caterpillars Operation management model and investigating all the factors that related to the success of this model. This report will look into caterpillar's financial performance, customer satisfaction and industry reviews as indicators for the degree of success of Caterpillar inc.



## **UNITED SPIRITS LIMITED**

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Indian alcoholic beverages is one of the fastest growing industries in the world. United Spirits Limited is an Indian beverage company and the worlds second largest spirits company by volume. The company is engaged in the business of manufacture purchase and sale of beverage alcohol through tie up manufacturing units and strategic brand franchises. United Spirits has a global footprint with exports to over 18 countries. It has established manufacturing and bottling plants in every state of India. In addition, to deliver its products to customers located anywhere in India, USL has established a robust distribution network covering the whole country. The goal of this study is to analyze exploratory and to understand the various factors which are fulling the growth of United Spirits Limited. And to identify their market strength and competitive advantages that they have over the other companies.

The study is empirical in nature and executed using the data published by liquor manufacturing companies. The research study is based on secondary data. The financial data related to United Spirits Limited are collected from website and annual reports. The Comparative analysis of the study the research has made a modest attempt to highlight the various income and expenditure of United Spirits Limited. The paper shows that United Spirits Limited is the key player in the Indian beverage industry.

  
REGISTRAR



## **A CASE STUDY ON KPMG COMPANY**

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**Purpose:** KPMG is a professional services firm that offers audit, tax, and consulting services. Accounting, auditing, regulatory and compliance, business recovery, forensic accounting, risk management, transaction consulting, and tax planning are just some of the services it provides. Financial services, software, electronics, communications, media, chemicals, energy, electricity, transportation, food and beverage, healthcare, and other industries are among the company’s primary emphasis areas.

**Design/Methodology/Approach:** This report was created using the responses of 125 Indian CEOs who took part in a global survey conducted by KPMG International. Infrastructure, automotive, banking, insurance, asset management, life sciences, technology, telecom, manufacturing, consumer and retail, and energy CEOs from India participated in the survey. Between January and February of this year, a survey was conducted. The survey's predictions are for a three-year timeframe.

**Findings and Results:** The global economy's steady performance in 2017 has given India's CEOs reason to be optimistic about global growth possibilities. Despite their lack of trust in the Indian economy, Indian CEOs predict a bright future for their companies in the next three years. CFOs are confronted with a slew of pressures that have created unprecedented potential for Finance to assume a leadership position in the organisation. In the KPMG 2019 Future Ready Finance Survey, over 850 senior finance and management professionals from various sectors and regions were questioned about the most important objectives, challenges, and skills for adapting to the fast changing business environment.

**Originality:** Our values guide our behaviours day to day, informing how we act, the decisions we make and how we work with each other our clients, companies that we audit, and all our stakeholders.

**Paper Type:** Company Analysis



## A CASE STUDY ON HERBAL BRANDS

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**Purpose:** This article compares various herbal cosmetic brands to find their popularity ranking. The study was to understand consumer perception of Herbal products. The demand of herbal cosmetics is increasing rapidly thanks to their skin friendliness and lack of side effects.

**Design/Methodology/Approach:** The best thing of the herbal cosmetics is that it is purely made by the herbs and shrubs and therefore provide the body with nutrients and other useful minerals. The herbal cosmetics are capable for treating various skin ailments like dry skin, anti-ageing, skin protection, and other acne problems too. The herbal brand not only beautify our skin but also hair. The method used was a survey-based questionnaire.

**Findings:** There is high favorability of Ayurveda Herbals products among its users. People mostly used Ayurveda Herbals brand products.

ResearchGate Logo

**Originality/Value:** This research was carried out in different zones of Kanpur. According to the survey it was found that Ayur Herbals was the most popular brand. Therefore, we can conclude that there is not at all shortage in the demand for herbal products in the market. The consumers concern towards health risk and harmful effect of chemical products forcing them to switch over to natural products.

**Paper Type:** Conceptual Research.

  
REGISTRAR



## **PUBLIX SUPERMARKET**

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**Purpose:** Our study focuses on the Publix Supermarket Corporation, which is an American company founded in 1930 by George W. Jenkins. It is a multi-service company offering a variety of products and services. In this paper, we demonstrate some basics about Publix supermarket such as Corporate Social Responsibilities, the types of the business market, its business share, financials, size and global presence, its vision, objectives, etc.

**Findings/Result:** Publix Supermarket Inc., commonly referred to as Publix, is an American-owned supermarket chain that is headquartered in Lakeland, Florida. Founded by George W. Jenkins it is a private company wholly owned by current and former employees and members of the Jenkins family. Like Trader Joe’s Publix branded products are not made by Publix. They are ‘private label’ meaning they are made by other major national brands. Publix, in addition to working with external suppliers, has its own manufacturing facilities. One of the 10 largest supermarket chains in the country, Publix owns and operates 1,271 outlets in the South-Eastern United States, even during the coronavirus pandemic.

**Originality/Value:** This study is open to the horizon of any student or researcher who wants to learn about the life or operation of Publix, or to those who want to do a specific study on Publix. This study will also help all marketers who are or want to start in the competitive market to see the benchmarks taking Publix as an example.

**Design/Methodology:** A research methodology involves specific techniques that are adopted in the research process to collect, assemble and evaluate data. In this study, we apply the secondary data collection method, using the internet, electronic books, etc.

**Paper Type:** Conceptual research



## **DELHIVERY**

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Delhivery Ltd is engaged in providing a full range of logistics services including Express Parcel and Heavy Goods Delivery, PTL Shipping, TL Shipping, Warehousing, Supply Chain Solutions, Cross Border Express, Freight Services and Supply Chain Software. The company also offers value-added services such as e-commerce returns, payment collection and processing, installation and assembly services, and fraud detection. Delhivery has been a key player in India's e-commerce logistics industry. It ranked first in the number of handled shipments. Delhivery, the brainchild of Sahil Baruy and Suraj Saharan, started as a last-mile delivery partner for restaurants in Gurugram and has grown over the years with India's e-commerce boom. The case provides a detailed note on the evolution of Delhivery particularly focusing on Delhivery's multi-faceted development not limited to e-commerce delivery but also its initiative in building an ecosystem for e-commerce businesses in India . Competition in the e-commerce logistics industry has intensified and Delhivery has been considering how it should maintain its competitive edge, limit its losses and turn a profit as soon as possible. We'll also discuss what are the challenges they had faced during time of COVID-19 outbreak and What are the strategies adopted by them in at Covid-19. Secondary data were obtained from various scholarly journals, websites, and books. We have analyzed financial performance, corporate social responsibilities of the company and examined their strategies using the SWOC framework as a research case study.





## CISCO SYSTEMS

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Cisco Systems, Inc., commonly known as Cisco, is an American multinational technology conglomerate corporation headquartered in San Jose, California. The company began selling routers in the early days of packet switched computer networks in the late 1980s and has been a leader in the industry ever since. Despite its current focus on SMBs and smaller home networks, Cisco is still best known for its high-end routers, switches, and other networking equipment. Cisco products are used in almost every environment, including corporate and private web hosting services, LAN1 and WAN2 networks, from academia to private homes, high-performance cloud computing centers and many more. In addition to its core switching and routing products, Cisco has expanded into many areas including enterprise telephony hardware and software, video conferencing, and bundled home networking solutions. CISCO is leading company in IT and networking industry, so we identifying the competitors and products and services offered by CISCO systems. In this analysis paper we are exploring the business strategies of the company. They have different types of products and services. In addition to that we are also discussing about the industry opportunities, challenges, and current solutions of the CISCO Systems. They have a lot of products related to home appliances, so we are finding out customer satisfaction level. The objective of the present study can be accomplished by conducting a systematic market research. Market research is the systematic design, collection, analysis and reporting of data and findings that are relevant to different marketing situations facing the industry

  
REGISTRAR



## **AN OVERVIEW OF AGRO TECH FOODS LTD**

**Rakshitha**

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**Purpose:** Agro Tech Foods Limited (ATFL) is a public Limited company, engaged in the business of manufacturing, marketing and selling of a wide range of Food Products and Edible Oils. The food categories in which the Company competes includes Ready to Cook Snacks, Ready to Eat snacks, Spreads & Dips, Breakfast Cereals and Chocolate Confectionery. They are listed both on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE).

**Design/Methodology/Approach:** ABCD analysis framework.

**Findings/Result:** At Agro Tech, they share their love for food with Indian home chefs in the form of superior quality products with our traditional flavour. All of delicious food products come from healthful ingredients. Taking homely food from good to great, while ensuring the best of health in all Indian families.

**Originality/Value:** They are affiliated to ConAgra Brands, Inc. of USA, which is one of the world's largest food companies. Their vision is to become the Best Performing Most Respected Foods Company in India.

**Paper type:** Conceptual paper.



## A CASE STUDY ON CIPLA COMPANY

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**Purpose:** The present paper examines the working capital performance of CIPLA company. This paper helps the relative significance of selected accounting parameter on the stock market performance of the Indian pharmaceutical industry. Open systems and resource based view theories was guided this study.

**Design/Methodology/Approach:** The data for the present study was collected from the company's annual report, website of this company. The research will review secondary data in form documents submitted to regulatory authorities, press statement, research reports and available literature.

**Findings/results:** The present study focuses on the effect of accounting results on the share price of an Indian pharmaceutical company – Cipla. The outcome of the regression equations presents a surprising result. It indicates that rather than the current accounting figures of total income or earnings per share, the historical value of book value and amount of cash generated by the business are very important factors in determining the share price.

**Originality/Value:** Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial & Pharmaceutical Laboratories Ltd and changed to its current name in 1984. The company has a vast portfolio with more than 1,500 products in the market

**Paper type:** case study

  
REGISTRAR



## **CHEVRON PRIVATE LIMITED**

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### ABSTRACT

**Purpose:** Chevron Corporation is an American multinational energy corporation. One of the successor companies of Standard Oil, it is headquartered in San Ramon, California, and active in more than 180 countries. Chevron is engaged in every aspect of the oil and natural gas industries, including hydrocarbon exploration and production; refining, marketing and transport; chemicals manufacturing and sales; and power generation. It was also one of the Seven Sisters that dominated the global petroleum industry from the mid-1940s to the 1970s. Chevron's downstream operations manufacture and sell products such as fuels, lubricants, additives, and petrochemicals. The company's most significant areas of operations are the west coast of North America, the U.S. Gulf Coast, Southeast Asia, South Korea and Australia. In 2018, the company produced an average of 791,000 barrels of net oil-equivalent per day in United States. Chevron is one of the largest companies in the world and the second largest oil company based in the United States by revenue, only behind Exxon Mobil. Chevron ranked 16th on the Fortune 500 in 2022 with revenues of \$162.5 billion USD, which also ranked it 37th on the Fortune Global 500. The company is also the last remaining oil and gas component of the Dow Jones Industrial Average since Exxon Mobil's exit from the index in 2020. Chevron has been subject to numerous controversies arising out of its activities, the most notable of which being related to its activities and inherited liabilities from its acquisition of Texaco in the Lago Agrio oil field, which include allegations of both Chevron and Texaco collectively dumping 18 billion tons of toxic waste and spilling 17 million gallons of petroleum. Chevron and Texaco's activities were the subject of a lawsuit Chevron lost to Ecuadorian residents defended in Ecuadorian court by Steven Donziger. Due to accusations of Donziger bribing the Ecuadorian court and the subsequent disbarment and criminal contempt charges against Donziger, Chevron was accused by environmentalists and human rights groups of jailing Donziger and compelling the US government to deny Donziger due process of law.

**Design/Methodology/Approach:** Developing a theoretical concept based on secondary data collected from various sources like authenticated journals and websites are used in this journal.

**Findings/Results:** The overall study and knowledge of the CHEVRON PVT LTD.

**Originality/Value:** To execute or share the more detailed information of CEOMike Wirth's services, turnover, net income, share value, production function, products, etc.

**Paper Type:** Analytical Research

**Keywords:** Chevron oil industry's over view growth and development, major challenges, inclusive solution's for over-overcoming and strategic analysis.

## COMPANY ANALYSIS OF SYSCO

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**Purpose:** In order to understand the activities and works done by sysco and its current strategies in present market scenario on the basis of value provided by the organization This may be arranging for products to be custom-tailored to meet an emerging trend in a certain market segment or bringing to market new products that will benefit a broad customer base. Perhaps it is developing easier food preparation methods or creating initiatives and having products developed to address customer concerns. For all of these and more--SYSCO is the leading source which are evaluated based on analysis of different methods

**Design/Methodology/Approach:** Available secondary data from online and books

**Findings/Results:** Based on the study conducted we came to understand about the SYSCO how the firm operate, what are the product that are offered, their policies and strategies. THE SYSCO Companies and its supplier of raw materials for products in a wide variety such as fresh food and delivery of exceptional custom cuts of meat ,high quality sea food,and connects the business to the industry leading distribution net work

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about SYSCO

**Paper Type:** *Conceptual research*



## COMPANY ANALYSIS OF AIRTEL

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**Purpose:** In order to understand the activities and works done by AIRTEL and its current strategies in present market scenario on the basis of value provided by the organization Airtel is credited with pioneering the business\_strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators.<sup>[8]</sup> Airtel's equipment is provided and maintained by Ericsson, Huawei, and Nokia Networks whereas IT support is provided by Amdocs. The transmission towers are maintained by subsidiaries and joint venture companies of Bharti including Bharti Infratel and Indus Towers in India. are evaluated

**Design/Methodology/Approach:** Available secondary data from online and books

**Findings/Results:** Based on the study conducted we came to understand about the AIRTEL how the firm operate, what are the product that are offered, their policies and strategies. THE AIRTEL Companies and its supplier of raw materials for products and services such as prepaid and post paid airtel ,DTH.Airtel, Data card, Gas Airtel, Electricity Airtel

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about AIRTEL

**Paper Type:** *Conceptual research*

  
REGISTRAR



## AN OVERVIEW OF BAJAJ FINANCE

**Megha**

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**Purpose:** It accepts public and corporate deposits and offers a variety of financial services products to its customers. A comprehensive range of finance options for purchasing of lifestyle and digital products. Providing you with convenient and quick SME loans to help meet your growing business needs.

**Design/Methodology/Approch:**A research methodology or involves specifies techniques that are adopted in research process to collect assemble and evaluate data.

**Findings/Results:** The company had reported a net profit of Rs 1,002 crore in the year-ago period. Total income rose by 38 per cent to Rs 9,283 crore during the June quarter as against Rs 6,743 crore in corresponding quarter last year, Bajaj Finance said in a regulatory filing on Wednesday.

**Originality/Value:** Starting as a humble two-wheeler finance company, Bajaj Auto Finance Limited was incorporated on 25th March 1987. In the same year, on 20th October, it became a deemed public company u/s 43A (1) of the Companies Act 1956. On 24th September 1988, it was registered as a Public Limited Company.

**Paper type:** Conceptual paper



## **A COMPANY ANALYSIS ON MERCK & CO. PHARMACEUTICAL COMPANY**

**Skanda Malava<sup>1</sup> & Souhan Haneen GH<sup>2</sup>**

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**Purpose:** Modern Pharma is one of the growing leading pharmaceutical companies at a rapid pace in the world. In this analysis we can come to know about the Merck & Co., So that the study can explain about the company, management, its products and services thought the world. To know the challenges faced by the company, The study aims to know about the strategy and business plans in the market. The contribution of the company to the world. Moreover, to know the overall performance of the company in the world market.

**Methodology:** SWOT Analysis and ABCD analysis framework is used to analyze the company and to know about benefits, improvement, challenges etc

**Findings:** The present study indicates the strategy and plans of the Merck & Co. and provide valuable suggestions and techniques to improve the strategies in the business market. It Also provide a systematic approach to sell the products to the customers. Providing information about the quality of the production in this business.

**Originality:** To analyze the Merck company and to display their products and nature of business to the society so that the people can have a brief information about the company.

**Paper type:** Conceptual research based on Merck company.

  
REGISTRAR





## **A CASE STUDY ON LIFE INSURANCE CORPORATION OF INDIA**

MANISH V1

1First year MBA, College of Management and Commerce, Srinivas University, India

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**Purpose:** People can benefit from a number of significant financial services thanks to life insurance. Life insurance has been viewed as a mechanism for people and families to manage income risk in the face of increased urbanisation, population movement, and the formalisation of economic links between individuals, families, and communities. Additionally, even though life insurance investments have relatively low long-term returns, they provide a means of disciplined contractual saving in contrast to stock market investments, which is why life insurance products encourage long-term savings and the reinvestment of sizeable sums in private and public sector projects. This essay makes an effort to address both the theoretical and historical aspects of life insurance in India..

**Design/Methodology/Approach:** SWOT Analysis and frame work is used to analyze the company and it is used to.

**Findings/Results:** the overall study and knowledge of the life insurance corporation.

**Paper Type:** Conceptual Research based on Life insurance corporation.

  
REGISTRAR



## COMPANY ANALYSIS ON LOWE'S COMPANIES

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**Purpose:** The home improvement industry has many avenues for potential franchisees who take pride in working with their hands and are committed to bringing high-quality, affordable service to their community. Homeowners use remodelling services to upgrade, expand, repair, or increase the home value. Some businesses offer improved or affordable options for traditional services others service niche markets or specific homeowner needs. The Lowe's Innovation Centre comes exactly a year after the company set up its first captive centre in India with the help of Bengaluru-based start-up ANSR Consulting, which helps global Fortune companies set up centres in India. The ambitious technology bets from traditional retailers such as Lowe's comes at a time when old-school brick-and-mortar retail faces technology disruption from new-age online retail and e-commerce giants such as Amazon. the world's second largest home improvement retailer after Home Depot. The company offers home improvement products in the following categories: Lumber & Building Materials, Tools & Hardware, Appliances, Fashion Fixtures, Rough Plumbing & Electrical, Seasonal & Outdoor Living, Lawn & Garden, Paint, Millwork, Flooring, and Kitchens. Analysis we see how Lowe's Key Operating Metrics compare against its biggest competitor. They are very similar but there are still several differences they conduct the business. They own a high degree of overlap in the market. An extensive merchandises and lower price allow them to enjoy the economics of scare in terms of purchasing power. But they take diverse market strategies

**Methodology:** This qualitative study relies on secondary data. Secondary data is gathered from research papers published in prestigious journals, articles, and books. Financial data was gathered from Lowe's company's annual reports.

**Findings:** This study aims to examine the relationship between customer experiences and customer loyalty towards Charter Communications.

**Paper Type:** Company analysis study.



## **AN OVERVIEW OF CADBURY COMPANY**

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**Purpose:** Cadbury Dairy Milk main aim and objective is to become world best and biggest confectionery company. The company is really keen to perform better than the competitors. Cadbury Dairy Milk is among the leading companies of the world. The marketing objective was to improve the effectiveness of communications in order to increase the base sales of the Cadbury Dairy Milk product. The test would be to reduce the number of in store promotions and try to deliver a more profitable and sustainable year of sales for Cadbury.

**Methodology:** SWOT Analysis and ABCD analysis framework is used to analyze the company.

**Findings:** Cadbury has been around for a long time. As one of the leading confectionery companies in the world, it has managed to create innovative ways to market its products.

**Originality:** To analyse the Cadbury company and to provide the ultimate experience of cocoa to food lovers and tantalize their taste buds with unique Cadbury drinks, choco bars, and other products. Paper type: Conceptual research based on Cadbury company.



## COMPANY ANALYSIS – GENERAL ELECTRIC

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General Electric is an American multinational conglomerate that contributed to the aviation, energy and healthcare industries. GE aids enterprises in establishing an efficient, dependable, and safe work environment by merging its technical expertise with software and analytics. This article consists of a critical strategic analysis of General Electric as a company, with a focus on its one business unit, the Power division. It covers the company's strategic position, resource auditing, value systems, product/service portfolio and potential future strategic growth by identifying and evaluating a range of options. Based on the GE's research and technological strength, its competitive performance as well as market demand among others, it has been argued that the energy industry will further add value to the company's value chain, given its exciting direction. However, the company is advised to integrate new technologies by choosing the best ones, hence the need to invest more due to the pressure of adopting new digital technologies to cope with outages and demand fluctuations.

  
REGISTRAR



## COMPANY ANALYSIS OF KITEX LIMITED

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**Purpose:** Kitex Limited, a prominent prodigy in the field of textile industry began its spectacular display at Kizhakambalam, Aluva. This company is one of the vibrant division of Anna Kitex group of companies. The company is engaged in the production of fabrics made of cotton and other blends. Kitex company has wide range of products like cotton fabrics, polyester, Bed sheets, Lungies, Bags etc. They are marketed through a network over 1600 authorized dealers. This study has been carried out to get an understanding about the different aspects like marketing strategy and functioning of Kitex limited. **Design/methodology:** Developing a theoretical concept based on model building using the Focus group interaction method and analysis of the model using ABCD listing framework.

**Findings/Result:** The study has given information about the products, organizational structure of the company, departmental functions and gives a good knowledge. Kitex products have great demand in Kerala. The Kitex customers have better brand loyalty. Kitex lungies have little competition and more familiar in the middle aged people. MCR is the nearest competitor for Kitex dhoties in the market. They provide good facilities for their employees. There is no trade union exist in the organisation because of the good relationship between employees and management. Company has a good market in both inside and outside the country.

**Originality/Value:** This study helps to understand about the existing marketing strategy adopted by the company and study about the competitors of the product. Paper type: Conceptual theory

  
REGISTRAR  
  
SRINIVAS UNIVERSITY  
SRINIVAS NAGAR  
MUKKA  
SURATHIKAL  
574 141  
MANGALORE

## COMPANY ANALYSIS ON BOAT

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**Purpose:** Boat is an India-based consumer electronics brand established in 2015 that markets earphones, headphones stereos, travel chargers and premium rugged cables. Imagine Marketing Services Private Limited, which does business as Boat, was incorporated in November 2013 by co-founders Sameer Ashok Mehta and Aman Gupta. The Boat company started as a cable manufacturer and seller and now has expanded its empire. The sole aim of Boat company was to provide affordable, durable, and more importantly, 'fashionable' audio products and accessories to millennials. They came together and laid the foundation of the company in the year 2016.

**Design/Methodology/Approach:** The brand offers us a range of products from an extensive catalog of headphones, earphones, speakers, to travel chargers & premium cables. There have been excellent brands in the market that offered a great range of products but the problem with them was that they were either very expensive or looked awful to the eyes. This is where the Boat lifestyle brought-in the revolution. This India based startup has managed to attract customers with its stylish products. **Findings/Result:** In 2019, Boat audio was the leading brand with a 27.3 percent market share in the ear wear category. In FY 2020, it clocked a revenue of Rs500 crore, up by 108.8 percent from Rs239.44 crore in FY 2019, while the business has been profitable for five years straight.

**Originality/Value:** Boat was last valued at around Rs2,200 crore when it raised Rs50 crore from Qualcomm Ventures in April last year. It is now eyeing a valuation of around 5-6 times its revenue for this fiscal, people cited earlier said.

**Paper Type:** Conceptual Research.



## COMPANY ANALYSIS ON PFIZER

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**Purpose:** Pfizer’s purpose is to deliver breakthroughs that change patients’ lives. R&D is at the heart of fulfilling Pfizer’s purpose as they work to translate advanced science and technologies into the therapies that matter most. Today, they are at a unique moment in biomedical innovation. More than a decade after the decoding of the human genome, they have a fundamentally better understanding of human biology and what causes disease. They have also learned that it takes more than just great science to deliver meaningful new therapies. Over the last few years, Pfizer has taken a hard look at the way we did R&D in the past. They have better integrated science and business, which meant transforming our approach to be more collaborative, more focused, and, they believe, more powerful for patients.

**Design/Methodology/Approach:** At Pfizer, they apply science and global resources to bring therapies to people that extend and significantly improve people’s lives. They strive to set the standard for quality, safety and value in the discovery, development and manufacture of healthcare products. Their global portfolio includes medicines and vaccines as well as many of the world’s best-known consumer healthcare products. Consistent with their responsibility as one of the world’s premier innovative biopharmaceutical companies, they collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world.

**Findings/Result:** The drug firm said exceptional items for June quarter comprised Rs130 crore on account of a voluntary retirement scheme and Rs6 crore for restructuring to drive business transformation. Drug firm Pfizer NSE 0.54 % on Friday reported 83 per cent decline in consolidated net profit at Rs33 crore for June quarter 2022-23.

**Originality/Value:** Pfizer is successful in its efforts to mass-produce penicillin and becomes the world’s largest producer of the "miracle drug." Using deep-tank fermentation, Pfizer is successful in its efforts to mass-produce penicillin and becomes the world’s largest producer of the "miracle drug."

**Paper Type:** Conceptual Research.



## **A COMPANY ANALYSIS ON CAR DECOR**

**Skanda Malava<sup>1</sup>**

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**Purpose:** The automotive is the secondary market of the automobile industry, concerned with the manufacturing, remanufacturing, distribution, retailing, and installation of all vehicle parts, chemicals, equipment, and accessories, after the sale of the automobile by the original equipment manufacturer OEM to the consumer. The parts, accessories, etc. for sale may or may not be manufactured by the OEM. Accessories are parts made for comfort, convenience, performance, safety, or customization, and are designed for add-on after the original sale of the motor vehicle. The aftermarket encompasses parts for replacement, collision, appearance, and performance, including electric propulsion. The aftermarket provides a wide variety of parts of varying qualities and prices for nearly all vehicle makes and models.

**Findings:** The present study indicates the strategy and plans of the Car Décor and provide valuable suggestions and techniques to improve the strategies in the business market. It Also provide a systematic approach to sell the products to the customers. Providing information about the quality of the production in this business.

**Originality:** To analyze the Car Decor and to display their products and nature of business to the society so that the people can have a brief information about the company.

**Paper type:** Conceptual research based on Car Decor.





## COMPANY ANALYSIS ON INTEL COMPANY

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**Purpose:** Electronic business (e-business) today plays a major role in the world’s economy. Forester Research estimated that, by 2003, the value of e-commerce of US and Europe will reach US\$ 3 trillion. As the e-marketplace becomes more lucrative, it attracts new entrants and created turmoil in the market. There have been many spectacular successes and many failures. Intel became the fifth most profitable company in the US in the year 2000, up from the rank of eighth in 1999. Despite the rapid decline in stock values of many Internet related companies and the recession, Intel is still successful. By the end of 2001, Intel was the seventh largest market capitalization company in the US.

**Design/Methodology/Approch:** Developing a theoretical concept based on secondary data collected from various sources like authenticated jounrals and websites are used in this research paper.

**Findings/Results:** The overall knowledge of the Intel Company

**Originality/Value:** TO execute or share the more detailed information of Intel Company that is; sales, services, turnover, net income, share values, production function, products etc.

**Paper Type:** Analytical Research.

  
REGISTRAR



## WALT DISNEY

Sunayana K. K<sup>1</sup> & Sunera<sup>2</sup>

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**Purpose:** The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world premier entertainment company. Walt Disney provides the fun and magical environment for families. It inspiring young kids and even older peoples. It helps to learn about their traditional, food, language and way of life.

**Design/Methodology/Approach:** It is a perplexing inventiveness methodology where a gathering utilizes four explicit intuition styles thus. It includes equal dedication to dissect and issue, produce thoughts, assess thoughts, develop and investigate a strategy. The four reasoning styles are- outcasts, visionaries, realize and pundits. In the main reasoning style, the gathering thinks as outcasts to increase a systematic, outside perspective on the test.

**Finding/ Results:** The overall knowledge of the Walt Disney.

**Originality/Value:** Optimism, innovation, decency, quality, community, and storytelling.

**Paper Types:** Analytical Research

  
REGISTRAR



## WEALTH MANAGEMENT

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**Purpose:** Goals-based wealth management is not a brand-new discipline, but it has recently grown in significance within the private wealth management sector. This development is likely the result of two distinct factors: a shift in client perceptions of risk following the 2008 market crash and the release of the landmark article by Das, Markowitz, Scheid, and Statman. This article begins with a review of the main concerns that families usually have when dealing with wealth planning, then it discusses a framework that enables advisors to take clients' financial, estate, and investment planning needs into account, demonstrates the practical considerations involved with the process, and then it briefly discusses the most pressing business issues that still need to be resolved.

**Design/Methodology/Approach:** Developing a theoretical concept based on wealth management using ABCD listing framework. Findings/Result: Based on developed model it is argued that wealth management includes investment management, financial planning, insurance sales, tax advise and wealth management and estate planning. The goal of wealth manager is to help clients grow and preserved their wealth over the long term. **Originality/Value:** Wealth management is an investment advisory service that combines other financial services to address the needs of affluent clients. Using a consultative process, the advisor gleans information about the clients wants and specific situation, then tailors a personalised strategy that uses a range of financial products and services.

**Paper type:** Conceptual research.



## **JP MORGAN CHASE BANK**

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**PURPOSE:** This paper discusses the implementation of the CAMELS ratios in evaluating the performance of JP Morgan Chase Bank. It also describes the importance of these ratios while discussing their history. The ratios that are categorized under Capital Adequacy, Asset Quality, Management Quality, Earnings Efficiency, Liquidity Risk as well as Sensitivity to Market risk have been given detailed descriptions in terms of how well they can indicate different aspects of a bank’s daily activities and financial soundness. Moreover, it discovers the idea of sustainability incorporations and specifically talks about JP Morgan Chase’s efforts in generating sustainable goals in their business practice.

**Methodology/Approach:** The ratios being computed under Capital Adequacy were Total Equity/Total Assets, Total Equity / Long Term Debts and Total Equity/ Total Liabilities. Higher ratios are preferred for this category. The ratios Loan Loss Provision/ Net Interest Income, Total Loans/ Total Assets and Loan Loss Provisions/ Total Loans were sectioned under the bank’s Asset Quality. Management Quality ratios include Operating Expense/ Total Assets and Staff Expense/ Total Assets. A decrease in these ratios could mean that the bank is able to perform expansion in their businesses quicker than facing operating costs or that increasing their assets does not mean that their operating expenses have also heightened. The Earnings Efficiency ratios that were calculated are namely: Return on Assets, Return on Equity and Operating Cost/ Interest Income. Return on Assets is an indicator of how much of the company’s assets has been successful and efficient in producing profits.

**Finding/ Results:** It provides broad range of financial products and services to consumers and corporate customers.

**Originality/ value:** JP Morgan Chase Bank has taken a step forward to implement corporate sustainability. Their newly formed motives have allowed them to fund projects dealing with renewable energy sources, contribute to their country’s sustainable development goals as well as implement new measures of conducting business procedures to reduce carbon emissions.

**Paper type:** A case study method of understanding of financial company JP Morgan Chase Bank



## **CASE STUDY ON DELL TECHNOLOGY**

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The exceptional performance of Dell Computer in recent year illustrates an innovative response to a fundamental competitive factor in the personal computer industry the value of time. This article shows how Dell’s strategies of direct sales and build to order production have proven successful in minimizing inventory and bringing new products to market quickly, enabling it to increase market share and achieve high returns on investment. The Dell case illustrates how one business model may have inherent advantages under particular market conditions, but it also shows the importance of execution in exploiting those advantages. In particular, Dell’s use of information technology (IT) has been vital to executing both elements of its business model direct sales and build to order and provides valuable insights into how IT can be applied to achieve speed and flexibility in an industry in which time is critical. Many of the insights gained from this case can be applied more generally to other time dependent industries, suggesting that the findings from the Dell case will have implications for a growing number of companies and industries in the future.

  
REGISTRAR



## MICROSOFT CORPORATION

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**Purpose:** the primary goal of this study is to analyze the total performance of the Microsoft corporation. This is about Microsoft and how they started off from basic ideas to create the technology to using computer to make their company successful in the business field of technology. In this analysis what we are researching is about how Microsoft started, when did they get their success, how did they get their success, what products did they work with to create their company. Help the company make decisions and learn about the financial aspects of their operations. Ratio analysis was the tool utilized to evaluate their performance.

**Design/Methodology/Approach:** A research methodology or involves specific techniques that are adopted in research process to collect, assemble and evaluate data the study is based on secondary data and the data is collected from the database of the company.

**Findings:** Microsoft is the one of the top companies that is successfully due to their computers and gadgets they create. Microsoft is a leading software manufacture in the modern world. The history shows in their development through the past years which all their sales and all the point of view steps that the company's leader Bill Gates took to make Microsoft successful company they was determined to make Microsoft a top tier company in the technology business

**Originality value :** To know more about Microsoft corporation. It is profitability capacity and to analyze the working capital of Microsoft corporation.

**Paper type:** Conceptual Research

  
REGISTRAR



## COMPANY ANALYSIS OF BERGER PAINTS INDIA

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**Purpose:** Berger Paints India Ltd is the second largest paint company in India. They are offering their customers a variety of innovative painting solutions decorative or industrial. Berger Paints India Limited is engaged in the manufacture of paints and varnishes, enamels, or lacquers. The company offers quality-based colorful paints to the customers. The guiding principle of the company is its performance, customer priority, ethical practices, and value of people. In this case study, we'll explore various aspects of the Marketing Strategy of Berger Paints, along with its advertising campaigns, social media strategy, digital presence, and competitor analysis.

**Design/Methodology:** The data used for this research is entire of a secondary nature. For this study, the case study approach was adopted. In this study, an effort has been made to research the companies' structure, nature, and functions of the business. For this analysis, the secondary data were collected from annual reports and accounts. Sources of data are strictly secondary. Secondary data is obtained through knowledge gathered from books, journals, magazines, and websites.

**Findings:** The company currently sells its stock at the price of Rs. 730.80 against its initial trading rate which was Rs. 2.41 in the year 2000. The stock price of Berger Paint at IPO 3 With aggressive expansion it becomes imperative to understand how sustainable Berger paints is as an enterprise for the provisions of corporate lending to fund and aid said aggressive expansion. The paint industry is the primary operating industry for Berger Paints. Berger paints (hereinafter BP) operates both in the commercial and decorative paints category with about 12% of the total market standing, after Asian paints that acts as the market leader with 39% market share 4.

**Originality/Value:** Headquartered in Kolkata, it has an international presence in about 5 countries and countrywide distribution channels making them one of the well-established paint companies. The company rose to the 15th spot from the 24th spot in the previous fiscal year 2016, and it continues to provide innovative and cutting-edge paint products and services.

**Paper Type:** Conceptual Research.



## COMPANY ANALYSIS ON BOEING

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**Purpose:** The Boeing Company is an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets, satellites, telecommunications equipment, and missiles worldwide. The company also provides leasing and product support services. Boeing has a long tradition of aerospace leadership and innovation. The company continues to expand its product line and services to meet emerging customer needs. Its broad range of capabilities includes creating new, more efficient members of its commercial airplane family; designing, building and integrating military platforms and defense systems; creating advanced technology solutions; and arranging innovative financing and service options for customers.

**Design/Methodology/Approach:** Evaluating the company Boeing by using secondary data research

**Findings/Results:** Based on the study conducted we came to understand about the Boeing how the firm operate, what are the product that are offered, their policies and strategies. Boeing has been the premier manufacturer of commercial jetliners for decades. Today, the company manufactures the 737, 747, 767, 777 and 787 families of airplanes and the Boeing Business Jet range.

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about Boeing.

**Paper Type:** Conceptual research

  
REGISTRAR





## COMPANY ANALYSIS ON PROCTER & GAMBLE

**Shrithik Rai K. and Sreelal Sreedhar**

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**Purpose:** Procter & Gamble is an American consumer goods giant specializing in a wide range of personal care and hygiene products. P&G was founded in 1837 by brothers-in-law William Procter, a candlemaker, and James Gamble, a soap maker. Today the company manufactures well-known household products, including Crest, Charmin, Tide, Oral-B, Bounty, Febreze, Downy, and Gain. In 2014, P&G dropped around 100 of its brands to make a concentrated effort on the remaining 65, which produced 95% of the company’s profits. In 2020, P&G announced plans for its operations to be climate neutral by 2030, extending a previous goal to reduce emissions by half over the next 10 years.

**Design/Methodology/Approach:** Evaluating the company Procter & Gamble by using secondary data research.

**Findings/Results:** Procter & Gamble’s annual/quarterly revenue history and growth rate from 2010 to 2022. Revenue can be defined as the amount of money a company receives from its customers in exchange for the sales of goods or services. Revenue is the top line item on an income statement from which all costs and expenses are subtracted to arrive at net income. Procter & Gamble’s revenue for the quarter ending June 30, 2022, was \$19.515B, a 3% increase year-over-year. Procter & Gamble’s revenue for the twelve months ending June 30, 2022, was \$80.187B, a 5.35% increase year-over-year.

**Originality/Value:** This study contains an in-depth analysis of the company and it is informative to people who wish to know about Procter & Gamble

**Paper Type:** Conceptual research.



## COMPANY ANALYSIS ON DOW CHEMICALS

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**Purpose:** Dow Chemicals is an American multinational chemical corporation headquartered in Midland, Michigan, United States and is a subsidiary of Dow Inc. Dow is a large producer of plastics, including polystyrene, polyurethane, polyethylene, polypropylene, and synthetic rubber. It is also a major producer of ethylene oxide, various acrylates, surfactants, and cellulose resins. It produces agricultural chemicals including the pesticide Lorsban and consumer products including Styrofoam.

**Design/Methodology/Approach:** Evaluating the company Dow chemicals by using secondary data research

**Findings/Results:** Based on the study conducted we came to understand about the Dow Chemicals how the firm operate, what are the product that are offered, their policies and strategies. The Dow Chemical Company (Dow) is a producer and supplier of raw materials for products in a wide variety of industries, including appliance, automotive, agricultural, chemical processing, electronics, oil and gas, and processed foods.

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about Dow Chemicals

**Paper Type:** Conceptual research

  
REGISTRAR



## **SOCIAL MEDIA AS A TOOL FOR MARKETING**

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**Purpose:** The purpose of this research is to analyze and explore how companies could use social media to promote themselves and improve their business to consumer relationship, this in order to develop a general set of recommendations. To fulfill the purpose, we have used a qualitative research method with a field study approach.

**Methodology:** The aim of this study is to determine the factors that influence social media usage in marketing activities. Document analysis of previous studies was the method used to achieve the purpose of this study. This study will be a guidance for new entrepreneurs and marketers to use social media in future. All documents of previous studies related to social media, social media marketing and Technology Acceptance Model were analysed.

**Findings:** By using the partial least square-structural equation modelling (PLS-SEM), the study found that all the research hypothesis were supported except. While event fan’s attitudes had not a statistically significant impact on their behavioural intentions towards using social media to go to events, perceived enjoyment had a statistically significant impact on event fan’s attitudes towards event pages on SNS. According to the research findings, event fans were influenced by their subjective norms and behavioural control. These factors significantly influenced event fan’s behavioural intention, which led to their actual behaviour.

**Paper Type:** Statistical Analysis, Conceptual Research

  
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SURATHIKAL  
574 141  
MANGALORE

## **CUSTOMER SATISFACTION ON McDONALDS’S**

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**Purpose:** Reasons for conducting this research will be to analyse how self service in McDonald’s facility leads to increase in customer satisfaction. Another reason is that eradication of long queues for ordering food also increases consumer satisfaction. Furthermore, personal interests of researcher in assessing importance of self-service and service quality will also lead to base for conducting this research. Thus, these all factors will be analysed for making analysis of self-service on customer satisfaction which is required in order to enhance overall performance of company.

**Design/Methodology/Approach:** Research methodologies that are been used are Simple percentage analysis, Ranking analysis, Likert analysis. These are the statistical tool. Finding/Result: The McDonald’s customer satisfaction survey also shows that 20.60% of the respondents visit McDonald’s because they ‘did not wish to cook or just wanted to eat out’. Additionally, 17.27% go there ‘to have a snack’. More so, 10.30% stated the reason ‘to meet up with friends’. Following that, 5.38% said for ‘special occasions’, while 1.98% visited McDonald’s ‘to purchase a happy meal that includes a toy’.

**Originality/Value:** For McDonald's to fulfill value creation and choose its value, it performs marketing by segmenting its markets and consumers, targeting the attractive segments, and positioning its brand accordingly.

**Paper type:** Conceptual Research.



## PHILLIPS 66 COMPANY

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**PURPOSE:** We are excited about the future of energy. Our advantaged and nimble company is full of seasoned leadership and talented teams making responsible choice to adapt and explore the opportunities changing market brings. We do this while living out our values of safety, honor and commitment; improving lives by providing access to the energy which is essential to a high standard of living and health throughout the world. Our employees, suppliers and improve lives. Our hard work, and team work, keeps energy flowing. At Phillips 66, we know that now, more than ever, is the time to try new things.

**Methodology/Approach:** A problem solving technique in which a group of six people brainstorms for six minutes and then a spokesman for each group presents either the best ideas or all ideas to the larger group. **Finding/ Results:** Financial position, Liquidity and Return of Capital. Phillips 66 generated \$1.8 billion in cash from operation in the fourth quarter of 2021, including cash distributions from equity affiliates of \$757 million. Excluding working capital impacts, operating cash flow was \$1.4 billion.

**Originality/ values:** Phillips 66 was founded on the values of safety, honor and commitment and safety has been at the core of our company culture and operations.

**Paper type:** A case study method of understanding of Phillips 66 company of India bring together banking, insurance, and investment.

  
REGISTRAR



## COMPANY ANALYSIS ON ASINA PAINTS LTD.

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**Purpose:** Asian Paints Ltd is an Indian multinational paint company, headquartered in Mumbai, Maharashtra, India. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home décor, bath fittings and providing of related services. Asian Paints is India's largest and Asia's third largest paints corporation

**Design/Methodology/Approach:** Evaluating the company Asian Paints Ltd by using secondary data research

**Findings/Results:** Asian Paints is the holding company of Berger International. The company's manufacturing operations encompass 15 countries of the world including India, with considerable presence in the Indian subcontinent and the Middle East

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about Asian Paints Ltd.

**Paper Type:** Conceptual research



## WALMART

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**Purpose:** Walmart aim to build a better world helping people live better and renew the planet while building thriving, resilient communities. For us, this means working to create opportunity, build a more sustainable future, advance diversity, equity and inclusion and bring communities closer together. And at the end of the day, helping our customers save more of their hard earned money for the things they care about most. Because at Walmart, Live Better is what we do every day

**Design/Methodology/Approach:** The inventory method that Wal-Mart employed is LIFO or Last in, First Out, which consists of the latest, or newest inventory to be sold first. The company also states that it evaluates its inventory based on the retail method of accounting, by considering the lower of cost or market.

**Finding/Result:** Walmart is the great American success story, rising from its beginnings in northwest Arkansas to the title of the world's largest retailer in a span of 60 years. It has grown from its first location to more than 10,500 across the globe, with annual revenues of \$573 billion

**Originality/Value:** Walmart has utilized technology and automation to streamline its supply chain with the aim of driving down costs. Managing inventory digitally allows Walmart to keep data flowing through it's supply chain seamlessly, ensuring there's always enough inventory while reducing carrying costs.

  
REGISTRAR



## **AN OVERVIEW OF COCA-COLA COMPANY**

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**Purpose:** The Coca-Cola Company is an American multinational beverage corporation, best known as the producer of Coca-Cola .The goal of The Company is 'to be the world's leading provider of branded beverage solutions, to deliver consistent and profitable growth, and to have the highest quality products and processes . Their vision is to craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.

**Methodology:** SWOT Analysis and ABCD analysis framework is used to analyze the company.

**Findings:** Coca-Cola Company has been around for a long time. As one of the leading confectionery companies in the world, it has managed to create innovative ways to market its products.

**Originality:** The Coca-Cola Company is an American multinational beverage corporation, best known as the producer of Coca-Cola. The sugary drink was invented in 1886 by pharmacist John Stith Pemberton.

**Paper type:** Conceptual research based on Coca-Cola company.

  
REGISTRAR





## TATA STEEL

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**Purpose:** Consistent with the vision and values of the founder Jamsetji Tata, Tata Steel strives to strengthen India's industrial base through effective utilisation of staff and materials. The means envisaged to achieve this are cutting-edge technology and high productivity, consistent with modern management practices.

**Design/Methodology/Approach:** Total Quality Management (TQM) is a powerful tool to guarantee organization's survival in world-class competition. Business and industrial organizations world over have exploited/ exploiting TQM, by changing the actions of management to derive and transform the culture and actions of the entire organization.

**Finding/Result:** Tata Steel reported a consolidated net profit (attributable to the owners of the company) at Rs 7,765 crore for the quarter ended June, down 12.8 per cent over the year-ago period, in what the company described as a “challenging” quarter. Sequentially, net profit was down 20.4 per cent. Revenue from operations at Rs 63,430 crore was higher by 18.6 per cent year-on-year (YoY). The numbers beat expectations on revenue and net profit. A poll of analysts by Bloomberg had estimated revenues at Rs 60,474 crore and net profit at Rs 7,275 crore. QoQ, revenues were down by 8.5 per cent.

**Originality/Value:** At the end of fiscal year 2022, the consolidated net worth of Tata Steel Limited was over one trillion Indian rupees. With an annual production capacity of around 23 million metric tons, it was the second largest steel producing company in India after SAIL.

**Paper type:** A case study method of understanding the over view of Tata Steel an Indian based company

  
REGISTRAR  


## **SOCIAL MEDIA AS A NEW MARKET**

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**Purpose:** Social media allows people to freely interact with others and offers multiple ways for marketers to reach and connect with consumers. To understand the effectiveness of social media as a marketing tool to understand the effectiveness of social media as a marketing tool. Social media is the really important gradient in today’s marketing mix in general and in promotion mix in particular. Adapting some form of marketing online mode through social media is a key node for all business, especially in an industry where trends constantly change such as fashion and handicrafts. The paper carries out empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyse the extent social media helps consumers in buying decision making. The strategies have been suggested for maximizing the effectiveness. Using social media in marketing will help to improve site traffic and increase your reach. It turns your business into a personality that your audience can communicate and connect with on a deeper level.

**Design/ Methodology/Approach:** Social media research is the process of examine social media data to conduct quantitative research in order to understand how audiences connect to topics, by using tools and data extraction techniques.

**Finding/Results:** Social media Helps to Reach Out to a many audience. Almost 80% of marketers say their social marketing efforts have increased exposure for their business, and 75% say they've increased traffic. It an ideal way to create brand awareness and stay in contact with your customers.

**Originality/Value:** At first social media existence helps users connect digitally with friends, colleagues, family members, and like-minded individuals they might never have met in person.

**Paper Type:** Secondary data.



## A CASE STUDY ON ALPHABET INC

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**Purpose:** Alphabet Inc. is an American multinational technology conglomerate holding company headquartered in Mountain View, California. It was created through a restructuring of Google on October 2, 2015, and became the parent company of Google and several former Google subsidiary. The establishment of Alphabet Inc. was prompted by a desire to make the core Google business "cleaner and more accountable" while allowing greater autonomy to group companies that operate in businesses other than Internet services. Founder

**Design/Methodology/Approach:** Alphabet (Google) business strategy is based on the following three elements:

1. Business diversification and introduction of new products and services in a regular manner. This constitutes the core of Alphabet business strategy (Google business strategy). Starting from search engine business in 1998, the product portfolio of the company has been consistently expanded. Today Alphabet Inc. offers the widest ranges of products and services including self-driving cars, indoor and outdoor cameras, learning thermostats, and smoke alarms and even products to stop mosquitoes in their tracks. First mover advantage is the main Alphabet (Google) competitive advantage in relation to the majority of these products and services.

2. Business acquisitions. Alphabet (Google) business strategy involves rapid growths via acquisitions. As of December 2016, Alphabet acquired more than 200 companies and 30 acquisitions were made in 2015 and 2016 alone. The efficiency of the internet giant to effectively integrate its corporate culture to new businesses it acquires is one of the solid sources of Alphabet (Google) competitive advantage.

3. Profit maximization through creation of a closed eco-system. Google has created a collection of inter-connected services and applications. Customers usually enter this ecosystem through using Chrome browser, watching YouTube videos or using Gmail. In no time, they are prompted to use additional services such as Drive, Play, Calendar, Blogger and others. A greater range of products a customer uses, the more profit Google earns via advertising in various formats.

**Findings/Results:** Alphabet Inc. is a listed US holding company of the former Google LLC, which continues to exist as a subsidiary. The headquarters is Mountain View in Silicon Valley. The company is led by Sundar Pichai as CEO With sales of \$137 billion, a profit of \$30.7 billion and a market value of \$ 863.2 billion, Alphabet Inc. ranks 17th among the world's largest companies according to Forbes Global 2000 (as of 4th November 2019). The company had a market cap of \$ 766.4 billion in early 2018. In 2019, Alphabet had annual sales of \$161.9 billion and an annual profit of \$34.3 billion

**Originality/Value:** Alphabet is the world's third-largest technology company by revenue and one of the world's most valuable companies. It is one of the Big Five American information technology companies, alongside Amazon, Apple, Meta and Microsoft.

**Paper Type:** A case study method of understanding of technology of ALPHABET INC.



## THE EXXONMOBIL

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**Purpose :** In ExxonMobil paper investigates how ExxonMobil uses rhetoric and framing to shape public discourse on climate change. ExxonMobil present an algorithmic corpus comparison and machine-learning topic model of 180 ExxonMobil climate change communications, including peer-reviewed publications, internal company documents, and advertorials in The New York Times. ExxonMobil also investigate advertorials using inductive frame analysis. ExxonMobil find that the company has publicly overemphasized some terms and topics while avoiding others. These patterns mimic the tobacco industry's documented strategy of shifting responsibility away from corporations—which knowingly sold a deadly product while denying its harms—and onto consumers. This historical parallel foreshadows the fossil fuel industry's use of demand-as-blame arguments to oppose litigation, regulation, and activism.

**Design/Methodology/Approach :** Exxon Mobil Corporation (Exxon Mobil) is an integrated oil and gas company based in the US. It is engaged in exploration and production, refining, and marketing of oil and natural gas. The company is also engaged in the production of chemicals, commodity petrochemicals, and electricity generation. The company operates across the globe. It is headquartered in Irving, Texas and employs about 80,000 people.

**Findings/Result :** Horizontal merger between Exxon and Mobil, result in 23% increased in market share, according to Fortune 500, ExxonMobil, stands at No1 position in 2006, further mergers are crucial components for the company's survival and growth in the long term.

**Originality/Value :** ExxonMobil is effectively using the resources within the organization to bring the innovations and managing the change. Effective use of people, technology and processes with smartest workflows is what they are being able to manage the success from. The vision of change can be practiced and realized fully only when most people of the organization know and understand the goals and direction of the company in which they are being led.

**Paper type :** Conceptual Research



## A CASE STUDY ON CUMMINS INC

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**Purpose:** Cummins Inc. is an American multinational corporation that designs, manufactures, and distributes engines, filtration, and power generation products.[2] Cummins also services engines and related equipment, including fuel systems, controls, air handling, filtration, emission control, electrical power generation systems, and trucks.

Cummins sells in approximately 190 countries and territories through a network of more than 600 company-owned and independent distributors and approximately 7,200 dealers. Cummins reported a net income of \$2.19 billion on sales of \$23.77 billion in 2018.

**Design/Methodology/Approach:** Whether they plow fields, mine the earth or run data centers, our customers' world is ever-changing. As a partner, we must be nimble in order to keep up and deliver the power and technology they demand. In the shuffle of work, consistent brand expression helps us all remain clear about who we are and what we stand for.

**Findings and Results:** Quality craftsmanship and unmatched service lie at the heart of every Cummins engine. Over the course of many miles and countless hours, though, you'll need some help to keep your diesel engine or generator operating at peak performance. That's why we built a worldwide network of support, maintenance and service for our customers. When it's time for a tune-up, here's how to find the best parts and service options near you.

**Originality:** Cummins Inc. is an American multinational corporation that designs, manufactures, and distributes engines, filtration, and power generation products.

Challenging the impossible, Cummins is officially founded, Irwin, Clessie Cummins begins defying the odds by founding his engine company. Established on Feb. 3, 1919, in Columbus, Indiana (USA), the company would forever change the trajectory of diesel innovation.

**Paper Type:** Company Analysis



## COMPANY ANALYSIS ON BHARAT PETROLEUM CORPORATION LTD

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**Purpose:** The study tries to examine the impact of Free Cash Flow and its different variables on company’s performance. Bharat Petroleum Corporation Limited (BPCL) embarked upon a major change initiative towards the end of 1996. It planned an enterprise-wide integration through Enterprise Resource Planning (ERP). The objectives were to remain competitive through improved customer service and customer satisfaction and to transform the company into a Learning Organization. The case highlights the process and challenges faced by BPCL in successfully implementing ERP (SAP R/3). The focus of the implementation process was on Change Management where significant change in technology led to a change in the work culture

**Design/Methodology/Approach:** Evaluating the company BPCL by using secondary data research Findings/Results: The present research work makes an assessment of the Free Cash Flow position of the BPCL. This study helps to reveal the causes of cash inflows and cash outflows made by the company and make a detailed analysis of its impact on the performance of the company so that fruitful suggestions could be given to improve its performance in future.

**Originality/Value:** This study contains an in depth analysis of the company and it is informative to people who wish to know about it.

**Paper Type:** Conceptual research



## **TATA MOTORS COMPANY LIMITED**

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Tata motors Limited is India’s largest automobile company. It is the largest commercial vehicle manufacturer in India and 2nd largest passenger car and bus manufacturer. It is the 5th largest medium and heavy commercial vehicle manufacturer in the world. Tata motors Limited is India’s largest automobile company. It is the largest commercial vehicle manufacturer in India and 2nd largest passenger car and bus manufacturer. This paper is an attempt to analyse the financial source of Tata motors limited for the purpose of reveals the strength and weakness of the firm with the help of profitability ratio analysis.



## APPLE COMPANY

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Apple company Apple Inc. Apple Inc is the leading corporation in America that manufactures computer software and consumer electronics. This particular company is credited not only for designing products such as Macintosh, but it ranges from computers to iPad, iPhone and the iPod. With offering over 350 stores in many countries around the world alongside an online store Apple Inc was ranked the largest company in the globe. Throughout we will learn important factors of not only who found the company, what make preview This paper has discussed current developing situations of Apple Inc, and based on its choices and sale conditions, this paper analyzes its advantages, disadvantages and outside effects such as financial problems with PESTEL and other popular analyzing methods. After these analysis, the paper gets a conclusion that although the high-quality products and good brand awareness of Apple Inc allow this company to attract an lot of potential customers and strengthen their loyalties, it is also very important to capture the market shares from other strong competitors such as Dell, Samsung, and Lenovo by investing more money into the emerging markets than other rivals, keeping innovation and lowering pricings.

  
REGISTRAR





## **CASE STUDY ON FEDEX CORPORATION**

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**Purpose:** FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenue of \$94 billion, the company offers integrated business solutions through operating companies competing collectively, operating collaboratively and innovating digitally under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its 550,000 employees to remain focused on safety, the highest ethical and professional standards and the needs of their customers and communities. FedEx is committed to connecting people and possibilities around the world responsibly and resourcefully, with a goal to achieve carbon-neutral operations by 2040.

**Deseign/Methodology/Approach:** ABCD Analysis framework.

**Findings:** FedEx Services provides sales, marketing, information technology, communications, customer service, technical support, billing and collection services, and certain back-office functions that support our transportation segments.

**Originality/value:** The company was founded in Little Rock, Arkansas in 1971 as Federal Express Corporation by Frederick W. Smith, a graduate of Yale University. He drew up the company's concept in a term paper at Yale, in which he called for a system specifically designed for urgent deliveries.

  
REGISTRAR



## **BREAKING GENDER STEREOTYPES THROUGH EDUCATION**

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**Purpose:** Men and women differ greatly in many ways. These are, in some ways, reflected in the stereotypes associated with these groups. There may be some validity to the generally held stereotypes about how men and women think and act. Stereotypical assumptions, however, affect how men and women perceive themselves and are treated by others in addition to reflecting actual differences. This article evaluates the available data on gender stereotypes' nature and content and considers how gender variations in significant life outcomes are related to these findings. Gender stereotypes have an impact on how people pay attention to, perceive, and recall information about themselves and others, according to empirical studies. We can better comprehend the effects of gender stereotypes on implicit beliefs and communications by taking into account their cognitive and motivating roles.

**Design/Methodology/Approach:** ABCD analysis framework

**Findings/Result:** We evaluated existing gender stereotypes for men and women using a multi-dimensional framework. In particular, we looked at how men and women are described by male and female raters, how men and women describe themselves, and how closely one's own characteristics match there is more peace in areas where there is greater gender equality.

**Originality/Value:** There is more peace in areas where there is greater gender equality. Diversity of gender in leadership positions improves company effectiveness. Relationships are better when tasks around the house are shared.

**Paper Type:** Conceptual paper

**Keywords:** Gender stereotypes, Gender relations, Male female relationships, Gender roles, Sex roles, Women, Femininity, Older women, Married women

## **RELATIONSHIP BETWEEN SELF-ESTEEM AND SUICIDAL TENDENCIES AMONG ADOLESCENTS**

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**Purpose:** A group of adolescents were examined to determine the relationship between self-esteem and suicidal ideation. Self-esteem can play a vital role in adolescents who have suicidal tendencies. This paper aims to study the relationship between low self-esteem and suicidal ideation and tendencies among adolescent in-patients of psychiatric treatments.

**Methodology:** By taking into consideration suicidal tendencies and history of attempted suicides we aim to establish a direct relationship between self-esteem and suicidal tendencies. By studying other areas like depression and hopelessness we can establish an indirect relationship between suicidal attempts and self-esteem.

**Results:** A negative relationship was found between self-esteem and suicide levels. Analysis indicated that both self-esteem and stressful life events contributed to suicide attempts. A difference in gender was noted with females reportedly scoring lower in self-esteem in comparison to males. It was also noted that self-esteem gave us a better understanding of suicidal attempts due to depression and hopelessness. It was found that there was lower self-esteem among those who experienced stressful life events in the near past.

  
REGISTRAR



## **KERALA TOURISM AND SOCIAL WELL BEING: A STUDY ON SELECTED TOURISM SPOTS**

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**Purpose:** Economic, social, cultural, and environmental duties are the four responsibility pillars of responsible tourism. In this context, the current study empirically examines the functions of these four responsible tourism responsibility areas to enhance community life satisfaction in the chosen destinations. The study also examines the community well-being intervening mechanisms that convert the perceived obligations of responsible tourism into life enjoyment.

**Design/Methodology/Approach:**Developing a theatrical concern based on the available secondary data and analysis using SWOC analysis.

**Finding/ Results:** The study's findings confirmed that the community's level of life satisfaction is significantly influenced by the responsibility domains of social, economic, cultural, and environmental. In addition, the mediation study revealed that economic, social, cultural, and environmental obligations of responsible tourism all affect life satisfaction in many ways, including through material well-being, community well-being, emotional well-being, and health and safety well-being

**Originality/ Value:** The study's primary draw is that it comes from a tourist destination that promotes safe travel. Results from field research combined with notions of sustainable development and responsible tourism that have solid theoretical backing

**Paer Type:** Descriptive research

**Keywords:** Kerala Tourism, SWOC analysis, Social Well being, Tourism, Sustainable Tourism development, Employment generation

## **A CONSUMER BEHAVIOUR ON ONLINE GROCERY SHOPPING IN MANGALORE**

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**Purpose:** The advent of the Internet has significantly changed consumption patterns and habits. Online grocery shopping is a way of purchasing food products using a web-based shopping service. Online grocery shopping plays an important role in the current online market as the most evolving online shopping category. Today consumers can buy almost any product using the Internet. Online nutritional and grocery shopping is becoming increasingly popular. The aim of this paper is to present the conditions of online grocery shopping and consumers' attitude towards buying food via the Internet based.

**Approach/Methodology/Design:** The study is based on the primary and secondary data collected from various sources like authenticated journals and websites.

**Findings/result:** Findings will be shown after the completion of the research paper.

**Originality/value:** The most important advantages of online shopping are convenience and time saving, while the most significant disadvantages for consumers involve the risk of incorrectly valuating some products and apprehension about the selection and handling of perishables, such as vegetables, eggs, and meat products.

  
REGISTRAR



## **PREVENTION AND SPREADING AWARENESS ABOUT THE USE OF ALCOHOL AMONG COLLEGE STUDENTS**

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**Purpose:** While there is considerable research on the effectiveness of interventions designed to reduce alcohol consumption and related harms among college students, there is limited research on students’ own perspectives on such interventions. This qualitative study aimed to address this gap by examining college students’ perspectives in the context of an alcohol prevention programme for college students.

**Methodology:** Focus groups were used as the means of data collection, and participants were selected using purposive sampling based on two criteria – type/location of college and category of student. A total of eight focus groups were conducted at two institutions taking part in the programme. Participants comprised four categories of student: undergraduates, mature students, international students and students who were members of clubs or societies. Results were analysed through the lens of a social-ecological framework.

**Results:** College students drank only slightly more heavily. This small difference, however, reflected personality suppression. College students were lower in trait-based risk for drinking, and accounting for traits revealed a stronger positive association between attending college and drinking more heavily. Although non-college emerging adults reported greater descriptive drinking norms for social group members, norms appeared to more strongly influence alcohol use among college students. Finally, despite drinking less, non-college individuals experienced more alcohol-related problem. Originality/Value: Increasing alcohol taxes and increasing the enforcement of drinking-driving law

**Paper Type:** Qualitative research



## **IMPACT OF COVID-19 ON ROAD TRANSPORTATION**

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**Purpose:** Transportation industry plays a very major role in the daily life of human beings. It is very much important for everyone to go from one place to a new required place. A society cannot function optimally if it does not have measures in place to facilitate transport. Not only human beings but also, we use different modes of transport to carry goods from one place to another place. Various types of transports lead to economic development of India, due to Covid pandemic the whole India need lockdown. At that time every sector and people were facing a big difficulty and at that time the Government was unable to take proper measures to prevent this pandemic. The Karnataka State Road Transportation Corporation also has affected a negative impact on profitability, inflow and outflow of funds, operating and nonoperating revenues, number of passengers to travel, etc. The transportation department also one of the major sectors impacted by the covid pandemic. Both Government and private sectors have significantly affected by the pandemic.

**Design/Methodology/Approach:** Both inter and intra city operation of the public transport corporation in the State of Karnataka have been exhaustively analysed using operational and financial parameters. To evaluate the performance of public transport operations at different level, such as divisions, depots and routes of corporations in Karnataka by using both quantitative and qualitative data. The alternative depot locations have been identified to reduce the dead kilometre, leading to large amount of savings for the corporation.

**Findings/Results:** The main of this paper is to identify challenges faced and remedies which are taken by KSRTC of Dakshina Kannada while lockdown period. The secondary source of information has taken for the study and used some statistics tools applied to analysis of data.

**Originality/Value:** The study helps to identify the impact of Covid-19 on the performance of bus transportation of Dakshine Kannada.

**Paper Type:** Conceptual Research.



## **DRIVES AND MOTIVES FOR SECOND HAND AUTOMOBILES**

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**Purpose:** There are many factors that influence the customers for buying second hand automobiles, less price, easy consumption, availability and convenience etc. The current study basically deals with several factors which influences the drives and motives of customers towards buying second hand automobiles. The study also focus on the customers perception and buying behaviour of second hand automobiles.

**Methodology :**The principal method is to be used is survey method. Data is to be collected through questionnaire with our target population which involves uses deciders and the buyers of second hand automobiles. Analysis of this model using SWOT listing framework.





## A SURVEY ON EFFECTIVENESS ON STUDY OF ONLINE TEACHING & LEARNING

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**Purpose:** The article includes the importance of online learning and Strength’s weaknesses, Opportunities, & Challenges (SWOC) analysis of e-learning modes in the time of crisis. This article also put some light on the growth of EdTech Start-ups during the time of pandemic and natural disasters and includes suggestions for academic institutions of how to deal with challenges associated with online learning.

**Finding/Result:** Online learning has helped students to become independent learners before they make their way into the real world. Students got opportunities to explore new learning applications and platforms during the class, which helped them to develop new skills and capabilities accelerating their growth trajectory

**Originality/Value:** Online learning techniques make these students become more independent learners. Since online learning provides greater control to users through the use of minimal infrastructure, the students can personalise their learning. This enables students to take up new courses and learn almost from anywhere and anytime

**Paper Type:** Conceptual Research



## **A STUDY ON THE IMPACT OF COVID 19 ON HOME DELIVERY PURCHASES AND EXPENDITURE**

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**Purpose:** Lockdowns caused by the COVID-19 pandemic have significantly affected shopping behaviour. Food consumption and shopping behaviour shifted massively because of Covid-19 with more people ordering their groceries online, retailers found them challenged to fulfil orders. Ordered choice models are developed to understand factors that affect the number of online deliveries made before COVID-19, and the number and household expenditures on online deliveries during the COVID-19 lockdown. Results indicate that higher-income households are more likely to make more online deliveries and spend more money on home deliveries during the COVID-19 lockdown. Higher levels of technology utilization are also associated with higher levels of deliveries and expenditures. The results have important implications in terms of equity and access to e-commerce and house grocery deliveries.

**Methodology:** The study is based on the secondary data collected from various sources like authenticated journals, websites and surveys. Findings: Findings will be shown after the completion of the research paper.

**Originality:** The most important advantages of online shopping are convinients and time saving, while the most significant disadvantages for consumers involve the risk of incorrectly valuating some products and apprehension about the selection and handling of perishables, such as food items, electronics etc.

  
REGISTRAR



## **SOCIAL MEDIA AS A TOOL FOR MARKETING**

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**Purpose:** The purpose of this research is to analyze and explore how companies could use social media to promote themselves and improve their business to consumer relationship, this in order to develop a general set of recommendations. To fulfill the purpose, we have used a qualitative research method with a field study approach.

**Methodology:** The aim of this study is to determine the factors that influence social media usage in marketing activities. Document analysis of previous studies was the method used to achieve the purpose of this study. This study will be a guidance for new entrepreneurs and marketers to use social media in future. All documents of previous studies related to social media, social media marketing and Technology Acceptance Model were analysed.

**Findings:** By using the partial least square-structural equation modelling (PLS-SEM), the study found that all the research hypothesis were supported except. While event fan’s attitudes had not a statistically significant impact on their behavioural intentions towards using social media to go to events, perceived enjoyment had a statistically significant impact on event fan’s attitudes towards event pages on SNS. According to the research findings, event fans were influenced by their subjective norms and behavioural control. These factors significantly influenced event fan’s behavioural intention, which led to their actual behaviour.

  
REGISTRAR



## **HRM AND CROSS CULTURAL ISSUES-A CASE STUDY WITH REFERNCE TO NEW MANGALORE PORT TRUST**

**Meghana Salins**

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Culture is defined as "acquired knowledge that people use to anticipate events and interpret experiences in order to generate acceptable social and professional behaviour." Culture shapes the types of people who join organisations. When people from various cultural backgrounds promote, own, and manage organisations, they develop their own cultures. Businesses are expanding globally and forming more diverse teams. As a result, it is the responsibility of human resources to ensure that these teams can function and that people can communicate cross-culturally and across borders. Because of globalisation, more and more businesses are being run in different locations all over the world, and people from different parts of the world and with different cultural backgrounds are working and communicating together. This will result in more activities all over the world, which will result in cross-cultural communication. Humans learn culture, and as a result, learning necessitates communication in a variety of ways. Communication differences across cultural lines are usually the most significant cause of cross-cultural issues in multinational corporations, and such dissimilarities and miscommunication must be eliminated. Body language or gesture differences In different parts of the world, the same gesture can have different meanings.

  
REGISTRAR



## **CHANGING TRENDS IN INNOVATION MANAGEMENT**

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Vidya Vinod

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Innovation is important in every aspect of living , be it on our living space or daily food we eat or the technology we use. The business magnate Steve jobs once said “Innovation is the only way to win”. This is true for market and business management also. Market demands are constantly evolving, and fostering innovation via innovation management is the only way to keep up with the evolving trends and stay relevant.[source:www.saviom.com]. Companies approaches to the creation and development of innovation have seen major modifications in the recent years. Continous innovation is a critical aspect in establishing future of innovation management.Innovation leads to solving many problems ,creating new oppurtunities in the form of products, services or new markets. They are new trends evolving with the aim to statisfy the customer, which will be briefly discussed in the paper.

  
REGISTRAR



## **DEVELOPMENT OF ENTREPRENEURSHIP THROUGH ISLAMIC PERSPECTIVE**

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**Purpose:** Commerce is essential to the success of any Entrepreneurship. To maintain profits & goodwill everyone or every firms must focus on commerce, which deals with a lot more than just selling and buying. Comparing to other firms or industry Muslim people should focus their religion also. Islamic rules and regulations guide them to how to works and gives some limitations also. Which called 'Shareeath'. As the world is digitizing, eCommerce solutions are increasingly becoming common. Even in this also it gives the structures what to do how to proceed the things and all. While the world is moving fast, it is important to up skill ourselves to get the edge over the competitors. After becoming as a good entrepreneur then they have their own Responsibilities to do for the community.

**Approach:** This study relies on collected sources and the recent data of some of the entrepreneurs. Who they succeeded through the Islamic vision. And the same time analysing the effects of the process.

**Findings:** Study indicates the differences between succeeded entrepreneur and unsuccessful entrepreneurs. As a Muslim entrepreneur he must follow the Islamic ethics. Same time it shows the entrepreneurs what and all to do to the community. What and responsibilities they have to do, everything will be known by this study papers. Comparing to other countries it may most helpful in India.

**Value:** Through this paper smaller or growing entrepreneurs may refer to become developed. The bad effects which shown through this will aware them. Specially the myth or ethicalness steps never reached at any good end.

**Paper type:** Conceptual Paper.

  
REGISTRAR



## **ACCEPTABILITY OF UPGRADED HOSPITAL INFORMATION SYSTEM (HIS) AMONG NURSES IN A TERTIARY CARE TEACHING HOSPITAL**

**Nirmala Kumari**, Research Scholar, IMC Email: nirmalak0449@gmail.com.

### **Purpose:**

The use of information technology in the health care is essential to improve the quality of care. Nurses are the largest user group for Hospital Information Systems (HIS) in any healthcare system. Therefore, understanding their views and how they use these systems will help improve Hospital Information Systems.

### **Design:**

A descriptive cross-sectional study was conducted among nurses of ward, Intensive Care Unit and emergency department at tertiary care teaching hospital. A total of 415 nurses from wards, Intensive Care Units, and emergency departments who met inclusion and exclusion criteria were enrolled, and data were collected from June 2022 to July 2022 for 2-month period. Data were collected using a structured questionnaire. SPSS software version 22 was used for data analysis. Results are presented in the form of frequencies and tables.

### **Findings:**

The majority of the nurses (61%) found that HIS is easy to use, ease to learn, accurate, timeless and user friendly. About 42% of nurses say they can't find all the information in their systems, 35% of nurses even say they can't access information when and where they need it. 16% of nurses felt that the information provided by the HIS system made their job easier but suggested that duplication of work in both the HIS and the records were found in their practice area.

### **Conclusion:**

This research concluded that nurses not found all the required information within the system There was no access to the knowledge when and where required. However, there have been some duplication in documentation practice with the system among Nurses. HIS must be reviewed and updated regularly and information must be provided to stakeholders on a timely basis in order that usability of the system among nurses may increase.

**Key words:** Hospital Information System, Nurses, Acceptability, Information Technology

## **Emerging Viral Infections in Coastal Karnataka: A Prospective Epidemiological Study**

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**Introduction:** Viral infections are prone to emerge and spread in coastal Karnataka because of its diverse population and environmental conditions. New virus outbreaks around the world have sparked worries about the possibility of recurrence in this area. With the goal of evaluating the prevalence, distribution, and risk factors linked to newly developing viral diseases in coastal Karnataka, this prospective epidemiological study will offer important information for public health treatments and readiness measures.

**Methodology:** In coastal Karnataka, prospective epidemiological research that included both urban and rural areas was carried out. To choose representative populations from various demographic and geographic strata, the study used a multi-stage sampling technique. Active monitoring of respiratory infections, acute febrile diseases, and other symptoms suggestive of viral etiology were all part of the data collection process. Diagnostic procedures were carried out to identify both known and unknown viral pathogens, including molecular assays and serological investigations. In order to evaluate potential risk factors linked to viral transmission, demographic, clinical, and environmental variables were also documented.

**Results:** A wide range of viral diseases, including both well-known and recently discovered viruses, were found to be circulating in coastal Karnataka, according to preliminary study findings. Enteroviruses, influenza viruses, chikungunya viruses, and dengue viruses were among the viruses that were often found. Furthermore, there have been isolated reports of novel viral infections with unknown etiology, which highlights the dynamic character of viral epidemiology in the area. The examination of risk factors revealed the part that socioeconomic level, population mobility, and environmental factors play in the dynamics of viral infection transmission.

**Interpretation:** In order to lessen the effects of newly developing viral infections in coastal Karnataka, the findings highlight the significance of proactive surveillance and response methods. Effective preparedness and response initiatives must prioritize building public health infrastructure, improving diagnostic skills, and raising community knowledge. Monitoring and containing the spread of new viral hazards in this area also requires cooperation between international organizations, research institutes, and local health authorities. Coastal Karnataka should improve its ability to withstand future epidemics and protect the public's health by placing a high priority on early detection and intervention.



## **Occurrence, Distribution, and Management of Chikungunya Virus in Coastal Karnataka: An Epidemiological Study**

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Assistant professor Department of Microbiology Institute of Allied Health Sciences Srinivas University,  
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**Introduction:** Because of the favourable environmental circumstances that enable the virus's transmission, the chikungunya virus (CHIKV) is a serious public health concern in tropical locations, particularly coastal Karnataka. In-depth research on the prevalence, distribution, and control of CHIKV in this area is scarce, despite the virus's endemicity and occasional outbreaks. With the goal of evaluating the prevalence, geographic distribution, and management approaches associated with CHIKV infections in coastal Karnataka, this epidemiological study will offer important new information for approaches to disease control and prevention.

**Methodology:** An epidemiological study comprising both urban and rural areas was carried out in coastal Karnataka across several phases. Active case detection through healthcare facilities, community and entomological surveys to identify potential mosquito vectors were also part of the surveillance operations. To confirm CHIKV infections in suspected patients, genetic and serological diagnostic assays were utilized. The geographic distribution of CHIKV cases was shown and hotspots of transmission were identified through the use of spatial mapping tools. Furthermore, questionnaires and interviews with medical professionals and public health officials were used to gather information on management techniques, such as clinical management procedures and vector control strategies.

**Results:** Surveillance data analysis showed that coastal Karnataka has a significant prevalence of CHIKV infections, with endemic transmission and recurring outbreaks. *Aedes aegypti* and *Aedes albopictus* were shown to be the main mosquito vectors carrying the CHIKV virus in the area. Focus areas of CHIKV transmission were identified by spatial analysis, underscoring the significance of focused intervention techniques. Additionally, an evaluation of management procedures revealed that different healthcare facilities and administrative regions had differing vector control measures and clinical treatment standards.

**Conclusion:** The results highlight how dangerous CHIKV is and how persistent monitoring and control measures are required in coastal Karnataka. Prompt clinical management, early case diagnosis, and vector control strategies are all necessary for effective CHIKV management. To adopt integrated control methods and lessen the impact of CHIKV outbreaks, cooperation between local populations, research institutions, and healthcare authorities is crucial. Coastal Karnataka can improve its resistance to this arboviral disease and protect the public's health by tackling the problems associated with CHIKV transmission and management.

## **PREVALENCE OF DIABETES, IMPAIRED FASTING GLUCOSE AND INSULIN RESISTANCE SYNDROME IN MANGALURU URBAN POPULATION**

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## Introduction

Diabetes mellitus is a major international health problem. Recent studies have highlighted the impending nature of worldwide diabetes epidemic. This increase is attributed to changing lifestyles characterised by physical inactivity, unhealthy eating habits and resultant increase in obesity. All the studies report a lower prevalence of diabetes in rural subjects as compared with the urban populations. An Indian National Urban Diabetes Survey reported diabetes prevalence of 12.1% (11.5–12.7%) . The prevalence of impaired glucose tolerance was 14.0% with large regional variations. The study did not include cities from western or central parts of India.

## Methodology

Samples collected from selected urban and rural populations of Mangaluru and tested in central diagnostic laboratory Srinivas Hospital. A total number of 450 patients were included in the study. History of major cardiovascular risk factors such as smoking, alcohol intake, amount of physical activity, diabetes and hypertension were inquired. The physical examination emphasised measurement of height, weight, waist–hip ratio (WHR) and blood pressure. Height was measured in metres and weight in kilograms using calibrated equipment. All patients underwent investigation with FBS lipid profile tested in Biolis 30i fully automated analyser . Complete blood count including Hb, TC, DC, Platelet count were obtained from Sysmex XN-1000 automated hematology analyser.

## RESULTS

350 eligible subjects were clinically examined. Fasting blood samples were available in 400 subjects (88%). All of them were evaluated for presence of diabetes, IFG and IRS

Diabetes was present in 60 men (15%) and 72 women (18%).. The age-adjusted prevalence of diabetes was 9.3% in men (95% confidence intervals (CI) 6.7–11.8), 8.1% in women (CI 5.8–10.4) and 8.6% overall

## CONCLUSION

This study shows that there is a significant prevalence of diabetes, IFG and IRS in this Mangaluru urban population. Subjects with IFG have atherosclerosis risk factor profile similar to normal subjects while those with IRS have a significantly greater prevalence of hypertension, obesity, central obesity, hypertriglyceridemia, and low HDL cholesterol and are similar in the risk factor profile to diabetic subjects.

## Effectiveness of ginger and coriander tea to treat indigestion

Mr Naveen B, Dr Vijaya

Institute of Allied Health Science, Srinivas University, Mukka

**Introduction:** Indigestion is a common problem worldwide; it significantly impacts quality of life and may lead to various other complications. Ayurveda suggests that ginger and coriander to help in managing indigestion. Thus, this work aimed to investigate the effectiveness of ginger and coriander tea in providing relief from indigestion.

**Method:** 50 adults with indigestion were included in this pilot study. They were suggested have ginger and coriander tea both morning and evening on empty stomach. The participants were interviewed every week for a total of 4 weeks to understand if the tea provided relief from indigestion.

**Results:** This tea helped 70.0% of participants in improving digestion. Further its was also found to provide relief from gas among these participants.

**Conclusions:** Ginger and coriander tea can be used in management of indigestion. However, a further largescale study is needed to attest the same.



## **Title :- Comparison study between the signatures of old people and young adults**

**Rashmi Shenoy** - Assistant Professor, Department of Forensic Science, Institute of Allied Health Sciences, Srinivas University.

**Introduction** :- Handwritten Signatures are unique marks or symbols written by individuals to signify their consent, authorization, or identity on a document. Handwritten signatures are commonly used on contracts, legal documents, checks, and other formal agreements. They are a distinctive mark or representation that serves to authenticate, identify, or indicate consent or approval in various contexts. As the population ages, understanding the differences in signatures between old people and young adults becomes increasingly relevant. Signatures, being unique identifiers, may evolve with age due to physiological changes or alterations in motor skills.

**Methodology** :- A sample of 200 participants, 100 from each age group were recruited from local communities. Participants provided their signatures on standardized sheets. Each participant was asked to provide ten signature samples. Various parameters such as slant, size, pressure, and complexity were analyzed and each of these signatures were analyzed manually.

### **Results** :-

#### 1. Stroke Characteristics:

- Old people tend to have shorter and more jagged strokes compared to young adults, indicating decreased motor control and precision.
- Young adults exhibit smoother and longer strokes, suggesting better motor coordination.

#### 2. Speed and Fluency:

- Young adults demonstrate faster signature execution with consistent fluency, reflecting their superior motor skills and agility.
- Old people exhibit slower signature production with occasional hesitations, indicating age-related decline in motor speed.

#### 3. Pressure Variation:

- Old people often apply inconsistent pressure during signature writing, resulting in irregular line thickness.
- Young adults maintain more uniform pressure throughout their signatures, reflecting better control over pen pressure.

#### 4. Overall Signature Quality:

- Signature quality, assessed based on legibility and consistency, is generally higher in young adults compared to old people.
- Old people's signatures tend to show more variability and deterioration over repeated samples.

Older individuals tended to exhibit slower signature execution, increased pressure, and reduced complexity compared to young adults. Cognitive assessments revealed a correlation between declining cognitive functions and specific alterations in signature patterns among the elderly.

# **A study on assessment of acute abdominal pain in young adult patients presenting to the emergency department**

**Sangeerth manoj<sup>1</sup>, Thottadharani.P<sup>2</sup>**

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## **BACKGROUND:**

Acute abdominal pain can have urgent or nonurgent causes. Acute diverticulitis, acute appendicitis, and intestinal obstruction are the most typical urgent causes. Gastrointestinal conditions are the most frequent non-urgent causes. Acute abdominal pain complaints can initially be very vague and eventually develop into more disease-specific symptoms. The clinical evaluation stage of the diagnostic process is the initial stage. The aim of the study to assess abdominal pain using Short Form McGill pain questionnaire.

## **METHODS:**

This a prospective observational study carried out in 60 patients aged between 20 and 50 presenting with the complaints of acute abdominal pain in the period march 2022 to august 2022.

## **RESULTS:**

Obtained results are sensory scale -male 48%, female 28%, affective scale – male 16%, female 6%.

## **CONCLUSION:**

In our study, Short-Form McGill Pain Questionnaire (SFMPQ) were assessed. In the study population, majority of the patients have sensory scale comparing with affective scale.

## **Effectiveness of Sachi mudra in providing relief from migraine**

**Ms Sruthi Nayak, Dr Vijaya**

Institute of Allied Health Science, Srinivas University, Mukka

**Introduction:** Migraine is a common disorder worldwide. Migraine attacks last for hours or days and are known to impact quality of life. While non-steroidal anti-inflammatory agents and antiemetics are known to provide relief. Yoga suggests that certain mudras to help manage migraine. Thus, this work aimed to study the effectiveness of Sachi mudra in providing relief from migraine.

**Method:** 50 young adults with migraine were included in this pilot study. They were thought to practise Sachi mudra and instructed to practise every morning on empty stomach. The participants were interviewed every week for a total of 4 weeks to understand if mudra provided relief from migraine.

**Results:** This mudra helped 50.0% of participants in alleviating the migraine. Further its was also found that it provided relief from digestive problems among these participants.

**Conclusions:** Suchi mudra a symbolic yogic gesture of fingers can be performed to manage migraine. However, a further largescale study is needed to attest the same.



# **A STUDY OF PAIN ASSESSMENT AND QUALITY OF LIFE AMONG HEMODIALYSIS PATIENTS.**

**Arfidha.P. V<sup>1</sup>, Thottadharani.P<sup>2</sup>**

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Assistant Professor Department of Emergency Medicine Institute of allied health science Srinivas University

## **AIM**

The aim of the study is to assess pain in patients, undergoing Hemodialysis by using McGill pain questionnaire, and assess the neuropathic pain by using SLANSS pain score, and to assess quality of life using SF 36.

## **BACKGROUND**

Pain is a commonly observed complaint among Hemodialysis patients. End stage renal disease patients suffer from insufficiently treated and untreated pain. To assess the pain among the hemodialysis patients and to rule out the neuropathic pain and to observe the quality of life, this includes McGill pain questionnaire, S LANSS pain score, SF 36 respectively.

## **METHODOLOGY**

This study includes 80 patients with end stage renal disease on hemodialysis, Pain assessment was taken using the McGill questionnaire and to find out the neuropathic pain the Leeds assessment of neuropathic symptoms and signs scale. Short form 36 quality of life scale was used for correlation of pain and quality of life of the patients.

## **RESULT**

The present study results that McGill pain score is relatively correlated with age and the dialysis vintage. The SF 36 Quality of life which was compared to patients with no pain, pain and neuropathic pain shows decreased quality of in Hemodialysis patients who are having neuropathic pain. This is due to poor support from the families, poor income status, appearance of patients.

## **CONCLUSION**

Patient counselling based on dialysis adherence, dietary regimens and drug prescription are an effectual method to develop health associated quality of life and cognizance in end stage renal disease. Likewise, facility should be made obligatory by Indian law to ameliorate outcomes in long term disorders.

# Prevalence of anemia in the school children of Padubidri town, Udupi, Karnataka

Naveen B<sup>1</sup> Fathima MA<sup>2</sup>

Assistant professor Department of MLT Institute of Allied Health Sciences Srinivas University,  
Assistant professor Department of MLT Srinivas University

## Introduction

Anemia is the most widespread nutrition problem in the world and has predominance in developing countries like India, particularly in children and women. The magnitude of the anemia has been well-documented in pregnant women and infants, nutritional anemia refers to a condition in which the hemoglobin content of the blood is lower than normal as a result of a deficiency of one or more essential nutrients, regardless of the cause of such deficiency. Anemia is associated with less than optimal behaviour in infants and children. Anemia is a nutrition problem worldwide and its prevalence is higher in developing countries when compared to the developed countries.

## Methodology

The study was carried out from July 2023 to December 2023. A total of 500 students from 3 government and private schools in the age group of 8-16 years participated in the study. The selected schools were within a 20-km radius of our hospital and only those schools who gave us the permission to carry out this study were included. Preliminary visits were made to the schools and the Head of teachers instructed the children to obtain their parents' consent. Only those children whose parents consented were included in the study.

Blood was collected by finger prick method, 20 micro litre of blood sample was mixed with 5 ml of Drabkin's solution at the spot by micropipette. Hemoglobin in the blood is converted into cyanomethhemoglobin. The absorbance of cyanomethhemoglobin was measured at 540 nm by photoelectric colorimeter on the same day of sample collection. Mild anemia was defined as hemoglobin level of 10-12.9 g/dL in males and 10-11.9 g/dL in females, moderate anemia was defined as hemoglobin of less than 7-9.9 g/dL and severe anemia as hemoglobin less than 7 g/dL. A preplanned questionnaire was used to collect the health details of the children. Weight and height of each child was measured. BMI was computed.

## RESULTS

The study showed that the overall prevalence of anemia among children in the age between 8 and 16 years was 52.88% (476/900). The highest prevalence of anemia was present in the age group of the ninth year for both the sexes and the minimum frequency was in the age group of the tenth year in the girls and the 13<sup>th</sup> year for boys. Children who participated in the study did not show any symptoms like easy fatigue or dizziness.

## CONCLUSION

From our study population, most of the anemic children were underweight because in developing countries like India, poor bioavailability of dietary iron coupled with low intake of haem iron derived from animal foods is a major etiological factor for anemia.



## **Title :- Comparison study between the lip prints of smokers and non smokers**

**Rashmi Shenoy** - Assistant Professor, Department of Forensic Science, Institute of Allied Health Sciences, Srinivas University.

**Introduction** :- Lip prints, also known as cheiloscopy, have been proposed as a means of personal identification due to their uniqueness. Smoking is known to have various effects on the body, including changes in lip morphology and pigmentation, which could potentially manifest in differences in lip print patterns. Understanding these differences could have implications in forensic investigations and potentially contribute to identifying individuals based on their lip prints. The unique nature of lip prints, may offer insights into the impact of smoking on this distinctive feature.

**Methodology** :- A sample of 200 individuals, comprising 100 smokers and 100 non-smokers, was recruited for the study. Participants were screened for factors such as age, gender, and ethnicity to ensure a balanced representation. Additionally, participants provided relevant demographic and smoking history information. Lip prints were obtained using lipstick and clear tape. Participants were instructed to apply lipstick evenly and then press their lips firmly against the tape to transfer the print. Various lip print patterns, such as groove width, length, branched, intersected and reticular, were analyzed manually for better understanding. Statistical tests such as t-tests or chi-square tests were employed to compare the lip print patterns between smokers and non-smokers. Factors such as duration and intensity of smoking were also taken into account.

### **Results** :-

1. Overall Patterns: Preliminary analysis revealed distinct differences in lip print patterns between smokers and non-smokers.
2. Groove Width: Smokers exhibited wider groove widths compared to non-smokers, indicating potential alterations in lip morphology due to smoking.
3. Branching Patterns: Non-smokers showed more intricate branching patterns compared to smokers, suggesting differences in lip surface characteristics.
4. Duration of Smoking: Subgroup analysis based on the duration of smoking revealed a correlation between longer smoking duration and more pronounced alterations in lip prints.
5. Intensity of Smoking: Participants who reported heavier smoking habits tended to display more significant deviations in lip print patterns compared to occasional smokers or non-smokers

# A STUDY TO ASSESS THE CHARACTERISTICS AND EFFICACY OF CARDIOPULMONARY RESUSCITATION (CPR) IN THE EMERGENCY DEPARTMENT IN A TERTIARY CARE HOSPITAL

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Assistant Professor Department of Emergency Medicine Institute of allied health science Srinivas University

## BACKGROUND:

Nothing is more dramatic in terms of a medical catastrophe than cardiac arrest. Cardiac arrest is a serious public health problem and a medical emergency due to its high frequency, low survival rate, and unpredictable nature. Chest compression is the first step that plays a crucial role in cardiopulmonary resuscitation (CPR), which is crucial in saving lives from cardiac arrest both inside and outside of the hospital. The hallmarks of effective cardiopulmonary resuscitation (CPR) and good survival have been recognised as avoiding hyperventilation and interrupting chest compressions. However, studies analysing bystander cardiopulmonary resuscitation (CPR) have shown that the quality of CPR appears to remain poor post-resuscitation survival rates, despite worldwide recommendations and extensive training programmes. CPR (cardiopulmonary resuscitation) standard.

## METHODS:

An observational study carried out in adult patients with cardiac arrest presenting to Emergency Department.

## RESULTS:

Of the 60 patients studied, the majority of cardiac arrest were experienced by males (63%) and females (27%). Out of 60 patients, 42 were arrested in the hospital (n=42,70%) and patients were arrested outside hospital is (n=18,30%). Totally, the leading cause of cardiac arrest was MI (n=26,44%) followed by RTA (n=10,17), CP Arrest (n=8,14%), COPD (n=5,8%) and Others (n=11,18%). The patient's history analysis and clinical examination revealed that (n=11,18%) cardiac patients and the non-cardiac patients (n=49,82%).

## CONCLUSION:

According to our findings, the majority of cases CPR done and patients was reverted. Patients died due to causes of RTA, Electric shock on outside of the hospital. So high quality compression and others initial assessment and early management increase survival rate.

## Effectiveness of ginger and coriander tea in providing relief from migraine

Mr Naveen Bappanadu, Dr Vijaya

Institute of Allied Health Science, Srinivas University, Mukka

Introduction: Migraine is a common disorder worldwide. Migraine attacks last for hours or days and are known to impact quality of life. While non-steroidal anti-inflammatory agents and antiemetics are known to provide relief. Ayurveda suggests that ginger and coriander to help in managing migraine. Thus, this work aimed to study the effectiveness of ginger and coriander tea in providing relief from migraine.

Method: 50 young adults with migraine were included in this pilot study. They were provided with ginger and coriander tea when they had migraine attack. The participants were interviewed after 30mins of having tea to understand if tea provided relief from migraine

Results: This tea helped 50.0% of participants in reducing the intensity of throbbing pain of migraine. Further its was also found that it provided relief from digestive problems among these participants.

Conclusions: Ginger and coriander tea can be used management of throbbing pain of migraine. However, a further largescale study is needed to attest the same.



# A STUDY TO ASSESS THE CHARACTERISTICS AND EFFICACY OF CARDIOPULMONARY RESUSCITATION (CPR) IN THE EMERGENCY DEPARTMENT IN A TERTIARY CARE HOSPITAL

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## CONCLUSION:

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# Comparing handwriting of individuals with various behaviour traits

**Nandhana.S** - Assistant Professor Department of Forensic Science, Institute of Allied Health Sciences, Srinivas University.

**Introduction :-** Handwriting refers to the manual act of writing characters, symbols, or words using a pen, pencil, or other writing implement on a surface, typically paper. It is a unique and individualized form of communication that reflects the writer's personality, motor skills, and cultural influences. Handwriting involves the coordination of fine motor movements, visual perception, and cognitive processes to produce written text. Understanding the relationship between handwriting and behavior is of significant interest in various fields, including psychology, forensic science, and criminology. This study aims to compare the handwriting of individuals exhibiting different behaviors to identify potential correlations between handwriting characteristics and behavioral traits.

**Methodology:-** Individuals will be selected based on specific behaviors of interest, such as introversion/extroversion, aggressiveness, honesty/dishonesty, or mood disorders. Control groups of individuals without these behaviors will also be included. Participants will complete standardized behavioral assessments or self-report questionnaires to quantify their behavioral trait. Participants will provide samples of their handwriting, including both spontaneous writing and specific tasks (e.g., writing under time pressure, copying a text). Handwriting samples will be analyzed using qualitative and quantitative methods. Qualitative analysis will focus on visual characteristics such as letter forms, slant, spacing, and overall legibility. Quantitative analysis may involve measuring parameters like stroke pressure, speed, or variability. Statistical techniques such as analysis of variance (ANOVA), t-tests, or correlation analysis will be employed to compare handwriting characteristics across different behavioral groups and identify significant differences or correlations.

## **Results :-**

**Behavioral Correlations:** Analysis revealed significant correlations between handwriting characteristics and specific behaviors.

**Introversion/Extroversion:** Introverted individuals exhibited handwriting styles characterized by smaller letter size, tighter spacing, and less variability in stroke width compared to extroverted individuals.

**Aggressiveness:** Handwriting of individuals with high levels of aggressiveness showed greater pressure, larger letter size, and more angular shapes compared to non-aggressive individuals.

**Honesty/Dishonesty:** Dishonest individuals demonstrated less consistency in handwriting, with more variations in letter forms and spacing, compared to honest individuals.

**Mood Disorders:** Individuals with mood disorders (e.g., depression, anxiety) exhibited handwriting with reduced legibility, irregular spacing, and fluctuations in stroke pressure compared to individuals without mood disorders.

# Assessment of diastolic dysfunction in controlled and uncontrolled hypertensive patients: A prospective observational study

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Assistant Professor Department of Emergency Medicine Institute of allied health science Srinivas University

## Introduction and Aim:

Hypertension is a significant risk factors for CVS events on its own, and resulting DD. The aim of the study is to demonstrate the effect of hypertension on the LV diastolic dysfunction in controlled and uncontrolled hypertensive patients which helps to predict the CVS mortality.

## Materials and Methods:

The present study included 210 Hypertensive patients in which 105 controlled HTN & 105 uncontrolled HTN (age ranged from 30-70 years) with their evidence of Blood Pressure. By using Tissue Doppler imaging E/A, E/E' and E' are measured and TTE, the following parameters are assessed: IVRT, IVCT, Pulmonary venous flow and hepatic vein flow.

## Results:

Diastolic dysfunction and blood pressure were positively correlated, with degree of diastolic dysfunction increasing along with blood pressure levels. Diastolic dysfunction and controlled hypertension were not correlated, although moderate and severe hypertension and diastolic dysfunction had a direct association.

## Conclusion:

In the uncontrolled hypertensive groups compared to the controlled hypertensive groups, the diastolic dysfunction was considerably and progressively higher, according to this study. To obtain population-based data on diastolic dysfunction and other confounding factors in our environment, irrespective of blood pressure levels, more research with a greater number of patients is advised.

# INFLUENCE OF SODIUM CHLORIDE CONCENTRATION ON THE GROWTH OF ESCHERICHIA COLI ISOLATED FROM DIABETIC FOOT ULCER

Anjally Devasia<sup>1</sup>, Kiran Jolly<sup>1</sup>, Reshma D'Souza<sup>2</sup>

## INTRODUCTION

Diabetes mellitus is a chronic disease associated with abnormally high levels of the glucose in the blood.[1]The most important and devastating difficulties of Diabetes is the Diabetic foot. It is defined as the foot affected by Ulceration and is related with neuropathy and peripheral arterial disease of the lower limb in a patient with diabetes.[2]Diabetic Foot Ulcer commonly experience infection with Gram-positive *organisms* such as Staphylococcus aureus, Enterococcus and Gram-negative *organisms* like Pseudomonas aeruginosa, Escherichia coli, Klebsiella species, Proteus species and anaerobes. These organisms also shows Multi-Drug Resistance.[3]

## Methodology

- The various concentration of Sodium Chloride (NaCl) will be incorporated into standard media as follows: Media+0% NaCl (control), Media+1.0% NaCl, Media+3.0% NaCl.
- Each of the three media of NaCl con will be dispensed into each test tubes.
- A loop of pure Escherichia coli culture from the Stock culture will be inoculated into each tubes of NaCl con.
- The inoculated nutrient broth is then incubated at 37C for 12 hours.
- Absorbance is examined by checking the change in turbidity and determined at the wavelength of 660nm using spectrophotometer.
- The absorbance of each growth cultures with different Nacl concentration will be obtained every hour for eleven hours.

## Conclusion

In this study, we investigated the influences of NaCl concentrations on growth patterns, phenotypes associated with virulence, and energy metabolism. The results indicated that elevated NaCl concentrations in the culture medium generally inhibited bacterial growth, biofilm formation, oxidative resistance, and motile ability in both wild-type strain and trehalose-deficient mutants.

## Result

In sum, this study explored the in vitro effects of NaCl concentrations on *E. coli* from a variety of aspects and aimed to facilitate our understanding of bacterial physiological changes under salt stress, which might help clarify the linkages between bacterial durability and virulence outside hosts under environmental stresses.

## **Title :- Comparison of Gait Patterns Across Age Groups**

Nandhana.S - Assistant Professor Department of Forensic Science, Institute of Allied Health Sciences, Srinivas University.

**Introduction** :-Gait, the manner of walking, is a fundamental aspect of human mobility that undergoes changes throughout the lifespan. Understanding how gait patterns vary across different age groups is essential for assessing age-related changes in mobility and identifying potential markers of musculoskeletal health, neurological function, and overall well-being. This research aims to investigate and compare gait patterns across various age groups, ranging from children to older adults, to elucidate age-related differences and their implications for physical function and health.

**Methodology** :- Participants spanning different age groups, including children (6-12 years), adolescents (13-19 years), young adults (20-40 years), middle-aged adults (41-60 years), and older adults (61+ years), are recruited from the community. The sample size for each age group is determined to ensure adequate representation and statistical power. Gait analysis is conducted using advanced motion capture systems, wearable sensors, or instrumented walkways to capture kinematic and kinetic data during walking tasks. Key gait parameters, such as stride length, step width, gait speed, cadence, stance time, swing time, and joint kinematics, are measured and analyzed. Statistical analyses, including ANOVA, t-tests, and regression models, are employed to compare gait parameters across different age groups. Age-related trends and associations with factors such as gender, body mass index (BMI), physical activity level, and musculoskeletal health are explored. Additionally, machine learning techniques may be applied to identify age-related gait patterns and classify individuals into age groups based on gait features.

### **Results** :-

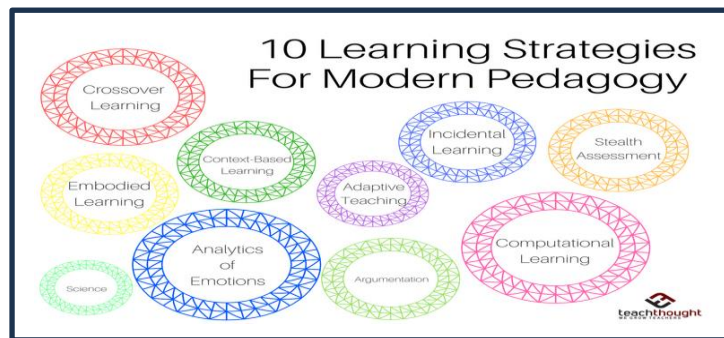
1. Age-related Changes in Gait Parameters: The study reveals significant differences in gait parameters across different age groups. Children and adolescents exhibit distinct gait patterns characterized by shorter strides, higher cadence, and increased variability compared to adults. Older adults demonstrate slower gait speed, reduced stride length, and altered joint kinematics indicative of age-related decline in musculoskeletal function and balance control.
2. Gender and Age Interactions: Gender differences in gait patterns are observed within each age group, with males generally exhibiting longer strides and faster gait speed compared to females. The interaction between gender and age influences certain gait parameters, with age-related changes occurring at different rates between males and females.
3. Association with Health Outcomes: The study identifies associations between gait parameters and health outcomes across the lifespan. For example, gait variability in older adults may serve as a predictor of falls and mobility impairments, while alterations in gait mechanics in younger adults may indicate musculoskeletal injuries or neurological conditions.



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**On**  
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**Editors:**  
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