ECONOMICS, MANAGEMENT AND SOCIAL SCIENCES

(GLOBAL SCENARIO)

Amit Kumar Goel
Prof Asma Farooque
Prof Shumilova Iryna Fedorivna

Abstract Proceedings

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Editors

Amit Kumar
Prof. Asma Farooque
Prof. Shumilova Iryna Fedorivna

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MESSAGE

Dear Readers,

It is with great pride and excitement that we present this edited volume on "Economics, Management & Social Sciences". This book brings together a diverse array of research that addresses key issues and innovations shaping the future of our global society.

In today's rapidly changing world, the intersections between economics, management, and social sciences are more critical than ever. This volume showcases the work of scholars, practitioners, and thought leaders who are working to deepen our understanding of these interconnected fields, offering insights that are both timely and forward-thinking.

The chapters contained within this book cover a broad spectrum of topics from cutting-edge research in economic theory and management practices to social challenges that require innovative and sustainable solutions. Together, they reflect the importance of an interdisciplinary approach in addressing the complex issues that define the modern world.

We extend our sincere gratitude to the authors and contributors whose hard work and dedication have made this volume possible. Their contributions are not only a testament to their expertise but also to their commitment to advancing knowledge and fostering positive change.

We hope this book serves as a source of inspiration and a valuable resource for scholars, students, policymakers, and professionals who are passionate about shaping a better future through the combined lenses of economics, management, and social sciences.

Warm regards,
Viktor Osyka,
Doctor of Sciences (Technical), Professor
Dean of the Faculty of Trade and Marketing
State University of Trade and Economics

MESSAGE

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29th September, 2024

I am happy to know that **"AKG Global Support Services (OPC) Pvt Ltd"**, Lucknow is organising one day International Conference on ***"Economics Management and Social Sciences (A Global Scenario)"*** on 2 October 2024 in collaboration with many other universities of Ukraine and Uzbekistan.

I encourage all the participants to actively engage in these discussions, ask through provoking question and contribute to your unique ideas. Our collective efforts will undoubtedly lead us towards the innovation, solution and ideas that can shape the future of a new world.

Further more, I encourage you to take advantage of the network opportunities provided during the conference building, connections and for partnership, which not only embarrass our collective impact but also create a support system that will extend beyond the conference

I congratulate the organiser, Managing Director and Founder of AKG Global and convey my best wishes for the grand success of this conference..

(Vikas Khanna)
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MESSAGE

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Message

The International Conference on Economics, Management, and Social Sciences on a Global Scale is a significant event that brings together leading scholars, researchers, practitioners, and policymakers from around the world to exchange knowledge, experience, and cutting-edge ideas in the fields of economics, management, and social sciences. This collection of papers features the most relevant scientific reports presented during the conference, reflecting advanced achievements and contemporary trends in addressing global challenges.

The conference serves as a vital platform for interdisciplinary dialogue, where experts from various fields explore complex issues of economic development, financial management, social reforms, and technological innovations. The topics discussed cover a wide range of pressing issues, including macroeconomic policy, addressing economic inequality, regional development strategies, and sustainable economic growth in the context of globalization. Special attention is given to financial innovations, risk management, market stability, corporate governance, and strategic decision-making practices.

Gender equality, diversity management, social welfare policy, and social entrepreneurship are also of particular importance. A special focus is placed on the impact of technological innovations on the economy and business, particularly digital transformation, artificial intelligence, machine learning, and the Internet of Things (IoT). Speakers analyze the potential application of innovative technologies in digital marketing, e-commerce, and their influence on modern organizations.

This collection of papers is a valuable resource for researchers, students, professionals in economics, management, and social sciences, as well as business and government representatives seeking new solutions to contemporary global challenges. The conference materials contribute to the further development of interdisciplinary research, the introduction of innovative ideas, and the establishment of international cooperation, which are essential for creating sustainable economic and social systems in today's world.

Rector ______ Maryan TRIPAK

Editorial Desk...!

Dear Readers!

We are pleased to present this edited volume, which compiles some of the most insightful research and findings shared at the *International Conference on Economics, Management & Social Sciences*. This conference brought together leading scholars, practitioners, and thought leaders to discuss emerging trends, innovative strategies, and impactful solutions across a wide range of topics within the realms of economics, management, and social sciences.

The contributions in this volume represent a diverse spectrum of ideas, from the theoretical to the applied, addressing critical challenges and opportunities faced by industries, governments, and societies globally. These papers reflect a deep commitment to advancing knowledge and fostering interdisciplinary dialogue on issues that are shaping our world in the 21st century.

We would like to extend our heartfelt gratitude to all the authors, participants, and contributors whose efforts have enriched this book. Their research is a testament to the power of collaboration and intellectual exchange in driving progress and innovation.

As you explore the pages of this volume, we hope you find inspiration, new perspectives, and practical insights that will further enrich your understanding of the dynamic interplay between economics, management, and social sciences.

We also look forward to continuing the dialogue and advancing research that can help us address the complex challenges of our time.

With Regards,

Editors
Amit Kumar
Prof. Asma Farooque
Prof. Shumilova Iryna Fedorivna

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ПРОБЛЕМА ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У НАВЧАННІ ЕСТРАДНОМУ СПІВУ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ

Фоломєєва Наталія Аркадіївна

Можна вважати, що штучний інтелект (ШІ) вперше був використаний у музиці в 1960-х роках, коли він застосовувався лише до клавішних електро- музичних інструментів (ЕМІ) для створення нового музичного інструменту. Але на той час розуміння технології ШІ були недостатньо глибокими, і більшість викладачів музики не були знайомі з цим новим інтелектуальним музичним інструментом. Хоча цей різновид ЕМІ використовується у навчанні музики, але не викликає особливої уваги, у багатьох закладах навчання музиці все ще відбувалося за традиційною системою навчання [1, с. 618]. Тому застосування ШІ на цьому етапі не відігравало значної ролі у навчанні. Проте ситуація змінилася.

Очевидно, застосування систем ШІ може спричинити зростання мотивації здобувачів ВО до вивчення естрадного співу в умовах традиційного навчання у ЗВО. Завдяки використанню системи ШІ поглиблюється диверсифікація музичної освіти. У музично-освітній діяльності здобувачів освіти молодшої та базової школи система ШІ використовується для підвищення мотивації здобувачів освіти та ініціативності. У ЗВО інтеграція ШІ у освітній процес допомагає не лише підвищити навчальну мотивацію, але і ефективніше опановувати компетенції.

Завдяки значній інтеграції ШІ може агрегувати різні медіадані, такі як зображення, звук, відео тощо. Використання

**кандидат педагогічних наук, доцент, Сумський державний педагогічний університет імені А. С. Макаренка (м. Суми, Україна*

системи ШІ дозволяє суттєво скоротити час навчання [2, с. 2099]. Оскільки час і простір не обмежені, можливо перетворити ілюзорні речі на реальні, а абстрактні речі на конкретні, які можуть

полегшити роботу викладача у класі естрадного співу, досягти сенсорної координації.

З розвитком комп'ютерних технологій з'явилося багато інтелектуального музичного програмного забезпечення, пов'язаного з комп'ютерними технологіями, що дозволяє виконувати оригінальні музичні завдання і може бути використане для обробки та редагування за допомогою комп'ютера. Цей вид музичного програмного забезпечення є потужним інструментом в класі естрадного співу, оскільки дозволяє користувачеві вільно редагувати, змінювати, записувати та відтворювати, а також обробляти всілякі музичні елементи за допомогою ШІ. Впровадження такого програмного забезпечення також дозволяє використовувати платформу для спілкування та взаємодії в навчанні. Значно змінюється і методика викладання естрадного співу. Через реальну гру / спів здобувачі вищої освіти можуть краще розуміти музично-теоретичні знання, усвідомлювати характеристики та функції кожного музичного елемента. Нарешті, викладач також може використати цей метод, щоб співати разом зі здобувачами ВО в ансамблі та аналізувати знання кожного з них про музику, слухаючи їх власне виконання. Наприклад, на занятті викладач може поставити запитання, а потім попросити здобувача ВО надати відповідь, або викладач може відтворити музичний твір, а потім попросити здобувача ВО повторити його. Таким чином, застосування ШІ не лише дозволить здобувачам ВО краще відчути музику, але і спростити спілкування та взаємодію здобувачів ВО та викладачів. Здобувачі ВО набуватимуть більш активної ролі, зможуть відчувати та легше розуміти музику за допомогою системи ШІ. Завдяки використанню цього програмного забезпечення на основі ШІ здобувачі ВО можуть дізнатися більше про характеристики та функції кожного музичного елемента та зрозуміти, як ці музичні елементи вибудовуються в процесі композиції музичного твору [4, с. 30].

Використання технології ШІ також може сприяти вивченню та застосуванню викладання естрадного співу в дистанційному форматі, що вкрай

актуально для умов, які наразі склалися в Україні. Використання інтелектуальних інструментів і програмного забезпечення у викладанні естрадного співу дозволяє додати деякі нові складові та методи викладання в підготовку у сфері естрадного співу. У викладанні естрадного співу аналіз музичних творів збагачується інтелектуальними методами навчання, щоб здобувачі ВО могли співати, слухати та змінювати в будь-який момент під час виконання, що покращує ефективність виконавської творчості здобувачів ВО, які можуть краще розуміти характеристики та функції музичних знань, музичних символів та музичних елементів у мережевій системі, що дозволяє здобувачам ВО краще переймати музичний досвід під час освітнього процесу. Завдяки використанню ШІ у викладанні естрадного співу мережевий режим навчання набуває широкого поширення. У таких умовах викладачі та здобувачі ВО можуть більше спілкуватися з музикою, а обмін музикою між здобувачами ВО відбувається легше і частіше. У класі усі учасники освітнього процесу можуть повною мірою використовувати переваги онлайн- навчання, посилювати взаємодію та постійно покращувати якість підготовки. Використання мережевого навчання призвело до двох основних змін у процесі підготовки естрадних співаків: з одного боку, воно вплинуло на традиційні музичні концепції; з іншого боку, це змінило спосіб отримання музичної інформації. Через особливості самого Інтернету викладання естрадного співу вийшло за межі ЗВО та перемістилося у онлайн. Через мережу викладачі та здобувачі ВО можуть отримати більш зручний та практично необмежений доступ до різного роду інформації, зокрема, музичної. Вони не лише можуть швидко отримати потрібну інформацію про музику, але також можуть отримати багато іншої музичної інформації, і ця інформація є більш ґрунтовною.

Однак через велику кількість та складність інформації в мережі здобувачі ВО, які навчаються через мережу, можуть не досягти мети навчання. Це спричиняє необхідність створення такої системи організації процесу, щоб викладачі могли використовувати мережу для отримання більш різноманітних

методичних матеріалів, а також комунікувати зі здобувачами ВО через мережу у режимі реального часу. Тому Інтернет наразі став важливою складовою викладання естрадного співу. Здобувачі ВО можуть не лише отримувати більше музичної інформації та знань з Інтернету, але й розміщувати свої музичні твори в Інтернеті, щоб більше людей могли бачити та чути їх, і інтегруватися у світове музичне середовище, таким чином постійно навчатися та збагачуватися [4, с. 33].

У найближчому майбутньому застосування ШІ в навчанні естрадному співу може допомогти здобувачам ВО виявити їхні прогалини в процесі підготовки, охоплюючи різноманітні багаті музичні ресурси та надаючи необхідні засоби для самоосвіти, щоб підвищити ефективність освітнього процесу. Наприклад, у процесі навчання естрадному співу ШІ може у майбутньому дозволити здобувачам ВО відчути органічну інтеграцію музики, науки та технологій, покладаючись на веб-платформу, надану ШІ, для отримання методичного супроводу високого рівня. Крім того, у майбутньому ШІ також зможе реалізувати ефективну інтерпретацію мови та емоцій викладача та імітувати гуманізований підхід до навчання, а також зробити музику, створену ШІ, цікавішою. Майбутнє застосування ШІ в музичній освіті також може мати деякі обмеження. По-перше, це обумовлено обмеженнями, викликаними особливостями музичної освіти загалом та опанування естрадного співу, зокрема. Наразі застосування ШІ в навчанні естрадному співу, передусім, відіграє допоміжну роль та використовується для викладання основ музичної теорії, таких, як висота, тон, розмір тощо, але для емоційних аспектів виконавства ШІ має певні обмеження. По-друге, це пов’язано з обмеженнями визнання в галузі. Технологія ШІ у викладанні естрадного співу все ще має бути широко визнана індустрією, більшість фахівців у галузі вважають, що музика пов'язана з людським сприйняттям та емоціями, а у ШІ у цій сфері існують певні обмеження [3, с. 188].

З безперервним розвитком ШІ він широко проникав в освіту, зокрема, у підготовку естрадних співаків через органічну інтеграцію та взаємодію музичного

мистецтва та науки і техніки. Це обумовлює необхідність перегляду змісту підготовки викладачів естрадного співу, яка має бути спрямована, зокрема, на покращення розуміння місця і ролі ШІ в навчанні естрадному співу, посилення науково-обґрунтованого та раціонального застосування ШІ у викладанні. З безперервним прогресом суспільства застосування системи ШІ в навчанні естрадному співу здобувачів ВО стане одним з ключових чинників поглиблення реформи усіх рівнів освіти та оптимізації освітніх засобів. Сучасні інформаційні технології та методи навчання систем ШІ можуть поєднувати всі види освітньої інформації з навчанням викладачів і здобувачів ВО, щоб досягти найкращих результатів освітнього процесу. Сучасний викладач має докладати зусиль, щоб досліджувати та вивчати, як правильно використовувати системи ШІ в практиці викладання естрадного співу. Виключно на основі дотримання законів дидактики та оволодіння інформаційними технологіями як сучасним освітнім засобом, постійно досліджуючи, як більш досконало інтегрувати інформаційні технології у освітній процес, застосування системи ШІ в навчанні здобувачів ВО можна буде достатньо оптимізувати.

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ПРОБЛЕМА ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У СУЧАСНОМУ МУЗИЧНОМУ ПРОДАКШЕНІ

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Практика створення музики здавна містила технології. Відповідно, прогрес у технологіях може здійснити суттєвий трансформаційний вплив на практику створення музики (яку ми будемо називати музичним продакшеном у межах даної публікації). Цей ефект підтверджується роллю, яку аналогова, а пізніше – цифрова електроніка відігравала в музиці у вигляді синтезаторів, семплерів, звукових ефектів і цифрових звукових робочих станцій.

Останнім часом штучний інтелект (ШІ) все частіше знаходить застосування у музичному продакшені. Хоча, можливо, технологія ШІ для виробництва музики все ще є значною мірою експериментальна, наразі очевидно, що ця технологія зрештою матиме тривалий вплив на музичний продакшен.

Універсальність технології ШІ дозволяє знайти широкий спектр застосувань у музиці, яку лише почали досліджувати. Сучасні програми дозволяють здійснювати синтез окремих музичних звуків [3], «музичне малювання» [1], інтерполяцію між частинами музичного матеріалу, або синтез повних мультиінструментальних аудіодоріжок.

Останніми роками з'явилися різноманітні сервіси ШІ для виробництва музики з різними напрямками (наприклад, «Landr» (мастеринг), «Amper» (медіа- постпродакшен), «Amadeuscode»

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(написання пісень). Ці сервіси часто пропонуються на спеціальних платформах і не забезпечують інтеграцію з існуючим робочим середовищем митця, тому, очевидно, і не набули поширення у

професійному середовищі. Самостійне використання музичних інструментів штучного інтелекту не є достатньо простим, оскільки, як правило, вимагає технічних знань і знайомства з основними поняттями машинного навчання. Це стало очевидним під час проведення «AI Song Contest», конкурсу, у якому музиканти та інженери ШІ часто об'єднуються, щоб спільно створювати музику за допомогою інструментів ШІ.

Оскільки технологія ШІ починає знаходити свій шлях до практики музичного продакшену, є кілька основних питань, які заслуговують на увагу, зокрема, щодо переліку завдань музичного виробництва, які мають вирішувати інструменти ШІ; здійснення контролю за інструментами ШІ, і того, як має бути сформований інтерфейс користувача; як інструменти ШІ можуть стати частиною процесу виробництва музики, зокрема творчого робочого процесу митця.

Виходячи з умов сучасного культурно-мистецького простору доцільно розглянути окреслені питання в дискурсі практики музичного виробництва сучасної популярної музики (СПМ). Популярна музика – це дуже широка категорія, яка зазвичай використовується на протиставлення від народної музики та класичної музики. Важливою ознакою популярної музики в цій характеристиці є використання записаного звуку як основного режиму передачі (зберігання/розповсюдження). Це відрізняє її від народної музики (де переважає усна передача) та класичної музики (де нотний запис є основним способом передачі). Серед особливостей популярної музики, закцентуємо увагу на поширеність комерційних інтересів, насолода/розвага як головна мета музики та міцні зв'язки із засобами масової інформації, такими як кіно, радіо, телебачення.

Видається, що прикметник «сучасний» не має універсального значення в поєднанні з популярною музикою, окрім «теперішнього» або «теперішнього часу». Серед зарубіжних дослідників згадується також зосередженість на технологічних інноваціях і міжкультурний синтез як характеристики сучасної музики – характеристики, які також приписуються популярній музиці загалом.

Таким чином, жанри СПМ містять пост-рок, реп/хіп-хоп, електроніку, а також не західні сучасні жанри, такі як K-pop, J-pop, Bollywood і reggaeton.

Виробництво західної музики в XVIII і XIX століттях можна приблизно схематизувати таким чином: композитор створює музичний твір у формі музики, нотація, після якої один або кілька виконавців створюють звуки, записані композитором перед аудиторією. Таким чином, така практика виробництва музики була лінійним процесом: композиція → виконання → споживання, де ролі композитора та виконавця/музиканта зазвичай були розмежовані. Сучасна студія звукозапису ускладнює цей лінійний ланцюжок кількома кроками: композиція → виконання → запис → редагування → зведення → мастеринг → споживання. Запис, зведення та мастеринг виконували звукорежисери, яких контролювали продюсерами звукозапису.

Розвиток технологій звукозапису та обробки з 1980-х років надав як аматорам, так і професійним артистам постійний доступ до студійних технологій із низькими «вхідними бар'єрами». Крім того, синтезатори, драм-машини, бібліотеки семплів і віртуальні інструменти наразі широко використовуються для створення звуку як на додаток до записаних виступів, так і замість них. Ці зміни стерли відмінність між ролями композитора, музиканта, звукорежисера та продюсера звукозапису (2, с. 33), а також класифікацію цих ролей як орієнтованих на мистецтво чи ремесла. У багатьох сучасних жанрах популярної музики пісня чи альбом зазвичай є продуктом творчого колективу або окремої особи, яка відповідає за всі ці аспекти процесу створення музики. Поняття студійної композиції застаріло через сувору лінійність процесу створення музики: музичний твір більше не створюється в символічній формі як перед створенням звукової реалізації в студії. Натомість композиційна діяльність часто переплітається з редагуванням звуку та звуковим дизайном.

Іншим наслідком є те, що порівняно з означеними музичними практиками, де ролі композитора і виконавця чіткіше розділені, потреба в нотному записі як

засобі передачі інформації від композитора до виконавця зменшилася. Нотний запис як «організація інструкцій для створення звуку» [2, с. 54] не є необхідним, коли звук доступний у формі записів для прослуховування, розповсюдження та повторного використання. Як наслідок, багато артистів СПМ – і фактично деякі з професійних митців – не володіють нотним письмом. Вони мало використовують це в робочому процесі музичного продакшену.

Це не означає, що формати символічного представлення не відіграють життєво важливої ролі у створенні СПМ – навпаки, MIDI широко використовується у виробництві СПМ. Натомість підкреслимо різницю між використанням символічних форм, таких як MIDI, щоб передати «сутність» музики, і використанням MIDI як зручного засобу для організації та запуску звукових подій.

У багатьох музичних жанрах (зокрема, можливо, деякі, які можна розглядати як СПМ) умовності жанру виправдовують сильні припущення щодо відображення з символічним представленням звукових подій і форм (іншими словами, як звучить музика). Наприклад, звукова реалізація MIDI-файлу, який представляє виконання класичного роялю є відносно передбачуваним, і як таке виправдовує використання даних MIDI як форми для передачі суті музики. Крім того, інформація MIDI є набагато простішою, ніж аудіо, і чітко представляє музику в сенсах значущих термінів, таких як ноти, удари, метр, темп і тональність. Це забезпечує зручний підхід і часто дуже обґрунтовану відправну точку для аналізу та моделювання музичної інформації.

Однак в інших жанрах, зокрема тих, які значною мірою містять електронно розроблені звуки та семпли, відображення між MIDI-даними та їх звуковою реалізацією є набагато вільнішим. Наприклад, синтезаторні педи – це створені навмисно звуки, призначені для звукового фону оточення, і вони поширені у багатьох музичних творах сьогодні. Незважаючи на те, що ці звуки зазвичай запускаються у формі MIDI, окремі звуки синтезатора можуть тривати десятки

секунд і, як правило, мають помітний часовий розвиток з точки зору тембру, динаміки, налаштування та/або локалізації, який не передається піано-ролл роялю.

Звичайно, можна стверджувати, що такі жанри мають свою власну звукову естетику та умовності, які обмежують звукові прояви музики, і тому в принципі піддаються символічному представленню та аналізу. Хоча це правда,

«словниковий запас», необхідний для такого типу аналізу, ще значною мірою не розроблений і є предметом лише кількох праць [4], [5].

Хоча традиційні категорії музичного аналізу є дуже ефективними засобами розуміння музики в деяких музичних стилях, важливо усвідомлювати, що вони не завжди доречні, або вони можуть застосовуватися неправильно. Наприклад, мелодія та гармонія є основними поняттями західної класичної музики, джазу тощо, традиційних форм року та поп-музики, вони відіграють набагато меншу роль у репі та багатьох електронних жанрах.

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ІННОВАЦІЙНІ СТРАТЕГІЇ РОЗВИТКУ ПІДПРИЄМСТВ В УМОВАХ НЕСТАБІЛЬНОЇ ЕКОНОМІКИ

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У статті розглядаються інноваційні стратегії розвитку підприємств в умовах нестабільної економіки, яка характеризується швидкими змінами та непередбачуваними зовнішніми факторами. Описуються основні підходи до адаптації бізнесу в таких умовах, включаючи диверсифікацію продуктів і послуг, впровадження цифрових технологій, гнучкі бізнес-моделі та стратегії стійкості. Автори акцентують увагу на важливості інновацій для збереження конкурентоспроможності та довгострокового розвитку підприємств. Стаття підкреслює роль технологічних рішень і управлінських інновацій у мінімізації ризиків та використанні нових ринкових можливостей.

Abstract

The article examines innovative strategies for the development of enterprises in the conditions of an unstable economy, which is characterized by rapid changes and unpredictable external factors. Key approaches to business adaptation in such environments are described, including diversification of products and services, adoption of digital technologies, flexible business models, and resilience strategies. The authors emphasize the importance of innovation for maintaining competitiveness and long-term development of enterprises. The article emphasizes the role of technological solutions and management innovations in minimizing risks and using new market opportunities.

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LEARNING BRAND TRACKING SKILLS AS A PART OF THE PROFESSIONAL COMPETENCES OF A BRAND MANAGER

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The importance of brand management in modern business cannot be overstated. Dwelling on its main advantages, we will note the following.

First of all, in crowded markets, brand management helps businesses differentiate themselves from competitors. A strong brand identity and reputation can make a company stand out, attract customers, and foster loyalty.

Second, effective brand management builds trust and emotional connections with customers. This loyalty translates into repeat business and long-term customer relationships, which are crucial for sustained profitability.

Third, a well-managed brand can command premium pricing due to perceived higher value. Customers are often willing to pay more for brands they trust and admire.

Fourth, strong brands facilitate market expansion. A reputable brand can enter new markets or launch new products more easily, leveraging its established identity and customer base.

Fifth, robust brand management includes strategies for maintaining brand integrity during crises. A strong brand can weather negative publicity and recover more quickly.

Sixth, a respected brand attracts top talent and fosters employee pride and loyalty. Employees are more likely to be motivated and committed to a company with a strong, positive brand.

Seventh, brands with strong reputations are attractive to investors.

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Effective brand management can increase a company's market value and provide better returns on investment.

This is easily confirmed by the following statistical data for 2023:

- 86% of customers are willing to pay more for a premium customer experience;

- 74% of people become loyal to brands through content;

- 77% of marketers feel branding is a crucial factor in future growth [1-2].

Only in the last year, the positive dynamics in the field of brand management show that it is a popular direction in business, and the results of the study demonstrate the importance of various components of brand management, such as customer orientation, social responsibility, presence in social media, a recognizable logo, etc. (Table 1).

Table 1: Changing attitudes towards brands

Indicator, %	2022	2023
consumers would pay more to purchase from brands they trust	46	81
brand trust is a deciding factor when making a purchase	79	81
consumers would be more likely to be loyal to brands that understand them personally	75	81
consumers would be more likely to buy from a brand that they perceive to be authentic	88	91
consumers would be more likely to buy from a brand that shares the same values as they do	77	81
consumers would be more likely to buy from a brand that has a positive impact on the world	13	39
consumers would be more likely to buy from a brand that has a meaningful impact	64	79
consumers would be more likely to buy from a brand that has a loyalty program	56	61

Indicator, %	2022	2023
consumers would be more likely to buy from a brand that has a good brand story	55	61
consumers would be more likely to buy from a brand that provides a personalized shopping experience	68	77
consumer would be more likely to buy from a brand that is environmentally conscious	56	71
consumer would be more likely to buy from a brand that has a strong social media presence	77	81
consumer would be more likely to buy from a brand that has a recognizable logo	50	75

Sourse: Composed by the Author Based on [3-6]

Scientific interest in brand management is also only intensifying over the years. The works of famous scientists, such as D. Aaker and E. Joachimsthaler [7], J. N. Kapferer [8] formed the scientific basis for the development of Ukrainian brand management, which is confirmed by the interesting works of domestic colleagues, in particular D. Faivishenko [9], V. Karmazinova [10], S. Pustovgar, T. Mukhanova [11] and others.

Since universities often update their curricula to reflect the latest trends, the State University of Trade and Economics, taking into account the outlined aspects, launched the educational master's program "Brand Management", which is studied within the "Marketing" specialty. This gives learners an edge in learning strategies and tools relevant to today's business environment.

Studying the labor market and employers' requirements for applicants for positions related to brand management, it can be concluded that the brand manager promotes the company's trademark, trying to make it popular in the market, works with advertising agencies, where they come up with the idea that will distinguish the product from the crowd of others and make it popular. But it is a mistake to think that the work of a brand manager ends with the successful introduction of the brand to the market. It is not enough to correctly position the trademark, make it popular and well-known. In order not to lose the interest of consumers in it, the brand manager has to constantly take care of its updating, come up with tricks: change the packaging of the product, conduct various advertising and promotional actions.

The "Brand Management" program is aimed at mastering the skills of creating brands and managing them in various areas of business and at various levels of management. This means that graduates of this program are able to:

- model, position and develop territorial brands and enterprise brands;

- able to manage brand portfolios;

- to know how brand technologies can be used to increase the value of business and ensure its development.

In order to master such skills, we introduced to the educational program such mandatory disciplines as "Brand Management", "Strategic marketing", "Elite goods", "Brand strategies", "Reputation Management", "Project Management", "Risks in marketing". Various disciplines of the applicant's choice complement this list and make it possible to more fully meet educational qualification requirements in the labor market, becoming a real T-shape figure.

Currently, the educational program "Brand Management" is the only one among higher education institutions of Ukraine in conditions of increased interest in brand management in the labor market.

Actively cooperating with stakeholders, we realized that practical brand management increasingly uses the concept of brand (health) tracking, which can be understood as a type of periodic market research to obtain information about the status (health) of the brand based on such indicators as popularity, demand, image, consumer characteristics, etc. [12]. We have introduced brand (health) tracking into special competencies of master's program, because as practice shows, these skills are almost key ones for a modern brand manager. This is reflected in the program result "R.17. To form and improve the brand management system at all levels of management by applying marketing technologies and brand communications based on the results of brand tracking".

There are no debatable scientific works on this topic, because, at first glance, measuring the state of the brand can be attributed to the problems of evaluating the effectiveness of brand management. At the same time, practitioners carry out brand (health) tracking in different ways, which actualizes the issue of harmonizing methods, systematizing tools and determining the algorithm for conducting this type of research.

If we proceed from the basic principles of strategic analysis, it is advisable to start brand (health) tracking by setting clear goals and key performance indicators. The purpose of brand (health) tracking is to systematically evaluate and understand the overall performance, perception, and value of a brand in the market. This research aims to identify strengths and weaknesses, track changes over time, and provide actionable insights to enhance brand strategy and ensure long-term success. Specifically, it seeks to answer critical questions about brand memorability, reliability, messaging consistency, competitive standing, and emotional connection with customers. Setting goals will determine the frequency of research and methods of information collection (Table 2).

Table 2: Examples of search questions in the process of brand (health) tracking

Purpose of brand health research	Search question	Key Performance Indicators	Essence of Key Performance Indicators
To measure how well consumers recognize and recall the brand and its unique attributes	Is the brand memorable and distinct?	Brand Recall	Percentage of consumers who can spontaneously recall the brand when prompted by a product ategory
		Brand Recognition	Percentage of consumers who recognize the brand when shown its logo or packaging
		Unique Selling Proposition (USP) Awareness	Percentage of consumers who can identify the brand's unique benefits compared to competitors
		Top-of-Mind Awareness	Percentage of consumers who mention the brand first when thinking about the product category
To assess the perceived reliability and trustworthiness of the brand among its customers	Do customers find the brand reliable?	Customer Satisfaction Score	Average rating of customer satisfaction with the brand's products or services
		Brand Trust Score	Percentage of consumers who rate the brand as trustworthy
		Product Return Rate	Percentage of products returned due to defects or dissatisfaction
		Service Reliability Rating	Average rating of the brand's service reliability, including timely delivery and customer support

To evaluate the consistency and coherence of the brand's messaging across all touchpoints	Is the brand messaging consistent?	Message Alignment Score	Percentage of marketing materials and communications that align with the core brand message
		Customer Perception Consistency	Degree of alignment between customer perceptions of the brand and the brand's intended messaging (measured through surveys)
		Content Uniformity Index	Consistency in brand voice, tone, and imagery across different marketing channels (assessed through content audits)
		Brand Guidelines Adherence	Percentage of marketing and communication efforts that adhere to established brand guidelines
To determine the brand's competitive positioning and performance relative to key competitors	How does the brand stand against competitors?	Market Share	Percentage of total market sales attributed to the brand
		Competitive Brand Recall	Percentage of consumers who recall the brand in comparison to competitors
		Net Promoter Score	Measure of customer loyalty and likelihood to recommend the brand over competitors
		Competitive Positioning Index	Composite score assessing the brand's relative strength in key performance areas (e.g., quality, price, innovation)

To gauge the strength of the emotional bond between the brand and its customers	What emotional connection does my brand forge with customers?	Emotional Connection Score	Rating of the emotional attachment customers feel towards the brand
		Brand Affinity Index	Percentage of customers who express a strong preference and emotional attachment to the brand
		Customer Sentiment Analysis	Analysis of customer sentiment in social media mentions, reviews, and feedback (positive, neutral, negative)
		Engagement Rate	Level of customer interaction and engagement with the brand's content on social media and other platforms

Sourse: composed by the author based on [12-16]

The next step is to collect data about the state of the brand. This can be done through a variety of methods, including social listening tools, focus groups, surveys, customer reviews, and online customer reviews. Social listening tools like Brandwatch Consumer Research help track brand mentions, sentiment analysis and brand positioning.

Students of education get acquainted with the methods of marketing research at the bachelor level, but the mention of these methods, their in-depth application, in particular, with the help of new technologies, also occurs in the process of mastering disciplines at the master's degree, in particular, in the process of studying the discipline "Strategic Marketing", where the students use tools like Similar Web, Statista, SerpStat, Ahrefs, SensorTower, Amplitude, Survey Monkey, Simpoll, Anketolog, Online Test Pad, Typeform, SurveyLub, Surveynuts, Examinare, etc.

The collected data is then analyzed to measure brand health metrics such as Net Promoter Score (NPS), brand loyalty, brand awareness, brand recall, brand association, brand positioning and brand delivery. As mentioned, the selection of indicators is carried out at the first stage of the research. Among the software used by miners are Apache Spark, which helps process massive amounts of data, both real-time and archived, including structured and unstructured, and Amazon QuickSight, a handy business analysis, analytics, and visualization tool. Benchmarking is often used, in which brand health indicators are compared with previous results, competitors and leading brands in the sector. This helps identify areas for improvement and set performance targets.

Analyzed data is visualized using spreadsheets, charts or dashboards to easily interpret the information. This allows you to quickly understand the health of the brand and facilitate decision-making. For this step, applicants are encouraged to use Power BI Desktop, which allows you to create interactive data visualizations and reports.

Based on the information obtained from the data analysis, actionable steps are determined to improve the state of the brand.

This could include removing negative mentions, improving customer service, improving brand positioning, or developing a set of improvements.

Tracking brand health is an ongoing process. It is important to monitor brand health on a regular basis to detect any changes, identify potential issues, and ensure that the brand remains aligned with business goals. If any problems or negative trends are identified, organizations must take proactive measures to address them. This may include adjusting marketing strategies, refining brand messages, or improving products or services. Brand health tracking provides insights that inform iterative improvements. By constantly monitoring brand health, organizations can adapt their strategies, strengthen their brand and improve their competitive position. Brand tracking is studied most fully in the disciplines of "Brand Management" and "Brand Strategy". A number of disciplines of the applicant's free choice also provide program result R.17, for example, "Internet Marketing", "Mobile Marketing", "Luxury Service Management", "Customer Loyalty Management" and others. Active cooperation with employers makes it possible to improve the educational program and discipline programs, for example, in view of the increased attention to brand health tracking, in the current academic year, the discipline programs "Brand Management" and "Brand Strategy" were improved. Teachers are open to further dialogue both with employers and the scientific and academic community in order to improve the content and learning technologies.

So, the features of the program are the training of highly qualified professionals who possess modern knowledge and skills in the field of brand management regarding the functioning of brand-oriented businesses and non-profit organizations in conditions of uncertainty; modeling, positioning and strategic development of brands at different levels of management based on marketing technologies; management and information-analytical work on managing brand portfolios and increasing business value. The uniqueness of the Program is: innovativeness, practical orientation and interdisciplinary training of specialists taking into account the specifics of various branches and spheres of the economy and the opportunity to study in English; involvement in the educational process of domestic and foreign scientists and practitioners of various fields of business and non-commercial organizations; trainees undergo internship abroad with obtaining certificates; interactive on-site practical classes.

In general, brand management is a critical component of modern business strategy, influencing everything from customer loyalty to market expansion. Studying brand management at the university level equips students with the knowledge, skills, and practical experience needed to navigate and succeed in this dynamic field. This education not only benefits individual career prospects but also enhances the overall effectiveness and competitiveness of businesses in the global market.

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Економіка країни в період воєнного стану

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Повномасштабне вторгнення Росії стало безпрецедентним викликом не лише для суспільства, але й для економіки України. Усі фінансові ресурси держави доводиться спрямовувати на оборону, тоді як фінансування освіти, медицини та пенсій здійснюється за рахунок міжнародної допомоги.

Стаття присвячена аналізу економічної ситуації в Україні в умовах воєнного стану. У ній розглянуто ключові показники економічного розвитку країни, а також наслідки російської агресії, включаючи руйнування виробничого капіталу, інфраструктури, людські втрати, соціальні проблеми та зменшення реальних доходів суб'єктів господарювання. Показано, що існує нагальна потреба в пошуку додаткових джерел фінансування для покриття втрат і потреб економіки, оскільки міжнародна фінансова допомога є непостійною та недостатньою. Запропоновані напрями реформування економічної політики для підвищення обороноздатності держави, а також обґрунтовано, що для досягнення конкурентних переваг на воєнному та економічному фронтах важливою складовою є промислова політика, зокрема військово-промисловий комплекс.

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Штучний інтелект і технології машинного навчання.

Штучний інтелект (ШІ) та машинне навчання (МН) є двома взаємопов'язаними технологіями, що стоять на передовій сучасних наукових і технічних досягнень. ШІ охоплює широкий спектр методів і технологій, що дозволяють комп'ютерним системам і програмам імітувати людський інтелект, виконуючи завдання, які зазвичай потребують участі людини. Це включає, наприклад, розпізнавання мовлення, аналіз зображень, природну мову, ігрові стратегії, планування та прийняття рішень.

Машинне навчання, як підгалузь ШІ, полягає у створенні алгоритмів та моделей, які здатні "вчитися" з даних. Це означає, що комп'ютерні системи можуть покращувати свою продуктивність при виконанні певних завдань на основі аналізу великої кількості даних, без необхідності вносити зміни в самі алгоритми.

У фінансовій сфері ШІ допомагає виявляти шахрайство, прогнозувати фінансові ризики та оптимізувати інвестиційні портфелі. ШІ та МН також змінюють спосіб, яким працюють виробничі підприємства, дозволяючи автоматизувати складні процеси, підвищувати ефективність виробництва та зменшувати витрати. Інтернет-рекламні платформи використовують ці технології для персоналізації контенту та покращення взаємодії з користувачами.

Незважаючи на величезний потенціал, пов'язаний з розвитком ШІ та МН, існують значні виклики та ризики. Одним з головних є питання етики, оскільки використання ШІ може призвести до порушення приватності, упередженості в прийнятті рішень та інших соціальних наслідків. Крім того, ШІ викликає побоювання щодо впливу на ринок праці, адже автоматизація може призвести до зникнення традиційних робочих місць. У зв'язку з цим виникає необхідність у розробці регуляторних механізмів і стандартів, які забезпечуватимуть безпечне та етичне використання ШІ.

Таким чином, штучний інтелект і машинне навчання є потужними інструментами, які можуть значно покращити різні аспекти людської діяльності. Водночас їх використання потребує відповідального підходу, щоб уникнути потенційних негативних наслідків і забезпечити максимальну користь для всіх сторін.

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Аутстафінг, як модель управління персоналом підприємства

У сучасній світовій економіці міжнародні корпорації дедалі частіше зіштовхуються з новими викликами й непередбачуваністю, спричиненими ринковими змінами, новими споживчими тенденціями та швидким розвитком інформаційних технологій. Це формує складне й динамічне середовище, яке вимагає від бізнесу гнучкості, здатності адаптуватися та постійного перегляду своїх стратегій і моделей ведення справ.

У конкурентному середовищі ключовими елементами успіху стають оптимізація бізнес-процесів та підвищення ефективності, що дозволяють зберігати лідерські позиції та досягати високих результатів. Існує багато різноманітних підходів і моделей, які компанії можуть використовувати для цього, серед яких автоматизація, цифрові технології, lean-підхід, agile- методології, робота з Big Data, системи управління якістю, а також аутсорсинг і аутстафінг.

Аутстафінг стає невід'ємною частиною сучасного бізнесу і набуває популярності в різних секторах і компаніях по всьому світу. Цей метод управління персоналом має ряд переваг, які роблять його привабливим для багатьох підприємств.

Зокрема, аутстафінг дозволяє компаніям гнучко керувати своїм кадровим ресурсом, знижуючи витрати на утримання штатних працівників та адміністративні процеси. Це особливо актуально для проектів з обмеженим терміном дії або тих, що потребують специфічних знань і навичок. Крім того, такий підхід забезпечує швидку адаптацію до змін ринку, дозволяючи зосередитися на ключових бізнес-завданнях, а не на рутинних операціях з управління персоналом. Це дає компаніям можливість масштабуватися, підвищувати свою конкурентоспроможність та ефективно реагувати на нові виклики в умовах швидкозмінного бізнес-середовища.

Крім того, аутстафінг сприяє мінімізації ризиків, пов'язаних із трудовим законодавством, оскільки відповідальність за наймання, юридичні питання та адміністрування персоналу бере на себе постачальник послуг. Це дозволяє компаніям зменшити витрати на юридичний супровід і кадрову бюрократію. Ще однією вагомою перевагою є можливість швидкого залучення висококваліфікованих спеціалістів, яких важко знайти на ринку праці. У результаті, аутстафінг допомагає оптимізувати бізнес-процеси, підвищити продуктивність і зосередитися на розвитку ключових компетенцій, що є важливим чинником для досягнення довгострокового успіху компанії.

Вплив воєнного стану на управління ризиками та фінансову стабільність держави

Боковець Вікторія* | Григорук Ірина**

Анотація:

У статті розглянуто негативний вплив воєнного стану на економічну активність, оскільки воєнні дії призводять до знищення інфраструктури, зниження продуктивності та скорочення виробництва. Підприємства стикаються з труднощами в постачанні сировини, порушенням логістичних ланцюгів та нестачею робочої сили. Це призводить до значного зменшення обсягів виробництва в ключових секторах економіки, таких як промисловість, сільське господарство та енергетика. Крім того, зменшення рівня доходів населення та невизначеність майбутнього змушують людей економити кошти, що негативно впливає на споживання. Банківський сектор під час воєнного стану стикається зі збільшенням кредитних ризиків, оскільки багато позичальників не в змозі вчасно обслуговувати свої боргові зобов'язання. Це змушує банки збільшувати резерви, що обмежує їх можливості надавати нові кредити. Девальвація національної валюти та зростання інфляції також створюють додаткові труднощі для банківської системи, ускладнюючи обслуговування валютних зобов'язань. Все це призводить до дефіциту платіжного балансу, оскільки зростає імпорт продукції та зменшується експорт через воєнні дії. Політична та економічна нестабільність робить інвестиційне середовище непередбачуваним, що знижує довіру інвесторів. Бізнеси стикаються з високими операційними ризиками, такими як втрати активів, порушення ланцюгів постачання, труднощі з плануванням і адаптацією до швидко мінливих умов. Через високі ризики багато інвесторів утримуються від вкладень, що знижує інвестиційну активність в країні. Також зростають витрати на страхування, а

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в деяких випадках страхові компанії можуть відмовляти у покритті воєнних ризиків [1].

Ключові слова: фінансовий менеджмент, управління ризиками, фінансова система, економічне відновлення.

Управління ризиками в умовах воєнного стану є критично важливим для збереження фінансової стабільності як на рівні окремих компаній, так і в масштабах усієї економіки. Основними аспектами управління є ідентифікація ключових ризиків, розробка та впровадження методів мінімізації ризиків, а також активна роль держави та регуляторних органів.

Воєнний стан значно підвищує ймовірність дефолтів з боку позичальників через погіршення економічних умов та втрату платоспроможності. Бізнеси можуть зіткнутися зі скороченням доходів, а фізичні особи — з втратою роботи або зниженням рівня доходів. Ідентифікація кредитних ризиків включає оцінку фінансового стану позичальників, аналіз секторів економіки, які найбільше піддаються впливу, та моніторинг змін у законодавчому та регуляторному середовищі.

У період війни зростають ризики для всієї фінансової системи, включаючи банківські кризи, масовий відтік капіталу, зниження ліквідності та колапс ринків. Оцінка системних ризиків передбачає моніторинг макроекономічних показників, стабільності банківської системи та взаємозв'язків між фінансовими установами. Виявлення ринкових ризиків потребує аналізу динаміки ринкових цін, оцінки потенційних втрат та оцінки впливу економічних і політичних подій на ринки [2].

Розглянемо методи мінімізації ризиків, включаючи диверсифікацію активів, хеджування, та забезпечення ліквідності.

Один із ключових методів управління ризиками полягає у диверсифікації активів, щоб зменшити залежність від одного джерела ризику. Інвестори розподіляють капітал між різними класами активів (облігації, акції, нерухомість, дорогоцінні метали), а бізнеси — між різними ринками та постачальниками.

Для зниження ринкових ризиків підприємства та інвестори можуть використовувати інструменти хеджування, такі як ф'ючерсні контракти, опціони та свопи. Це дозволяє зафіксувати ціни або захиститися від несприятливих змін на ринку.

Збереження достатнього рівня ліквідності є критично важливим, оскільки дозволяє покривати короткострокові зобов'язання та адаптуватися до різких змін у фінансовому середовищі. Підприємства мають тримати резерви готівки, а банки — підтримувати адекватні коефіцієнти ліквідності.

Важливим інструментом є проведення стрес-тестів та аналізу різних сценаріїв, що дозволяє оцінити вплив можливих шоків на фінансову стабільність організації. Це допомагає вчасно виявити слабкі місця та розробити план дій на випадок кризових ситуацій.

Можливими варіантами розвитку та перспективами економічного відновлення після завершення воєнного стану є три сценарія відновлення [3]:

- швидке відновлення (оптимістичний сценарій): міжнародна фінансова підтримка, яка буде забезпечувати залучення коштів від міжнародних фінансових інституцій, грантів та позик для відновлення інфраструктури, це може прискорити економічне зростання; завершення воєнного стану може відкрити можливості для залучення іноземного капіталу в реконструкцію зруйнованих об'єктів, стимулюючи економічний підйом; успішне проведення структурних реформ у фінансовій галузі може створити сприятливе середовище для бізнесу і покращити інвестиційну привабливість країни;

- повільне відновлення (реалістичний сценарій): відновлення економіки буде поступовим через значні втрати у виробничих потужностях та постійну невизначеність у фінансовій сфері; роль держави буде важливою для економічного відновлення через державні інвестиції, податкові пільги та підтримку бізнесу; процес відновлення довіри до фінансових інститутів може бути повільним, що стримуватиме економічне зростання;

- затяжне відновлення (негативний сценарій): у разі продовження конфлікту або недостатньо ефективного відновлення, країна може зіткнутися з тривалою економічною кризою; відсутність належної міжнародної підтримки та обмежений доступ до фінансування можуть затримати реконструкцію інфраструктури та економічне відновлення; Відсутність довіри до банківської системи і зростання кількості неробочих кредитів можуть спричинити фінансову кризу в банківському секторі.

Впровадження таких заходів, як укріплення банківської системи, посилення регуляторного контролю, реструктуризація проблемних банків, впровадження кращих практик управління ризиками, таких як диверсифікація активів та використання хеджування, підвищить стійкість фінансових установ; програми підвищення фінансової грамотності для населення та бізнесу допоможуть краще розуміти ризики, посилить стійкість до майбутніх криз і сприятиме сталому економічному розвитку країни.

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Особливості розвитку людського капіталу в Україні

Ірина ГОДНЮК

Розвиток людського капіталу – це процес створення і розвитку продуктивних здібностей людини шляхом інвестування у конкретні процеси її життєдіяльності та шлях підвищення економічного зростання будь якої країни.

Рівень розвитку людського капіталу визначається рівнем знань, кваліфікації, досвідом роботи, вмінням приймати рішення в складних нестандартних ситуаціях, креативністю, віковими особливостями носіїв людського капіталу, рівнем здоров'я, здатністю генерувати нові ідеї, які сприятимуть інноваційному розвитку.

Людський капітал є джерелом соціально-економічного зростання, частиною інтелектуального капіталу, який разом з фінансовим капіталом формує ринкову вартість компанії [2]. Здоров'я, знання та професійні навички населення забезпечують підприємницькі структури важливим ресурсом для розвитку й підвищення ефективності їхньої діяльності, роблять їх гнучкішими та готовими до інновацій. Це набуває дедалі більшого значення в умовах глобалізованого й конкурентного світового господарства

Світовими лідерами стають ті країни, де краще за інші використовують людський капітал. Україна є частиною глобальної економічної системи яка завжди конкурувала за людський капітал. Тому в умовах війни та у повоєнні роки набуває великого значення працювати над відновленням

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та розвитком людського капіталу що веде до інновацій, соціального благополуччя, підвищення продуктивності, сприяє економічному зростанню країни та покращує якість життя її громадян.

Наша країна роками накопичувала проблеми у сфері розвитку людського капіталу: демографічна криза, трудова міграція, обмежений доступ до якісної освіти та медичних послуг та інші недоліки.

Але найбільшого масштабу проблема з людським капіталом набула в умовах війни. За спільною оцінкою уряду України, Світового банку, Європейської комісії та ООН (RDNA3), завдана Україні шкода в період з 24.лютого .2022 по 31.грудня.2023 становить 153 млрд дол. США, а потреби у відновленні довоєнної нормальності — 486 млрд дол.

Демографічні втрати від воєнних дій наразі важко оцінити. Війна призвела до втрати робочих місць, зниження рівня доходів, зменшення купівельної спроможності населення, більш як 7 мільйонів осіб опинилися за межею бідності.

Понад 6 мільйонів біженців виїхали до інших країн, майже 5 мільйонів осіб стали внутрішніми переселенцями, понад мільйон чоловіків було мобілізовано до лав Збройних сил України. За даними ООН, станом на 15.лютого.2024 за кордоном перебувають 16% від постійного населення, зафіксованого на початку війни.

На жаль, війна спричинює кадровий голод на роки, при якому саме зменшення кількості молодих спеціалістів впливає на інноваційність і гнучкість компаній.

Українському ринку праці вже не вистачає робочих рук, зокрема, це стосується кваліфікованих професій: інженери, будівельники, агрономи тощо.

За прогнозами Уряду, для відбудови України від наслідків війни з рф знадобиться в майбутньому щонайменше 4,5 млн. нових працівників впродовж найближчих 10 років.

Війна спонукає терміново модернізувати виробництва, змінювати пріоритети у розвиткові економіки, розвивати новітні галузі – усе це виклики, які не можуть бути реалізовані без швидких, зрозумілих, чітких і конкурентних систем підготовки кваліфікованих працівників та робітників сучасного рівня – проведення реструктуризації людського капіталу.

Що ж робити бізнес-структурам, щоб не відчувати дефіцит кадрів? Потрібна читка стратегія розвитку людського капіталу.

1. Навчати, щоб ростити своїх спеціалістів.

Вміння вчити та перекваліфіковувати кадри. Це один з основних інструментів, який має бути напрацьований в компанії (і в державі теж), щоб утримати людей і дати їм перспективу.

2.Спиратися на внутрішній рекрутмент.

Велика компанія завжди матиме можливість за потреби перенаймати працівників з інших департаментів через перепрофілювання.

3. Тримати конкурентні зарплати.

Відтепер ми конкуруємо за фахових працівників з ринком ЄС, а отже, доведеться переглянути привабливість зарплат.

За оцінками експертів, наша робоча сила все активніше «перетікає» з Польщі в Німеччину та Нідерланди, бо ці країни створюють програми з адаптації й планують покрити українцями свою нестачу кадрів. Ми повинні зайняти активну міжнародну позицію, бо досі усі розмови про створення робочих місць для українців за кордоном відбувалися без України.

Політика розвитку людського капіталу має бути спрямована на утримання й розвиток працездатного населення та молоді в Україні, повернення українців з-за кордону і, безумовно, на залучення іноземної робочої сили. Втримати людський ресурс допоможе і партнерство між українськими стейкхолдерами та закордонними організаціями. Для цього уряд, бізнес, університети повинні сформувати програми підтримки людського ресурсу в умовах війни.

План України передбачає розбудову безпечного та інклюзивного освітнього середовища для доступу до якісної освіти, трансформацію професійної освіти, удосконалення системи реабілітації осіб з інвалідністю, покращення охорони здоров'я, гендерної рівності, реалізацію житлових програм, реформу соціального захисту, створення сталої системи переходу від військової служби до цивільного життя, розробку демографічної та міграційної стратегій, пенсійну реформу.

За будь-якого сценарію після перемоги Україні бракуватиме кваліфікованої робочої сили. Повернення вимушених мігрантів і залучення іноземців могли б суттєво скоротити або повністю закрити розрив у робочій силі. Проте Україна також потребує використання інноваційних рішень і передових технологій на виробництві. Адже генерація ВВП можлива і за рахунок великої кількості робочої сили, і за рахунок високої продуктивності праці при меншій чисельності працівників.

З огляду на вищенаведене, необхідно розробити комплекс заходів, щодо:

1. Економічного стимулювання роботодавців: Надання пільгових умов кредитування; Компенсація витрат на створення спеціальних робочих місць; Надання гарантованого державного замовлення; Покриття витрат на навчання особи з особливими потребами; Субсидування фонду оплати праці осіб з інвалідністю; Дотації при збереженні робочих місць осіб з особливими потребами;

2. Неекономічного стимулювання: Широке інформування потенційних роботодавців з працевлаштування осіб з особливими потребами, а також про існування вигідних економічних стимулів;

3. Створення фонду розвитку людського капіталу за допомогою запровадження нового, додаткового податку для підприємств, що працюють у сфері IT технологій.

4. Розробки нової методики оцінки людського капіталу з урахуванням інклюзії - комплексного індексу інклюзивності

людського капіталу, метою якого є стійке підвищення рівня життя населення, а не лише збільшення виробництва товарів та послуг та інше [6].

5. Системна взаємодія України з європейськими та міжнародними партнерами й організаціями, що є дієвим чинником розвитку національного людського капіталу.

Варто враховувати, що майбутнє приєднання України до ЄС потребує відповідних змін у роботі з людським капіталом, Така співпраця здатна збагатити усі сторони новими можливостями для розвитку та модернізації, мотивувати людей до навчання і вдосконалення і, як наслідок, забезпечити гідне спільне майбутнє.

Європейський Союз та Україна тісно співпрацюють у рамках наукових та високотехнологічних програм Digital Europe (“Цифрова Європа”), Horizon Europe, Euratom та інші, ЄС підтримує українські стартапи і сприяє формуванню сприятливого інноваційного середовища в регіонах.

Важливо спрямувати зусилля на збільшення людського капіталу та соціальної згуртованості, що включає формування гідних умов життя та праці громадян, ефективну освіту, працевлаштування, економічну активність, безперервне навчання дорослих, зокрема підвищення їхньої компетентності та кваліфікації, справедливий і загальний доступ до охорони здоров’я, активне дозвілля, високу екологічну свідомість, участь у громадському та політичному житті, а також постійний особистісний розвиток, участь у процесах змін у світі та в Україні. Розвиток компетенцій має включати акцент на оновлення освітніх програм та методик, програм навчання та перепідготовки працівників, враховуючи потреби і вимоги ринку праці, провадження навчальних програм з фокусом на цифрові навички, технологічний розвиток та інші потрібні компетенції.

Саме від розвитку людського капіталу залежить економічний та інноваційний розвиток як регіону,

так і держави загалом.

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DEVELOPMENT OF THE BUSINESS PLANNING CONCEPT OF INNOVATIVE ACTIVITIES OF ENTERPRISES BASED ON THE FUNCTIONAL APPROACH TO MANAGEMENT

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Abstract

The practicality of implementing radical technological innovations in the development of a business plan, including the detailed development of all functions, has been proven. The expediency of using the PERT analysis method in business planning of innovative activities of enterprises based on the functional approach to management is substantiated. The use of the PERT analysis method in the development of a business plan, as well as the proposed functional structure of an innovative business in its analysis, allows for the removal of the identified shortcomings of the business planning of the enterprise's innovative activities.

Keywords: *Innovations, Innovative Activity, Innovative Activity, Innovative Business, Business Planning.*

Introduction:

In the conditions of the innovative nature of economic development, business planning is a necessary element of innovative activity management. The emergence of the concept of business planning is due not to the market economy, but to its innovative component. The success of implementing innovative projects is mostly determined by high-quality business plans. At the same time, not all types of innovations require detailed processing. Thus, non-technological innovations can be implemented in the form of organizational and technical measures. However, radical technological innovations that lead to scientific and technological progress and require large investment costs are usually implemented through business plans, diverse in form and content. As practice

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shows, in many cases such innovations are not fully implemented, despite a detailed business plan. The reason for this may be the inefficient formation of the basic functions of innovative business.

Innovative business as a multifunctional activity in an organic combination of production and management, organized to fulfill the mission of the enterprise, requires a clear idea of these functions, taking into account their interrelationship and tracking the progress of implementation. At the same time, the degree of mission fulfillment characterizes the success of the business, which can be tracked by reporting data. Therefore, the main factor in increasing the efficiency of the innovative activity of the enterprise is the improvement of the concept of business planning based on scientific ideas about the functional structure of the innovative business and the relationships of its basic functions.

Formulation of objectives of the article (statement of task)

The purpose of the study is to substantiate the theoretical provisions of the development of the concept of business planning of innovative activities of enterprises based on a functional approach to management.

Presentation of the main research material:

Despite the variety of forms of drawing up business plans, their quality should be determined by the degree of compliance with the functional structure of an innovative business and the possibility of managing innovative activities through its functions.

Since the innovative activity of any of the enterprises cannot but affect the interests of other enterprises of the cluster, which work to create a single chain of consumer value, it can be assumed that if there is a leading enterprise (or group of enterprises) in the cluster, its innovative activity is decisive for the entire cluster. In this aspect, the development of the concept of business planning in the innovative activity of enterprises involves the coordination of business plans of interconnected organizations at the stage of their preparation, and with a large amount of participation - the development of a separate business plan (end-to-end business planning).

The development of a business plan for an innovative project of an enterprise that is part of the integrated innovation system (IIS) within the framework of the cluster should provide for the construction of an effective functional structure of the innovative business, which ensures the release of an innovative product focused on the innovative product of the leading enterprise in the IIS, will be carried out within the framework of marketing strategies, which determine the nature of innovative solutions, as well as within the framework of a clearly defined mission. At the same time, the release of an innovative product will be stimulated by partner enterprises.

The model of formation and interaction of innovative business functions should be used as a toolkit for developing a business plan: information support, intelligence, marketing, innovation, risk accounting, general accounting, and production. The sequence of development of functionals should be carried out in the mode of serial-parallel execution. During the implementation of the business project, all functions must work in parallel mode, following the constant change in the external and internal environment of the enterprise.

The functional structure of the business requires an appropriate organizational structure, the goal of which is to achieve maximum process efficiency for specific conditions. An indicator of the effectiveness of the organizational structure for an innovatively active enterprise is the minimization of the firm's reaction time for each market signal.

When implementing radical technological innovations, the development of a business plan is required in full, including a detailed study of all functionalities. In practical terms, this involves the development of a business plan in one or another recommended form. To optimize this process, the development of each section of the business plan, regardless of the subject component, should be anchored to the corresponding structural unit of the control subsystem in the innovation activity management system. Agreement on terms, content, and interaction should be carried out by a single executive body.

The development of a business plan in full form is required, for example, during the market launch of innovative products developed taking into account fundamental and exploratory scientific research works. All innovations should be a form of implementation of the marketing strategies of development, growth, and competitive behavior adopted by the top management, which should be communicated to the entire team of the enterprise and traced in all business plans implemented by the company. Thus, the problems of operational marketing should not be the only direction of marketing planning in the business plans of enterprises.

In organizations with a developed scientific and experimental base, the number of innovative business projects is quite large. The structure of the innovation process in this case is represented by a full set of stages, starting with fundamental research works and ending with the stage of disposal of products that have served their time (with the expiration date). A large number of stages and performers, sometimes separated by time and distance, complicate the planning and organization of work, which, in conditions of shortage of time and financial resources, requires the use of modern management methods.

Traditional management methods involve the use of the simplest models such as bar graphs. Such schedules have certain disadvantages:

- it is impossible to show the relationship between individual works, and therefore to assess the significance of each work for achieving the final goal,

- it is difficult to reflect the dynamism of modern developments, to adjust the entire schedule in connection with a change in the deadlines for the execution of any work or group of works, to show how the deadlines for the completion of works change, what needs to be done to ensure the timely completion of the entire set of works;

- the uncertainty often inherent in scientific and research work, the initial stages of designing technological processes, and testing of new products is not reflected,

- it is difficult to automate planning and accounting work.

These disadvantages are largely eliminated when using the PERT analysis method. This method allows you to develop a work schedule for the project without exact knowledge of the details and the required time for all its components.

Project Evaluation and Review Technique (PERT) is a project evaluation and analysis method used in project management. PERT is designed for very large-scale, one-time, complex projects. The method takes into account the presence of uncertainty, and provides an opportunity to develop a project work schedule without exact knowledge of the details and the required time for all its components [1]. PERT was developed primarily to simplify the paper planning and scheduling of large and complex projects. The method is particularly focused on analyzing the time required to complete each task, and even determining the minimum time required to complete the entire project based on three scenarios:

- Optimistic (the total period of active working time expected for the task in the most favorable situation, that is, the time interval from the most favorable beginning to the most favorable end of the task);
- Expected or probable (the total period of active working time expected for the task, that is, the time interval from the expected start to the expected end of the task);
- Pessimistic (the total period of active working time expected for the task in the most unfavorable situation, that is, the time interval from the least favorable beginning to the least favorable end of the task) [2].

The PERT method is widely used in project management, especially in industries where the implementation of projects is associated with significant risks and it is necessary to precisely control the terms of their implementation because: - it allows you to take into account the uncertainty and risks that often occur in complex projects; - allows you to graphically visualize the sequence and dependencies of tasks, which helps project managers monitor progress and solve problems; - allows you to navigate resource and financial costs, which helps maintain financial stability and control costs; - is a standard method of project management and is often a requirement for some industries, such as engineering, construction, and information technology [3].

Analysis of the practice of drawing up a business plan shows that its development requires the involvement of almost all management structures of the organization. A certain sequence of involvement of specialists from relevant departments and services should be observed. For example, the production plan cannot be developed earlier than the marketing plan, at least in the part corresponding to the study of demand for products, the need for capital investments cannot be calculated without knowledge of the production and sales program, at least in the part related to the volume of production in natural measure.

The development of a business plan should be carried out by a team consisting of specialists from departments and services. It is the prerogative of the organization's management to determine the project participants who will be entrusted with the work. At the level of the top management of the organization, the composition of the works does not require deeper detailing, since the main goal at this stage is to determine the general terms of the development and implementation of the project.

The ability to divide the functions by units and services of the project management apparatus for the development of a business plan, as well as to ensure their complex implementation, allows the matrix of the division of administrative management tasks.

This matrix can be considered as a means of coordinating the inputs and outputs of the project management system. Inputs are located in the names of the columns - functional divisions, services, and positions of project participants. Tasks, that is, types of activities that make up the project management process, are listed in the columns of row names. In the field of the matrix, conventional signs indicate the transformation functions connecting the sets of inputs and outputs.

The calculation of the optimistic, most likely, and pessimistic duration of work is the starting point for calculating the expected weighted time of work. Having specified the duration of the work for each of the three scenarios, we calculate the weighted duration of the work (the weighted average of the optimistic, expected, and pessimistic duration estimates) using the PERT method using MS Project software.

It is assumed that the estimate of the expected duration is more likely than the optimistic or pessimistic one, and the probability of the last two estimates is the same, thus, in PERT calculations, the expected duration is given a maximum weighting factor of 4, and the optimistic and pessimistic durations are given a minimum weight of 1.

The basis of PERT analysis is the critical path method, i.e. determination of the longest sequence of tasks from the beginning of the project to its end, taking into account their relationship. Tasks that lie on the critical path (critical tasks) have a zero reserve of execution time, and in case of a change in their duration, the deadlines of the entire project change.

According to the accepted version of the distribution of work, the critical path is determined by the departments of marketing, engineering service, support service, financial, and economics department. In this regard, when developing a business plan, these critical tasks require more careful control, in particular, timely identification of problems and risks that affect the timing of their implementation and, therefore, the timing of the project in general.

The PERT method remains relevant even today, even though it was developed quite a long time ago. One of the main factors behind this is its effectiveness in planning and managing projects, especially large and complex ones. PERT allows you to accurately estimate the duration of work, determine the critical path, and predict possible delays. In addition, the data obtained using the PERT method can be used for project analysis and decision-making [4].

The use of the PERT analysis method in the development of a business plan, as well as the proposed functional structure of an innovative business in its analysis, makes it possible to remove the identified shortcomings of the business planning of the innovative activity of the enterprise, allowing to trace the relationship of developers in the process of performing their functions, to control the terms and quality of business development -plan.

An enterprise applying for financial support for its innovative projects should first of all analyze business plans for their compliance with the functional structure of the innovative business. In addition, in conditions of time and resource limitations, the enterprise can apply a scheme of distribution of work between units of the management subsystem to optimize the process of developing business plans and their timely submission for obtaining grants.

Conclusions:

End-to-end business planning of innovative activity, which is expressed in the agreement of business plans of interconnected organizations of the integrated innovation system at the stage of their preparation, as well as the analysis of the business plan to determine the degree of its compliance with the functional structure of the innovative business, is one of the factors that increase the efficiency of management of innovative activities of the enterprise.

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OPTIMIZING ORGANIZATIONAL OUTCOMES THROUGH EFFECTIVE STRATEGIC PLANNING

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Abstract

Strategic planning is a critical process that significantly influences an organization's success in today's competitive environment. The ability to develop, execute, and continuously adjust strategic plans drives key organizational outcomes, such as improved performance, market expansion, and sustainable growth. This article explores the vital role of strategic planning in enhancing organizational results, focusing on essential elements like goal setting, resource allocation, risk management, and performance evaluation. It also highlights the importance of leadership, corporate culture, and ongoing assessment in ensuring the success of strategic planning. By adopting best practices and aligning strategic initiatives with organizational goals, businesses can maximize their chances of success.

Introduction

In today's rapidly evolving business landscape, organizations encounter numerous challenges that require careful analysis and well-structured strategic planning. To thrive and maintain a competitive edge, businesses must engage in comprehensive strategic planning. This process helps organizations identify objectives, allocate resources effectively, and outline the steps necessary to achieve their goals. When executed correctly, strategic planning boosts organizational performance, allows businesses to adapt to market changes, and positions them for long-term success.

This article aims to explore the concept of strategic planning, examine its key components, and evaluate how it contributes to improved organizational outcomes. Specifically, it will focus on how companies can design and implement strategies that align with

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their mission and vision while considering the internal and external factors that influence their success.

Importance of Strategic Planning in Organizations

Strategic planning serves as a guiding tool, steering organizations toward their desired objectives. It involves setting clear goals, formulating strategies to achieve those goals, and allocating resources for successful implementation. Through strategic planning, organizations can:

- **Establish Clear Direction:** Strategic planning helps define the organization's mission, vision, and long-term objectives, providing clarity for all stakeholders and ensuring that efforts are aligned toward common goals.
- **Adapt to Change:** With constant shifts in technology, consumer behavior, and economic conditions, strategic planning enables organizations to stay ahead of changes and maintain their competitive advantage.
- **Enhance Decision-Making:** A well-defined strategic plan offers a structured framework for decision-making, ensuring that short-term actions align with long-term goals.
- **Optimize Resource Allocation:** By prioritizing initiatives and allocating resources efficiently, organizations can improve their overall effectiveness.
- **Boost Organizational Performance:** Strategic planning allows companies to track progress, make adjustments as needed, and enhance their performance over time.

Essential Components of Strategic Planning

Strategic planning involves several key elements that collectively determine its success:

- **Mission, Vision, and Values:** These define the organization's purpose, future goals, and guiding principles. They ensure that strategic plans align with the company's ethical and cultural framework.

Example: A tech firm may have a mission to "create innovative solutions to improve lives" with a vision to "be the leader in sustainable technology." Core values might include integrity, collaboration, and customer focus.

- **Environmental Scanning (SWOT and PEST Analysis):** Organizations assess internal and external factors through tools like SWOT (Strengths, Weaknesses, Opportunities, Threats) and PEST (Political, Economic, Social, Technological) analysis to create informed strategies.

Example: A healthcare company might identify its strength in specialized services, weakness in outdated systems, opportunities in telemedicine, and threats from regulatory changes.

- **Goal Setting:** Establishing specific, measurable goals that align with the organization's mission and vision is crucial for success.

Example: A retail company might aim to "increase online sales by 20% within the next year" as part of its digital growth strategy.

- **Strategy Formulation:** After setting goals, organizations must identify the best strategies to achieve them, leveraging strengths and opportunities while addressing weaknesses and threats.

Example: A manufacturing company may opt to "invest in automation to reduce production costs and increase efficiency."

- **Resource Allocation:** Ensuring that financial, human, and technological resources are properly allocated to high-priority initiatives is essential for achieving strategic goals.

Example: A software company might allocate more resources to R&D to speed up product development.

- **Implementation:** Putting the plan into action requires clear communication, leadership, and a commitment to tracking progress and adjusting as needed.

Example: A logistics company may assign managers to oversee global expansion with quarterly milestones to monitor success.

- **Performance Measurement:** Organizations use Key

Performance Indicators (KPIs) to track their progress and ensure the plan is achieving desired results.

Example: A financial services company might track customer retention rates and revenue growth as part of its strategic initiatives.

- **Continuous Evaluation and Adaptation:** Since markets and environments constantly change, strategic plans must be regularly reviewed and adapted to remain effective.

Example: A consumer goods company might shift to more eco-friendly practices in response to changing consumer preferences.

The Role of Leadership in Strategic Planning

Leadership is critical in driving the success of strategic planning by guiding the process and ensuring its execution. Key responsibilities include:

- **Visionary Leadership:** Leaders must clearly define the future direction of the organization and inspire employees to work toward long-term goals.
- **Strategic Decision-Making:** Leaders need to balance short-term needs with long-term objectives, considering both internal and external factors.
- **Change Management:** Implementing strategic plans often requires organizational change, and leaders must manage this process effectively.
- **Communication and Collaboration:** Strong communication ensures all stakeholders understand their role in executing the strategic plan. Collaboration at all levels leads to more effective strategies.
- **Accountability and Performance Management:** Leaders must hold themselves and their teams accountable for achieving the goals laid out in the strategic plan.

Organizational Culture and Strategic Planning

The culture of an organization plays a significant role in the effectiveness of strategic planning. A positive, adaptive culture encourages collaboration, innovation, and a commitment to continuous improvement. Key cultural factors that support strategic planning include:

- **Collaboration and Teamwork:** A culture that promotes collaboration ensures diverse input and engagement in strategic planning.
- **Innovation and Flexibility:** Organizations that value innovation are more likely to create forward-thinking strategies, while a flexible culture helps adapt to new challenges.
- **Commitment to Excellence:** A culture that prioritizes excellence drives employees to strive for high performance, aligning with strategic goals.
- **Accountability and Ownership:** A culture of accountability ensures that everyone takes responsibility for their role in achieving strategic objectives.

By fostering a strong organizational culture and effective leadership, businesses can enhance the success of their strategic planning initiatives.

Case Study: Successful Strategic Planning in a Global Company

To illustrate the impact of effective strategic planning, this section presents a case study of a global company that successfully optimized its organizational outcomes through strategic planning.

- **Company Overview**: XYZ Corporation is a multinational technology company that specializes in the development of consumer electronics, software, and online services. In recent years, XYZ faced increasing competition from both established players and new entrants in the market. To maintain its leadership position, the company embarked on a strategic planning process aimed at optimizing its product portfolio, expanding into new markets, and improving operational efficiency.

Strategic Planning Process

- **Mission, Vision, and Values**: XYZ's mission was to "innovate and create products that enhance the digital experience for people around the world." Its vision was to "lead the global technology industry through continuous innovation and customer-centric solutions." The company's core values included innovation, integrity, and customer satisfaction.
- **Environmental Scanning**: XYZ conducted a thorough SWOT and PEST analysis to assess its competitive position. The SWOT analysis revealed strengths in R&D and brand recognition, weaknesses in supply chain management, opportunities in emerging markets, and threats from competitors' price-cutting strategies. The PEST analysis highlighted the impact of changing regulations and technological advancements on the industry.
- **Goal Setting**: Based on the environmental analysis, XYZ set several SMART goals, including expanding its market share in Asia by 10% within two years, reducing production costs by 15% through automation, and launching a new line of eco-friendly products.
- **Strategy Formulation**: XYZ formulated a strategy that focused on innovation, market expansion, and operational efficiency. The company invested in R&D to develop new products, formed strategic partnerships in key markets, and implemented automation in its manufacturing facilities to reduce costs.
- **Resource Allocation**: XYZ allocated significant resources to its R&D and marketing departments to support the development and promotion of new products. It also reallocated funds from underperforming product lines to invest in its eco-friendly product initiatives.
- **Implementation**: XYZ assigned cross-functional teams to oversee the execution of the strategic plan. Each team was responsible for specific initiatives, such as product development, market expansion, and cost reduction. The company set quarterly milestones to track progress and ensure that the plan was on track.

- **Performance Measurement**: XYZ used KPIs such as market share growth, cost savings, and customer satisfaction to measure the success of its strategic initiatives. Regular performance reviews allowed the company to make adjustments to its strategies as needed.
- **Continuous Evaluation and Adaptation**: As the external environment continued to evolve, XYZ remained agile in adapting its strategies. For example, in response to changing consumer preferences for sustainable products, the company accelerated the development of its eco-friendly product line.
- **Results**: XYZ's strategic planning efforts led to significant improvements in its organizational outcomes. The company achieved its goal of expanding market share in Asia, reduced production costs by 18%, and successfully launched a new line of eco-friendly products that received positive feedback from customers. Overall, XYZ's revenue increased by 12% within two years, and its brand reputation as an innovator was further strengthened.

Conclusion

Strategic planning is indispensable for optimizing organizational performance in today's competitive environment. By defining clear goals, conducting thorough analysis, and implementing strategies effectively, organizations can enhance their performance, adapt to changes, and achieve long-term success. Leadership, organizational culture, and continuous evaluation play pivotal roles in the success of strategic planning efforts.

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SUSTAINABILITY IN THE FASHION INDUSTRY: CHALLENGES AND OPPORTUNITIES

Dr. Shamama Afreen and Dr. Samina Rafat

The fashion industry has been at the receiving end in recent times for being one of the world's biggest polluters and contributors to global warming and climate change. The sector has also earned a bad name because of human rights infringements, gender inequality, water use, and excessive waste generation. Garment manufacturers use cheap labour and low-quality, toxic materials to keep prices low and profit margins high. Demands from governments, activists, and consumers for sustainability in the industry have shifted attention towards responsible resource use, ethical labour practices, alternate eco-friendly materials, greener production systems, and accountable supply chains. All of this is a challenge, particularly when fashion is one of the most resource and labour-intensive industries in the world.

Lucy Siegle, British journalist and writer, has rightly said "Fast fashion is not free. Someone, somewhere is paying." The fashion industry is the second most polluting industry in the world. According to a United Nations estimate, it contributes to 8-10% of global greenhouse gas emissions. Boston Consulting Group (BCG) and Global Fashion Agenda (GFA) caution that these annual emissions will increase by 60% by 2030 as consumption of global apparel and footwear increases by 63% during the period. Over 8000 synthetic chemicals are used in fashion manufacturing processes, which not only cause environmental pollution but are also detrimental to human health.

Fast fashion brands produce about 52 "micro-seasons" a year – one new collection a week. This business model pushes consumers to buy more, buy cheap, wear a few times, throw away, and move on to the next new trend. This promotes over-consumption and over-production of waste. According to the Ellen Macarthur Foundation, every second one truckload of abandoned textiles is either burnt or dumped in landfill. 20% of the 100 billion items of clothing produced annually are unsold. Many brands incinerate their unsold inventory, contributing to pollution and climate change. 87% of clothing is discarded in landfills, polluting the air and groundwater. Recycling is minimal and limited by the fact that technologies to recycle clothes into virgin fibres are still inadequate.

The use of fossil fuel-based synthetic fibres like nylon, polyester, acrylic, etc in garment manufacturing has exacerbated the problem of pollution. They take 200+ years to biodegrade and keep leaching out chemicals in landfills when discarded. Microplastic shed from clothing made of synthetic fibres causes air, water, and food pollution and leads to health problems in humans. According to Tecnon Orbichem these synthetic fibres constitute over 69% of textile production, and are projected to increase to 73% by 2030.

BCG and GFA in their Pulse of the Fashion Industry report estimate that given the industry's current practices, water consumption will increase by 50% from 2015 to 2030, energy emissions by 63%, and waste creation by 62%. The excessive use of water is evident from the fact that producing one cotton t-shirt uses up to 2,700 litres of water. According to the World Bank the sector is responsible for nearly 20% of all industrial water pollution annually.

Beyond the environmental toll, there are also social issues—exploitative labour, unsafe working conditions, forced overtime, abjectly low wages, and gender discrimination. The use of child labour, poverty and ill-health of the workers, and inhumanly long working hours without breaks make the sweatshops notorious for human rights infringements. Bangladesh's Rana Plaza disaster is a case in point where the ready-made garments industry's blatant disregard for health and safety requirements, healthy working conditions and, workers' rights led to the death of 1132 workers and injury of 2500.

Similar cases of workers' deaths and injuries caused by fires at Daxing Factory in Southern Beijing, Ali Enterprises in Pakistan, and

Tazreen Fashion in Bangladesh bring out the lack of safety measures and highlight human rights infringements long associated with the industry's supply chain. This race to the bottom enables fashion brands to push down their cost of manufacturing, increase profits and, supply low-quality clothes that wear out very quickly and have to be discarded. This is how a retailer that sells a t-shirt for about Rs. 2700, makes a profit of about Rs. 330 while paying a mere Rs. 16.50 to the worker in wages.

The Future Landscape of the Fashion Industry

There is hope for a sustainable future for the fashion industry. The third Business of Sustainability Index (2023) developed by PDI Technologies found that of the 1000 Americans surveyed, 72% of millennials, 77% of Gen Z, and 76% of parents are willing to pay more for sustainable products, driving a steady shift towards responsible practices. Stella Mc Cartney emphasizes that "*The future of fashion is circular. It has to be.*" This set the stage for shifting from the traditional linear "take-make-dispose" model to closing the loop by creating fully recyclable or fully biodegradable garments (at the end of their life cycle). This not only minimizes landfill waste but also allows materials to be reused in making new clothing or other products.

Exciting innovations are happening in the fashion industry, aimed at solving many of the sustainability challenges ailing the sector. From alternate, eco-friendly fibres and materials to novel ways of extending the life of a garment, designers are rethinking processes and products to reduce waste and close the loop. Fabrics made of alternate materials like wood-based cellulosic, orange peel, cotton linter and coconut waste are finding their way into designers' studios. At the same time, leather alternatives made from areca palm leaves, coffee grounds, coconut malai and pineapple leaves are gaining popularity on runways around the world.

Auditable certifications like SA8000, Fair Trade, Cradle to Cradle, Better Cotton Initiative, Global Organic Textile Standard, etc are increasingly being adopted by the fashion industry to provide assurance about meeting environmental and social standards.

Circular fashion models—where clothes are repaired, rented, thrifted, upcycled, or repurposed—are gaining traction. Brands like Patagonia are encouraging mindful consumption by urging their customers to buy less of their products, a concept that goes against the capitalist model of the fashion industry. Through its recycling and repair program called Worn Wear, Patagonia allows its consumers to trade in items they no longer want and gives store credit for future purchases.

Transitioning to sustainable practices can be costly and complex, especially without clear industry-wide standards. While governments need to step in with regulations, consumers also hold immense power. By supporting sustainable brands, choosing quality over quantity, promoting slow fashion, and demanding more environmental and social responsibility and accountability from the fashion industry, consumers can drive change.

The role of advocacy in this regard cannot be overemphasized. In the wake of the Rana Plaza disaster, the non-profit organization Fashion Revolution urged millions of people to contact fashion brands by email, Twitter, and Instagram, and ask the question, "#whomademyclothes?". This prompted transparency and accountability as workers responded with their pictures holding placards that said "#Imadeyourclothes". Fashion Revolution's Fashion Transparency Index is a tool to push the world's largest fashion brands to be more transparent about their social and environmental efforts with respect to their operations and supply chain.

The Clean Clothes Campaign works towards improving working conditions in the textile sector and protecting the rights and safety of workers. Remake's founder Ayesha Barenblat's #PayUp campaign exposed the brands that cancelled their orders or never paid $40 billion worth of wages owed to garment workers at the beginning of the Covid-19 crisis. This campaign forced brands like Levis, Ralph Lauren, H&M, Zara to pay $23 billion.

Activist groups like People for Ethical Treatment of Animals have forced brands to give up cruel practices like trapping animals for fur and skin, live plucking of feathers of birds like geese, ducks, and ostriches, and unethical slaughter methods like bludgeoning, gassing, and electrocution. Ahimsa silk made by extracting silk fibre after the silkworm has left the cocoon is steadily replacing traditional silk made by killing thousands of silkworms through boiling, hot air, and steam.

Technology and innovation also offer solutions. The fashion industry has experimented with 3D printing which allows designers to create intricate and innovative designs with minimal material wastage. Lab-grown textiles are now considered a sustainable option for future fashion. Leather-like fabric made from mushrooms is being adopted by designers like Stella Mc Cartney, a staunch sustainable fashion advocate, to reduce the use of real animal leather and its toxic plastic-based alternatives like polyurethane or polyvinyl chloride.

The problem of microplastic pollution inspired the biotech company Kintra Fibers to develop a fully biodegradable fibre made from corn and wheat-based sugar that is as versatile as polyester, spandex, and nylon. Boston-based startup Galy is experimenting with lab-grown cotton which it claims, reduces water use by 99%, land use by 97%, and the negative impact of fertilizers by 91% at an industrial scale, compared to conventional cotton.

The fashion industry today is at a crossroads. The choices consumers make today will determine its future. By embracing sustainability, we can ensure fashion is not only a force for creativity but also for good. Clothing rental, resale, and swap can extend the life of garments while recycling, remaking, and repairing reduce the need for frequent replacements. Instead of being wooed by influencers doing fashion hauls of low-quality, cheap, fast-fashion clothes, we need to focus on quality over quantity. Garments that are designed for durability, longevity, and recyclability promote circular fashion and help reduce waste and dependence on virgin raw materials. Putting together a wardrobe of high-quality timeless basics that can be mixed and matched and will last a long time will be a step in the right direction. As Vivienne Westwood said, *"Buy less, choose well, make it last."*

COMPARATIVE EVALUATION OF PROMOTION AND ADVERTISING STRATEGIES WITH REFERENCE TO APPLE AND SAMSUNG

Khadiya Bakaeva* | Dr Shobhit**

Abstract

This research paper aims to critically evaluate and compare the promotion and advertising strategies of two major global technology giants, Apple Inc. and Samsung Electronics. Both companies have employed diverse marketing strategies to establish strong brand identities, attract customers, and retain their competitive advantage in the smartphone market. This comparative study delves into how each company's promotional activities and advertising tactics have contributed to their success, analyzing various elements like messaging, target audience, media usage, and budget allocation. The study also examines the evolution of their advertising strategies and highlights the impact of cultural and regional differences in marketing. Through an in-depth comparative analysis, this paper provides valuable insights into the effectiveness of the promotion and advertising strategies adopted by Apple and Samsung.

Introduction

The global smartphone industry has witnessed rapid growth over the past few decades, with Apple and Samsung dominating the market share. Both companies have established themselves as leaders in innovation, technology, and brand positioning, leveraging strategic promotion and advertising to sustain their competitive advantage. Their promotional strategies and advertising efforts not only influence consumer perceptions but also play a critical role in shaping their global dominance.

Promotion and advertising form the backbone of marketing strategies, enabling companies to communicate their value propositions to their target audiences. Apple and Samsung have consistently invested in creative and targeted advertising campaigns,

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utilizing a range of media platforms to engage customers and reinforce brand loyalty. This research paper explores the differences and similarities in the promotional and advertising strategies of Apple and Samsung, shedding light on their respective approaches to attracting and retaining customers.

Overview of Apple and Samsung

Apple Inc.

Apple Inc., founded in 1976, is a leading American multinational corporation that designs, manufactures, and markets consumer electronics, software, and services. The company's flagship products include the iPhone, iPad, Mac, and Apple Watch, along with services such as iCloud, Apple Music, and the App Store. Apple has become synonymous with innovation, quality, and premium products, focusing on delivering exceptional user experiences.

Apple's advertising strategy revolves around the emotional connection it builds with its customers, emphasizing simplicity, elegance, and creativity. The company is known for its minimalist and visually striking ads that showcase the uniqueness of its products. Apple's brand loyalty is among the highest in the industry, largely due to its cohesive promotional efforts and consistent brand messaging.

Samsung Electronics

Samsung Electronics, founded in 1969, is a South Korean multinational conglomerate and one of the largest technology companies in the world. Samsung offers a wide range of consumer electronics, including smartphones, televisions, home appliances, and semiconductor products. The company's Galaxy series smartphones compete directly with Apple's iPhone, and its diversified product portfolio has allowed Samsung to maintain a strong presence in global markets.

Samsung's advertising strategies are known for their versatility, often leveraging humor, technology-focused messaging, and wide-reaching global campaigns. Samsung has a reputation for creating innovative and bold advertisements that resonate with different cultural audiences, adapting its messaging based on regional preferences and technological advancements.

Comparative Evaluation of Promotion and Advertising Strategies

1. Brand Positioning and Messaging

Apple's Approach: Apple's advertising strategy has always focused on creating an emotional connection with its users. The brand's tagline, "Think Different," reflects its ethos of innovation and individuality. Apple's advertising is built on the premise of simplicity, emphasizing the elegance and uniqueness of its products. The company's advertisements often highlight the ease of use, premium quality, and seamless integration of its devices, positioning its products as status symbols.

Apple's messaging is consistent across platforms, creating a cohesive and iconic brand image. The minimalist nature of Apple ads typically focuses on product close-ups, allowing the design and functionality to speak for themselves. Moreover, Apple often uses celebrity endorsements sparingly, relying more on the product itself to generate consumer interest.

Apple's emotional appeal is evident in its storytelling approach. Ads such as the "Shot on iPhone" campaign emphasize the real-life experiences of users, showcasing the camera's capabilities through user-generated content. This campaign not only highlights product features but also builds a sense of community and trust around the brand.

Samsung's Approach: Samsung's advertising strategy is more varied in comparison, as it caters to a broader and more diverse customer base. Samsung positions itself as a brand that offers cutting-edge technology for everyone. Its tagline, "Do What You Can't," encourages innovation and challenges the status quo, appealing to consumers who aspire to push boundaries.

Samsung frequently uses humor, celebrities, and technological superiority as key elements in its advertising campaigns. The company's Galaxy smartphone ads often focus on innovation, such as foldable phones, high-resolution cameras, and AI-powered features. Samsung's messaging emphasizes its role as a technology leader, often comparing its products directly with those of competitors like Apple to highlight superior features.

Samsung has also focused on creating localized advertising content that resonates with specific cultural audiences. For instance, the company tailors its marketing messages based on regional trends, language, and consumer preferences, allowing for a more personalized advertising experience. In contrast to Apple's emotional branding, Samsung often emphasizes the technical aspects and performance of its products, especially in markets where technology-driven purchasing decisions prevail.

2. Media Usage and Campaign Execution

Apple's Approach: Apple's advertising is known for its simplicity and consistency across multiple media platforms. The company predominantly focuses on high-impact television commercials, print media, and digital marketing. Apple's TV ads are typically released during high-visibility events such as the Super Bowl or product launch events, maximizing reach and engagement.

In terms of digital marketing, Apple's social media presence is quite restrained compared to other companies. The company focuses more on owned media platforms, such as its website and the Apple Store app, where customers can interact with the brand in a more controlled environment. Additionally, Apple heavily invests in out-of-home (OOH) advertising, particularly in key markets like New York, London, and Tokyo, where its iconic billboards serve as a visual representation of the brand's premium positioning.

Apple's product launches are marketing events in themselves, with millions of people tuning in to watch live streams of new product announcements. These events generate significant buzz and media coverage, reducing the need for traditional advertising during product releases. The buzz created by these events amplifies Apple's message without the need for extensive paid media campaigns.

Samsung's Approach: Samsung, on the other hand, adopts a multi-channel approach to its advertising, utilizing traditional, digital, and experiential marketing to reach a wider audience. Samsung's advertising campaigns often include TV ads, online video ads, social media campaigns, and influencer collaborations. The company has a much more active presence on social media platforms, engaging with consumers through Twitter, Instagram, and YouTube.

Samsung's media usage is more diverse compared to Apple. The company frequently invests in experiential marketing, creating large-scale events like the Samsung Galaxy Unpacked event, where it introduces new products to the public. These events are live-streamed across multiple platforms, generating significant attention and allowing Samsung to demonstrate the features and capabilities of its new devices in real-time.

Samsung also leverages influencer marketing and partnerships with tech bloggers, YouTubers, and celebrities to reach a younger and tech-savvy audience. The brand's collaborations with sports personalities and entertainers further increase its reach, especially in markets where celebrity endorsements carry significant influence.

3. Advertising Budget and Investment

Apple's Approach: Apple's advertising budget is known to be substantial, with the company consistently investing millions of dollars in high-profile campaigns. Despite the high budget, Apple tends to focus on fewer but highly impactful campaigns. The brand's investment is concentrated on creating iconic and memorable ads rather than saturating the market with continuous advertising.

Apple's product-centric marketing allows it to allocate more resources to perfecting its messaging and ensuring that its advertising aligns with the premium image it seeks to maintain. For instance, Apple's investment in its "Get a Mac" campaign, which ran from 2006 to 2009, was a long-term strategy that solidified its reputation as a user-friendly and superior product compared to PCs.

Samsung's Approach: Samsung, on the other hand, has historically outspent Apple in terms of its advertising budget. The company invests heavily in advertising across a broader range of channels and markets. Samsung's larger budget reflects its strategy of targeting a wider audience, as the company offers products across various price points and market segments.

Samsung's advertising investment also supports its aggressive push into emerging markets, where it often leads with localized campaigns and promotions tailored to specific regions. The company's willingness to spend more on advertising allows it to maintain its leadership position in markets where competition is fierce, particularly in Asia and Europe.

4. Target Audience and Market Segmentation

Apple's Approach: Apple's target audience primarily consists of middle to upper-income consumers who value innovation, design, and brand prestige. The company focuses on creating a sense of exclusivity, appealing to customers who are willing to pay a premium for high-quality, aesthetically pleasing products. Apple's marketing often highlights lifestyle elements, positioning its products as aspirational items.

Apple's marketing strategy also targets tech enthusiasts, creative professionals, and loyal customers who have become part of the "Apple ecosystem." This ecosystem approach encourages consumers to invest in multiple Apple products, such as iPhones, Macs, and iPads, by emphasizing the seamless integration between devices.

Samsung's Approach: Samsung has a broader target audience, ranging from budget-conscious consumers to high-end tech enthusiasts. The company offers a wide variety of products across different price points, allowing it to cater to a larger market segment. Samsung's advertising campaigns often focus on specific customer needs, such as high-performance devices for gamers, affordable smartphones for budget-conscious consumers, and cutting-edge technology for early adopters.

Samsung's market segmentation is more diverse than Apple's, with the company targeting various customer groups based on income level, geographic region, and technological needs. Samsung's ability to appeal to a wide range of demographics has contributed to its global success, especially in emerging markets.

Evolution of Advertising Strategies

Apple's Evolution: Over the years, Apple has maintained a consistent brand image and advertising strategy. However, the company has evolved to include more digital marketing efforts, particularly through its "Shot on iPhone" campaign. This user-generated content approach has allowed Apple to engage with its customers on a deeper level while also showcasing the camera's capabilities. The company has also expanded its reach through partnerships with platforms like Instagram and Twitter, though it remains selective in its social media presence.

Apple's advertising has also shifted toward highlighting the environmental and sustainability aspects of its products, appealing to socially conscious consumers. For instance, the company's ads promoting its eco-friendly initiatives, such as reducing carbon emissions and using recycled materials in its products, have resonated with consumers who prioritize sustainability.

Samsung's Evolution: Samsung's advertising strategy has evolved significantly, especially with the rise of digital and social media platforms. The company has embraced influencer marketing, using social media influencers and celebrities to promote its products to younger audiences. Samsung has also been quick to adopt new advertising formats, such as augmented reality (AR) and virtual reality (VR), to enhance its product demonstrations and create more interactive customer experiences.

Samsung's marketing campaigns have also increasingly focused on brand storytelling, with ads that emphasize personal empowerment and overcoming challenges. This shift reflects a broader trend in advertising toward more authentic and relatable content that resonates with consumers on an emotional level.

Conclusion

Both Apple and Samsung have employed highly successful promotion and advertising strategies that reflect their unique brand identities, target audiences, and market positions. While Apple focuses on emotional connections, simplicity, and premium branding, Samsung takes a more versatile and technology-driven approach, catering to a broader audience. Both companies have adapted their advertising strategies to changing market dynamics and consumer preferences, ensuring their continued dominance in the global smartphone market.

The comparative evaluation of their strategies reveals that while both companies have distinct approaches, they share a commitment to innovation and creativity in their advertising efforts. Apple's minimalistic and product-centric approach appeals to customers seeking premium experiences, while Samsung's diverse and adaptable strategy allows it to reach a wider and more varied audience. As the smartphone market continues to evolve, both companies will need to remain agile and innovative in their promotional and advertising strategies to maintain their leadership positions.

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ORGANISITION OF ACTIVITIES OF THE CHILDREN'S DEVELOPMENT CENTRE «ANGEL» AT THE PARISH OF THE MATHER OF GOD OF PERPETUAL HELP UKRAINIAN GREEK CATHOLIC CHURCH IN ZAPORIZHZHIA

Zita Vorobiova* | Iryna Shumilova**

The Angel Child Development Centre began its active work during the full-scale war in September 2022. Now the centre is working in full force and provides development, education, support, unites and unites about 300 children and 30 teachers into one big and friendly family under the shelter of God in the parish of Our Lady of Perpetual Help Ukrainian Greek Catholic Church in Zaporizhzhia.

It all started with a dream, when people came to us wounded by the war, depressed and not knowing what to do, where to run and where to find safety. After all, a part of Zaporizhzhia region has been under occupation since the first days of the war and the front line is 35 km from Zaporizhzhia.

In the parish of Our Lady of Perpetual Help of the Ukrainian Greek Catholic Church in Zaporizhzhia, people received not only food packages, diapers and food for babies, but also psychological help, support and, of course, we remained loyal friends to whom they could always turn. People came with their children and left their contacts for further communication. This is how the idea of holding free workshops every Sunday was born, to which we invited

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children to distract them from the war, to give them a sense of at least a little protection, to surround them with a sense of love, support, and need, and the value of these moments inspired us to move forward. In the summer of 2022, we organized a free day camp. All financial expenses were covered by the parish of Our Lady of Perpetual Help of the Ukrainian Greek Catholic Church in Zaporizhzhia, with the help of benefactors.

The next step for the teaching staff was to realise their dream of organising a free space of love and support for children, where they would have the opportunity to develop: play sports, create art, draw, do something with their own hands, dance, learn English, etc. On 5 September 2022, our centre opened its doors to children who wanted to practice Wushu, an oriental martial art, folk dances, needlework, theatre, and learn English. We have wonderful teachers who love children and their work.

The teaching staff of the Angelatko Centre faced new challenges, as parents had to earn a living and there was nowhere to take their children. And on 20 February 2023, the teachers hospitably opened the doors to the kindergarten for the little ones.

At that time, the construction of a two-storey children's centre was underway. The funds for it were donated by charitable foundations from Europe. And on 18 March 2023, the full-fledged premises with a gym, creative, music and study rooms began its work. The premises of the children's centre were solemnly consecrated and opened to all interested children. Since then, there has been no end to our inspiration and desire to create and develop this space. Over time, we purchased the necessary equipment for sports and opened a fitness centre for children and adults, and later launched classes for inclusive children and physical therapy. Musical instruments were purchased and children were able to learn to sing and play the piano, and a literary circle was launched, where children had the opportunity to get acquainted not only with Ukrainian writers and poets, but also to study the history of Ukraine. An interactive space was created: children learnt to conduct interviews and publish their own newspaper. The painting club welcomed children with autism.

Today, the work of the Angel Children's Centre at the parish of Our Lady of Perpetual Help of the Ukrainian Greek Catholic Church in Zaporizhzhia continues. The children participate in various projects, thanks to which computers and 3D printers were purchased and 3D modeling courses for children and adults were launched, and a clay modeling art area has recently been opened. There is a full- and part-time kindergarten where children can be together, develop and live a happy life.

The «Angel» Child Development Centre is located on the territory of the Ukrainian Greek Catholic Church in Zaporizhzhia parish and combines the development of children based on moral and Christian values, where children and adults can participate in various Christian holidays, attend Divine Liturgy and Sunday school.

For adults, there is also a fitness club with various physical training and dancing classes. Adults can improve their knowledge of English and painting.

Our children are winners of national festivals and competitions, have the opportunity to participate in various exhibitions, concerts and events, and publish their poems in various Ukrainian almanacs.

With the beginning of the full-scale invasion, the construction of a bomb shelter began, as it became an important requirement for the realities of our lives, for the safety and protection of our children. Today, the construction of the shelter is almost complete.

In September 2024, we will open the 1st grade for our children. And in the summer, summer camps for children will be open in the parish.

We are grateful to our sponsors, patrons and volunteers! The most vulnerable categories of children are internally displaced persons of Ukraine, children of fallen heroes, large families, and orphans, who can attend the classes free of charge.

We have another dream to open a psychological rehabilitation centre for children who have suffered war trauma, families and our military heroes who have suffered deep psychological trauma from the war, not only to be with them and help them get over their mental wounds, but also to provide them with qualified medical and psychological support using art therapy, creativity and various other innovations. To be with our children in their new opportunities on the way to a happy, fulfilling life in a free, independent and prosperous Ukraine.

EMOTIONAL INTELLIGENCE OF THE HEAD OF THE EDUCATIONAL INSTITUTION

Nataliia Hrechanyk*

Emotional intelligence plays a significant role in personal growth, professional efficiency and career development.

The new complex challenges posed by Russian aggression outline the existential crises that our society is already facing (demographic, military-industrial, socio-economic, spiritual and cultural revival) and require new tools for managing human resources as the most affected by war. No other country has such experience, so it is necessary to develop own unique tool for managing educational processes. It is valuable that this experience is already known to us, tested and needs to be improved.

The whole world is surprised by the fact that despite the war, Ukrainian children and students have not stopped studying and educational institutions of various levels and types have not stopped working. Behind each of these facts is a person, a leader, a team of leaders, people! Inspired, stress-resistant, determined, confident, able to unite and inspire people to work, no matter what.

What is this if not a special type of leader, their special ability to lead? In our opinion, it is emotional and ethical leadership, based on the emotional intelligence of the head of an educational institution, that is the ability that allowed the education system in 2022 today not to stop, but even to develop in some cases!

The essence and characterization of the key concept of the topic covered covers a number of basic concepts: emotional intelligence, ~~head of an educational~~ institution, educational institution, emotional

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intelligence of the head of an educational institution.

Since the scientific world learned the term “emotional intelligence” the world has changed so much that the ideas of Daniel Goleman, Richard Boyatzis, Annie Mackey, and other scientists have become even more relevant.

The problem is presented by foreign and Ukrainian scientific.

They think leadership in the management of the education system, leadership as an important professional quality of the head of a modern educational institution; description of emotional intelligence as a priority quality of a successful leader, emotional leadership in the plane of the art of managing people; theoretical and methodological foundations of emotional intelligence development in the context of professional training, formation and benefits of emotional leadership of the head of education; formation of leadership qualities of students in the context of their professional orientation; leadership that creates an atmosphere in which people turn rivalry into success; awareness of the emotional and ethical component of leadership through the ability to think optimistically; the role and place of emotions in the interaction of a leader with colleagues.

In general, scientists argue that to be successful, a person should be distinguished not so much by a high level of academic intelligence (IQ) as by a developed emotional intelligence (EQ). That is, communication skills and empathy are the driving force in achieving a goal.

Here are the interpretations of emotional intelligence by famous scientists:

Mayer and Salovey present emotional intelligence through: perception, evaluation, expression of emotions, use of emotions, judgment of emotions.

Bar-On considers the following basic markers to be emotional self-awareness; confidence; self-esteem; self-actualization; independence.

Goleman considers the following to be manifestations of emotional intelligence: individual sufficiency, (self-awareness; self-regulation; motivation); social sufficiency (empathy, social opportunities).

Cooper, Savvaf believes that the basis of emotional intelligence is: understanding emotions, emotional vitality, emotional depth, emotional alchemy.

Summarizing the above, all the definitions of emotional intelligence confirm that it is one of the key components of social competence, which helps to effectively interact with others, prevent and resolve conflicts, and maintain positive relationships.

People with a high level of emotional intelligence understand their emotions and the feelings of use people well, can effectively manage their emotional sphere, and therefore their behavior in society is more adaptive and they achieve their goals in interaction with others more easily.

Emotional intelligence: the ability to recognize, understand, and manage emotions, both one's own and those of others; the ability of a person to realize their own emotions through the ability to identify the feelings of other communicators and show empathy towards them; the ability to manage the emotional sphere on the basis of intellectual analysis and synthesis.

Emotional intelligence is the main four abilities.

Accuracy of assessment and expression of emotions. This is the ability to ідентіфай emotions by physical condition, appearance, and behavior.

Use of emotions in mental activity. This is the ability to understand how to think more effectively using emotions.

Understanding emotions. This is the ability to identify the source of emotions, classify emotions, recognize the connections between words, actions and emotions, realize the transitions фром ван emotion to another and the possible further development of emotions.

Managing emotions. This is the ability to use the information transmitted through emotions, to evoke emotions or to distance oneself from them depending on their informational content.

Today, in our country, heads of educational institutions need to develop their professional competence by strengthening these very abilities in order to preserve human resources.

It should actualize the urgent need to prioritize measures to create a safe educational space, provide psychological and social support to all participants in the educational process, and preserve and restore their emotional health.

We can assume that the emotional intelligence of the head of an educational institution is defined as a set of various abilities that provide the ability to successfully act and interact with the team in any conditions: the ability to understand oneself (self-confidence конфіденси, self-respect, self-actualization); ability to communicate (empathy, social responsibility); adaptation ability (emotional balance and lability); anti-stress ability (stress resistance, self-control); ability to stress positivism (optimism).

We believe that these abilities are used by the head of an educational institution at the psychological, social and pragmatic levels.

The global and national scientific educational community has realized that the head of a modern educational institution is a profession and it is not enough to have a basic pedagogical education and some practical experience to become a head of an educational institution.

This is confirmed by the implementation of a number of standards in the professional environment and in the higher education system, in particular: «Professional Standard «Head (Director) of a General Secondary Education Institution» (Order of the Ministry of Education and Science of September 17, 2021), «Professional standard of higher education in the specialty 073 Management for the second (master›s) level of higher education» (2019), «Professional standard for the group of professions «Teachers of higher education institutions» (2021), «Professional Standard «Head (Director) of Preschool Education Institution» (Order of the Ministry of Education and Science of September 28, 2021).

In the context of our problem, it is interesting that in all standards, as part of the head's job functions - ensuring strategic management of the development of an educational institution, managing the quality of education, ensuring partnership and networking - the head of an educational institution must implement emotional and ethical, leadership and other competencies. Below we define the key concept.

Emotional and ethical competence (Head of a general secondary education institution): ability to promote the development of respect and careful attitude to national, historical, cultural values, intangible cultural heritage of the Ukrainian people among participants of the educational process; ability to perceive the observance of pedagogical ethics, culture of communication, integrity and decency by participants in the educational process; тhe ability to be aware of personal feelings and sensations, to manage one's own emotional states, to create a positive psychological climate during the organization of subject-subject interaction [1].

Leadership competence (head of a general secondary education institution): ability to exert a positive influence on the institution's staff, individuals and groups, directing their efforts to achieve the institution's strategic goals; ability to respond quickly to changes and form flexibility and adaptability of all participants in the educational process; ability to use modern forms and methods of communication, interaction, including the use of digital technologies; ability to represent the interests of the educational institution [1].

Emotional and ethical competence (head of the preschool educational institution): The ability to self-regulation and tolerant interaction, the ability to consciously, constructively and environmentally friendly interaction with participants in the educational process [2].

Leadership competence (head of the preschool educational institution): ability to self-presentation and presentation of the preschool education institution, ability to adaptability and stress resistance and quick response to changes in professional activities, ability to resolve conflicts and prevent psychological burnout of employees [2].

In particular emotional and ethical competence is centered around the emotional intelligence of the leader.

The emotional intelligence forms a concentration of emotional, ethical and leadership competencies of the head of an educational institution and is a set of abilities to realize and appreciate the interdependence of subjects and systems in society and the professional environment, to interact constructively and safely with colleagues, and students, as well as effectively and convincingly involve stakeholders in the educational process on the basis of citizenship, partnership, human-centeredness, humanistic trends and democratization of labor relations, moral and ethical norms, rules and principles using emotional intelligence [3].

Therefore, in this context, emotional and ethical leadership plays a special role for the head of a modern educational institution, which, on the one hand, in accordance with the realities of the Russian-Ukrainian war, is an indicator of his civic, national-patriotic and universal core, and on the other hand, is a marker of his morality, internal culture, ability to make adequate and optimal management decisions and act in accordance with the norms of professional ethics, which is interconnected not only by the focus on the success of the educational institution, but also by the ability to make effective decisions.

We believe that this property belongs to the personal and professional ones and is an extremely important mechanism in making effective decisions by the head of modern educational institutions in the current realities.

Emotional intelligence helps the school leader to develop staff and maintain high self-esteem of each teacher. In general, an emotionally competent manager-leader creates an atmosphere of trust and respect, forms synergistic interaction of the entire management team, predicts the development of an educational institution with high EQ - the basis for successful pedagogical interaction of all subjects of the educational process.

Since February 24, 2022, the relevance of the emotional intelligence of heads of Ukrainian educational institutions has once again increased and acquired new practical significance.

It is important to consider the emotional intelligence of the head of an educational institution as a leader who determines the level of his/her readiness for effective professional activity, in which the state of formation of his/her emotional intelligence becomes one of the vectors of development of his/her overall professional competence, which, in turn, contributes to the establishment of the image of the educational institution in uncertain conditions.

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FORMATION OF AN INTEGRATED INNOVATION SYSTEM AS A FACTOR OF THE ATTRACTIVENESS OF THE INNOVATION ENVIRONMENT OF THE ENTERPRISE AND A FORM OF IMPLEMENTATION OF RADICAL INNOVATIONS

Rusnak Alla*

Abstract

The advantages of the cluster form of interaction of enterprises are determined and the expediency of forming an integrated innovation system (IIS) for the implementation of specific innovation projects by selecting participants from among the enterprises of the corresponding cluster, rather than the region, is proven. A scheme for the formation of an integrated innovation system based on a cluster is proposed. It has been proven that the formation of an integrated innovation system for the implementation of innovative projects through the selection of participants from among the enterprises of the cluster is one of the factors that stimulate the innovative activity of enterprises, increase the efficiency of the management of innovative activities and determine the innovative development of the regional economy..

Keywords: *Innovation, Integrated Innovation System, Innovation Environment, Innovation Activity, Innovation Potential.*

Introduction:

The effective implementation of innovative activities by an enterprise depends not only on its internal capabilities determined by the state of innovation potential but also on how favorable the external innovation environment in which the enterprise operates is. In this regard, it is important to determine the relationship between the innovative activity of enterprises and the innovative development of the regional economy based on the analysis of the advantages of

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the cluster form of interaction of enterprises, the advantages of the enterprise's work in an integrated innovation system.

Formulation of objectives of the article (statement of task):

The purpose of the study is to substantiate the theoretical aspects of the formation of an integrated innovation system as a factor in the attractiveness of the innovative environment of the enterprise and the form of implementation of radical innovations.

Presentation of the main research material:

Given that no single, even large enterprise, can perform the entire complex of works on the development and implementation of radical product innovations, it is necessary to form an integrated innovation system, which is a union of participants in the extended innovation process based on their natural specialization and effective division of labor, in which its overall effectiveness and efficiency are maximal, but at the same time, the own effectiveness and efficiency of the participants are also maximal. This form of interaction is an important factor that forms a favorable innovative environment for the enterprise to carry out innovative activities, which is determined by the combination of its innovative potential and the innovative attractiveness of the market.

The creation of an integrated innovation system involves the choice of a form of association, search, and selection of participants, and stimulation of their activities. The interconnected set of problems when solving this task includes:

- definition of the area within which the participants of the integrated innovation system should be selected;
- choosing a method of managing the integrated innovation system;
- selection of tools and mechanisms for coordination of participants' work.

Within the scope of solving the first problem, it is advisable to take into account world economic practice, which shows that production cooperation of small, medium, and large enterprises, which leads to the creation of clusters, is the most economically efficient, competitive and promising direction of business development in modern conditions.

M. Portera indicates that a cluster is an organizational form of consolidation of the efforts of interested parties aimed at achieving competitive advantages under the conditions of the formation of a post-industrial economy [1]. M. Porter and W. Emmons to the cluster association, in addition to companies and firms, include a wide variety of government ministries and regulatory bodies, universities and organizations (chambers of commerce, industry associations, professional associations, trade unions, technology transfer organizations, quality centers, analytical centers, etc.), which can have a significant impact on competitiveness [2]. A cluster is an interchangeable element of a self-sufficient localized sphere of production or services of a certain direction [3].

Clusters are a modern form of enterprise integration capable of increasing the competitive advantages of each participating firm. The experience of the development of clusters in the EU indicates a high level of efficiency in their functioning, however, there are peculiarities of cluster development in each country. The specificity of the cluster is to obtain a synergistic effect, which is manifested in the growth of competitiveness [4].

A cluster is a network of independent manufacturing or service firms (including their suppliers), creators of technologies and know-how (universities, research institutes, engineering companies), connecting market institutions (brokers, consultants) and consumers that interact with each other within a single value chain and are geographically close. At the same time, the geographical boundaries of the cluster may not correspond to administrative and political boundaries, but they contribute to closer cooperation and stimulate the accumulation of social capital, the critical mass of which forms the foundation of innovative development, therefore the cluster is united not only in terms of the production of final products and in the geographical aspect but also within the framework of a single internal information environment that closely interacts with the external environment. The central place is occupied by the strengthening of the network of relationships between economic subjects - participants of the cluster. At the same time, the achievement of the goals of simplifying access to the latest technologies, the distribution of risks in various forms of joint activity, including those involving joint access to foreign markets, the organization of joint R&D, the joint use of knowledge and fixed assets, and the acceleration of learning processes due to concentration and physical contacts are ensured specialists, reducing transaction costs in various industries by increasing trust between cluster participants.

At the same time, not only the enterprises - the leaders of the clusters, but also the auxiliary organizations and industries connected with them ensure the introduction of innovations in terms of components and technological equipment, which makes them more competitive.

To form an innovatively attractive market and ensure the competitiveness of the cluster, it is important to have a demanding local consumer, whose requirements are ahead of demand in other markets. The emergent nature of the interactions of enterprises in the cluster allows them to increase their innovative potential, and the intersection of the activities of different clusters operating in the same geographical space leads to the stimulation of the opening of new types of business that expand the boundaries of the cluster. This also leads to an increase in the innovative attractiveness of the market for enterprises - participants of the cluster due to the emergence of new areas of application of technologies and resources in various markets.

The above means that a complex of mutually complementary production, research, educational organizations, and suppliers of equipment and services, which begin to work together to strengthen the competitive advantages of the final product, allows a synergy effect and thus increases the attractiveness of the innovative environment of enterprises. However, in the process of forming clusters, it is important to take into account the interests of all its participants as much as possible, since only the unification and coordination of the

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personal interests of the participants of any economic system and the directive goals of the entire system allows it to function effectively. That is, the directively set goals of the cluster must represent a consistent set of interests of all cluster participants.

From this point of view, we should return to the importance of formulating the mission of an innovatively active enterprise

- a cluster member, which should include a mandatory component - ensuring the innovative activity of its consumers, that is, the initiation of innovative projects of other cluster members. This formulation of the enterprise's mission contributes to the innovative development of the regional economy.

Within the framework of solving the problem of creating a favorable innovation environment for the effective implementation of innovative activities by enterprises, a promising trend of cluster development is inter-firm cooperation of small and medium-sized enterprises, which is based on the horizontal principle of cooperation, i.e. enterprises with approximately the same production capacity unite to increase specialization and competitiveness and begin to actively cooperate to realize the goal set in the project while simultaneously achieving the effect of economies of scale, which allows reducing administrative, transport and other costs. Mobile clusters combining many small firms compete with large firms, forming local productive systems, and the territories where such small enterprises are located play the role of a regional development paradigm.

The analysis of modern forms of interaction between small and large enterprises allows us to single out the most promising from the point of view of the formation of a favorable innovation environment: satellite form, outsourcing, and subcontracting (Table 1).

Form	Characteristics of forms
Satellite form	It provides for the organization of subsidiary companies through restructuring, withdrawal of non-core productions, etc. At the same time, subsidiary organizations are legally independent entities, and at the same time, they are economically closely connected with the "parent" structure. This form of interaction gives advantages to both parties: large enterprises introduce an element of stability and planning into the work of small firms, which take over the performance of some of the functions of large enterprises, and at the same time have lower costs, concentrating on certain types of activities.
Outsourcing	A modern model of business activity that provides the company with additional competitive advantages. Outsourcing is becoming an element of the strategy of many large companies today, which transfer to a third- party organization (as a rule, a small, non-subsidiary company) partially or completely several functions of production of products and maintenance of business processes. Analysis of the use of outsourcing shows that at the initial stage, large companies, first of all, get rid of auxiliary and service business processes (repair, service, equipment, cleaning, etc.). Small and medium-sized enterprises, accepting another "mandatory" order, begin to cooperate with other large enterprises permanently. This allows you to increase the volume of produced goods or services, which, accordingly, reduces the amount of fixed costs per unit of production. As a result, their activity becomes economically profitable, and the cost of the goods or services produced by them decreases. At the same time, large enterprises, in addition to the production chain and several business processes, have the opportunity to concentrate efforts on the main activity, simplify the management structure, and reduce the amount of expenses. This makes it possible to effectively solve existing problems related to the "fatigue" of production, limited resources, as well as the inability to ensure competitive quality and cost of the product itself. Within the framework of innovative outsourcing in the field of innovation management, it is advisable to carry out:

	- organization and management of a permanent innovation process, within which the functions of analysis, forecasting, planning, coordination, and control are combined to ensure continuity, consistency, and continuity of innovations; - creating and ensuring the functioning of the change management system; - monitoring of the innovation environment; development and use of management tools; - implementation of personnel training systems in the field of innovation development and management; - formation of innovative organizational cultur - the use of motivational components in the management of innovative development.
	It is a component of outsourcing and covers only the production and research and production spheres. The main advantage of subcontracting is the ability to concentrate resources and efforts on areas that determine the competitiveness of products and the enterprise as a whole. The process of subcontracting involves the presence of a main enterprise - the "contractor" and many small and medium-sized enterprises - "subcontractors". As a result of the restructuring, the contractor company gets rid of all non-strategic productions and orders the necessary components to subcontractors. Subcontractors specialize in performing a limited number of production processes and strive to meet high requirements for product quality, and compliance with the terms of the agreed delivery schedule. Both sides of the process are interested in each other: the contractor needs stable deliveries, and subcontractors need long-term orders and constant cooperation. The experience of developed countries shows that the contractor company often carries out the implementation and certification of the quality management system at subcontractor companies at its own expense, and provides premises and equipment. Using the mechanism of subcontracting, the main contractor has the opportunity to quickly update the product line. In addition, unencumbered by non-productive costs, final products become more competitive.

World practice shows that an active participant in the implementation and development of cluster technologies is a small manufacturing business, in connection with which an indispensable prerequisite for the creation of industrial clusters is the development of small manufacturing and venture entrepreneurship in the regions. In turn, the presence of industrial clusters plays an extremely important role in the development of small entrepreneurship, providing small firms with a high level of specialization in serving a specific industrial niche.

Taking into account the above-mentioned advantages of the cluster form of interaction of enterprises, forming an integrated innovation system for the implementation of specific innovation projects is an expedient way of selecting participants from among the enterprises of the corresponding cluster, and not of the region. Advanced innovation-active enterprises can become the basis of an integrated innovation system within the cluster. The proposed scheme for the formation of an integrated innovation system (IIS) is based on a cluster, which is presented in Figure 1.

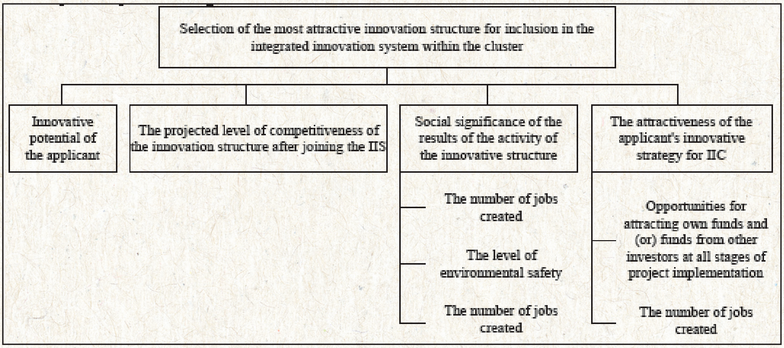

Figure 1. Hierarchy for choosing the most attractive innovation structure for inclusion in the integrated innovation system within the cluster present

The innovative potential of the applicant includes:

1) scientific potential of the innovative structure:

- accumulated scientific experience (scientific and research and design developments);

- the ability of the organization to reproduce scientific potential;

- existing objects of intangible assets (patents, licenses, know-how);

- novelty and competitiveness of scientific and technical ideas and products; (quality, price, market demand, etc.);

- scientific personnel and know-how and knowledge that are inseparable from specific physical persons, involved in the work at

2) opportunities for organizing effective production of innovative products:

- provision of necessary equipment, technologies, areas;

- availability of qualified personnel;

- established connections or opportunities for the organization of cooperative production activities;

- expenses (investments) necessary for attracting and/or purchasing equipment, technologies, and technical personnel.

The innovative potential of the applicant can be expertly evaluated in points for comparison with competing applicants, as well as in the form of value, as a component of intangible assets and goodwill, to increase the total value of the assets of the enterprises included in the cluster.

The predicted level of competitiveness of the innovation structure after joining the integrated innovation system is determined based on the determination of the competitiveness of each of them in its market.

When forming an integrated innovation system, it is necessary to take into account such specific resources as the legal field and culture. The legal field should be determined by the presence of high-quality legislation for the registration of relations between all participants of the innovation process, the protection of intellectual property, law enforcement practice for the resolution of conflicts that arise, and the protection of the interests of the participants of the innovation process. Culture in the aspect of connections with the innovation process can be interpreted as an understanding by society, state structures, and enterprises of the essence and advantages of innovative activity in modern business conditions.

Having determined the area of selection of participants of the integrated innovation system and selected them according to certain criteria, it is necessary to find an effective method of managing and coordinating their work. From this point of view, the practice of managing innovative activities of enterprises continues to be relevant. business planning concept. However, the specifics of innovative activity cannot fail to make certain corrections in its interpretation and implementation.

Conclusions:

The formation of an integrated innovation system for the implementation of innovative projects through the selection of participants among the enterprises of the cluster is one of the factors that stimulate the innovative activity of enterprises, increase the efficiency of the management of innovative activities, and determine the innovative development of the regional economy.

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THE IMPACT OF MODERN TECHNOLOGY ON TRADITIONAL POTTERY FIRMS: A STUDY OF KHURJA, BULANDSHAHAR

Shivdutt Sharma* | Dr. Shital Rajput**

Abstract

The pottery industry, steeped in centuries-old traditions, is undergoing significant transformations due to the advent of modern technology. This paper examines the impact of technological advancements on traditional pottery firms, focusing on changes in production processes, design innovation, market dynamics, and cultural implications. Through a comprehensive analysis, the paper aims to provide insights into how traditional pottery firms can navigate the challenges and opportunities presented by modern technology. With its roots in ancient customs, the pottery industry is going through major changes as a result of modern technologies. This study looks at how technology has affected established pottery businesses, with particular attention to how these developments have affected production methods, innovative design, market dynamics, and cultural ramifications. The study attempts to offer insights into how conventional pottery businesses might handle the opportunities and challenges given by contemporary technology through a thorough analysis.

Keywords: *Traditional Pottery, Technological Advancements, Production Processes, Design Innovation, Market Dynamics, Cultural Implications, Pottery Industry, Modern Technology*

Introduction

Pottery, an ancient craft, has been practiced for millennia, with techniques and styles passed down through generations. Traditional pottery firms are known for their handcrafted methods, which imbue each piece with unique cultural and artistic value. However, the introduction of modern technology has brought about substantial changes in the industry. This research paper explores

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the various dimensions of these changes and their implications for traditional pottery firms. Pottery is a very old craft that has been done for thousands of years, with generations passing down styles and techniques. Handcrafted techniques used by traditional pottery companies give each piece a distinct cultural and artistic value. Nonetheless, the sector has seen significant changes with the advent of contemporary technology. The present study investigates the diverse aspects of these alterations and their consequences for conventional ceramic enterprises.

Historical Context

Traditional pottery involves labor-intensive processes that have remained largely unchanged for centuries. Key steps include:

- **Clay Preparation:** Natural clay is sourced, mixed, and kneaded to achieve the desired consistency.
- **Handcrafting:** Artisans shape the clay by hand or using a potter's wheel.
- **Drying and Firing:** Shaped items are air-dried and then fired in kilns, often wood-fired or coal-fired.
- **Glazing and Decoration:** Natural glazes and mineral-based colors are applied by hand.
- These methods result in unique, handcrafted items that reflect the cultural heritage and artistic traditions of their regions.

Technological Advancements

Material Innovations

- **Synthetic Clays:** The development of synthetic and polymer clays offers greater consistency, durability, and ease of use.
- **Mechanized Clay Processing:** Modern equipment such as clay mixers and pug mills streamline clay preparation, ensuring uniformity and reducing impurities.

Production Techniques

- **Electric and Gas Kilns:** These kilns provide precise temperature control, improving the consistency and quality of the pottery. They are also more energy-efficient and environmentally friendly.

- **Automated Shaping and Molding:** Techniques such as slip casting, press molding, and 3D printing allow for mass production and greater design complexity, reducing manual labor and production time.

Design and Decoration

- **Digital Design Tools:** Computer-aided design (CAD) software enables artisans to create intricate and precise designs. Digital templates can be easily replicated, ensuring consistency.
- **Advanced Glazing Techniques:** Synthetic glazes and digital printing allow for a wider range of colors and patterns, enhancing the aesthetic appeal of pottery.

Market Dynamics

- **E-commerce Platforms:** Online marketplaces and digital marketing have expanded the reach of traditional pottery firms, allowing them to access global markets.
- **Supply Chain Management:** Technology-driven supply chain solutions improve efficiency, reduce costs, and enhance customer satisfaction.

Impact on Traditional Pottery Firms

Production Efficiency and Quality

The adoption of modern technology has significantly improved production efficiency and product quality. Automated processes reduce manual labor and production time, allowing firms to meet higher demand. Advanced kilns and glazing techniques ensure consistency and durability, enhancing the overall quality of the pottery.

Innovation and Design

Technology has opened new avenues for innovation in design. Digital tools enable artisans to experiment with complex patterns and custom designs, blending traditional motifs with contemporary styles. This fusion of old and new attracts a broader audience and keeps the craft relevant in modern markets.

Market Expansion and Revenue Growth

E-commerce and digital marketing have revolutionized the way traditional pottery firms operate. By reaching global audiences, firms can increase sales and revenue. Online platforms also provide valuable data on customer preferences, enabling firms to tailor their products and marketing strategies accordingly.

Skill Development and Employment

While automation reduces the need for manual labor, it also creates new opportunities for skill development. Artisans must learn to operate modern equipment and use digital tools, leading to the emergence of new job roles such as technicians and designers. Training programs and workshops are essential to equip the workforce with these new skills.

Cultural Preservation and Challenges

The integration of technology poses a challenge to the preservation of traditional techniques. There is a risk of losing the handcrafted charm and cultural significance of pottery. Efforts must be made to balance modern innovations with traditional craftsmanship, ensuring that the cultural heritage is not lost in the pursuit of efficiency and profitability.

Case Studies

Khurja Pottery (India)

Khurja, known for its distinctive pottery, has seen significant technological integration. Modern kilns, mechanized clay processing, and digital design tools have improved production efficiency and quality. However, initiatives to preserve traditional techniques and train artisans in modern methods are crucial for maintaining the cultural essence of Khurja pottery.

Stoke-on-Trent (United Kingdom)

Stoke-on-Trent, a historic pottery center, has embraced technology to revitalize its pottery industry. The use of advanced kilns, automated production techniques, and digital marketing has enhanced the competitiveness of local firms. Efforts to document and promote traditional methods alongside modern innovations have helped preserve the region's rich pottery heritage.

Future Prospects

Sustainable Practices

The future of traditional pottery firms lies in sustainable practices. Innovations in eco-friendly materials, energy-efficient production methods, and waste reduction techniques are essential for minimizing environmental impact. Embracing sustainability can also enhance the market appeal of traditional pottery.

Technological Integration and Innovation

Continued integration of technology will drive further advancements in the pottery industry. Developments in artificial intelligence (AI), machine learning, and the Internet of Things (IoT) can optimize production processes, enhance quality control, and enable more personalized and customizable products.

Cultural Preservation

Efforts to preserve and promote traditional techniques alongside modern innovations will be vital. Documentation, training programs, and initiatives to raise awareness of the cultural and historical significance of traditional pottery are essential for maintaining the craft's cultural heritage.

Conclusion

The impact of modern technology on traditional pottery firms is profound and multifaceted. While technology enhances production efficiency, quality, and market reach, it also poses challenges to the preservation of traditional techniques and cultural heritage. By balancing innovation with tradition, traditional pottery firms can navigate the complexities of modern technology, ensuring their continued relevance and cultural significance in a rapidly changing world.

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A STUDY ON IMPACT OF NATURAL DISASTERS W.R.T ODISSA STATE

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Abstract

This study examines the impact of natural disasters on Odisha, a state frequently affected by cyclones, floods, and droughts. It aims to identify the underlying causes of these disasters, evaluate their socio-economic repercussions, and propose actionable strategies to mitigate their effects. Given the state's geographical vulnerability and the significant impact on its agriculture and infrastructure, understanding disaster dynamics is crucial for sustainable development and community resilience. The research will analyze historical data, current disaster management frameworks, and community preparedness to provide comprehensive recommendations. Insights derived from this study can guide policymakers in Odisha and serve as a model for other disaster-prone regions, contributing to more effective disaster risk reduction and long-term sustainabilit.

Introduction

Odisha, is located in the eastern coast of India, it is highly prone to natural disasters like cyclones, floods, and droughts, causing significant socio-economic disruptions. The main motive of this study is to understand the causes, assess the impacts, and recommending mitigation strategies to reduce these adverse effects. It highlights the importance of effective disaster management for sustainable development, as the agricultural sector and community livelihoods are particularly vulnerable. Insights from experience of Odisha can be applied to other disaster-prone regions, contributing to broader disaster resilience efforts. In this research we will analyze historical data, current frameworks, and community resilience, providing suggestions to enhance preparation and promoting sustainable development in the state Additionally, the study will explore the roles of government policies, community initiatives, and technological advancements in disaster risk reduction, aiming to integrate these elements into a cohesive strategy for minimizing future impacts and enhancing overall resilience.

- ◈ Climate change, migration and the 2030 Agenda for Sustainable Development

Emily Wilkinson, Lisa Schipper, Catherine Simonet and Zaneta Kubik (2016) "Climate change, migration and the 2030 Agenda for Sustainable Development", journal of Overseas Development Institute: The document provides a comprehensive analysis of environmental migration, exploring the causes, impacts, and responses to migration driven by environmental factors. It discusses various dimensions of environmental migration, including its links to climate change, the challenges faced by migrants, and policy responses.

- ◈ The Impact of Climate Change on Natural Disasters

Sandra Banholzer, James Kossin & Simon Donner(2014) "The Impact of Climate Change on Natural Disasters" , journal of springer: The chapter titled "The Impact of Climate Change on Natural Disasters" examines the relationship between climate change and the increasing frequency and intensity of natural hazards and disasters. It defines hazards and disasters, reviews historical trends since 1950, and highlights projections from the IPCC's Special Report on Extreme Events and Disasters (SREX). The findings indicate a rise in extreme weather events, including more frequent heat waves, intensified tropical cyclones, and severe droughts, with a prediction that a "hottest day" event, which currently occurs once every 20 years, could happen every other year by the century's end. Additionally, heavy precipitation events are expected to increase, leading to more floods and landslides. The chapter also discusses the science of event attribution and its complexities while providing insights into the global distribution and impact of these natural disasters.

- ◈ The impact of climate change and natural disasters on vulnerable populations: A systematic review of literature

Mia A. Benevolenza and LeeAnne DeRigne (2018) , "The impact of climate change and natural disasters on vulnerable populations: A systematic review of literature" , journal of Human Behavior on the Social Enviroment : The systematic review titled

"The Impact of Climate Change and Natural Disasters on Vulnerable Populations" highlights how climate change is increasingly affecting public health through more frequent and intense natural disasters in the United States. It identifies vulnerable groups—such as the poor, elderly, disabled, children, prisoners, and substance abusers—who face heightened mental, emotional, and physical stress from these events. The review synthesizes 12 years of research examining the psychological and physiological health outcomes of marginalized populations during and after disasters, finding that their health issues are often exacerbated by both the nature of the disaster and insufficient disaster-response efforts. Additionally, it emphasizes the importance of fostering social capital in disadvantaged communities to mitigate stressors. The authors call for clinicians and policymakers to address these challenges, emphasizing the need for effective relief efforts and preventative measures to support underserved populations with limited resources

- Natural disaster linked to Climate change

Raktima Dey , Sophie C. Lewis (2021), Natural disaster linked to Climate change, Journal by Elsevier : The paper "Natural Disaster Linked to Climate Change" provides a comprehensive overview of the risks associated with natural disasters driven by climate change and extreme weather events. It emphasizes that both singular and multiple extreme events—such as temperature extremes (heatwaves and cold waves), bushfires, sea-level rise, rainfall extremes (including floods and droughts), and compound events—can lead to catastrophic disasters. The paper reviews existing literature on future projections of these climate extremes and their associated risks, highlighting critical knowledge gaps that need to be addressed. By understanding these changes in climate extremes, the paper aims to improve the assessment of future disaster risks and inform better preparedness and response strategies.

- Natural disasters, migration and education: an empirical analysis in developing countries

Alassane Drabo and Linguère Mously Mbaye(2014) "Natural disasters, migration and education: an empirical analysis in developing countries", a journal of Environment and Development Economics : The paper "Natural Disasters, Migration and Education: An Empirical Analysis in Developing Countries" investigates the relationship between natural disasters linked to climate change and migration rates in developing nations, focusing on how this relationship is influenced by education levels. Utilizing panel data to analyze international migration from developing countries to major OECD destinations, the study employs a pair-country fixed effects estimator. Findings reveal that natural disasters significantly increase emigration rates, highlighting a tendency for skilled individuals to leave, thereby exacerbating brain drain when their home countries are most in need of their expertise. Additionally, the impact of natural disasters on migration varies by geographical location and the specific type of disaster, underscoring the complex dynamics at play in the context of climate change and migration.

- Climate change and the need for agricultural adaptation

Robyn Anderson, Philipp E Bayer, David Edwards(2020), "Climate change and the need for agricultural adaptation" , Journal by Current Opinion in Plant Biology: Climate change is expected to significantly affect agriculture and food security, with varying impacts across regions and crops.With the global population rising, there is an urgent need for agriculture to adapt to ensure food security. These include changing land and cropping practices, developing better crop varieties, and addressing food consumption and waste. Advances in genomics and agronomy can help, but substantial investment is needed to realize improvements. There are limits to how much agriculture can adapt, so political action to reduce fossil fuel emissions is vital for long-term food security. The extent to which nations can maintain food security will depend on their location, adaptability, and economic stability, with developing nations likely to suffer the most from climate variability.

- Towards disaster-resilient cities: an approach for setting priorities in infrastructure mitigation effort

Timothy L. McDaniels, Stephanie E. Chang, David Hawkins, Gerard Chew & Holly Longstaff(2015) , "Towards disaster-resilient cities: an approach for setting priorities in infrastructure mitigation effort" , journal by Enviroment system and decisions : This research paper focuses on enhancing disaster resilience in cities by establishing a method to prioritize infrastructure mitigation efforts. It employs a structured approach to elicit ranked preferences from representatives of infrastructure systems and civil society, aiming to identify and evaluate alternatives for improving regional infrastructure resilience. The study outlines key steps for framing decision contexts and uses expert panel feedback to rank alternatives based on potential risks of infrastructure failure interactions. The findings highlight essential priorities for the region, emphasizing improvements in fuel supply, water supply, and road mobility. Additionally, the paper discusses the advantages and limitations of the method, offering insights for future applications in disaster resilience planning.

◈ A Review of climate change mitigation and adaptation

S. Vijaya Venkata Raman , S. Iniyan and Ranko Goic ((2012) , "A Review of climate change mitigation and adaptation" Journal of Renewable and Sustainable Energy Reviews : The document offers a comprehensive analysis of climate change mitigation and adaptation strategies, emphasizing the interconnectedness of economic growth and greenhouse gas emissions. It discusses the impacts of climate change on various biospheric components, outlines effective mitigation methods like carbon sequestration and the Clean Development Mechanism, and highlights the necessity of integrating both mitigation and adaptation strategies for sustainable outcomes. The economic implications of climate change are explored, calling for efficient policies that encompass all greenhouse gases. Additionally, it contrasts local and global approaches to climate policy and proposes a holistic framework to assess climate measures. The paper advocates for ongoing research to optimize mitigation and adaptation strategies while ensuring the effectiveness of carbon sequestration efforts.

◈ Climate Change and Its Worst Effect on Coastal Odisha-An Overview of Its Impact in Jagatsinghpur District

Dr. Pragnya Paramita Jena(2017) "Climate Change and Its Worst

Effect on Coastal Odisha-An Overview of Its Impact in Jagatsinghpur District", Journal Of Humanities And Social Science: This research paper examines the impacts of climate change on coastal areas of Odisha, particularly focusing on the increasing frequency and intensity of extreme weather events such as floods and cyclones. It highlights the Intergovernmental Panel on Climate Change (IPCC) findings, which predict rising global temperatures and sea levels, exacerbating the risks of natural disasters. Vulnerable populations, especially the poor and socially disadvantaged, face the greatest challenges due to their inadequate housing and lack of resources to cope with these events. The paper emphasizes that disaster management strategies must consider both physical and socio-economic vulnerabilities to effectively address the catastrophic effects of climate change in these regions

- Safety nets and natural disaster mitigation: evidence from cyclone Phailin in Odisha

Paul Christian, Eeshani Kandpal, Nethra Palaniswamy & Vijayendra Rao(2019) , "Safety nets and natural disaster mitigation: evidence from cyclone Phailin in Odisha" Journal of climatic change : This research paper investigates the impact of rural livelihoods programs on vulnerability to extreme weather events, particularly focusing on the effects of a cyclone in the Bay of Bengal region of India on women. Using a natural experiment framework, the study analyzes household surveys from communities affected by the cyclone and those less exposed, alongside the staggered implementation of a rural livelihoods intervention. The findings indicate that the cyclone resulted in significant reductions in overall household expenditure, with women experiencing the most severe impacts. Participation in the livelihoods program helped alleviate some of the declines in non-food expenditures and women's consumption but did not mitigate reductions in food expenditure. These results highlight the importance of integrating livelihoods programs into disaster response strategies, particularly for women, and provide insights for future policy development to address the challenges posed by climate change.

Objective

- To understand the causes of natural disasters at Odissa state.
- To analyze the impact of natural disasters .
- To give suggestions to reduce the impact of natural disasters.

Research Methodology

The research is an exploratory research. The researcher has used secondary data for data collection. Based on the secondary data available on internet, research done by other researchers from various journals analysed the data and presented the findings and suggestions in descriptive manner.

Findings :

1 Historical Vulnerability:

Odisha has a long history of exposure to cyclones, floods, and droughts, with significant events leading to loss of life and property. Historical data reveals patterns that can inform future preparedness.

2 Socio-Economic Impacts:

Natural disasters disproportionately affect the agricultural sector, impacting food security and livelihoods. Vulnerable populations, particularly in rural areas, experience heightened socio-economic disruptions during such events.

3 Migration in masses:

Odisha sees thousands of people migrating in mass numbers, that again invites basic survival constraints like lack of hygiene, poor nutrition, unchecked health, and poor-quality education

4 Integrated Disaster Management:

A cohesive strategy that integrates government policies, community initiatives, and technological tools is essential for minimizing the adverse impacts of disasters. Cross-sector collaboration is vital for effective implementation.

5 Sustainable Development Goals:

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Disaster management practices must align with sustainable development goals (SDGs) to ensure long-term resilience. This includes addressing root causes of vulnerability, such as poverty and lack of infrastructure.

6 Lessons for Other Regions:

Insights from Odisha's experience can inform disaster resilience strategies in other regions facing similar challenges, promoting knowledge sharing and capacity building.

Suggestions:

1. REDUCING THE NUMBER OF SETTLEMENTS IN CYCLONE PRONE AREA

Implementing land use and zoning regulations that prevent construction in high-risk areas. Villages settled on sea shore should be shifted to some other area which are comparatively less risky. For Example People living in eastern side of odisha near Bay of Bengal are mostly prone to cyclones and they can be shifted to highland area's or Areas like Sambalpur, Bolangir, and Kalahandi which are generally less affected by cyclones compared to coastal regions. These areas are situated inland, away from the Bay of Bengal, which reduces their exposure to cyclonic impacts

IT WILL LEAD TO –

REDUCTION IN PROPERTY DAMAGE.

REDUCTION IN NUMBER OF DEATHS AND CASUALTIES

2. DISASTER RESILIENT INFRASTRUCTURE

New infrastructure and building should be made which are more resistant to disasters and also strengthening of existing ones. This will result in lesser damage to infrastructure and will also reduce the number of people migrating to different places to seek shelters or otherwise it might lead to overpopulation, food scarcity, poverty,unemployement, poor education quality ,and health issues due to poor living and unhygienic conditions

Healthcare Infrastructure: Strengthen healthcare infrastructure and emergency medical services to manage health crises and disease outbreaks

Food Security Measures:

i. Agricultural Support: Provide support to farmers for disaster-resistant crops and agricultural practices.

ii. Food Storage and Distribution: Improve food storage and distribution systems to ensure that food can be efficiently distributed during and after a disaster

iii. Enhance Community Engagement: Foster local participation in disaster risk reduction planning to ensure that strategies are culturally relevant and effective.

iv. Enhance Community Engagement: Foster local participation in disaster risk reduction planning to ensure that strategies are culturally relevant and effective.

Conclusion:

This study underscores the need for a comprehensive disaster management approach in Odisha, highlighting significant socio-economic impacts on vulnerable populations and the agricultural sector. By integrating government policies, community initiatives, and technology, we can enhance resilience and promote sustainable development. The insights gained can inform strategies for other disaster-prone regions. Ultimately, fostering collaboration and capacity building will be crucial for preparing Odisha to face future challenges effectively.

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A SYSTEMATIC STUDY ON EDUCATION AND HEALTH SDG FROM INDIAN PERSPECTIVE

Geeta Srinivas Rao*

Abstract

The research paper on "A systematic study on Education and Health SDG from Indian perspective", looks at Bihar state's progress and obstacles in reaching the Sustainable Development Goals (SDGs) in the context of its intricate socioeconomic environment. Bihar, one of the most populated and least urbanized states in India, has several challenges, such as low healthcare access, poverty, and illiteracy. The study emphasizes how crucial sustainable practices are for improving economic stability in important industries like manufacturing and agriculture. This research paper thorough secondary data, analyses insights from local communities to shed light on Bihar's achievements and challenges in sustainable development, providing important takeaways for similar regions around the world. In assessing the contributions of the private sector, government policies, and grassroots movements to the advancement of sustainable practices, the study highlights the necessity of teamwork in tackling systemic issues. The ultimate goal of the research is to give researchers, policymakers, and civil society relevant information that can help shape development plans for Bihar and other regions in the future.

Introduction

Eastern India contains the state of Bihar. As of 2023–24, it ranks third in terms of population, 12th in terms of area, and 15th in terms of GDP. Southern Bihar was given up to create the new state of Jharkhand on November 15, 2000. The majority of people in Bihar, one of India's most populous and least urbanized states, work in agriculture. Because of its complicated socioeconomic environment, which is characterized by problems like poverty, illiteracy, and access to healthcare, Bihar has challenges in reaching the Sustainable Development Goals (SDGs). Through an analysis of critical domains like agriculture, manufacturing, and regional industries, the research emphasizes the significance of sustainable practices for maintaining

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economic stability. Its importance comes from educating local stakeholders, including researchers, policymakers, and civil society, as well as from offering insights that can be applied to other similar regions across the world. Through the use of both quantitative data and qualitative community insights, this all-encompassing approach seeks to shed light on the successes and challenges Bihar has faced in its journey toward sustainable development, providing important takeaways for larger projects, important lessons for more extensive projects. The study will also evaluate the effects of grassroots movements, private sector participation, and governmental policies on sustainable practices, highlighting the necessity of teamwork in addressing systemic problems. Through the integration of past trends with present data, the analysis seeks to offer a comprehensive understanding.

Literature Review

A systematic method for assessing progress of achieving sustainable development goals: A case study of 15 countries-- Yizhong Huan, Tao Liang , Haitao Li , Chaosheng Zhang journal "Science of The Total Environment" : In this research, the Belt and Road Initiative (BRI) nations' progress toward the Sustainable Development Goals (SDGs) is examined. It addresses the shortcomings of earlier assessments by investigating the relationships between social, economic, and environmental aspects in order to quantitatively assess regional SDG performance. The study builds a Composite SDG Index with 108 indicators and data from 2000 to 2018, focusing on 15 BRI countries. It includes an overall SDG subindex as well as a Coupling Coordinated SDG subindex to evaluate coordination. In the context of BRI projects, the findings seek to shed light on the progress of the SDGs and offer three national development models and policy recommendations to improve future SDG accomplishments.[1]

Problems and Challenges of Indian Rural Local Governments in Achieving Sustainable Development Goals: An Analysis of the Viable

1 *https://www.sciencedirect.com/science/article/abs/pii/S0048969720354048*

Perspectives -- Divi, Sriram; Dash, Debendra Nath; Sahoo, Manoj K journal. Decentralization, devolution, and de-concentration are three admirable aspects of Indian democracy. Early in the 1990s, the 73rd Constitutional Amendment Act (CAA) gave the nation's Panchayati Raj or Local Governance system constitutional status, marking a turning point in democratic decentralization. Gram Panchayats, or village level, are the lowest level of grassroots government; Panchayat Samitis, or block level, are the middle level; and Zila Parishads, or district level, are the highest level. In line with the 73rd CAA, 29 functional items related to the Sustainable Development Goals—such as eradicating hunger, poverty, promoting gender equality, high-quality education, and maintaining clean energy and water—were placed under panchayats. Local governments are recognized by the UNDP as essential implementation partners. This paper explores the feasible perspectives and analyzes the main obstacles facing rural local government in India as it works toward sustainable development goals. Descriptive research using narrative and qualitative analysis is the research methodology used. The results show that rural local governments in India face considerable obstacles in achieving the SDGs due to resource constraints. The bright side, though, is that the government is willing to use the digital advances to generate useful information, raise public awareness, and advocate for women to play a more significant and effective role in local government.[2]

Progress and Prospects of health related Sustainable Development goals in India -- Basant Kumar Panda and Sanjay K. Mohanty "Journal of Biosocial Science". The Sustainable Development Goals (SDGs) are being used more and more to gauge national and international developmental progress. Many developing nations continue to prioritize achieving the SDGs related to health. This study assessed how various social and economic groups in India's states were doing on a set of health-related SDGs, and it forecasted how well those groups would be doing by 2030. The analysis of health indicators encompassed health outcomes, nutrition, utilization of health care,

2 *https://openurl.ebsco.com/EPDB%3Agcd%3A14%3A13415118/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A178891141&crl=c*

and determinants of health. In the analysis, information from the Sample Registration System (SRS), National Family and Health Surveys (NFHSs), National Sample Survey Organization (NSSO), and Census of India was examined. Calculations of the required rate of progress (RRP) and the annual rate of progress (ARP) were made for a few chosen indicators from 2005–06 to 2015–16. The population's health was assessed using the Composite Index of Health (CIH). While the ARP was lower than the RRP in terms of undernutrition and sanitation, it was higher than the RRP in terms of maternal care and the decrease in mortality among children under five. Across caste and religious groups, the ARP for health-related indicators revealed a mixed pattern. The Scheduled Tribes had the highest ARP for lowering the death rate among children under five, while the Scheduled Castes had the highest ARP for prenatal care and vaccinations. Uttar Pradesh had the lowest CIH (0.26), while Goa had the highest (0.81). How the Human Development Index and the CIH are related.[3]

Sustainable Development Goal 3 Strategies to Take a Leap -- Dimpal Vij, Harjit Singh journal "Research Anthology on Measuring and Achieving Sustainable Development Goals" India now has a population of 1.3 billion and is expected to grow by nearly 18 million people annually to reach 1.4 billion by 2030, making it the most populous country in the world. Since having healthy and contented citizens is the first requirement for a nation to advance, providing healthcare to such a large population is an enormous task that a nation must accomplish. A nation cannot progress if its citizens are sick, ill, or disabled. Thus, preserving good physical and mental health is essential for people to live better lives and is crucial for the advancement of a country. The Sustainable Development Goals (SDGs) comprise 17 goals and 169 targets that must be met by 2030 in order to assist in coordinating and streamlining the efforts

3 https://www.cambridge.org/core/journals/journal-of-biosocial-science/article/abs/progress-and-prospects-of-healthrelated-sustainable-development-goals-in-india/C74F752192772BBFE64FEF616260228A

of developed and developing nations in order to improve human well-being. They are a component of "Transforming our World: The 2030 Agenda for Sustainable Development," which was enacted on January 1, 2016, by 193 United Nations members during the historic United Nations General Assembly Summit in September 2015. India was a major contributor to the creation of the SDGs, and the country's development agenda largely revolves around it. The 17 Sustainable Development Goals (SDGs) set forth by the UN cover a wide range of topics, including urban settlements, human health, sanitation, and the preservation of the world's ecosystems, which are essential to human survival. [4]

Sustainable Development Goals: Role of Agriculture -- R. S. Paroda & P. K. Joshi journal "South Asia Economic and Policy Studies ((SAEP))" Authors Mustafa K. MujeriNeaz Mujeri. Despite rapid economic growth, India's agriculture industry is highly vulnerable for a number of reasons. The primary source of income for the impoverished, particularly in rural areas, is agriculture. The main task facing policymakers in light of the growing vulnerability is to devise plans to advance sustainable agriculture in order to meet the Sustainable Development Goals. In this regard, it is imperative to make sure that continuing efforts are redirected toward greater efficacy and efficiency of diverse initiatives for creating a roadmap and creating a proven sustainable model that can be shared with other developing nations. As a result, the chapter looks at how to use technology to address the problems with agricultural productivity as well as the causes of poverty and malnutrition. It captures a range of obstacles and opportunities for efficient, resilient, and sustainable agriculture. Additionally, it addresses concerns about climate change and offers solutions, mainly centered around technology. Finally, the chapter evaluates how different institutions, policies, and programs contribute to India's progress toward achieving the SDG targets and particular recommendations.

https://link.springer.com/chapter/10.1007/978-981-32-9091-4_2

4 https://www.igi-global.com/chapter/sustainable-development-goal-3-strategies-to-take-a-leap/290917

Realisation of Sustainable Development Goals Through Panchayati Raj Institutions --Chandra Shekhar Kumar and Manoj Sharma journal "Indian Journal of Public Administration" Since GPs are closest to the people and have the authority to implement the SDGs locally, they can serve as an anchor for the effort to localize and accomplish the UN's Sustainable Development Goals by 2030. The achievement of the Sustainable Development Goals (SDGs) at the state level and their relationship to other developmental indicators and poverty reduction have been analyzed in this article using information from published reports. Further metrics that are pertinent have been used to validate the progress made by GPs on a number of SDG-related metrics. For panchayats to function effectively and fulfill their service-delivery capacity, they must be adequately empowered with roles and responsibilities in line with the provisions of the 73rd Constitutional Amendment, 1993, reinforced with technical personnel and basic infrastructure to fully utilize the potential of digitization, and encouraged to increase their own revenue streams.[5]

Education in India: Goals and Achievements -Sebak K. Jana journal "Sustainable Development Goals An Indian Perspective" Education is widely acknowledged to play a crucial role in promoting social and economic advancement. It creates chances that can improve potential on both an individual and group level. The most important component in providing people with the knowledge and skills to enable them to access opportunities for gainful employment is education, in its widest sense. Not only are gains in productivity anticipated, but higher living standards as a whole as well. Goal 4 of the sustainable development agenda seeks to guarantee inclusive, equitable, and high-quality education for all people by offering opportunities for lifelong learning, including technical and vocational training. Additionally, it seeks to construct and renovate educational facilities in order to guarantee that every student gains the knowledge and abilities necessary to advance sustainable development. The goals to be met by 2030 include providing all boys

5 https://journals.sagepub.com/doi/abs/10.1177/00195561231196222

and girls with access to high-quality early childhood development, a sufficient supply of qualified teachers, and primary and secondary education that is fully free, equitable, and of high quality. In light of SDG-4 goals, the purpose of this paper is to discuss the state of the Indian education system currently. It will evaluate the state-by-state situation of the education sector at the primary, secondary, and higher education levels as well as the performance and advancement of the Indian education system. The learning outcomes, gender parity index, student-teacher ratio, enrollment ratio, and education spending are among the variables that have been suggested for evaluating the quality of education.

https://link.springer.com/chapter/10.1007/978-3-030-42488-6_4

A study on SDG 4 to extract the pattern of association among the indicators of SDG 4 employing a genetic algorithm-- Munish Saini, Eshan Sengupta, Madanjit Singh Harnoor Singh & Jaswinder Singh journal "Education and Information Technologies" The Sustainable Development Goals (SDG) are leading global government initiatives. The main goal of the SDGs is to ensure that people's well-being, economic growth, environmental laws, and academic advancement all contribute to sustainable growth. Delivering high-quality education to students is one of the SDG's most important objectives (SDG 4). This essay attempts to examine how the Sustainable Development Goals have been modified to offer high-quality instruction. We also examine the current status of the various government of India initiatives aimed at reaching the goals of high-quality education (SDG 4). In order to comprehend the relationship between the observed SDG4 indicators, a case study is also taken into consideration. In order to achieve this, QuantMiner genetic algorithm approaches have been used in conjunction with exploratory data analysis and numerical association rule mining. The results show that there is a considerable degree of correlation between these parameters, highlighting the necessity of comprehending how one or more indicators affect other related indicators in order to meet the objectives (or factors) of SDG 4. These results will support policymakers in making necessary policy modifications and ensuring that SDG 4 goals are effectively implemented. This will also help to resolve issues pertaining to other SDGs.

https://link.springer.com/article/10.1007/s10639-022-11265-4

Achieving SDG 4 in India: Moving from Quantity to Quality Education for All -- Beena Pandey. When it comes to putting the Education for All plan into practice, India has made great strides. As a Fundamental Right, all children in the age range of six to fourteen years old are entitled to free and compulsory education through the implementation of several important programs and policies. The Indian education system has received the much-needed boost from programs like Sarva Siksha Abhiyan (SSA) and Right to Education (RTE). Even though it has greatly increased primary school enrollment rates nationwide, there are still issues that need to be resolved. The paper's main focus is on the current strategies used by India to integrate the Sustainable Development Goals (SDGs) into the Indian context, specifically Goal 4 on education. By doing so, the New Education Policy has a positive impact on achieving quality education, which is a key component of SDG 4. It investigates some of the main obstacles to high-quality education and accessibility concerns in the education sector, as well as trends in education attainment at the primary, secondary, and university levels in India.[6]

Changing Realities and SDG 4. A case study of Bihar -- Saurabh Kumar Shanu journal "Indian Journal of Lifelong Learning & Educational Guidance". Indian families place a high value on education because it is essential for social mobility, particularly for elementary and secondary education. The colonial system of knowledge and its codification of Indian society made caste social mobility difficult and resulted in an amorphous Indian society. The censuses listed and distinctly defined the castes, which led to the rise of caste consciousness among the Indian population. [6] For the disadvantaged, impoverished, and marginalized, education continues to be one of the few avenues toward social mobility. Setting the standard for elementary, secondary, and higher education

6 https://newasiaforum.ris.org.in/sites/newasiaforum.ris.org.in/files/Publication/DP%20232%20Dr%20Beena%20Pandey_0.pdf

was Universal Elementary Education (UEE). India's colonial ruler left it with a legacy of widespread illiteracy, subpar school facilities, and inadequate educational resources. Just 17% of men and 9% of women in India were literate in 1951, the year of the country's independence. [7] After 50 years of independence, the percentage of males who were literate in 2001 was 75.485%, while the percentage for females was 54.166%. There was a glaring difference between the rates of literacy among men and women. Launched as an umbrella program in 2000, the Sarva Shiksha Abhiyan (SSA) aims to give all children aged 6 to 14 five years of elementary education by 2007 and eight years of schooling by 2010. Inclusivity was a key component of SSA. By 2007, all social and gender gaps in primary education were to be closed as part of this project. The initiative aimed to be inclusive in its approach.

www.researchgate.net/profile/Rajesh-Kumar-551/publication/369658231_Indian_Journal_of_Lifelong_Learning_Educational_Guidance_Volume_4/links/642692be92cfd54f8441f62f/Indian-Journal-of-Lifelong-Learning-Educational-Guidance-Volume-4.pdf#page=85

Objectives

- To understand progress and prospects of SDG of education and health in Bihar state.
- To identify the challenges in achieving SDG of education and health in Bihar state.
- To give suggestions to improve education and health in Bihar state.

Research Methodology

The research is an exploratory research. The researcher has used secondary data for data collection. Based on the secondary data available on internet, research done by other researchers from various journals analysed the data and presented the findings and suggestions in descriptive manner.

Findings

Education Accessible: Enrollment Rates: Ninety-seven percent of children attend primary school. However, at the secondary level, dropout rates rise sharply, especially for female students. Gender Disparities: Due to social and cultural norms, only 62% of girls finish their secondary education.

Health & Food: Malnutrition Rates: According to the National Family Health Survey 2019–21, 38% of children under five in Bihar suffer from stunting, making the state one of the most malnourished in India. Interventions: While outreach and execution of government initiatives such as the Integrated Child Development Services (ICDS) are aimed at improving nutrition, they continue to be uneven.

Mental Wellness: Awareness and Resources: There aren't many mental health facilities in the state, and mental health problems are underreported and inadequately treated. Stigma: The social stigma associated with mental health issues still makes it difficult to get the help and care that people need.

Education's quality: Assessment results show inadequate learning outcomes, with a sizable fraction of students falling short of the minimum requirements for literacy and numeracy proficiency.

Teacher Quality: Issues with motivation and training continue to affect classroom efficiency and student involvement.

Health Care Access and Disease Prevention: Immunization Coverage: Although rates of vaccination have increased, with 90% of people receiving the recommended shots, there are still differences in rural and urban areas.

Healthcare Infrastructure: Access to necessary health services is restricted due to the poor availability of healthcare facilities, particularly in rural areas.

Resources and Infrastructure: School Facilities: Learning is hampered in many schools by the lack of basic amenities including hygienic restrooms, clean drinking water, and spacious classrooms. Digital Divide: Inequalities in education are made worse by a lack of access to technology and digital learning materials, particularly in rural areas.

Suggestions

Research Design: Longitudinal Studies: Evaluate the long-term effects of education and health initiatives in Bihar. Qualitative Research: To inform policy, investigate community opinions on obstacles to healthcare and education. Policy Analysis: Assess how well-aligned the goals of the SDGs are with the performance of the government's current programs.

Conclusions

Bihar's path to attaining SDGs 3 and 4 is characterized by notable advancements as well as enduring obstacles. Notable progress has been made in maternal and child health and school attendance; nevertheless, there are still important concerns that need to be addressed, including gender inequities, healthcare access, malnutrition, and the quality of education. In order to achieve Bihar's development goals and promote long-term improvements in health and education results, cooperation between government agencies, non-governmental organizations, and local communities is crucial.

EXPLORING STRATEGIC HUMAN RESOURCE MANAGEMENT PRACTICES AND THEIR IMPACT ON ORGANIZATIONAL DEVELOPMENT

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Dr. Priyanka Gupta***

ABSTRACT

This investigation examines the pivotal function of strategic human resource management (HRM) practices in augmenting performance within the information technology sector and facilitating comprehensive organizational development. The study concentrates on a cohort of 100 employees drawn from an overall population of 120, employing a questionnaire for the purpose of data acquisition and utilizing Excel for analytical procedures.

The results indicate that HRM frameworks exert a significant influence on organizational development among employees in the IT sector. Emphasizing training and development is imperative, as it has a direct bearing on employee performance, which subsequently impacts organizational growth and success. Furthermore, the implementation of effective hiring and selection methodologies is deemed essential to attract and retain appropriate talent within the organization.

The research establishes a positive relationship between strategic HRM practices and organizational performance and growth. It underscores the necessity of cultivating an interest in strategic HRM methodologies due to their demonstrated efficacy in promoting organizational development. The selection of proficient and seasoned employees is highlighted as a fundamental component of successful HRM strategies.

In summary, the study advocates for a proactive stance towards HRM, wherein strategic planning and the execution of HR practices are integral to attaining organizational success, particularly within the rapidly evolving information technology industry.

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Keywords: *Strategic HRM, Planning Process, Recruitment, Training and Development.*

Introduction

Strategic Human Resource Management (SHRM) practices serve a fundamental function in influencing organizational evolution and efficacy. Comprehensive investigations emphasize the advantageous effects of SHRM on diverse dimensions of organizational effectiveness, encompassing overall performance, employee job perceptions, and the individual performance metrics of HR professionals. By synchronizing human resource initiatives with strategic organizational objectives, SHRM enables organizations to secure a competitive edge while augmenting overall corporate performance.

Empirical studies have accentuated the significance of HR strategies across a multitude of sectors. In the realm of hospitality, for instance, HR strategies are imperative for the attainment of organizational objectives and the enhancement of performance metrics. Scholars utilize a variety of analytical frameworks, including the resource-based view, the best practice model, and the best fit model, to examine the efficacy of these strategies. Such frameworks facilitate a deeper understanding of how HR practices can be refined to yield superior outcomes.

Investigations conducted in the Kingdom of Saudi Arabia further elucidate the profound influence of SHRM practices. These inquiries indicate that strategic HR practices exert statistically significant effects on employee performance, recruitment methodologies, and training and development initiatives within organizations. Such empirical findings underscore the vital role of SHRM in cultivating a high-performing and agile workforce.

In aggregate, these findings accentuate the paramount significance of SHRM practices in propelling organizational development and achievement. Effective SHRM not only enhances individual and collective performance within organizations but also ensures that human resources are strategically aligned to support and realize overarching organizational goals. This strategic alignment is essential for sustaining competitive advantage and facilitating enduring growth within an increasingly intricate and competitive business landscape

Review of Literature

The ideas and research techniques will help you understand the Understanding the body of research that is important to a given topic or growing of study is the goal of a review of the literature, which is subsequently delivered in the shape of a written report. Understanding key selected topic better.

Strategic Human Resource Management (SHRM) practices play a pivotal role in enhancing organizational development by aligning human resource functions with organizational goals. These practices not only improve employee engagement and motivation but also contribute to superior organizational performance. The integration of psychological elements and strategic HRM approaches is crucial for fostering a productive work environment. This answer explores the impact of SHRM practices on organizational development, focusing on key aspects such as employee engagement, performance management, and alignment with organizational objectives.

Employee Engagement and Motivation

- SHRM practices significantly enhance employee engagement by integrating psychological elements such as motivation and well-being into HR strategies. The use of theories like social exchange and self-determination helps in understanding the dynamics of employee behavior and performance outcomes (Ampauleng et al., 2024) (Pantih, 2024).
- Organizations that implement SHRM practices, such as talent management and inclusive workplace policies, report higher levels of employee engagement. Engaged employees tend to exhibit increased productivity, creativity, and loyalty, which are crucial for organizational success (Cahyono, 2024).
- Transformational leadership behaviors and a supportive work environment are essential for fostering employee motivation and organizational commitment, leading to sustainable growth

(Pantih, 2024).

Performance Management and Organizational Outcomes

- Effective performance management systems, including formal appraisals and continuous feedback mechanisms, are integral to SHRM. These systems align individual goals with organizational objectives, driving continuous improvement and high performance (Mwambela, 2024) (M & M, 2024).
- Incentives and rewards, along with recruitment and selection processes, are positively correlated with organizational performance measures such as revenue growth and profitability. These components are crucial for achieving excellence in organizational outcomes (Mwambela, 2024).
- Comprehensive employee development initiatives, including training and career management, enhance employee skills and adaptability, contributing to improved organizational performance (Junaidi et al., 2024) (M & M, 2024).

Alignment with Organizational Goals

- Aligning HR practices with organizational objectives optimizes talent management and enhances employee engagement, leading to a sustainable competitive advantage. This alignment ensures that HR functions contribute effectively to achieving business goals (Breaz & Jaradat, 2024).
- Strategic HRM practices, such as adept recruitment and selection, play a pivotal role in ensuring that human resources are utilized effectively and efficiently, thereby enhancing organizational performance (Junaidi et al., 2024).
- The integration of HR practices with overall strategies is essential for leveraging human capital and achieving long-term success in a dynamic business environment (Marwah et al., 2024).

While the integration of SHRM practices with organizational goals is crucial for development, challenges such as resistance to change and the need for continuous adaptation to technological advancements must be addressed. Organizations must remain agile and innovative in their HR strategies to maintain a competitive edge. Additionally, the focus on employee well-being and diversity is essential for fostering an inclusive and productive work environment. By prioritizing these aspects, organizations can ensure sustainable growth and success in the ever-evolving business landscape.

Strategic Human Resource Management (SHRM) practices are pivotal in driving organizational development by enhancing employee engagement, fostering agility, and improving overall performance. These practices align human resources with organizational goals, enabling firms to adapt to dynamic market conditions and achieve sustained competitive advantage. The following sections outline key SHRM practices that contribute to organizational development, supported by insights from the provided research papers.

Talent Management and Recruitment

- Effective recruitment and selection processes are crucial for acquiring and retaining top talent, which is essential for organizational success. Aligning recruitment strategies with organizational culture and goals ensures that the right individuals are brought into the organization (Mwambela, 2024) (M & M, 2024).
- Talent management, including career development and succession planning, helps in nurturing future leaders and maintaining a competitive edge. This involves creating clear career pathways and providing mentoring and skill enhancement opportunities (Cahyono, 2024) (M & M, 2024).

Employee Development and Continuous Learning

- Continuous learning and development initiatives are vital for fostering employee growth, improving competencies, and ensuring adaptability to changing job requirements. These initiatives contribute to higher employee engagement and motivation, which are critical for organizational performance (Cahyono, 2024)("The Role of Strategic Human Resource Management in Achieving Organizational Agility," 2024) (M

& M, 2024).

- Organizations that prioritize strategic human resource development (SHRD) practices, such as embracing organizational learning, can maximize growth and address challenges effectively ("The Impact of Strategic Human Resource Development on Organizational Growth," 2023).

Performance Management and Appraisal Systems

- Comprehensive performance appraisal systems provide essential feedback, align individual goals with organizational objectives, and drive continuous improvement. These systems are instrumental in enhancing employee motivation and job satisfaction (Cahyono, 2024) (Mwambela, 2024)(M & M, 2024).
- Formal performance appraisals, when integrated with incentives and rewards, positively correlate with organizational performance measures like revenue growth and profitability (Mwambela, 2024).

Employee Engagement and Organizational Culture

- Creating a supportive and inclusive workplace environment significantly enhances employee engagement, leading to higher productivity, creativity, and loyalty. Engaged employees are more likely to contribute positively to organizational outcomes (Cahyono, 2024) (Wei & Ayo, 2024).
- A strong organizational culture that promotes collaboration and clear communication is essential for enhancing employee productivity and retention (Wei & Ayo, 2024).

Organizational Agility and Flexibility

- SHRM practices that emphasize flexibility, such as flexible work arrangements and employee empowerment, are crucial for fostering organizational agility. These practices enable organizations to swiftly respond to market changes and emerging opportunities ("The Role of Strategic Human Resource Management in Achieving Organizational Agility," 2024).

- Aligning HR practices with strategic objectives helps organizations optimize talent management and achieve sustainable competitive advantage in a rapidly changing business landscape (Breaz & Jaradat, 2024).

While the strategic alignment of HR practices with organizational goals is crucial for development, it is also important to consider the psychological aspects of SHRM. Integrating psychological elements such as motivation, engagement, and well-being into HRM strategies can further enhance employee satisfaction and performance. This approach emphasizes the need for transformational leadership and a supportive work environment to drive high performance and organizational commitment (Ampauleng et al., 2024)(Pantih, 2024)

Frame Work of the Study

Percentage analysis has been utilized to elucidate the dataset. This process encompasses the formation of a contingency table derived from the frequency distribution in order to facilitate a clearer understanding of the gathered information.

Objectives of the study

- Investigating how strategic HRM practices impact IT.
- Identifying the factors and challenges that shape strategic HRM practices.
- Providing recommendations to enhance the effectiveness of strategic HRM practices in managing human resources.

Scope of the Study

1. Examines strategic HRM's impact on organizational performance metrics in a public hospital.
2. Emphasizes the critical role of HR data quality in decision-making and goal attainment.
3. Investigates HR planning activities such as retention and training for competitive advantage.
4. Explores HR development practices and their effect on innovation

in Central and Eastern Europe.

5. Analyzes strategic HRM's influence on municipal government performance, advocating for longitudinal studies.

Research Methodology

This research is characterized by its analytical approach, relying on primary and secondary data for data collection. The researcher actively participated in data collection using a structured questionnaire, obtaining one hundred samples with ten respondents from each location. Data analysis will utilize the basic percentage method.

Limitations of the Study

The study relies on a combination of primary and secondary data sources, and the total sample size for the project is limited to 100 participants. This relatively small sample size could potentially impact the generalizability and statistical power of the study's findings, as larger samples are generally preferred for achieving more robust and reliable results in research.

Gender wise Classification of Students

Gender	Number	Percentage
Male	39	39
Female	61	61
Total	100	100

The table presents a breakdown of gender distribution among 100 individuals, with 39 being male (39%) and 61 female (61%). This distribution indicates a slight majority of females in the sample, highlighting gender diversity within the study cohort.

Graduation Wise Classification of Students

Graduation	Number	Percentage
UG Degree	70	70
PG Degree	30	30
Total	100	100

The table presents data on the educational qualifications of respondents:

- 70 out of 100 respondents hold an Undergraduate (UG) Degree, accounting for 70% of the total sample.

- 30 out of 100 respondents possess a Postgraduate (PG) Degree, making up 30% of the total sample

This distribution indicates that a majority of the respondents in the study have completed their undergraduate education, with a significant minority having pursued postgraduate studies.

Impact of organizational development and performance

Impact of Development	Number	Percentage
Training and development	55	55
Recruitment and Performance appraisal	45	45
Total	100	100

Based on the table above, it is evident that among the 100 respondents surveyed, a majority emphasize the significance of training and development in enhancing organizational growth and effectiveness. This underscores the widespread belief among respondents that receiving adequate training is pivotal for expanding their knowledge and contributing to organizational success.

Factors influencing in SHRM

Factors influencing in SHRM	Number	Percentage
Latest Technology	81	81
Workforce	19	19
Total	100	100

The table above indicates that out of 100 respondents, 81 attribute the most significant influence on strategic HRM practices to technology, while the remaining 19 respondents cite workforce repercussions.

Findings and Suggestions

1. **Impact of HRM Structures:**

- HRM structures significantly influence organizational development among IT employees.

2. **Training and Development:**

- Prioritizing training and development directly impacts employee performance, affecting company growth and success.

3. **Hiring and Selection:**

- Effective hiring and selection processes are crucial for bringing in the right talent.

4. **Correlation with Organizational Performance**:

- There is a positive correlation between strategic HRM practices and organizational performance and growth.

5. **Strategic HRM Techniques:**

- Emphasizes the importance of strategic HRM techniques due to their proven impact on organizational development.

6. **Performance Reviews:**

- Serve as a formal means of assessing work performance and allocating bonuses and raises.

- Typically conducted once or twice a year to evaluate employee performance.

7. Hiring Process Management:

- Proper management of the hiring process is critical to improving business outcomes.

- Incorrect hires can be costly in terms of time, money, and workplace disruptions.

8. Internal Communication:

- Effective internal communication is essential for achieving business goals.

- It fosters cooperation, teamwork, direction, and a positive workplace culture.

Conclusion

In conclusion, this investigation emphasizes the paramount significance of strategic human resource management (HRM) practices in facilitating organizational advancement within the information technology sector. Through a thorough examination of HRM frameworks and their influence on employee performance, recruitment methodologies, and training programs, this study has illuminated several pivotal insights. The strategic prioritization of HRM, particularly regarding training and development, is identified as essential for the augmentation of both individual and organizational capabilities. Moreover, the efficacy of recruitment and selection processes is equally critical in ensuring the congruence of talent with organizational objectives.

Furthermore, the research delineates a distinct relationship between strategic HRM practices and the overall performance and growth of organizations. By cultivating a proactive stance towards HRM that harmonizes strategic planning and execution, organizations are positioned to optimize their human capital, thereby attaining a sustained competitive edge in the rapidly evolving IT industry. This study underscores the necessity for ongoing enhancement and adaptation of HRM strategies to address the shifting needs and challenges faced by organizations.

In essence, strategic HRM not only elevates employee engagement and performance but also guarantees the efficient utilization of human resources to bolster organizational objectives. As enterprises traverse increasingly intricate environments, the strategic alignment of HRM practices with broader organizational strategies remains indispensable for the realization of long-term success and sustainability.

In conclusion, the findings of this study underscore the critical role that strategic human resource management (HRM) plays in enhancing organizational performance and growth, particularly within the rapidly evolving IT industry. The research highlights that by adopting a proactive and integrated approach to HRM, organizations can effectively harness their human capital, leading to a sustained competitive advantage. Furthermore, the emphasis on continuous improvement and the adaptability of HRM strategies is vital in addressing the ever-changing demands of the business environment. Ultimately, the alignment of HRM practices with overarching organizational strategies is not only beneficial for fostering employee engagement and performance but is also essential for ensuring long-term success and sustainability in today's complex market landscape.

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“FROM SCREEN TO SHELF: THE IMPACT OF CELEBRITY ENDORSEMENTS ON FMCG BRAND PERCEPTION AND PURCHASE INTENTIONS IN MUMBAI”

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Abstract

The Fast-Moving Consumer Goods (FMCG) industry, characterized by high consumption rates and frequent purchases, is fiercely competitive, necessitating innovative marketing strategies to capture consumer attention and loyalty. Celebrity endorsement has emerged as a powerful tool in this context. This research paper explores the impact of celebrity endorsements on the FMCG sector, focusing on the dynamic market of Mumbai. The study aims to understand how endorsements by popular figures influence brand perception, consumer trust, and purchasing decisions.

Employing a mixed-method approach, the research integrates quantitative surveys with qualitative interviews to gather comprehensive and up-to-date data from a diverse demographic. Findings reveal that celebrity endorsements significantly boost brand visibility and credibility, particularly among younger consumers aged 18-35. This demographic shows a strong tendency to recognize and favor brands associated with their favorite celebrities, indicating a significant influence on their purchasing behavior.

The study also uncovers critical factors that modulate the effectiveness of these endorsements. The relevance and authenticity of the celebrity, the alignment between the celebrity’s image and the product, and the coherence of the overall marketing strategy are pivotal in determining endorsement success. Misalignment or perceived inauthenticity can lead to consumer skepticism and erode trust. Moreover, potential risks such as negative publicity and over-reliance on a single promotional strategy are examined.

In conclusion, while celebrity endorsements can substantially enhance brand recognition and consumer trust in the FMCG industry, their success hinges on strategic alignment and careful execution within a holistic marketing framework. These insights provide valuable guidance for FMCG brands in Mumbai aiming to effectively leverage celebrity endorsements in a competitive market.

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Introduction

In Mumbai, a city known for its vibrant culture and diverse consumer base, the Fast-Moving Consumer Goods (FMCG) sector faces intense competition. Amidst this backdrop, celebrity endorsements have become a powerful marketing strategy for brands seeking to stand out. The allure of celebrities extends from the screen to the shelf, significantly impacting how consumers perceive brands and their purchase intentions.

Several high-profile actors have endorsed FMCG goods in Mumbai, leveraging their star power to boost brand visibility and consumer trust. Some notable examples include:

- **Shah Rukh Khan** - Endorses brands like Pepsi, Fair & Handsome, and Dish TV.
- **Amitabh Bachchan** - Associated with brands like Cadbury, Dabur Chyawanprash, and Pepsi.
- **Ranveer Singh** - Promotes brands such as Colgate, Ching's Secret, and Set Wet.
- **Deepika Padukone** - Endorses brands like L'Oréal, Britannia, and Parachute.
- **Alia Bhatt** - Associated with brands like Cornetto, Vicco, and Frooti.
- **Kareena Kapoor Khan** - Promotes brands such as Prega News, Lux, and Colgate.

These actors have significantly influenced consumer behavior and brand perception in the FMCG sector through their endorsements.

Objectives

- To scrutinize the factors that attract the public to celebrities.
- To analyze the impact of celebrity endorsements on buying behavior.
- To examine and analyze the relationship between customer buying behavior and celebrity endorsements.

Literature Review

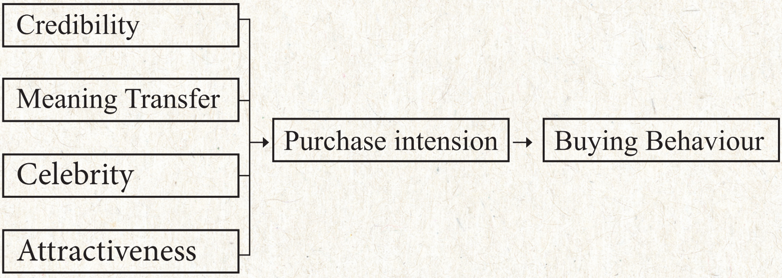
The examination of celebrity endorsements in the Mumbai FMCG market is consistent with findings from other regions, highlighting the widespread appeal of this marketing approach. Roy and Sharma (2015) found that Indian consumers frequently form strong emotional bonds with celebrities, which can lead to brand loyalty and repeat purchases.

Despite their advantages, celebrity endorsements also entail risks. Negative publicity involving the celebrity can negatively impact the endorsed brand, as shown in several notable cases (Amos, Holmes, & Strutton, 2008). Additionally, over-reliance on a single promotional strategy can be detrimental. To mitigate risks and ensure long-term success, brands should diversify their marketing efforts.

Research indicates that celebrity endorsements can significantly influence consumer behavior, particularly regarding purchase decisions. Silvera and Austad (2004) examined how consumer attitudes toward a celebrity can shape their perceptions of the endorsed brand, often resulting in a higher likelihood of purchase. This influence is notably stronger among younger demographics, who tend to be more swayed by celebrities they admire.

The success of celebrity endorsements hinges on several key factors. The celebrity's credibility, the relevance of their image to the product, and the authenticity of their endorsement are crucial. Till and Busler (2000) noted that endorsements perceived as genuine and aligned with the celebrity's persona are more effective in resonating with consumers. Conversely, misalignment or perceived inauthenticity can foster skepticism and diminish consumer trust.

In the FMCG sector, brands like Pepsi and Colgate have effectively used celebrity endorsements to strengthen their market positions. Research by Kamins (1990) and Agrawal & Kamakura (1995) demonstrated that endorsements by credible and well-known figures can enhance brand recall and purchasing intentions, particularly among younger consumers.



The above model has been adopted from the Biswas & Hussain 2009 for understanding the celebrity endorsement consumers perception analysis study and cross cultural behaviour.

- **Credibility:** The basic theory is likeability and similarity of celebrity. It has an optimistic discernment of advertisement, celebrity and brand when personality is well known and approachable.
- **Meaning transfer:** The process of transfer meaning from celebrity to brand and to the consumer. The appropriate match between properties of brand and celebrity meaning the consumers are not given fraudulent product nor the consumer takes the product for granted.
- **Attractiveness:** Identification process by Kelman 1961 gives a positive insight of advertisement, celebrity and brand when knowledge and dependency is high.

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Factors that Attract the Public to Celebrities Endorsing FMCG Goods

- **Personal Connection:** Consumers are drawn to celebrities they can relate to on a personal level. Celebrities who share similar lifestyles, values, or experiences with the target audience tend to be more appealing.
- **Authenticity:** Celebrities who are perceived as genuine and authentic in their endorsements attract more public interest. Consumers prefer endorsements that seem sincere rather than purely commercial.
- **Success and Achievements:** Celebrities who have achieved significant success in their fields are admired and often serve as role models. Their endorsement can create an aspirational appeal for the product.
- **Wide Recognition:** Celebrities with high visibility and widespread recognition, such as those frequently appearing in movies, TV shows, or social media, naturally attract public attention.
- **Positive Public Image:** Celebrities with a clean and positive public image are more likely to attract consumers. Scandals or negative publicity can detract from their attractiveness.

The Impact of Celebrity Endorsements on Buying Behavior

- **Increased Awareness**: Celebrity endorsements can raise awareness about a brand, making it more recognizable to consumers. A familiar face associated with a product can lead to better brand recall.
- **Brand Loyalty:** Consistent endorsements by a celebrity can foster brand loyalty. If consumers regularly see their favorite celebrity endorsing a product, they might repeatedly purchase the product out of loyalty to both the brand and the celebrity.
- **Younger Audiences:** Celebrity endorsements are particularly effective with younger demographics, who are more susceptible to influence from popular figures. Celebrities can help brands

connect with these younger consumers.

- **Unique Selling Proposition (USP):** The association with a celebrity can become a unique selling proposition, making the product more attractive to consumers who are influenced by the celebrity's endorsement
- **Backlash:** There are risks associated with celebrity endorsements. If a celebrity becomes involved in a scandal, it can negatively impact the endorsed brand. This negative association can lead to a decrease in sales.
- **Over-Commercialization:** Consumers may become skeptical if a celebrity endorses too many products, perceiving the endorsements as purely commercial rather than genuine, which can diminish the endorsement's impact.

Conclusion

The above study refers that a celebrity endorser who has factors like familiarity, trustworthiness wirh attractiveness has a good and positive influence on consumer buying and purchase. It is concluded that celebrities endorsing the products are more in power and attractivness rather than the non endorsed advertisments.Now a days due to the frequent usage of social media, following new trends, bloggers, celebrities the consuner are more picky and firm on what kind of products they want and what they should expect from trhe company. Consumers not only know their duties but also the right related to a product.And hence, on the same ground the consumer intend to follow the sayimn and foot steps of the celbrities including their lifestyles and standard of living adding on to the factors that attracts public to celebrities be it negative or postitive PR on the media.

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ECONOMICS, MANAGEMENT AND SOCIAL SCIENCE IN TERMS OF HUMAN RESOURCE

Shahla Tabassum* | Dr Shweta Goel**

Abstract

In the realm of economics, management, and social science, human resource (HR) plays a pivotal role in shaping organizational success and broader societal development. Economics views human resource as an essential factor of production, emphasizing the efficient allocation and utilization of human capital to maximize productivity and economic growth. Human resource management (HRM), a key function within the management discipline, involves the strategic planning, development, and administration of personnel to enhance organizational performance.

Effective HRM focuses on recruitment, training, employee retention, performance evaluation, and compensation, aligning individual goals with corporate objectives. In social science, HR is examined through the lens of social systems, organizational behavior, and interpersonal dynamics. This perspective highlights the importance of employee well-being, diversity, and inclusion, as well as the role of culture, ethics, and communication in fostering a positive work environment. Collectively, these fields underscore the integral role of human resource management in promoting sustainable economic development, fostering organizational growth, and contributing to societal progress by developing a skilled and engaged workforce.

Economics perspectives human aid as an critical element of production, emphasizing the green allocation and usage of human capital to maximize productivity and monetary increase. Human aid control (HRM), a key function inside the control subject, involves the strategic planning, improvement, and administration of employees to enhance organizational overall performance..

Importance in Economics, in terms of Human Resource

In economics, human resources are critically important as they represent the labor force, which is one of the key factors of production alongside capital, land, and entrepreneurship. The importance of human resources in economics can be summarized as follows:

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- **Driver of Economic Growth**: A skilled and productive workforce contributes directly to the growth of the economy by increasing output and efficiency. Human capital, which includes the education, skills, and health of workers, enhances productivity and innovation.
- **Employment and Income Generation**: Human resources create jobs and income for individuals, which in turn stimulates demand for goods and services. This demand fuels economic activity and helps in the expansion of industries.
- **Efficient Resource Allocation**: In economics, human resources are essential for allocating other resources (land, capital) effectively. The better trained and organized the workforce, the more efficient the allocation of these resources, leading to optimal production and economic efficiency.
- **Influence on Labor Markets**: The supply and demand for labor are central to economic theory. Human resources influence wage levels, employment rates, and overall labor market dynamics, which are critical indicators of economic health.
- **Innovation and Technological Advancement**: A well-developed human resource base is essential for fostering innovation and adopting new technologies. Skilled workers are more likely to engage in research and development, thus pushing economic boundaries.
- **Wealth Distribution**: The distribution of human resources across different sectors impacts wealth distribution in an economy. Well-managed human capital can reduce income inequalities by offering equitable job opportunities and promoting inclusive growth.

Human resources thus play a foundational role in economic systems, driving productivity, innovation, and overall economic prosperity.

Importance in management, in terms of Human Resource

In management, human resources are of paramount importance, as they directly influence an organization's ability to achieve its goals and maintain a competitive advantage. The importance of human resources in management can be highlighted in the following ways:

- **Talent Acquisition and Retention**: One of the core functions of human resource management (HRM) is attracting, hiring, and retaining skilled employees. Effective recruitment and retention strategies ensure that organizations have the right people in place to execute business strategies successfully.
- **Employee Development and Training**: Human resources play a crucial role in managing employee growth through training and development programs. This leads to improved employee performance, higher productivity, and helps in adapting to technological advancements and market changes.
- **Performance Management**: HR oversees performance management systems, setting clear goals, conducting evaluations, and providing feedback to ensure employees perform to their potential. This alignment between individual and organizational goals is critical for maintaining efficiency.
- **Conflict Resolution and Workplace Harmony**: Human resources are responsible for managing workplace conflicts, ensuring a positive and collaborative working environment. Effective conflict resolution contributes to smoother operations and stronger teamwork.
- **Employee Motivation and Engagement**: HR departments design and implement strategies to boost employee morale, job satisfaction, and engagement. A motivated workforce is more productive, creative, and committed, which ultimately drives organizational success.
- **Compliance and Risk Management**: Human resource management ensures that organizations comply with labor laws, employment regulations, and workplace safety standards. This reduces legal risks and promotes ethical business practices.
- **Organizational Culture and Change Management**: HR plays a critical role in shaping and maintaining the organizational

culture. It also manages change processes, helping employees adapt to organizational restructuring, mergers, or technological shifts.

- **Compensation and Benefits Management**: HR is responsible for designing competitive compensation and benefits packages that not only attract but also retain talent, ensuring employees feel valued and fairly compensated.

In essence, human resources are the backbone of management, ensuring that an organization's workforce is well-equipped, motivated, and aligned with the company's overall objectives. This leads to greater productivity, innovation, and long-term success.

An example of the importance of human resources in management is performance management systems within an organization.

In management, human resources are responsible for designing and implementing performance management processes that help evaluate and improve employee performance. For instance, a company may establish a system where managers set clear goals for employees, conduct regular performance reviews, provide constructive feedback, and offer development opportunities such as training or mentorship programs.

This structured approach aligns individual performance with organizational goals, ensuring that employees are consistently working toward the company's objectives. It also helps identify high-performing employees for promotions and rewards, as well as those needing additional support or training. Effective performance management boosts employee productivity, engagement, and retention, leading to improved organizational performance and competitiveness.

Importance in social science, in terms of Human Resource

In social science, human resources are of significant importance as they are viewed through the lens of social systems, behaviors, and structures, influencing both individual and collective well-being. The importance of human resources in social science can be outlined as follows:

- **Understanding Human Behavior**: Social science, particularly fields like psychology and sociology, explores how human behavior impacts workplace dynamics. Understanding individual and group behavior helps human resource professionals develop strategies to improve teamwork, communication, and overall productivity in organizations.
- **Workplace Culture and Social Interaction**: Human resources help shape the social environment within an organization, fostering a positive workplace culture. This includes promoting diversity, equity, and inclusion, which are key elements studied in social science, ensuring fair treatment and enhancing the sense of belonging among employees.
- **Employee Well-Being and Mental Health**: Social science emphasizes the importance of emotional and psychological well-being. Human resources departments are responsible for promoting employee welfare, addressing mental health concerns, and creating support systems like counseling services, thereby improving the overall quality of work life.
- **Social Responsibility and Ethics**: HR plays a vital role in ensuring that organizations uphold social responsibility and ethical practices, aligning with social science principles. This includes creating policies that promote corporate social responsibility (CSR), ethical labor practices, and sustainable business operations.
- **Diversity and Inclusion**: Social science research has shown that diverse workforces lead to better decision-making, creativity, and innovation. Human resources ensure diversity and inclusion in hiring, promotion, and workplace policies, promoting a more equitable and just organizational structure.
- **Conflict Resolution and Group Dynamics**: Drawing from social science, human resources develop methods to manage conflicts within teams and enhance group dynamics. Understanding social roles, power structures, and communication patterns helps HR professionals navigate interpersonal conflicts and

strengthen collaboration.

- **Impact on Society at Large**: Human resources do not only affect organizations but also society at large by influencing employment patterns, work-life balance, and labor market trends. Social science examines the broader societal implications of HR policies, including unemployment, income inequality, and social mobility.

In summary, human resources in social science focus on improving social relations, workplace well-being, and ethical standards, contributing to both organizational effectiveness and societal development. By addressing the human element in work environments, HR practices aligned with social science principles lead to healthier, more inclusive, and productive societies.

An example of the importance of human resources in social science can be seen in diversity and inclusion initiatives within an organization.

Social science research has consistently shown that diverse teams, consisting of people from various backgrounds, cultures, genders, and ethnicities, lead to more innovative and effective decision-making. Human resources departments apply these findings by implementing diversity and inclusion policies. For instance, a company may create programs to recruit and retain underrepresented groups, offer diversity training to employees, and establish support networks like employee resource groups (ERGs).

These initiatives not only improve the social dynamics within the company, fostering a more inclusive and collaborative workplace, but they also reflect broader social science goals of reducing inequality and promoting social justice in society. By incorporating these social science principles, the organization enhances its performance while contributing to societal progress.

Research Methodology:

1. Economics Research Methodology in HR:

- **Quantitative Focus**: Research in HR from an economics perspective often involves **statistical analysis** and **econometric modeling**. Economists may study labor markets, wage determination, productivity, or employment trends.

- **Data Sources**: Large-scale datasets such as **labor force surveys**, census data, or organizational data may be used to identify patterns and make economic predictions about HR practices.

Techniques:

- **Regression Analysis**: To understand the relationship between variables such as wages, productivity, and employee retention.
- **Cost-Benefit Analysis**: Evaluating the economic impacts of HR interventions (e.g., training programs).
- **Game Theory**: Understanding decision-making and negotiation in HR policies, particularly regarding labor relations.

2. Management Research Methodology in HR:

- **Mixed Methods**: Management research in HR tends to use a **combination of qualitative and quantitative methods**. The aim is often to improve organizational performance through better HR practices.

Common Approaches:

- **Surveys and Questionnaires**: To gather data on employee satisfaction, engagement, and perceptions of HR policies.
- **Case Studies**: In-depth exploration of specific organizations or HR strategies to understand real-world applications and outcomes.
- **Interviews and Focus Groups**: To explore individual perspectives on HR policies and how they affect organizational behavior.
- **Practical Frameworks**: Research might apply management theories (e.g., **motivation theories**, **leadership styles**, **organizational behavior**) to understand how HR practices influence performance, productivity, and employee retention.

3. Social Science Research Methodology in HR:

Qualitative Emphasis: Social science research on HR focuses more on **understanding human behavior** and the **social context** in organizations. It often utilizes **qualitative research methods**.

Methods:

- **Ethnography**: In-depth, long-term observation of workplace environments to understand the culture and social dynamics within HR practices.
- **Narrative Analysis**: Exploring personal stories and experiences of employees regarding HR practices such as recruitment, diversity initiatives, and work-life balance.
- **Content Analysis**: Analyzing written or visual materials (e.g., HR policies, communication) to identify themes related to employee relations or organizational culture.
- **Theoretical Approaches**: Often draws on social theories like **social exchange theory**, **role theory**, and **critical management studies** to explore power dynamics and social interactions within HR settings.

Integrated Approach:

Research on HR often requires an **interdisciplinary approach**, integrating quantitative tools from economics, management frameworks, and qualitative methods from social science to provide a comprehensive understanding of HR issues. For example:

A study on **employee retention** might combine **economic modeling** (to analyze wage factors), **management theory** (to explore leadership's impact), and **social science methodologies** (to examine cultural and social aspects within the organization).

This holistic approach helps capture the complexity of HR challenges and offers more effective solutions in organizations.

Findings :

Here are some typical findings related to HRM from such

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interdisciplinary studies:

- **Impact of Economic Factors on HRM**: Economic conditions significantly influence HR practices, including recruitment, retention, and compensation strategies. Organizations must adapt to economic fluctuations to maintain workforce stability and productivity.
- **Management Theories and HR Practices**: Effective management theories provide frameworks for HRM practices. For instance, theories related to motivation and leadership styles can enhance employee engagement and performance.
- **Social Dynamics in the Workplace**: Understanding social dynamics and cultural diversity within organizations is crucial for effective HRM. HR practices should promote inclusion and address social issues to enhance employee satisfaction and organizational commitment.
- **Technology and HRM**: The integration of technology in HR processes, such as recruitment and performance management, has been transformative. Data analytics and artificial intelligence are increasingly used to inform HR decisions and improve efficiency.
- **Employee Well-being and Organizational Success**: Research indicates a strong correlation between employee well-being, job satisfaction, and overall organizational performance. HRM strategies that prioritize employee health and work-life balance contribute to higher productivity and lower turnover rates.
- **Regulatory and Ethical Considerations**: Economic and social sciences underscore the importance of legal and ethical standards in HRM. Compliance with labor laws and ethical practices is essential for sustainable HR operations and corporate reputation.
- **Change Management**: Organizations face constant changes due to economic and social factors. HRM plays a critical role in managing change, supporting employees through transitions, and fostering a culture of adaptability.

These findings illustrate how the integration of economics, management, and social science can enhance HRM practices and contribute to organizational success. For specific insights from a particular study or paper, it would be best to refer directly to the document.

Conclusion :

Human resources (HR) play a critical and multifaceted role across economics, management, and social science. In economics, HR is essential for driving productivity, economic growth, and efficient resource allocation, demonstrating that a skilled workforce is a cornerstone of economic prosperity. From a management perspective, HR functions as the backbone of organizations, facilitating talent acquisition, employee development, performance management, and workplace culture. This alignment ensures that individual and organizational goals are met, leading to enhanced efficiency and competitiveness.

In the realm of social science, HR emphasizes the importance of understanding human behavior, promoting diversity and inclusion, and fostering employee well-being. These principles contribute to creating positive work environments and addressing broader societal challenges. Overall, the integration of HR strategies across these disciplines not only enhances organizational effectiveness but also supports social progress and ethical practices, highlighting the profound impact of human resources on both individuals and society as a whole. As organizations continue to evolve, the strategic management of human resources will remain essential for achieving sustainable success and fostering a thriving workforce.

Here are some references that provide insights into the importance of human resources in economics, management, and social science:

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Dessler, G. (2019). *Human Resource Management* (15th ed.). Pearson.

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This classic work discusses the economic impact of human capital and the importance of education and training.

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Shields, J. (2015). "The Importance of Human Resource Management in the Contemporary Workplace." *Australian Journal of Management*, 40(1), 1-14.

This article highlights the critical functions of HR in modern organizations.

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Harrison, R. (2000). "The Importance of Employee Wellbeing." *Business Strategy Review*, 11(2), 1-9.

This article explores the connection between employee well-being and organizational performance.

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World Economic Forum. (2020). *The Future of Jobs Report 2020*.

This report discusses the impact of technological change on jobs and the importance of reskilling and upskilling the workforce.

McKinsey & Company. (2021). *The Future of Work: Reskilling and Recovery*.

This report emphasizes the need for organizations to invest in their workforce to remain competitive in a changing economy.

These references provide a solid foundation for understanding the critical role of human resources in various contexts and their impact on organizational success and societal development.

GAU MATA ECONOMICS ON AATMANIRBHAR BHARAT – A CSR PREVIEW

Rakesh Kumar Singh* | Prof (Dr). Sidharth Jain**

Abstract

Gau-Mata has always been considered to be a milk producing activity from the Go-Palak, dairy, co-operatives and also from the consumer side and its economics has been undermined, understated in a country which stands as the world's No.1 in milk production with 6% percent growth per year vis-à-vis the global world standing at 2% growth per year. Aatmanirbhar Bharat is not merely a catch-phrase or a word which is resounding within the country but is also gripping slowly in taking the global space. The role of Corporate Social Responsibility will only value add in terms of economic benefits, social benefits, public awareness and cow-protection through technology intervention in changing the mindset of the global arena and in making truly Gau Mata as a catalyst in environment sustainability and our universal friend in all sense through its holistic approach.

Keywords: *Gau-Mata, Co-operatives, Aatmanirbhar-Bharat, Corporate Social Responsibility, Economic benefits, Social benefits, Public Awareness, Cow-protection, Technology Intervention, Environment Sustainability.*

Introduction:

Corporate Social Responsibility has to be more pronounced making its presence felt across the sectors not just to the industrial sectors but to the other sectors too. This research paper highlights the Gau Mata economics on Aatmanirbhar Bharat on Purbi Singhbhum of Jharkhand. The primary study was carried out with field study in the peri urban areas of Purbi Singhbhum Jharkhand to study the Gau Mata living and the Go-palaks economic conditions – across the city in Jamshedpur - Bhuyiadih, Babudih, Nand Nagar Gwala

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Basti, Brahman Tola, Sidhgora, Baridih Bastee, Vidyapati Nagar, Turiyabera, Mukhiyadanga, Daighutu, Sankhosai, Mango. The collection of data was done through questionnaire- face to face interview amongst the 125-130 Go-palaks.

The secondary data has been collected from various reports, journals, international livestock Research Institute which also highlights that the role of Corporate Social Responsibility can value add in improving the living conditions of Gau-Mata which is directly proportional to the economic condition of Go-palaks.

Panchagavya – Dudh, Dahi, Ghee, Gobar (cow-dung) and Go-mutra (cow urine). Council of Scientific Industrial Research sponsored the studies on the medicinal and chemical properties of panchagavya. It has made it official that the cow urine is helpful in fighting the dreadful disease cancer. The urine distillate contains antioxidants that prevents formation of cancers and also helps in fighting infectious disease. Researchers from Thanjavur based Muthiyah Research Foundation and Marudupandiyar College conducted the same study – medicinal efficacy of Panchagavya and it was found that the cow urine distillates fight the disease microorganisms.

The scientific approach and the study make this beneficial to combat this deadly disease called cancer which was always considered as it just cannot be cured and one is sure to fall prey in the hands of inevitable death.

Economic Indicators: (i) Livelihood and food security, (ii) Agricultural Empowerment (iii) Asset Creation (iv) Market Linkage

Social Indicators: (i) Education, (ii) Health & Sanitation (iii) Women Empowerment (iv) Political Participation (v) Leadership, (vi) Social Capital – Trust, Value, Institution Building, Leadership, Moral and Ethics

Environmental Indicators: (i) Environmental hazards – Pollution control, Land (pesticides, chemicals, fertilizers)

Water – Waste water, toxic, poisonous water, chemical mixed.

Air – Co2, CO, No2, sound pollution,

Waste Management, Afforestation and Reforestation.

Literature Review:

3.1 Utpal Kumar Chakraborty, Binod Narayan. "Corporate Social Responsibility for Sustainable Development of Indigenous People in Jharkhand: A Case Study of Tata Steel".

Agricultural Labourers account for 31% which is less than the recorded for all STs at the national level (36.9). The major tribes, Oraon, Munda and Kharia have 69.61, 73.40 and 78.62 % respectively tribals workers engaged as 'Cultivators' followed by Kharwar – 67.02 and Santhal -58.86% Savar – 60.76% and Korwa – 44.03% the highest proportion of 'Agricultural Labourers' in the total working population.

Tribes	Cultivators	Agricultural Labourers
Kharia	78.62	11.19
Munda	73.40	10.43
Oraon	69.61	10.30
Gond	62.43	14.53
Binjhia	86.59	5.86
Asur	76.21	5.22
Sauria-Paharia	63.63	18.29
Kharwar	67.02	23.63

Agricultural Development Initiatives – Corporate Sustainability Report 2012-13			
	2012-13	**2011-12**	**2010-11**
Improving the productivity of the crop through scientific agriculture (acres)	4192	3906	3224
Area under second and third crop (acres)	3177	2027	1256
Wasteland Development (acres)	1035	750	3350

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Growth in Acreage Under 2nd and 3rd Crop Source: Corporate Sustainability Report 2013-14, 2011-12	
Year	Acre
2013-14	5032
2012-13	3177
2011-12	2027
2010-11	1256
2009-10	2360

Tata Steel through its Tata Steel Rural Development Society (TSRDS) converted 13000 acres into productive land under the National Wasteland Development Mission since 2005-06. During the year 2013-14 about 200 metric tonnes of cashew grown by the farmers earned them Rs. 1.2 crores. In 2013-14 – 5032-acre Growth in acreage under 2nd and 3rd Crop Enhancing the productivity through scientific agriculture and waste land development through imparting training and scientific inputs to enhance agriculture and horticulture production.

Various initiatives were undertaken to promote ethnic culture and heritage – ethnic language classes, ethnic instrument, sports heritage of Jharkhand. Three primary tribal scripts Ol Chiki, Warang Kshiti and Tolong Siki of the Santhal, Ho and Oraon languages Tribal Culture Society in collaboration with Jaher Than Committee, Adivasi Ho Samaj, Yuva Mahasabha and Adivasi Oraon Samaj Samiti with 50 centres for teaching the ethnic languages. Promoting Banam instrument and tribal traditional games like Kati, Bahu-chor, chhur and Sekkor According to Ho Mythology – this ancient game was first played between two early men and devils, eventually the early men won.

The corporate sector which run their business earning profits never find it economically viable to invest in the areas where they function in these social sectors as investment would not fit into the commercial format.

Through its CSR initiatives positively contributed to map the issues of human development indicators regarding Health, Education and livelihood amongst the indigenous people of Jharkhand.

3.2 Anirudh Prasad, Sudeep Kumar, Ritesh Kumar. "CSR: Percept's and Practices of Tata Steel for Effective Delivery", March 2014.

The role of Tata Steel Rural Development Society TSRDS – the Corporate Social Responsibility wing of Tata Steel, its initiatives are measured in creation of healthy organisational base ensuring full and effective participation.

Orientation of beneficiaries towards sustainable development and upliftment of weaker beneficiaries.

The changes that have been observed after the intervention of TSRDS which shows the gross and crude exploitation has decreased, with increase in political awareness in people along with restraints on the growing trend of alcoholism and gambling. There were some impacts on 23 villages of the study area in Seraikela-Kharsawan for the community irrigation scheme and much of the benefit is seen in the richer section of the community.

Water resource management has significantly improved the socio-economic condition of the people providing more employment opportunities while maintaining good environment, soil and water balance in the village area. Food, fodder and fuel has also increased significantly Increased income from other allied sectors such as livestock rearing which has enabled farmers to maintain an enhanced standard of living including their nutritional status.

Large area of waste land has been turned into cultivable land by growing fruit and timber plants. Water harvesting structures has helped to convert the single crop area to second and third cropping area which has helped the farmers to shift from their traditional practices to adopting improved practices of paddy cultivation. The paddy yield has gone up to 35% which has improved the food security in the region. Pani panchayat has been formed which manages the distribution of water to arable lands in enhancing the productivity. TSRDS has contributed in improving the quality of life of tribal communities like Ho, Santhal and Birhor and have shown some relief to the system. The triple bottom line approach adopted by Tata Steel – TSRDS has not shown the fruits of CSR programmes in terms of sustainability among the communities in changing the village economy and the mindset of people.

Tata's sharing of Net Profits for Social Work			
Year	**Profit After Tax**	**Expenditure on SW**	**% Contribution**
1992-93	127	27	21
1993-94	181	24	13
1994-95	281	31	11
1995-96	566	29	5
1996-97	469	33	7
1997-98	322	39	12
1998-99	282	37	13
1999-00	423	38	9
2000-01	553	38	7
2001-02	205	36	17
2002-03	1012	46	5
2003-04	1746	63	4
2010-11	33	NA	NA
2011-12	2869	NA	NA

Source: Creation of Wealth by R. M Lala, 2004
Annual Report of Tata Steel 2011-12

Corporate Social Responsibility Policy – Tata Steel. Adopted on September 17, 2014 Revised on February 3, 2016. Revised on November 11, 2021.

Tata Steel Foundation earlier known as Tata Steel Rural Development Society which undertakes various Corporate Social Responsibility programmes and initiatives covering Education, Health, Livelihoods, Rural Development, Sports, Ethnicity, Environment, Disaster Relief, Support to Technology Incubators.

Tata Steel CSR Objective is "to improve the quality of life of the communities we serve globally through long term value creation for all stakeholders" Their Focus Geographic Spread & Approach for those groups which are socially and economically marginalize which include women, girl, children, schedule caste and schedule tribes. Delivery Mechanism which is par excellence with any multinational organisation standards operating procedures and the annual audit structure helps in reviewing the policy which incorporate changes with the dynamic structure in a given scenario with the internal and external environmental factors. The company allocates 2% of its average net profits before taxes of three financial years towards CSR activities in improving the quality of life of the communities it serves.

Creating Training and supporting Entrepreneurs, Training and supporting Self Help Group, Federations, Co-operatives, Societies and similar institutions, building capacities of farmers on improved methods of agriculture and other allied sectors, supporting farmers with quality inputs, technical know-how and timely information, creating markets and marketing linkages for farm and forest-based produce. Support to Technology Incubators – Funding research projects at technology hubs for environmental and social sustainability

Governance Mechanism – multi tiered with Board of Directors, CSR Committee, Apex CSR Steering Committee, CSR Advisory Council, Chief Financial Officer, CSR Intervention in Education, Health, Livelihoods, Rural Development, Sports, Ethnicity, Environment, Disaster Relief, Support to Technology Incubators.

Guiding Principles for CSR: Communication, Innovation, Partnerships, Volunteerism, Impact and Affirmative Action creates a social sustainability model for the other technical know-how, knowledge partners who work in tandem aligning the objectives and goals of any institution or organisation. The key performance indicators help in evaluation and incorporating strategies for designing the future based learning activities and in imparting training for the community.

Methodology:

The effect of Gau Mata on economic viability of Purbi Singhbhum Jharkhand with reference to Aatmanirbhar Bharat. The study was carried out on 125-130 Gopalaks of Purbi Singhbhum Jharkhand and the questionnaire was prepared with 50 questions in Hindi and English in order to have a fair transparent way of data collection through face-to-face interview and meeting them. It covered the economic benefits, social benefits, public awareness in the cattle rearing and raising, cow protection as a major orientation for the Go-palaks. The total scores were tabulated under these four heads of Economic benefits, Social benefits, Public Awareness in the cattle rearing and raising, Cow -protection along with the average income per month of individual Go-palaks in the peri-urban areas of Jamshedpur and the outskirts of Jamshedpur in the Purbi Singhbhum – Jharkhand. Hypothesis testing was carried out through Null Hypothesis and Alternate Hypothesis method.

Hypothesis Testing:

- the mean income of the Go-palaks in Purbi Singhbhum Jharkhand is Rs.15,000/- per month or not; or
- the mean income of the Go-palaks in Purbi Singhbhum Jharkhand is Rs. 15,000/- per month or higher; or
- the mean income of the Go-palaks in Purbi Singhbhum Jharkhand is Rs. 15,000/- per month or lower.

Testing the above claim, we first set up the hypothesis as follows:

(i) Ho:u=15,000 Against H1:is not equal to 15,000 for claim

(ii) Ho:u= 15,000 Against H1:u> 15,000 for claim

(iii) Ho:u = 15,000 Against H1:u<15,000 for claim

Results and Findings:

Drawing a probabilistic (or random) sample of a size from the aforesaid income. Size of the sample is already known. Since we are testing the claim about income mean; we obtain sample mean as sample mean is a good estimate of income mean of Go-palaks.. The results obtained through this study the average income per month of Go-palaks was INR 32,125/- which is much higher and this suggest that we reject the null hypothesis Ho and accept H1 the alternate hypothesis in this particular study.

Limitations of the Study:

The research study may have some shortcomings due to the money and time constraint the limited size of sample collection, limited to one geographical location of Purbi Singhbhum Jharkhand may have impacted the significance level.

Boosting the sample size may result in new findings. Since the response gathered was from the less learned category there may be lack of variability, transparency might be a matter of concern in providing right information.

Due to their close familiarity of knowing each other, proximity of Go-palaks staying together in one area which refrained them in sharing the finance related information with full transparency in the questionnaire.

Non willingness to discuss openly about the issues which are important to improve their conditions.

Recommendations and Suggestions

Corporate Social Responsibility the scope of its activity needs to be widened across the sectors with focus and result based approach.

New dimensions with determined efforts from the CSR Team is the need of the hour and to make them accountable for the activity which should be audited and evaluated as key performance indicators.

Corporate Social Responsibility should not be limited to Industrial sectors and for only big and large organisations.

Medium and small-scale enterprises, industries should also be roped in to contribute and making them as a part of CSR and its implication should well be highlighted not just to earn profits for the company.

Success stories of companies which helps in community building should be highlighted and to be publicised for a greater good and lasting impact.

Livelihoods of the marginalized community can benefit in uplifting their economic conditions through CSR.

Technology Incubators – Funding research projects at technology hubs for environmental and social sustainability should reach easily to the people who does not approach and is unaware to enrol and take the benefit of such programmes.

Dairy Co-operatives like Amul, Sudha, Mother Dairy, Medha in the Jharkhand region and across India needs to revisit in reviewing their CSR Policy post Covid-19 in strengthening the society environmentally and socially sustainable.

Conclusion:

The Central Institute of Medicinal and Aromatic Plants, Lucknow found that Go-mutra helps in fighting against the microorganism and is the bio-enhancer for cancer and other infectious disease.

Ayurveda always propagated its medicinal efficacies for various health issues like, joint pains, excess fat, asthma eating disorders and cancer as a major breakthrough in this study so far.

National Environmental Engineer Research Institute suggested that the cow urine helped in distillate protected the DNA from damage in healthy people and repaired damaged DNA in the patients.

"It's Official now, cow urine is helpful now in the fight against cancer" Taking Cancer by the Horns – Syed Akbar, Deccan Chronicle, 2012.

The Union Minister of Health Ghulam Nabi Azad in the parliament in 2012 had informed that the studies conducted by Central Scientific Council for Industrial Research in Ayurvedic Sciences had revealed that panchagavya was safe, non-toxic and immune stimulant protecting from infectious disease and germs.

The collaborative efforts from the Scientific community- the research institutes, Ayurvedic sciences with empirical evidence partnering with the corporate companies in taking the role of

Corporate Social Responsibility as a core function to combat the dreadful disease of cancer in providing the solutions to our community with environmental and social sustainability taking its centrestage of core function for all industries, healthcare, animal husbandry, dairy sectors, co-operatives , marketing agencies which would make the nation workforce much stronger, younger and healthy for the roadmap of "Vikasit Bharat" by 2047 as a living example for the whole world.

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PROMOTION OF THE EDUCATIONAL PROGRAM IN THE SERVICE MARKET

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The rapid development of digital technologies has caused a revolution in various fields, in particular, in education. In the conditions of intensifying competition in the market of educational services, the development of innovative strategies for the promotion of academic programs has become important, especially in such specialized fields as "Brand Management".

Over the past decade, the education services sector has experienced significant growth, with increased demand for specialized programs that prepare students for specific career paths. Among these programs, "Brand Management" stands out as particularly relevant due to the growing importance of branding in the modern economy. However, with the proliferation of online education platforms, traditional institutions of higher education now face stiff competition in attracting prospective students. This competitive environment requires education providers to develop modern promotional strategies to increase visibility, attract potential students and increase the perceived value of their programs. In addition, in the era of digital transformation, new technologies such as artificial intelligence, data analytics and social media marketing offer unprecedented opportunities for personalized and targeted promotion of academic programs. The scientific literature discusses modern methods and tools, in particular digital marketing, for promoting products and services, in particular in [1-3], the application of which in the marketing of educational services is considered quite promising.

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The "Brand Management" program offered by the Department of Marketing of the State University of Trade and Economics (Ukraine) is aimed at mastering the skills of creating brands and managing them in various areas of business and at various levels of management. Promotion of the "Brand Management" program poses several tasks. First, it is a niche program aimed at a certain target audience, primarily students and professionals interested in branding, marketing and business management. Unlike broader programs such as Business Administration or Economics, Brand Management has a specialized focus that requires precise targeting to attract the right candidates.

Second, competition to attract students to this program is fierce, not only from traditional universities, but also from online platforms such as Coursera and edX, which offer flexible, often cheaper alternatives. As audiences increasingly demand flexible learning formats and personalized learning pathways, higher education institutions must differentiate their offerings through innovative marketing and delivery methods.

Third, in the digital age, traditional marketing methods such as brochures and print ads are no longer sufficient. Today's students are digital natives who interact with brands and institutions through online platforms. Therefore, it becomes critical to implement technologies that resonate with this demographic, such as social media, digital content, and AI-powered marketing automation.

In order to effectively promote the Brand Management program in the educational services market, it is necessary to integrate modern technologies that facilitate greater interaction, precise targeting and scalable coverage. Therefore, the Department of Marketing of the State University of Trade and Economics applies several key strategies and technologies.

The first is digital content creation and social media engagement. Instagram, FaceBook, LinkedIn and TikTok offer interactive channels of engagement where the department can share important events, student success stories, program highlights and industry insights, etc. The department also highlights collaborations with industry practitioners to create added value for students and demonstrate the relevance of the program in the marketplace. At the same time, there are plans to intensify work with blogs, podcasts, webinars and YouTube videos to demonstrate the expertise of its teachers and unique components of the program.

Second, AI-based marketing and personalization play an important role in communicating with consumers. For example, AI-powered chatbots provide real-time assistance to applicants by answering their questions and guiding them through the registration process. In the future, work on an AI-based recommender system that could offer website visitors relevant content or resources based on their behavior and preferences, increasing the likelihood of conversion.

At the same time, with the intensification of competition and the simultaneous reduction of the target audience, we consider it expedient to promote the educational program "Brand Management" as a separate product. Accordingly, the first step is to define the target audience and provide quality information about the benefits of this program. The success of graduates of the program serves as a great motive for choosing it. It is also possible to increase the effectiveness of promotion due to interactive, in particular, gamification and personalization, because entrants are happy to participate in various master classes during the days of admission.

An important indicator of the success of the program can also be considered the internal brand management of the department that offers this product. Each faculty of the university has its own corporate style and mascot. The mascot of the Faculty of Trade and Marketing is a green wolf. Currently, the Department of Marketing has a brand code (Fig. 1).

Кафедра маркетингу

Fig. 1: Elements of the corporate style of the State University of Trade and Economics [4]

In order to revive communications, the use of P2R technology is considered, which will bring the brand's personality closer to consumers. Thus, it is suggested to introduce a wolf-marketer into the communication process (Fig. 2).

Fig. 2. Hypothetical mascot of the Department of Marketing

Source: generated by AI

By focusing on a clear value proposition, compelling content, and consistent messaging, a program can create a strong presence in a competitive education market, attracting strong students and fostering long-term success. Therefore, the promotion of specialized educational programs such as "Brand Management" requires a multifaceted approach that uses modern technologies to create an attractive and targeted marketing strategy. Therefore, it makes sense to invest in the creation of high-quality digital content and actively use AI-based tools to personalize student interactions, as well as to develop more targeted and effective marketing campaigns.

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REVIEW OF Q-COMMERCE BUSINESS MODEL: EXPLICATION, CHALLENGES, AND AFFECTING PARAMETERS

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Abstract

Online delivery is becoming more popular these days. Q-commerce is an emerging business model that offers quick delivery. With the evolution of quick delivery service platforms, customers are ordering products over the internet, which are delivered in lessthan 60 minutes. Product delivery mainly consists of food, groceries, fruits, and vegetables. It has brought a revolution to the retail market. Urbanization, changes in lifestyle, and technology awareness are some reasons people have started adopting it. According to recent studies, the online delivery market has experienced a staggering growth of 300% in the past five years. This increasing trend is expected to grow as moreand more customers embrace the convenience and efficiency of ordering products onlineand receiving them at their doorstep. It provides convenience to the customers. There is noextensive literature available on the subject. This study aims to review the Q-commerce business model. Penetration of the internet and mobile devices is reshaping the retail industry. We have tried to explore the enablers and challenges and the parameters that affect the customer's perception of the use of the Q-commerce platform through this study

Keywords: Q-commerce, Business model, Explication, convenience

Introduction

As of May, 2024 India is a country with highest number of internet users in the world; which is around 50% part of population. India's economy is becoming digital, and people are adopting it, giving the country a distinct competitive edge through the creation of new business opportunities. With technological advancements, many businesses ecosystem have been transformed. Retail business has undergone a great transformation. With penetration of internet, easy

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availability of mobile like devices, and consumer knowledge and awareness about use of technology, use of online apps is increasing.

Quick commerce, also known as Q-commerce is a third generation of ecommerce. In this scenario, products like groceries, fruits, vegetables and daily needs are delivered within some minutes after placing an order. This has brought a revolution to the retail market. Since pandemic, people preferred contact less delivery and this is one of the reasons of acceptance of Q-commerce among customers.

Online business is beneficial to the customers in many ways. They are using this platform which provide them to shop with convenience. Customers are getting door step delivery and able to save their time and efforts. Post pandemic, this trend is observed more and more and more people started adopting this service. New players are entering into market. This has brought shift in consumer behavior. Consumers are anticipating instant gratification. Q-commerce platforms are fulfilling this which is accepted by the customers. These are the platforms which provide delivery of food, grocery, fruits, vegetables and other daily needs. It is the reason behind customer adopting the platform.

There are various factors affects the customer satisfaction for the online business. Through this study, researchers have tried to delve into quick commerce ecosystem and also tried to explore factors affecting customer satisfaction and the challenges.

Literature Review

Perceived ease of use indicates that learning to operate the app is easy for the customers and they find it easy to use. It plays an important role in customer's perception towards purchasing from a particular platform (Lui et.al., 2003).

Gund H.P. et al (2023) mentioned that Q-commerce mainly emphasizes on faster delivery of goods with efficiency to consumers using advanced technology and logistic system using which businesses can offer delivery of products within some minutes or placing an order. [2]

Sharma (2022) mentioned that online shopping is becoming important for consumers as they find it time saving and more beneficial. [3]

Dhiman et.al. (2018) mentioned that the purchasing activity of consumer is driven by various factors and it encourages them to do accordingly.[4]

Seema M. et.al.(2020) stated that consumers drive the competitiveness, growth and economic integration in the market. Consumer behavior is directed by different critical situations.[5]

Chao. et.al. (2019) stated that rapid growth has been observed into mobile food delivery apps because of increasing use of smartphones. Digital innovations are happening and customers are quickly able to accept this innovations.[6]

Huang, M. et. al. (2021) mentioned in his research that Economic (cost cutting and income generation), social (changing customer behavior and demographics), and technological (proprietary technology advantages and new digital technology capabilities) considerations have all contributed to the digital transformation. However, there's no guarantee that implementing new digital technology would improve a company's performance [7].

M. Černikovaitė (2021) stated in his research that quick delivery is a feature that sets the Q-commerce model apart from the e-commerce model, which was the only choice accessible to customers and was once quite popular. When the pandemic was at its worst in 2020 and individuals were turning to internet shopping because they were unable to leave their houses owing to the illness, the rapid commerce model for supermarket supplies began to gain traction[8].

Shafighi, N. et.al.(2022) mentioned that with digitalization and awareness, people's interest about their health seems growing, which is why they were interested in using the internet to get healthy grocery products and have them delivered right to their door without having to go outside [9].

Setiyono et.al (2023) mentioned in his research that values that benefit customers—like affordable costs, comfortable shopping, and simplicity of use—can satisfy them and function as a trigger for the development of long-term consumer loyalty [10].

Q-commerce scenario in India

India is the third largest grocery market in the world. India's Q-commerce industry is growing rapidly. It is expected to reach a $5.5 billion by the 2025. Post pandemic, the growth of the industry is noticed more. Various q-commerce players have entered the market. Blinkit, Zepto, Swiggy instamart, BigBasket, Zomato are leading quick delivery platform in India. These platforms are leveraging fast deliveries to acquire customers and grow the business. These brands have got a competitive advantage. A good ecommerce technology and a powerful supply chain management is a part of strategy for the success of these platforms. By 2029, this market is predicted to have a projected volume of US$9,951.00 million, growing at a compound annual growth rate (CAGR) of 24.33%.

Affecting parameters for Q-commerce platform

Factors that affect the q-commerce market are as follows :

- Consumer behaviour – There is a shift in consumer behaviour. Consumers are anticipating instant delivery of products.
- Internet - With penetration of internet and easy availability of mobile devices, people are able to use such platforms.
- Time - It saves the time and efforts of customers as they are able to get the things at their doorstep.
- Convenience - Millennials and Gen Z are young consumers and their demands and desire for convenience is satisfied by the quick commerce sector.
- Knowledge and awareness - Millennials and Gen Z customers are having knowledge about technology and awareness about the product and various platforms.
- Urbanization – In the urban areas, people having busy lifestyle find it convenient to order online.

Benefits of Q-commerce business

- Speed : To deliver the products in a less amount of time, likely in 10 minutes.
- 27 hour operations : dark stores operates continuously, that is 24*7
- Technological integration: integration of technology has made the business popular and easy to manage.
- Time saver : Customers can get the products delivered at their doorstep which is a big lime save.
- Instant gratification - Nowadays, customers anticipate tailored services and instant gratification and these platforms are providing it.

Q-commerce challenges:

- Logistics - The biggest challenge for Q-commerce business is logistics. To maintain the delivery time as low as 10 minutes, the warehouse should be in the central place, and a proper networking is required in the supply chain.
- Dark stores – Many operators works at rental space, which may not be sufficient to manage the business.
- Stock - Fulfilling on demand orders and ensuring timely delivery is a challenge. Business need to stock warehouse at multiple locations to fulfil the demand.
- Delivery partners - Business need to find a right delivery partner to justify the needs and to match the requirements.
- Cost - To fulfil the customer requirements, business needs to manage with high operating cost and labour cost.
- Inventory management - As the range of products keep on expanding, it impacted inventory management.
- Fulfilling timely delivery – Due to the Indian traffic and poor road condition, it is difficult to fulfil timely delivery promise.
- Demand forecasting – There is a constant shift in consumer behaviour and therefore, it is difficult to forecast the demand.

Conclusion

Q-commerce market is expanding rapidly. It has many advantages which is a reason behind Quick commerce services are adopted by customers. Although, it has some challenges. Various q-commerce players are serving currently. Rapid delivery is a main parameter for the success of the business model. Businesses can also focus on other relevant parameters such as product quality, customer support, price, etc. to enhance the customer satisfaction. Customer satisfaction is the primary criteria among customers for choosing this quick delivery platforms.

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A STUDY ON HEALTHCARE W.R.T UTTARAKHAND STATE

Ishita Tewari* | Geeta Srinivas Rao*

Abstract

This project assessed healthcare challenges in Uttarakhand, a northern Indian state of 53,483 km², focusing on access to services, maternal and child health, and infrastructure. Using a mixed-methods approach, we found that many remote areas lack adequate medical facilities, resulting in high maternal and infant mortality rates, particularly in rural regions. Inadequate staffing and resources further impede effective healthcare delivery. Challenges included logistical issues in data collection and the need for better coordination among providers. Recommendations for improvement include enhancing accessibility, investing in maternal and child health programs, and strengthening health infrastructure. This experience highlighted the urgent need for comprehensive healthcare reforms in Uttarakhand to improve health outcomes.

Introduction

Uttarakhand, formerly known as Uttaranchal, is a northern Indian state that spans 53,483 km², representing 1.6% of India. Dehradun is the capital, while Nainital serves as the judicial capital. The state is divided into two divisions—Garhwal and Kumaon—encompassing 13 districts. The objective of this project was to address healthcare challenges in Uttarakhand, focusing on access to healthcare, maternal and child health, and health infrastructure. Using a mixed-methods approach, we gathered data through surveys and interviews to assess the current situation. Key findings revealed that many remote areas lack sufficient medical facilities, resulting in unequal access to services, while maternal and infant mortality rates remain high, particularly in rural regions. The health infrastructure

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suffers from inadequate staffing and resources, hindering effective service delivery. Challenges faced included logistical issues in data collection and the need for better coordination among healthcare providers. Skills acquired during this project included data analysis and community engagement, while knowledge gained encompassed an understanding of public health disparities in rural India. Suggestions for improvement include enhancing healthcare accessibility in remote areas, investing in maternal and child health programs, and bolstering health infrastructure. Future work could focus on developing targeted interventions to address these gaps. In conclusion, this experience highlighted the urgent need for comprehensive healthcare reforms in Uttarakhand to improve health outcomes for its residents.

Literature review:

1) E-health and wellbeing monitoring using smart healthcare devices: An empirical investigation, Armando Papa, Monika Mital, Paola Pisano, Manlio Del Giudice. This study explores the adoption of smart wearable healthcare (SWH) devices in India, highlighting the need for effective healthcare monitoring as per the UN Sustainable Development Goal No. 3. Despite a growing market expected to reach $25 billion by 2020, India shows a lackadaisical attitude toward healthcare monitoring. The research examines how intrusiveness, comfort, perceived usefulness (PU), and perceived ease of use (EOU) influence the intention to adopt SWH devices. Using Partial Least Square Structured Equation Modeling (PLS-SEM) with data from 273 respondents aged 25-40, findings indicate that while intrusiveness and comfort do not directly affect usage intention, comfort significantly impacts PU and EOU. This study contributes to the understanding of smart wearables in healthcare, particularly for the elderly, and outlines future research directions.

2) Health & Wellness Centers to Strengthen Primary Health Care in India: Concept, Progress and Ways Forward, Chandrakant Lahariya. Launched in February 2018, the Ayushman Bharat Program (ABP) aims to enhance primary healthcare in India through Health and Wellness Centres (HWCs) and the Pradhan Mantri Jan Arogya Yojana (PMJAY) for the bottom 40% of the population. Targeting 150,000 upgraded Government Primary Health Care Facilities (GPHCFs) by December 2022, 38,595 HWCs were operational by March 2020, despite challenges from the COVID-19 pandemic. The article evaluates HWCs' design and implementation, stressing the need for political support, sufficient funding, service upgrades, community involvement, and evidence-based practices. It emphasizes the importance of establishing referral linkages and addressing both curative and public health needs to achieve universal health coverage, offering lessons for other low- and middle-income countries.

3) Measuring performance of healthcare supply chains in India: A comparative analysis of multi-criteria decision-making methods, Sanjib Biswas. This paper analyses the supply chain performance of leading healthcare organizations in India using financial metrics through a comparative approach. It employs a multi-criteria decision-making (MCDM) framework, incorporating expert opinions via the PIPRECIA method to establish criteria weights. Three distinct MCDM methods—MABAC, CoCoSo, and MARCOS—are applied to rank the organizations based on their financial data. The study reveals that larger firms do not necessarily outperform smaller ones, highlighting the need for effective resource utilization and operational efficiency in healthcare supply chains. The paper contributes to existing literature by offering a combined subjective-objective methodology for assessing healthcare supply chain performance and emphasizes the importance of aligning operational outcomes with financial results.

4) Responses to COVID-19: The role of governance, healthcare infrastructure, and learning from past pandemics, Amalesh Sharma, Sourav Bikash Borah, Aditya C. Moses

This research explores how governance structure, healthcare infrastructure, and learning from past pandemics influence countries' responses to COVID-19, emphasizing the distinction between reactive and proactive strategies. It highlights that centralized governance supports reactive responses, while strong healthcare infrastructure and lessons learned from previous pandemics enhance both proactive and reactive strategies. The study draws on organizational learning theory and rare events literature to hypothesize that effective healthcare investment and experiences from past outbreaks improve a country's ability to respond to COVID-19. Ultimately, the findings aim to resolve existing debates in the literature regarding the efficacy of governance structures and provide strategic recommendations for enhancing public health responses in future pandemics.

5) SDG3 Good Health and Well-Being: Integration and Connection with Other SDGs journal: good health and well-being Rosa Maria Fernandez

Sustainable Development Goal 3 (SDG 3) aims to ensure healthy lives and promote well-being for all ages. Health is influenced by various factors, both individual and environmental, as well as economic conditions. This analysis will explore the connections between SDG 3 and other related goals, focusing on the importance of ending hunger and improving nutrition through sustainable agriculture, promoting inclusive and equitable quality education, achieving gender equality and empowering women and girls, ensuring sustainable management of water and sanitation, and reducing inequality within and among countries. By examining these interconnections, we can better understand how progress in one area can enhance health and well-being in others.

6) Healthcare In Uttarakhand: Impact On Human Development, Mohit Kalra. The Human Development Index (HDI) measures human resource development, with life expectancy as a key indicator. This report examines Uttarakhand's health status based on the 2017 Human Development Report, focusing on maternal and child health, health expenditures, and healthcare access. It analyzes disparities between hilly and plain regions, as well as urban and rural areas. Health is essential for human development and is emphasized in Sustainable Development Goal 3. In Uttarakhand, regional disparities significantly impact residents' health, highlighting the need for targeted analysis to understand overall development in the state.

7) Improving Social Inclusion for Young People Affected by Mental Illness in Uttarakhand, India, journal: Community mental health journal, Michelle Kermode, Nathan Grills, Prerana Singh, Kaaren Mathias A community-based, peer-led intervention in Uttarakhand, India, targeted young people affected by mental ill-health through the Nae Disha (new pathways) program. The study involved 142 participants (30 males, 112 females) and 8 peer facilitators, primarily from a community mental health program. The intervention's impact on social participation and mental health was assessed using validated instruments at baseline and endline. Results showed a significant reduction in social isolation, from 20.6% to 5.9% ($p < 0.001$), and a halving of those classified in the 'abnormal' range for social difficulties, from 42.6% to 21.3% ($p < 0.001$). These findings indicate that low-resource interventions can effectively enhance social inclusion and mental health for young people with mental illness.

8) Population, Health and Development: Perspectives on Uttarakhand, T.V. Sekher, Abhishek Singh and Sulabha Parasuraman. The overview paper addresses population, health, and development challenges in Uttarakhand, India, based on various surveys and censuses. As of the 2011 census, the state had a population of 10.1 million with a gender ratio of 4 males for every 100 females and a growth rate of nearly 2%. Key issues include a deficit of 115 girls per 1,000 boys aged 0-6. While female literacy improved from 60% to 71% between 2001 and 2011, only 30% of villages have government health facilities, and just 30% of deliveries occur in health institutions. The 2002 health and population policy aims to enhance health outcomes and reduce access inequalities. Despite better health indicators than many other states, challenges such as difficult terrain and resource shortages remain. The volume includes five papers on education, employment, and income inequalities, contributed by 12 scholars.

Objectives

- To analyse the status of Health in the State of Uttarakhand.
- To figure out specific Health requirements in the hilly districts of the state.
- To study the link between Health care infrastructure and improvement in HDI.

Research Methodology

The research is exploratory research. The researcher has used secondary data for data collection. Based on the secondary data available on internet, research done by other researchers from various journals analysed the data and presented the findings and suggestions in descriptive manner.

Findings

Accessibility Issues: Many mountain villages are hard to reach and sparsely populated, with over 80% having fewer than 500 residents. Landslides frequently block roads during the monsoon, hindering access to healthcare.

Limited Infrastructure: There are shortages of medical equipment and inadequate healthcare facilities.

Suggestions

Investment in Facilities: Enhance and expand well-equipped healthcare facilities in remote areas.

Deploy Mobile Clinics: Serve underserved populations in mountainous and remote regions with mobile clinics.

Conclusions

This study highlights pressing health issues in Uttarakhand. While progress has been made in improving maternal and child health, vaccination rates, and addressing communicable diseases, challenges like disparities in access to healthcare, mental health needs persist.

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Scientific interests: formation of a person's value worldview, development of professional competence, technology of Guidance in Ukrainian education.

Research directions for cooperation: public and educational activities of zemstvo activists (late XIXth – early XXth century), development of professional competence, the culture of Guidance in Ukrainian education, educational management.

Scientometric indicators:
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