

27<sup>TH</sup> FAI INTERNATIONAL CONFERENCE

ON

**EMERGING TRENDS OF COMPUTATIONAL INTELLIGENCE IN  
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP**

7<sup>TH</sup> - 8<sup>TH</sup> FEB 2024



**Mangalayatan University, Jabalpur**

**Indian Institute of Information Technology, Design and Manufacturing &**



*In Collaboration with*

**FATER Academy of India (FAI)**

**CONFERENCE PROCEEDINGS**



Venue:

**Indian Institute of Information Technology, Design and Manufacturing,  
Jabalpur, Madhya Pradesh, India**



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**Mangalayatan University, Jabalpur**  
NH 30, Mandla Road, Richai, Barela, Jabalpur, MP, India



CAMPUS : NH-30, Mandla Road,  
Near Sharda Devi Mandir,  
Richai, Barela, Jabalpur,  
Madhya Pradesh-483001  
P: 78279 73871/ 78279 73872  
E: info@mangalayatan.ac.in  
W: www.mangalayatan.ac.in



**Prof. Panjab Singh**  
Chancellor  
Mangalayatan University Jabalpur

Dt: 03-02-2024

## *Message*

I am happy to learn that the Mangalayatan University, Jabalpur in collaboration with IIITDM-Jabalpur, Fater Academy of India (FAI) is going to organize International Conference on "Emerging trends of Computational intelligence in business Management and Entrepreneurship" during 7th-8th February, 2024. It gives me immense pleasure to greet organizers and delegates on this moment.

I understand that a large number of leading scientists, academicians, scholars and students engaged in various aspects of the computational intelligence in management of business would attend the Conference and feel confident that it would be a successful and rewarding experience. The organizers have made a sincere effort in bringing out a souvenir to celebrate the occasion and it would serve as a useful instrument to major contributions in the area of Artificial Intelligence and Entrepreneurship.

**(Prof. Panjab Singh)**





**Advocate Hemant Goyal**  
Chairman

## **SARVSAHARA FOUNDATION**

**Regd. Address: S-191/C,  
2<sup>nd</sup> Floor, Manak Complex,  
School Block, Shakarpur,  
Delhi-110092**

**Dt: 01-02-2024**

### *Message*

I am delighted in acknowledging the 27TH FAI INTERNATIONAL CONFERENCE organizing by Mangalayatan University Jabalpur on “EMERGING TRENDS OF COMPUTATIONAL INTELLIGENCE IN BUSINESS MANAGEMENT AND ENTREPRENEURSHIP” during 7TH - 8TH FEB 2024.

My heartfelt gratitude goes to the Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, FATER Academy of India (FAI), METHARAT University, Thailand for the organizing the conference jointly with Mangalayatan University, Jabalpur.

I congratulate the organizing committee and research scholars who have played instrumental roles in bringing these proceedings to fruition. I am confident that the knowledge disseminated here will have a lasting impact on the trajectory of computational intelligence in our respective fields.

**(Hemant Goyal)**

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### **SARVSAHARA FOUNDATION**

Tel: 011-22486582, E-Mail Id: Sarvsahara1110@gmail.com

CIN: U85100DL2012NPL243502



**MANGALAYATAN  
UNIVERSITY**

NH 30, Mandla Road, Richai, Barela, Jabalpur  
Madhya Pradesh, India





**Indian Institute of Information Technology, Design and Manufacturing, Jabalpur**



**Prof. Bhartendu K Singh**  
Director  
IIITDM Jabalpur

Dt: 04-02-2024

## *Message*

It gives me great pleasure to collaborate with Mangalayatan University, Jabalpur, FATER Academy of India (FAI), METHARAT University, Thailand to organize the International Conference on on “Emerging Trends Of Computational Intelligence In Business Management And Entrepreneurship” during 7TH - 8TH FEB 2024.

In recent years, advancements in Artificial Intelligence (AI), Machine Learning (ML), and data analytics have revolutionized decision-making processes in business. From predictive analytics driving marketing strategies to machine learning algorithms optimizing supply chain operations, computational intelligence tools have become indispensable assets for organizations seeking competitive advantage.

I hope that the deliberations during this conference will provide practical and implementable recommendations, which will be useful for the scientific community, Research Scholars, students and other stakeholders. I congratulate the organizers and extend my best wishes for grand success of the conference.

**(Prof. Bhartendu K Singh)**





## FATER Academy of India (FAI)



**Prof. M. Premjit Singh**  
President, FAI,  
Former Vice Chancellor, Central  
Agricultural  
University (CAU), Imphal (India)

Dt: 03-02-2024

### *Message*

Forum for Advanced Training in Education and Research Academy of India (FAI) functions under the FATER Trust registered at Kanyakumari (Dist.), Tamilnadu, India. Members of FAI are eminent university and college Professors, Technocrats, Scientists, Social scientists, Professionals and renowned persons from various walks of life who believe in academic excellence and knowledge sharing. The goal of FAI is to promote knowledge Society interactive programs in an interdisciplinary manner to address a number of societal problems with the relevant knowledge, practices, and sensitivities across the country and universally. The FAI is striving hard to provide scientific temper among youth by regularly organizing various programs such as International Conferences, Seminars, Symposia and workspace on subjects of current national all across the country organizing various activities to provide skill and training to the youth in the irrespective regions in all major areas.

Fater Academy of India (FAI) is going to organize International Conference on "Emerging trends of Computational intelligence in business Management and Entrepreneurship" during 7th-8th February, 2024 in Collobaration with Mangalayatan University, Jabalpur, IITDM and METHARATH University. This will definitely benefit the scientific community, especially for those who are actively involved in computational intelligence and allied fields. I extend my best wishes to all the stakeholders of Mangalayatan University Jabalpur for the grand success of this conference.

**(Prof. M. Premjit Singh)**





## FATER Academy of India (FAI)



**Prof. Pankaj Srivastava,**  
General Secretary, FAI  
Professor, Department of Mathematics,  
MNNIT, Prayagraj, UP, India

Dt: 03-02-2024

### *Message*

The aim was to provide a platform to our younger generations of India with formal exposure and emerging faculty members. FAI emerged with a wide perspective along with its effective collaboration with leading institutions from Asian and European countries.

My sincere gratitude for the collaboration with Mangalayatan University, Jabalpur and IIITDM-Jabalpur. Our partnership has been immensely valuable, and I am truly thankful for the opportunity to work together towards the successful conduction of 27TH FAI INTERNATIONAL CONFERENCE organizing by Mangalayatan University Jabalpur on “Emerging Trends of Computational Intelligence In Business Management And Entrepreneurship” during 7TH - 8TH FEB 2024.

**(Prof. Pankaj Srivastava)**







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Near Sharda Devi Mandir,  
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Madhya Pradesh-483001  
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W: www.mangalayatan.ac.in



**Prof. K R S Sambasiva Rao**  
Vice-Chancellor  
Mangalayatan University  
Jabalpur

Dt: 03-02-2024

## *Message*

Mangalayatan University, Jabalpur has always been at the forefront of fostering an environment where academic excellence and real-world applications converge.

As the Vice Chancellor of this esteemed University, I am delighted to witness the unfolding of a scholarly exchange that promises to shape the future of computational intelligence in the realms of business and entrepreneurship.

Throughout these proceedings, you will have the opportunity to delve into cutting-edge research, innovative methodologies, and transformative ideas presented by some of the brightest minds in the field. The synergy of academic rigor and practical insights showcased here reflects the dedication and commitment of all participants to advancing our collective understanding of computational intelligence.

These proceedings embody our commitment to providing a platform for intellectual discourse that transcends disciplinary boundaries and contributes to the broader discourse on the intersection of technology and business.

I wish you all an enlightening and inspiring journey through the proceedings of the "Emerging Trends of Computational Intelligence in Business Management and Entrepreneurship" conference at Mangalayatan University Jabalpur.

**(Prof. K R S Sambasiva Rao)**





**Prof. Vineeta K Saluja**  
Pro Vice Chancellor  
Mangalayatan University  
Jabalpur

Dt: 03-02-2024

## Message

It gives me an immense pleasure to learn that the Mangalayatan University, Jabalpur in collaboration with IIITDM-Jabalpur, Fater Academy of India (FAI) is going to organize International Conference on "Emerging trends of Computational intelligence in business Management and Entrepreneurship" during 7th-8th February, 2024. This will definitely benefit the scientific community, especially for those who are actively involved in computational intelligence and allied fields.

I hope that the deliberations during this conference would broaden our understanding of problems concerning the business management and entrepreneurship and finding their solutions through upcoming computational intelligence. This conference will provide a unique opportunity for networking and collaboration among participants to exchange ideas and the forging of partnerships which are invaluable. I extend my best wishes to all the stakeholders of Mangalayatan University Jabalpur for the grand success of this conference. Jai Hind!

(Prof. Vineeta K Saluja)





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E: info@mangalayatan.ac.in  
W: www.mangalayatan.ac.in



**Dr. S Nagakishore Bhavanam**  
Registrar  
Mangalayatan University  
Jabalpur

Dt: 03-02-2024

## *Message*

Dear Esteemed Participants,

On behalf of Mangalayatan University, Jabalpur, it is with great pleasure and anticipation that I extend this invitation to 27<sup>th</sup> FAI International Conference on “Emerging Trends Of Computational Intelligence In Business Management And Entrepreneurship” 7<sup>th</sup> – 8<sup>th</sup> February, 2024.

Mangalayatan University has always been committed to nurturing academic excellence and promoting interdisciplinary collaboration. Through this conference, we aspire to create a conducive environment for the exchange of knowledge, ideas, and best practices that will contribute to the advancement of education and research globally. With a diverse range of topics spanning various disciplines. I extend a warm invitation to researchers, scholars, educators, students, and professionals from around the world to join us at Mangalayatan University for what promises to be an unforgettable conference experience. We eagerly anticipate your participation and look forward to welcoming you to MUJ for an inspiring and enriching conference experience.

I extend my best wishes to all the stakeholders of Mangalayatan University Jabalpur for the grand success of this conference.

**(Dr. S Nagakishore Bhavanam)**



## SPEAKERS



### **Prof. Nina Poyda Nosyk**

Vice President, FAI,  
Accounting and Auditing Department,  
Ferenc Rakoczi II Transcarpathian Hungarian College of  
Higher Education, Ukraine



### **Prof. Georgia Irina Oros**

Vice President FAI,  
Department of Computer Science and Mathematics,  
University of Oradea,  
Romania



### **Prof. Chai Ching Tan**

Rattanakosin International College of  
Creative Entrepreneurship (RICE),  
Rajamangala University of Technology,  
Rattanakosin, Thailand



### **Prof. R. Siva Ram Prasad**

Faculty of Commerce &  
Management Studies,  
Acharya Nagarjuna University,  
Andhra Pradesh



### **Dr. Nataliia Vdovenko**

Doctor of Economic Sciences,  
Associate Professor, Head of the Department  
of Global Economy, National University of Life  
and Environmental Sciences of Ukraine

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**EMERGING TRENDS OF COMPUTATIONAL INTELLIGENCE IN BUSINESS**  
**MANAGEMENT AND ENTREPRENEURSHIP**

**7<sup>TH</sup> - 8<sup>TH</sup> FEB 2024**

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## **Entrepreneurship & Its Effect on Economic Growth**

Vipul Sharma

Asst. Prof., Shri Ram Institute of Management, Jabalpur

Email id: Vipulsharmapimr1820@gmail.com

### **Abstract:-**

This research paper aims to examine the relationship between entrepreneurship and economic growth in India. Entrepreneurship is a crucial element for economic development in any country. Entrepreneurs play a vital role in establishing firms, creating markets, and fostering organizations. However, in the case of India, entrepreneurs have faced numerous challenges that have hindered their ability to perform optimally. Factors such as environmental issues, unstable governments, and frequent policy changes have contributed to the underperformance of Indian entrepreneurs. In order to promote entrepreneurship effectively, it is essential to focus on developing managerial capacity and acumen alongside financial resources for enterprise development. This paper aims to analyze the impact of entrepreneurship on India's economic development, considering both its positive and negative effects. The study highlights how entrepreneurs act as catalysts for economic activities through their entrepreneurial decisions, leading to development in various sectors, including industry, agriculture, and services. Entrepreneurs, like gamblers, have higher chances of success with the right resources. The role of entrepreneurship in economic development varies across economies based on material resources, industrial climate, and political system responsiveness. Path-breaking innovations introduced by entrepreneurs result in new employment opportunities, contributing to a cascading effect or virtuous circle in the economy. By understanding the benefits and drawbacks, it becomes evident that a balanced approach to nurturing entrepreneurship can have a positive impact on both the economy and society.

## **A Study on Agile Leadership in Dynamic Environments**

Vipin Kumar Gupta

Research Scholar

Manglayatan University, Jabalpur

Email id: yash17mishu09@gmail.com

### **Abstract:-**

The study aims, through review of various literature, to know the effect of agile leadership as an independent variable in the Dynamic Environment at Government organization like Postal Department situated in Jabalpur, and then try to come up with a recommendations that contribute to enhance the efficiency, motivation and enthusiasm of employee in the researched organization (Abraham et al, 2020).The research is made to examine how six agile leadership practices like team collaboration, flexibility, quickness, competency, changed oriented; result oriented may support and enhance



efficiency of employees in organization (Bulent Akkaya, 2023). In other words, the purpose of this study is to know how agile leadership play a role that may lead to good team outcomes such as building stronger relationships among team members or enhanced team performance. Previous research has highlighted the significance of trust in agile teams, but little has been written about how agile methods might improve enthusiasm or reduce complaints among team members, that are a motivation for this study.

The researcher adopted the descriptive approach to study the subject. This is a conceptual paper. The findings of this study are based on the opinions of other researcher, personal experiences, review of literature and subject experts. Secondary Data was collected from various sources like reports, journals, articles, books, magazines, newspapers, websites, etc. The researchers who are interested in modern administrative literature may get help to meet the solution of the research problem. The research study can also open the door for researchers to opt towards future studies and research on the role and impact of agile leadership in dynamic environment. The findings of this research demonstrate that agile leadership has a full intermediary effect on the dynamic environment to perform result oriented work. A set of recommendations may be given by studying this subject, the most important of which is to pay attention to agile leadership, in particular in government institutions, because of their importance, quality of services of the organisations may be improved and consumers' complaint may be removed.

**Keywords:** Agile leadership, Dynamic environment.

## **Entrepreneurship Impact on Economic Growth**

C.P.Gujar, Vikas Singh

Head Department of RD & BM, MGCGV Chitrakoot (Satna) M.P.

Research Scholar, Department of RD & BM, MGCGV Chitrakoot (Satna) M.P.

Email id: vsp.karwi@gmail.com

### **Abstract:-**

Productive entrepreneurship is commonly believed to contribute to economic growth by seizing new business opportunities and generating employment opportunities. Presently, developing nations, characterized by substantial youth labour forces and either low or middle-income levels, are increasingly formulating policies that promote entrepreneurship. Additionally, at the international, regional, and local levels, media outlets are emphasizing entrepreneurship as a catalyst for growth. This study employs regression analysis to examine the influence of entrepreneurship on economic growth across seven countries that represent emerging economies. The findings suggest a noteworthy negative correlation between entrepreneurship and economic growth, underscoring the significance of other factors such as the institutional framework and investments in "new economy" sectors in shaping this relationship.

**Keywords:** Entrepreneurship, economic growth.

## On $I$ -Hausdorff Space Using $\psi_i$ -Operator

U. muthumari, M. kameswari

Assistant Professor, PG& Research Department of Mathematics,

The Standard Fireworks Rajaratnam College for Women, Sivakasi-626123

Associate Professor, School of Advanced Sciences

Kalasalingam Academy of Research and Education, Krishnankoil, Srivilliputhur-626126

Email id: m.kameshwari@klu.ac.in, muthumari-mat@sfrcollege.edu.in

### Abstract

The concept of separation axioms in topology was developed over time by various mathematicians. The modern formulation and systematic study of separation axioms can be attributed to the work of several mathematicians in the early to mid-20th century. These axioms in topology serve the purpose of characterizing different levels separation and disjointness within the topological spaces. The concept of  $i$ -topology was introduced by Irina Zvina in the year 2006 in which he developed this topology in the context of ideals. In this paper, we study Hausdorff Space in the framework of “ $i$ -topology”. Comparison of the new axioms with the existing one is also studied.

**Keywords :**  $i$ -topology, Hausdorff Space,  $i$ -Hausdorff Space.

## Fraud Detection: Type, Methods, Challenges and Analysis

Tufan Majumdar, Dr. Dinesh Mishra

Research Scholar, Associate Professor MUJ, Madhya Pradesh, India

Email id: tufanmajumder@gmail.com, dmishra1475@gmail.com

### Abstract

Fraud refers to obtaining an unlawful benefit through deception; Therefore, it is frequently seen in financial institutions and is concerning. The problem is especially difficult because fraudsters can be found in every position, from senior executives to payroll employees. Fraud detection has traditionally been done by auditors, often using manual methods. Evidence of fraud can take a long time to obtain. To achieve this, data mining, machine learning and the latest deep learning techniques are used. Many methods have been developed on the subject to identify, analyze and prevent fraud behavior, and these methods are one of the most important among the fraud triangles of the classical audit model. This paper aims to review existing studies on fraud using machine learning and deep learning.

**Keywords:** Fraud detection, Cyber security, Machine learning, Deep learning, Artificial intelligence.

## A Machine Learning Approach to Employee Turnover Prediction

Swati Soni, Anita Mundra

Assistant Professor, Department of Computer Science & Engineering, Takshshila

Institute of Engineering and Technology, Jabalpur, M.P. (India)

Assistant Professor, Department of Mathematics, Takshshila Institute of

Engineering and Technology, Jabalpur, M.P. (India)

Email id: swati.soni1901@gmail.com ,anitamundra26@gmail.com

### Abstract

Employee turnover is a significant challenge faced by organizations, impacting both operational efficiency and team dynamics. In this study, we explore the task of predicting employee turnover using machine learning techniques. The dataset, obtained from Kaggle, consists of 14,999 rows and 10 columns, each record representing an individual employee with various attributes like Satisfaction Level, Last Evaluation, Number of Projects, Average Monthly Hours, Time Spent in Company, Work Accident, Left i.e., Binary column indicating whether an employee has left the company (1) or is still employed (0), Promotion in Last 5 Years, Dept, Salary Level. The study employs binary classification using ML models over the dataset, including Logistic Regression, Random Forest, KNN, Decision Tree, Support Vector Classifier (SVC), Gradient Boosting, and Artificial Neural Network (ANN). Model evaluation initially involves a train- test split, followed by k-fold cross-validation (k=10) to validate performance. Further optimization is achieved through hyperparameter tuning using GridsearchCV and RandomsearchCV. Among the models, the KNN Classifier achieved a remarkable accuracy of 100% on the test data, showcasing its effectiveness in identifying employee turnover. The Random Forest model closely followed with an accuracy of 99.95%, indicating its robust performance. The Decision Tree Classifier achieved 99.04%, while the Gradient Boosting Classifier achieved accuracy of 98.79%. This study highlights the importance of hyperparameter tuning in optimizing customer turnover prediction models, with KNN, RF and DT showing promising results for accurate prediction.

**Keywords:** Employee Turnover, ANN, Logistic Regression, Random Forest, KNN, Decision Tree, SVC, GBC.

## Role of Artificial Intelligent Techniques in Human Activity Detection

Sushil Kumar Mishra, Dr. Dinesh Mishra

Research Scholar, Professor MUJ, Madhya Pradesh, India

**Email id:**sushilmishra81@gmail.com,dmishra1475@gmail.com

### Abstract

Human Activity Recognition (HAR) is a branch of science and engineering that strives to create systems and technologies that can identify and classify people based on sensor data. It is the ability to use sensors to interpret the human body or movement and to identify human activity or movement. Human

activity recognition (HAR) has many applications due to the widespread use of recording devices such as smartphones and cameras and their ability to capture human activity data. As electronic devices and their applications grow steadily, advances in artificial intelligence (AI) have transformed the ability to mine hidden information for accurate and practical knowledge. This provides a better understanding of the rapid collection of supply, intelligence and execution, the three pillars of HAR. This article provides a study of current methods for human research.

**Keywords:** Human Activity Detection, Wearable Sensor, Machine learning, Deep learning, Internet of Things

## Impact of Interest Rate On Stock- Market In Nepal

Sunil Sanjel, Pankaj Sharma

Research Scholar, Sunrise University, Alwar, Rajasthan, India, Department of Management

Supervisor, Sunrise University, Alwar, Rajasthan, India, Department of Management

Email: sunilsanjel108@gmail.com

### Abstract

The stock market index is taken as a barometer of an economy. Growth in stock index is normally considered as a good sign since it implies the investors are confident about the future prospect of the economy. For this, it is necessary to understand the relationship between the stock market index and the factors that influence it. Bank rate, deposit interest rate, lending interest rate and short term risk free interest rate may affect stock market. Good investors always look for investing in an efficient market. In an inefficient market few people are able to generate extra ordinary profit causes of confidence losses of general people about the market. In such cases, if the rate of interest paid by banks to depositors increases, people switch their capital from share market to bank. This will lead to decrease the demand of share and to decrease the price of share and vice versa. On the other way, when rate of interest paid by banks to depositors increases, the lending interest rate also increases lead to decrease the investments in the economy which is also another reason of decreasing share price and vice versa. So, theoretically as per the theory of pricing inverse relationship between share price and interest rate.

The objective of the study is to find the impact between interest rate and stock market. Some specific objectives are to find the impact of bank rate on stock market return, the nature of investors on share investment, the differential between stock market return and risk-free short term interest rate, impact of deposit interest rate on stock market return, impact of lending interest rate of stock market return on share market of Nepal.

A majority of earlier studies mostly indicated that there is significant and negative relationship between interest rate and share market. Some of them has used deposit interest rate where as some of them has used T-bill rate to find out the relationship between interest rate and share prices. In this report, which have used four independent variables to define relationship between interest rate and share prices. This study has investigated these implications in the context of our country to see whether there's support the previous studies or not.

## **Agile Leadership In Dynamic Environments**

Sumona Ghosh, Akshay Mukund Khandekar

G.S. College of Commerce & Economics Jabalpur, RDVV

Email.id: ghosh.sumona76@gmail.com, khandekar.1403@gmail.com

### **Abstract**

“A boss has a title, a leader has the people.” Simon Sinek

With the shift of economy from Agriculture to Industries, it became tougher for people to survive; competition was ruthless and only the fittest survived. The 'Messiah' of free economy Adam Smith prevailed and it gave rise to Mercantilism; and today the free world glorifies it with a new title 'Globalisation' albeit without the shroud of colonisation. Globalisation changed the industrial scenario with its samurai-like ruthlessness. Old business houses that refused to change with time fell like a house of cards making place for new ideas, philosophies, scintillating and heady growth. Like the famous opening lines from the iconic television series Star Trek: “exploration, or travel into the unknown in search of new knowledge”

The 90s especially in India saw an era of growth with the economy opening up and the venturing of foreign companies as collaborators. From focusing on being a single product; companies started venturing into diversified portfolios in a strategic but cautious manner. Leaders at the helm of this transformation saw a dynamic shift in the agility of the businesses. Amongst all of these, one business house that had all the potential and was growing exponentially was the Birla Group then headed by Aditya Vikram Birla. From its niche business of textiles...he took the business and expanded it into edible oil, Gas, Fertilizers and Chemicals.

His sudden demise at the young age of 51 created an unfathomable vacuum. The reins of the business were then taken over by his son Kumarmangalam Birla who was groomed into the intricacies of the business world by his grandfather Shri B. K Birla. Slowly, but in a steady manner, the house carved a domain for itself further expanding into Retail, Global Trading, Power, Hospitality, Infrastructure and so much more. Their commitment to innovation and empowering employees has helped this group to stay agile, focused and at the top of their game. It represents a veritable blend of rich heritage and contemporary modern people practices.

The purpose of this paper is to study the growth trajectory of this group in the last decade and what makes Kumarmangalam Birla an agile leader of this century.

## **Innovative Approach: Enhancing Agile Leadership for Optimal Team Performance**

Sumona Ghosh

G.S. College of Commerce & Economics, Jabalpur

Email.id: ghosh.sumona76@gmail.com

**Abstract:-**

This researcher paper talks about the impact of alternative leadership styles on organizational agility. And, to investigate whether the combined effects of agile leadership and optimal work environment could create an environment that maximizes millennial employees' performances.

Also, to explore leadership dynamics in highly mature agile companies to identify whether certain roles evolve or become obsolete as teams reach advanced levels of agility. This study would follow a multi-disciplinary approach. And, aim of my research paper is to suggest effective methods and training programs to increase agile leadership within organizations.

## **The Psychology of Training, Development, and Performance Enhancement: A Conceptual Exploration**

Sonu S Dev , Dr. Manoj Jharia

PhD scholar, Department of Psychology, Mangalayatan University, Madhya Pradesh

Assistant Professor, Department of Psychology, Mangalayatan University, Madhya Pradesh .

Email.id: sonupavithram@gmail.com

**Abstract**

This concept paper delves into the intricate psychology underpinning training, development, and performance enhancement within organisational contexts. By synthesising psychological theories and empirical research, this paper aims to provide a conceptual framework that elucidates the underlying mechanisms driving the effectiveness of training and development programs in enhancing employee performance. Drawing upon insights from cognitive, social, and motivational psychology, this paper explores the psychological processes that shape individual learning, motivation, and behaviour within organisational settings. Through this conceptual exploration, implications for practice and avenues for future research are delineated, underscoring the significance of integrating psychological principles into training, development, and performance enhancement strategies to optimise organisational effectiveness.

**Keywords:** Training, Development, Performance Enhancement, Psychology, Organisational Effectiveness.

## **Significance of English In Growing Trends Of Computational Intelligence In Business Management**

Snehlata Dubey

Research Scholars

Mangalayatan University Jabalpur

Email.id: snehlata7999@gmail.com



## **Abstract**

Under the background of continuous development in our Country, traditional English education can no longer meet the needs of modern times. Through the evaluation of English autonomous learning effect of computational Intelligence and the analysis of the influencing factors of adaptability, the teaching effect of English is improved and the students awareness of autonomous learning is cultivated, In the pilot study, students now have an overall level of adaptation supported by English proficiency. That is the standard deviation is 1. The overall level of self study in English is higher than that of boys. Compared with non-English majors. English majors are more suitable for self study of computational intelligence in English, and students can improve their adaptive ability to learn cons CI by creating models. Transfer learning is the key to improving learners' English proficiency and adaptive learning is the key to achieving this goal. Self-adaptive learning ensures the quality of students, autonomous English homework. Improper English learning not only affects students' learning outcomes but also affects their ability to learn English. Many schools in our country emphasize the culture of self learning English, but this is not enough. There are not enough teachers in the school and the teachers are not responsible enough. The perfect teaching method is monotonous and retrograde, and students find English lessons. Interesting. Direct instruction gives poor results; students are too dependent on teachers, which prevent them from cultivating and developing their capacity for independent learning. Computational intelligence can be used to cultivate students. Stable and good mobility and improve the purpose and comprehensiveness of cognitive learning. By integrating CI into English teaching and learning, students can improve and analyze data. More effectively to facilitate learning. In today's globalized economy, English has become a lingua franca, allowing people to communicate and work together across borders. This means that learning English for employability is a highly desired skill. English is the global language of communication and a key factor in helping businesses succeed. Because of its global reach and recognition, English has become increasingly important in facilitating communication between different cultures, countries, and businesses - becoming the ideal language for facilitating international workflows.

## **Role of Sustainability And Corporate Social Responsibility In Current Scenario**

Dr. Smriti Khurasia

Associate Professor

Dept. Of Commerce and Management

Mata Gujri Mahila Mahavidyalaya (Autonomous)

## **Abstract**

In the current scenario businesses globally are now emphasizing on sustainability. It can be achieved by improving operational efficiency and reducing cost on priority basis. The term corporate sustainability focuses on growth and increasing profitability through varied business practices with the main aim to provide long term value for stakeholders without out compromising the people and economy. Corporate sustainability has three foundations firstly the environmental pillar which includes efforts taken by companies to reduce environmental impact and carbon footprint, for instance reducing packaging waste

and water usage, recycling of materials, water harvesting, utilisation of sustainable energy sources. Secondly, the social pillar which means company should secure the interests of people both within the company and outside the company thirdly, the Economic Pillar which emphasizes on promoting the long term profitability, at the same time keeping due care of interests of stakeholders and maintaining compliance and good corporate governance throughout. Further, Corporate Social Responsibility holds a broader concept, which explains that a company is accountable towards itself, its stakeholders and the public at large. A company engaged in CSR helps in improving the society both locally and globally. The management incorporating this concept initiates by adopting small steps, i.e. changing the organisation and society. Thus, concept of sustainability and CSR are closely related because both allow companies to be ethically profitable and build a positive impact on those around them.

**Key words:** Sustainability, CSR, Stakeholders, Profitability.

## **Sustainable Innovation: Integrating Environmental Responsibility into Technology Management**

Simarpreet Kaur

Assistant Professor

Department of Commerce and Management

Mata Gujri Mahila Mahavidyalaya, (Autonomous) Jabalpur (Madhya Pradesh)

E-mail Id: simarangel86@gmail.com

### **Abstract**

This research paper explores the pivotal role of sustainable innovation in the context of technology management, focusing on the seamless integration of environmental responsibility into the innovation process. As industries grapple with the escalating challenges of climate change and resource depletion, the need for a paradigm shift in technology development becomes increasingly apparent. The study investigates the multifaceted dimensions of sustainable innovation, examining its impact on corporate strategies, product life cycles, and the overall environmental footprint of technological advancements.

Key areas of investigation include the identification of sustainable innovation drivers, the assessment of barriers hindering its effective implementation, and the examination of successful case studies showcasing the symbiotic relationship between environmental responsibility and technological advancements. By employing a comprehensive literature review and empirical analyses, this paper aims to provide insights into how organisations can foster a culture of sustainable innovation while navigating the intricate landscape of technology management. The research underscores the importance of cross-functional collaboration, policy frameworks, and stakeholder engagement in promoting sustainable innovation. Furthermore, it delves into the economic implications of environmentally conscious technology management, highlighting potential cost savings, market opportunities, and long-term viability for businesses. The findings presented in this paper contribute to the growing body of knowledge surrounding sustainable development, offering a roadmap for practitioners and policymakers seeking to align technology management with environmental stewardship.

**Keywords:** Sustainable Innovation, Technology Management, Environmental Responsibility, Corporate Strategies, Case Studies

## **Embracing Sustainability in the Digital Age through Transformative Business Management Strategies**

Dr. Shweta Dewangan, Dr. Sunil Deshpandey

Assistant Professor, ICFAI University, Raipur, Chhattisgarh Course Co-Coordinator

Research centre G S College of commerce & economics Autonomous Jabalpur Madhya Pradesh

Email-shwetadewangan@iuraipur.edu.in

### **Abstract**

In the rapidly changing digital world, company management must include sustainability. Innovative corporate management methods that balance social responsibility, environmental protection, and economic development are examined in this article. With digital technology, these initiatives aim to create eco-efficient company models, promote morality and transparency, and promote equitable development. The paper discusses how digital technologies reduce environmental impact and maximize resource use. AI, IoT, and sophisticated data analytics improve operational efficiency, waste reduction, and circular economy models. Companies can measure and regulate their environmental effect more efficiently using these tools, resulting in greener production and consumption. The paper emphasizes transparency and morality in sustainable company management. Companies may react faster to ethical and social demands with better stakeholder responsibility and involvement on digital platforms. Fair labor, resource allocation, and supply chain management are included. We explore inclusive growth and sustainable company management in the article. Digital technology may help close disparities and spread economic advantages. Assistance to SMEs, entrepreneurship, and marginalized populations' access to resources and markets is needed. Sustainable company management is an ethical imperative and a competitive advantage in the digital age, according to the report. Combining digital technology and sustainable practices may boost organizational resilience and social justice.

**Keywords:** - Digital technology, AI, Business management, sustainability, Digital age.

## **Corporate Social Responsibility in India: A Role to Achieve Sustainable Development Goal**

Shubham Singh

Research Scholar, MGCGV Chitrakoot

### **Abstract**

Corporate Social Responsibility is now accepted as a means to achieve the sustainable development goal of an organization. The Corporates can no longer limit themselves in using resources of society and they have to be socially responsible corporate citizens and must also contribute to the social good. Today Indian corporate has gone beyond philanthropy concept and give more concentration to all the stakeholders. All economically motivated behaviors of firms also need to consider their social and environmental impact. With the Companies Act 2013, the Indian government adopted a legislative

approach to reconfigure the business-society nexus in form of mandatory CSR activities. Corporate Social Responsibility in India is finally a reality. Indian businesses realized that they have to look not only at the economic dimension of their companies, but also at its ecological and social impact to move towards sustainable development. The present research paper attempts to analyze several such aspects of the new CSR law, Why and how should companies contribute for social welfare and Country's Economic Development.

**Keywords:** Corporate social responsibility, Sustainable development goal, Philanthropy, social welfare.

## Paradigm Shift of Marketing from E-Commerce to M-Commerce

Dr. Shivangi Dwivedi, Dr. Ankit Khare

### Abstract

Mobile commerce is considered as a natural progression of e-commerce. The e-commerce is one of the biggest things that have taken the Indian business in new form. It is creating an entire new economy to the society, which has huge resources to change the way of business activities. The milestone of e-commerce is raising incomes and a greater variety of goods and services that can be bought through the internet. It induced consumers to buy goods and services through online which are more attractive and convenient for them all over the country. This article tries to present a highlight of the role of e-commerce business indicating the category of e-commerce business, organizations involved in e-businesses, to examine the growth of e-commerce in both physical and financial terms, to critically analyse the barriers and constraints involved in flourishing e-commerce businesses in India and also state the role of government provide a legal framework for e-commerce. E-commerce is widely considered the buying and selling of products over the transaction that is completed solely through electronic measures can be considered e-commerce is subdivided into three categories: business to business or B2B, business to consumer or B2C and consumer to consumer or C2C also it is used to refer to the growing practice of conducting financial and promotional activities with the use of a wireless handheld device. The term m-commerce that the transactions may be conducted using cell phones, personal digital assistants and other hand held devices that have operate with Internet access. E-commerce security framework and is specifically applied to the e-commerce Computer Security, Data security and other wider realms of the Information Security framework. E-commerce security has its own particular nuances and is one of the highest visible security components that affect purpose of this research paper is to identify factors affecting the adoption of M-commerce significant growth of M-commerce transferring to M-commerce emerging level in India. The astounding rate growth in mobile penetration in India, higher mobile technology and networking is coming day by day. Now a mobile phone call but also be used for many other activities like browsing of net chatting or other virtual activities.

**Keywords:** E-Commerce, M-Commerce, Internet, Online, Networking.

## **The Impact Of Digital Transformation And Technology On The Effectiveness Of Decision-Making**

Dr. Shilpa Agrawal

Professor

Takshshila Group of Institutions, Jabalpur

Mail ID. drshilpa.agrawal22@gmail.com

### **Abstract:**

In this modern age, computational intelligence is impacting decision-making in a profound manner. Through the use of AI-driven technology, data analytics tools, etc., a business entrepreneur is able to make fast decisions with accuracy and timeliness. This enhances the operational efficiency of an organization. An organization is able to have a close look at the ongoing changes in the market world as it is ever-changing. The decisions are now not based on intuition; rather, they are more data-driven. Information technology facilitates the collection, processing, and analysis of extensive datasets. Decision-makers can harness this data to gain valuable insights into market dynamics, customer behavior, and operational efficiency. IT systems enable decision-makers to access real-time information, ensuring swift and accurate decision-making. This agility is particularly crucial in dynamic industries where quick responses to market changes are imperative. Real-time analytics and dashboards provide comprehensive overviews, aiding in strategic planning and risk management.

IT fosters collaboration among team members, irrespective of geographical distances. Cloud-based platforms and collaborative tools facilitate seamless information and idea sharing, nurturing collective decision-making processes. This interconnectedness enhances efficiency and ensures decisions align with organizational goals. Automation and AI streamline routine decision-making tasks, allowing human resources to focus on more complex and strategic thinking. Machine learning algorithms can analyze patterns, predict outcomes, and suggest optimal solutions, providing decision-makers with valuable insights to enhance the decision-making process.

**Keywords:** Decision-Making, Information technology, Business Enterprise.

## **A Study The Impact Of Artificial Intelligence On Efficient Human Resource Management Practices In Transnational Companies**

\*Shameem Begum,

Research Scholar, Department of Commerce and business Adminstartion, Acharya

NagarjunaUniveristy, Guntur.

\*\*SangamIshwarya,

Research Scholar, Department of Human resource management, Acharya NagarjunaUniveristy, Guntur.

\*\*\*Prof. R.Siva Rama Prasad,

Professor, Department of Commerce & Business Adminstartion, Acharya NagarjunaUniveristy, Guntur.

**Abstract:**

The fast changing business needs in the era of industrial 4.0 , organizations are concentrating on increasing productivity through digitalization of activities and integrating with digital technologies. One such technology is Artificial intelligence. Artificial intelligence is making machines to think like humans for better decision making and process business activities. This research aims to study the impact of artificial intelligence on efficient human resource management practices in Transnational companies. This study is quantitative in nature. The data is collected in the form of questionnaire on a 5 point likerts scale and data is analyzed with Smart PLS. The detailed analysis of results and conclusion are discussed in the following sections.

## **Foreign Direct Investment Towards Infrastructure Sector-It’s Impact On Growth and Development Of India**

\*S.Divya, \*\*Prof.R.Siva Rama Prasad

**Abstract:**

The main aim of this paper is to discuss how Foreign direct Investment is helpful for growth and development of Indian Infrastructure sector. India Infrastructure industry would require US \$1.7trillion over the next ten years.The infrastructure financing in India has lagged well behind the country’s economic growth. The growth of the secondary sector is being hampered by lack of infrastructure and its share of GDP is decreasing. As a result the economy is become over the reliant on the service sector.The PPP model is used in majority of the new Infrastructure projects, PPP initiatives are insufficient to address the country’s immediate needs. According to the available data, India FDI inflow has been steadily expanding. It has risen from US\$4trillion in 2000-2001 to US\$44trillion in 2015-16.With the increased demand for labor ,goods and capital expenditure on infrastructure ,there is a 2.5 to 3.5 rupees gain in GDP of the nation.Through FDI funds towards infrastructure sector ,the country national highways has been expanding in a very significant way. Similar way new large airports, seaports significantly developing in India. The remaining thoughts, data analysis and results will be discussed in the main paper.

## **A Study on the effect of Entrepreneurship on Economic Growth**

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SeetikaPatel , Assistant Professor      St. Aloysius college (Autonomous),Jbp.

Ambiya Khanam , Assistant Professor  
St. Aloysius college (Autonomous), Jbp.

**Abstract**

The economic landscape of a country is greatly shaped by entrepreneurship, which also greatly fosters innovation, job creation, and general economic progress. This study uses a comprehensive methodology that takes into account a variety of dimensions and elements in order to investigate and comprehend the complex relationship between entrepreneurship and economic growth. The direct contributions of entrepreneurship to economic growth, such as the formation of new companies, technological developments, and market competitiveness, are important research topics. The study also looks at the



indirect impacts, focusing on how entrepreneurship improves human capital, creates jobs, and encourages innovation in society.

The study examines potential challenges and risks associated with entrepreneurship, including market failures, resource constraints, and barriers to entry. In the end, this research aims to provide insightful knowledge to academics, practitioners, and policymakers who are interested in comprehending the complex relationship between economic growth and entrepreneurship. It seeks to educate evidence-based strategies for promoting entrepreneurial ecosystems that support sustainable and equitable economic development by illuminating the several dimensions of this relationship.

KEYWORDS - Entrepreneurship, Economic Growth , Innovation , Job Creation

## **Role of government in corporate social responsibility**

Dr. Savita Paharia

Assistant Professor, Mata Gujri Mahila  
Mahavidyalaya (Autonomous), Jabalpur (M.P.)

### **Abstract:**

Social responsibility is a moral system in which a person has the responsibility to cooperate with other people and institutions in a way that is in the interest of the entire society. It is a managerial concept in which companies take into account the impact of their business on society and the environment, thereby improving society. For a long time, companies have been exercising social and environmental responsibilities in business operations, which helps in the welfare of communities and society. It has been helpful in the welfare of communities and society. In India, statutory compliance of Corporate Social Responsibility started with Section 135 of the Companies Act 2013. After this, Corporate Social Responsibility rules were implemented on February 27, 2014. In these rules, there are special provisions regarding compliance of corporate social responsibilities by the companies. Provisions and procedures are described. On January 22, 2021, the Ministry of Corporate Affairs made several amendments in the Corporate Social Responsibility rules. Many changes have been made in Section 135 by the changes made in the Companies Acts in 2019 and 2020.

Corporate social responsibility means the responsibility that business can discharge in relation to the well-being, needs and values of society. The process of establishment and growth of any business can continue for a long time only if it discharges its responsibilities towards the society in a good manner. Businesses should not only follow the principles of democracy internally but should also adopt a democratic approach towards their social environment. Howard Bowen, American economist and president of Grinnell College, is cited as the "Father of CSR". He linked the responsibility of corporations to society and published a book in 1953 advocating business ethics and accountability to social stakeholders, called Social Responsibilities.

Government should play an important role in effective implementation of CSR. The government should ensure that the activities included in the CSR policy of the company are implemented by it. It is also the responsibility of the government to address the issues of non-availability of NGOs and create awareness in the society about the importance of CSR and its activities. The government is planning to use technology tools like Artificial Intelligence and Machine Learning for data mining of specified reports to bring about changes in its policy on CSR. Leveraging technology to improve oversight of companies by the government is welcome, but it should be applied to the financial and governance aspects of companies before being applied to their social responsibilities.

## **A study of growth of a Tourism Industry in Entrepreneurship Sector and its impact in Indian Economic Growth**

Dr. Sapna Sharma

Associate Professor

Mata Gujri Mahila Mahavidyalaya (Autonomous) Jabalpur

### **Abstract -**

Tourism Industry has been renowned as one of the fastest growing industries with huge potentiality in economic development and economic reformation especially in developing countries. Tourism in a straight line involvement in the economy not only by earning foreign exchange, but also through the dimensional effect. Apart from that it also involved in social culture and environmental development. Tourism development in Madhya Pradesh encourages both employment opportunities and entrepreneurs practices. Multi-dimensional approach of tourism invites new innovations and practices to make available versatile demand of tourists from both domestic and international market. Entrepreneurship is always recognised practice in tourism industry as it encourages in creative freedom and accepting challenges. Madhya Pradesh is a land, where tourism creates opportunities for both tourists and the entrepreneurs. It offers multiplicity of destinations covering almost all type of tourist attractions and explores opportunities to earn from tourism too. The state carries immense potentials in women entrepreneurial Practices like other industry. The research had been conducted to understand the opportunities of entrepreneurship in tourism Industry in Madhya Pradesh. It is also to understand its application area and the limitations.

As long as the inherent sense of curiosity and adventure dwells in the hearts of human beings, the desire to travel, in order to see new sights and experience new things and to live under different environments, will always grow. Tourism marketing can be defined as the systematic and coordinated efforts exerted by the National Tourist Organisations and the tourist enterprises at international, national and local levels to optimize the satisfaction of tourists, groups and individuals, in view of the sustained tourism growth. It requires information about people, especially those interested in what you have to offer, such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience.

Madhya Pradesh – India Madhya Pradesh is located in the centre which is known as “heart of the India” sets as a major example helpful in promoting a secular state as it homes to many divine temples, mosques, forts and palaces of great historical background. Though Madhya Pradesh was awarded as the Best Tourism State Award in the year 2012 as per the data but yet to be more publicised and less informational channel because the strengths are less exploited. Due to this it becomes important and rational to promote MP tourism. MP is developing its tourism in a public private partnership that to in a sustainable way. Culture of Madhya Pradesh is a pleasant combination of Hindus, Jains, Christians, Muslims, Buddhists, and Sikhs. Languages are also commonly spoken here thanks to the mix of people. Hindi is the main and the official language of Madhya Pradesh. The culture of Madhya Pradesh, in true sense, is extensively recognised for its musical performance and dancing rhythms.

## **Entrepreneurism and its effect on Economic Growth**

Dr. Sangeeta Tomar Parihar

Asst. Prof in Commerce & Management and Deputy Coordinator IQAC Cell MGMM.

E-mail: sangeetatomar2011@gmail.com

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### **Abstract:-**

Entrepreneurship, or the activity of starting and running a business, is a vital ingredient of economic growth and development. Entrepreneurship drives the growth and diversification of the economy and contributes to the creation of wealth. Entrepreneurship holds the key to the emergence and development of a vibrant private sector, an indispensable ingredient of sustained growth. Entrepreneurship is necessary to initiate the process of economic development of both developed and developing countries as it is the back bone of economy of any country. Entrepreneurship refers to combining the available resources of production in such a new way that it produces the goods and services more satisfactory to the customers. Entrepreneur is a catalytic agent of change. It is also instrumental in sustaining the process of economic development. The role of entrepreneurship in economic development is substantial. After all, entrepreneurs don't just build businesses and grow their personal wealth; they also impact the economy by creating new jobs and opportunities, driving innovation, and developing new markets, products, and services. Entrepreneur creates conditions for creation new methods or commodity, progress, organizing or developing newly-discovered resources. Entrepreneur provides fund for establishing a new business, combining production factors, selecting the best managers and continuation of an organization. One of the most significant impacts of entrepreneurship on society is job creation and economic growth. When entrepreneurs start companies, they often need to hire employees to help with various tasks and responsibilities. This leads to an increase in job opportunities and a reduction in unemployment, which can boost the overall. Another significant impact of entrepreneurship on society is innovation and technology advancement. Entrepreneurs are known for their creative and forward-thinking approach, and they often bring new ideas and products to the market that can disrupt traditional industries and change the way we live our lives. These innovations can range from groundbreaking new technologies to more efficient and effective business models, and they often push the boundaries of what's possible. This, in turn, drives further advancements in technology and can lead to a never-ending cycle of innovation and progress.

## **Impact of Communication Media InSchedule Tribe Youth**

Sandeep Kumar Tiwari (Research Student)

Mangalayatan University, Jabalpur

Mobile: +918827505064, Email: computerworkjbp@gmail.com

### **Abstract:**

The history of human society has always been changeable, just like the actual rule change of the world. Social change is not only an essential feature of every society but it is through its (transformation) human society has been able to reach the present level by crossing the different levels of barbarism and civilization. The speed of this change is extremely slow, while in some societies this speed can be extremely sharp, in some way man has gone from primitive to new in the story of his flourishing.

Through the presented research paper, the prevailing perception of tribal groups has been denied as it has been said in the current circulation that tribal human society is trying to extricate itself from various levels of hardship and barbarism, tribal groups are in some form seen in the story of their upliftment from primitive to modern, the minimum requirements of tribal society are a challenge for the developed society and this son of nature runs away from development, away from the glare of the world, now keeping mountains and forests as their habitat, etc.

At present, the use of mobile in the rest of the tribal dominated areas, except for the most far-reaching tribal groups, is being seen among the tribal youth. The tribal group has entered the mobile revolution.

## **Impact of Entrepreneurship on Economic Development: An Analysis**

Dr Richa Rai

Associate professor, Mata Gujri Women's College, Jabalpur

Entrepreneurship is the managerial function of taking risks in business, bringing labor and capital, making general plans and supervising every aspect of it. Marshall. Entrepreneurship is the ability to bear various risks in business, take bold profitable decisions, undertake social innovation and provide dynamic leadership. At present, the economy is going through various types of challenges and changes. Increasing competition, uncertainty, use of new technologies and in every field. The importance of entrepreneurship has increased further due to computerization and digitalization. No nation can achieve its planned and rapid economic development without entrepreneurship.

The impact of entrepreneurship on economic development is evident from the following points.

\*Entrepreneurship encourages capital formation by attracting investment. By establishing new businesses, entrepreneurs attract investment from both local and foreign sources.

\*Entrepreneurship is an important means of employment generation. By establishing a new business the entrepreneur provides employment to himself and others. For example, a technology startup provides employment to developers, marketers and various employees.

\* New startups encourage innovation and competition. They challenge existing enterprises to improve their products and services.

\*Entrepreneurship improves the quality of life of both individuals and communities by creating new businesses and jobs.

\* Entrepreneurship also provides opportunities to individuals and small businesses to compete in the market, resulting in increased economic stability and diversity.

\*New entrepreneurs identify the problems and shortcomings of the market and offer solutions to them, as a result the economy benefits.

\*Entrepreneurship motivates the entrepreneur to utilize the available untouched resources like natural resources, minerals and human skills etc. so that he can innovate.

\*Entrepreneurship creates new markets by creating new demand by introducing a range of new products and services

\*. By creating new businesses and employment, entrepreneurship also increases gross national product and per person income.

In conclusion, we can say that there is a direct positive relationship between economic development and entrepreneurship. Nations with high entrepreneurship levels also have higher economic growth rates. Entrepreneurship is playing an important role in the economic development of the nation by capital formation, increase in standard of living, new employment, establishment of business, proper use of available resources, increase in gross national product and per person income.

## Unveiling Business Insights: Using Exploratory Data Analysis for Strategic Decision-Making

Richa Mehrotra

rmehrotra@lko.amity.edu

Dept. of Mathematics, Amity School of Applied Sciences, Amity University, Lucknow Campus

### Abstract:

Today’s competitive business landscape demands effective decision-making strategies and makes the role of data crucial in decision making. Data provides businesses with useful insights in understanding customer behaviour and in making strategic decisions required for a thriving business. An essential step in data analysis that explores the data visually and statistically to find trends and patterns and to look for any possible anomalies is Exploratory Data Analysis (EDA). EDA is a powerful tool in revealing hidden patterns and giving understanding of complex datasets. This research article takes on a systematic approach for Exploratory Data Analysis (EDA) that impacts strategic decision-making in business world. This paper delves into employment of EDA techniques to extract meaningful insights from data sources, enabling decision-makers to make better strategies. Readers will gain comprehensive understanding of how EDA supports in making strategic business objectives in addition to its contribution towards data exploration.

**Keywords:** Exploratory data analysis, strategic decision making, visualizing data, analyze data for meaningful insights.

## **Growth Trends in Businesses and Role of Data and Digitalization**

Richa Mehrotra

Dept. of Mathematics, Amity School of Applied Sciences, Amity University, Lucknow Campus

### **Abstract:-**

The era of 90's brought a new dimension to businesses in the form of e-commerce. E-commerce revolutionized business by changing the shape of competition with the use of internet. The computer communication network created a new market place for businesses as well as for customers. Development in the Internet and technologies narrowed down distinctions between traditional and global markets. India showed tremendous growth in E-commerce. But marketers were analysing methods to make their businesses more appealing to their customers. Later, Pandemic forced us to be more digitally reliant. Staying competitive is vital and all businesses must adapt to stay relevant. Data analysis played magnificent role in this. A new term came into existence called Big Data. Big data refers to data sets that are large in volume and can be analysed to reveal customer patterns. Marketing professionals were now able to meet specific needs of their customers with this new information available to them. To plan, manage and optimize their marketing campaigns, professional marketers could now use different types of analytical models viz. descriptive, predictive, prescriptive etc. These models collected historical data from earlier campaigns and used it to predict customer behaviour and provide insight for future campaigns.

Data and its analysis helped businesses to approach customers in a new way. More than 80% of marketing professionals now make their decisions based on data, using advanced analytic tools to evaluate digital marketing campaigns at every step of the customer experience. Recommendation systems and digitalization further improved marketing skills. Now a days artificial intelligence has enabled marketing professionals to target prospective customers and offer preferred services.

This paper discusses impact of data and digitalization on gradual growth of businesses. Also, it suggests the potential uses of technologies in growth of business management.

## **An Analytical Study of Behavioural Economics On Marketing Strategy of CNG Vehicles.**

Rakesh Kumar Upadhyay1\*, Dr. Rohit Pandey2\*

1\*Research Scholar, Department of Business Economics, Faculty of Management Studies, VBSPU Jaunpur, U.P 222003, Email id: rakeshkumarupadhyay010@gmail.com

2\*Guest Faculty, B.Com (Hons), Faculty of Management Studies, VBSPU Jaunpur, U.P 222003, Email id: rohitpandey991@gmail.com

### **Abstract:-**

This study examines the treatment behaviour of consumers / individuals about CNG Vehicle. The treatment behaviour is one of the 3 main behaviour such as, Prevention, Detection & treatment behaviour. Simply these three behaviour is known as PDT model, where as treatment behaviour is one of the PDT model behaviour. This treatment behaviours of Individuals are examined in the light of



regulatory focus and this study shows how prevention and promotion focus affects the treatment behaviour of customer/ individuals about CNG vehicle. To examine this a narrative based story is used. This framed story used as tool to investigate the behaviour of individuals. Based on the experimental research design here the story is framed on the basis of some Criteria such as Positive story framing, Negative story framing, fact based framing, and control group. In control group only a questions is asked to probable customer or respondents. At the same time then two aspects of behavioral criteria such as Prevention and promotion focus is also examined in the given narrative based story i.e. framed story. The results show that the purchase intention, vary along with aspects of framed stories and the result's also show that different outcomes according to the prevention & promotion focused customer/individuals w.r.t. treatment behaviour.

**Key words:-** Positive framing, Negative framing. Control group, Promotion focus, Prevention focus. Fact based story framing, CNG vehicles.

## **Building Bridges, Not Businesses: How Social Entrepreneurs are Redefining Value Creation”**

Dr. Swati Saxena

Assistant Professor

Department of Management

MangalayatanUniversity ,Jabalpur

Ambarish Garg

Research Scholar

Department of Management ,Mangalayatan University

Dr.Rajeshwari Garg

Assistant Professor

Department of Education, Guru GhasidasCentral University, Bilaspur

### **Abstract-**

The traditional business landscape, fixated on shareholder value maximization, is being challenged by a rising tide of purpose-driven ventures: social impact enterprises. These ventures prioritize societal well-being alongside financial sustainability, building bridges, not just businesses. This paper delves into the burgeoning world of social entrepreneurship, exploring how these changemakers are redefining value creation. Social entrepreneurs are not your typical business leaders. Driven by a deep-seated desire to address social and environmental challenges, they weave innovative solutions that tackle some of humanity's most pressing issues, from poverty and inequality to climate change and access to education. Unlike traditional entrepreneurs solely focused on profit, social entrepreneurs prioritize creating a positive impact on the world, with financial sustainability serving as a means, not the end. This paper delves into the core tenets of social entrepreneurship, unpacking the concept of the triple bottom line, which emphasizes social, environmental, and economic value creation. We'll explore the diverse landscape of social impact ventures, from microfinance initiatives empowering marginalized communities to tech-driven platforms tackling global challenges. Furthermore, we'll examine the critical

role of impact investing in fuelling the growth of social enterprises. By channelling capital towards ventures with a dual focus on profit and social impact, impact investors are playing a crucial role in scaling up social innovation and driving systemic change. Through in-depth analysis and compelling case studies, this paper sheds light on the challenges and opportunities faced by social entrepreneurs. We'll explore the need for supportive ecosystems that nurture and empower these ventures, fostering collaboration and knowledge sharing. Ultimately, this paper paints a hopeful picture of a future where social entrepreneurship becomes a driving force for positive change. By redefining value creation and prioritizing societal well-being, these changemakers are building a more equitable and sustainable world, one bridge at a time.

**Keywords:** social entrepreneurship, impact investing, social innovation, triple bottom line, sustainable development

## Entrepreneurship and Economic Growth

Dr..Pushpa Ramesh

Associate Professor

Department of Commerce and Management

Mata Gujri Mahila Mahavidyalaya, Jabalpur

Ms..PriyaPacholi

Research Scholar

Rani Durgawati University, Jabalpur

### Abstract:

The process of founding and operating a firm, or entrepreneurship, is essential to the expansion and development of the economy. In addition to being essential to dynamic Schumpeterian rivalry and overall economic dynamism, entrepreneurs foster innovation. By using cross-section empirical research to investigate the relationship between entrepreneurship and economic growth, we add to the body of knowledge on entrepreneurship in this work. We categorise all early-stage entrepreneurship into two groups: opportunity-driven and necessity-driven, and we distinguish between advanced and developing economies in our sample economies. We do not discover any proof that overall entrepreneurship and economic growth are positively correlated. This makes sense given how incredibly diverse entrepreneurial activity. Broader still, our empirical data emphasises how critical it is to differentiate between various forms of entrepreneurship and various economic groupings. In particular, for developing economies where manufacturing is somewhat prominent, we find that opportunity driven entrepreneurship is positively connected with growth. Big scientific discoveries in the manufacturing sector, intuitively, open up a world of opportunity for creative entrepreneurs, while other entrepreneurs gradually adjust to the slower rate of technical advancement in the services sector.

The process of founding and operating a firm, or entrepreneurship, is essential to the expansion and development of the economy. In addition to being essential to dynamic Schumpeterian rivalry and economic dynamism, entrepreneurs make significant contributions to innovation. The perpetual Schumpeterian process of new products, services, technologies, companies, and industries replacing old products, services, technologies, firms, and industries is mostly driven by innovative entrepreneurs. The



Fortune 100 is filled with innovative businesses that are creating and marketing new goods utilising cutting-edge technologies. The Fortune 100 of today will not resemble the Fortune 100 of 1970 in the same way that it does not resemble it today. Visionary, disruptive, risk-taking entrepreneurs like Steve Jobs, who founded Apple with his pals in the garage of a suburban California home, are the driving force behind the continual creation of new businesses with innovative technologies and products. Even unremarkable, everyday business owners like street food sellers are compelled to innovate due to competition. As a result, transformative entrepreneurs are not the only ones that contribute to the economy through entrepreneurship. Even though they made a big contribution to economic growth and innovation, entrepreneurs were largely ignored and underappreciated.

**Keywords:** Entrepreneurship, EconomicGrowth, Development.

## **Navigating Sustainable Futures: A Comprehensive Study of Corporate Social Responsibility in Management''**

Priyanka Anand

Assistant Professor

Mata Gujri Mahila Mahavidyalaya

Jabalpur (M.P)

### **Abstract:**

The landscape of contemporary business is undergoing a profound transformation as organizations grapple with the imperatives of sustainability and corporate social responsibility (CSR). Against the backdrop of pressing global challenges such as climate change, social inequality, and resource depletion, the role of corporate entities in shaping a sustainable future has become paramount. This research paper undertakes a meticulous examination of the evolving dynamics between corporate social responsibility (CSR) and contemporary management practices and seeks to elucidate the multifaceted relationship between CSR and management, offering a comprehensive analysis that spans theoretical insights, empirical evidence, and practical implications.

The investigation employs a multidisciplinary approach, synthesizing literature from management, ethics, and environmental studies. Through an extensive literature review, detailed case studies of leading organizations, and targeted interviews with industry experts, the research aims to uncover the motivations, challenges, and outcomes associated with the integration of CSR in management strategies. Special attention is devoted to the examination of leadership roles in fostering sustainability, unraveling the mechanisms by which organizations align their practices with ethical, social, and environmental imperatives. By addressing gaps in current knowledge, this study endeavors to contribute to both scholarly discourse and managerial decision-making. The findings aspire to offer practical insights for organizations navigating the intricate terrain of sustainability, enabling them to develop strategies that foster long-term success while fulfilling societal and environmental responsibilities. Ultimately, this research aims to serve as a valuable resource for academics, practitioners, and policymakers alike, fostering a deeper understanding of how organizations can effectively navigate towards sustainable futures through conscientious management practices.

**Keywords:** Sustainability , Corporate Social Responsibility

## Machine Learning Techniques for Detection of Depression on User Generated Contents

Prateek Gupta<sup>1</sup>, Nagendra Singh<sup>2</sup>, Dr. Dinesh Mishra<sup>3</sup>

<sup>1,2</sup> Assistant Professor CSE, SRIST, Jabalpur, <sup>3</sup>Professor MUJ, Madhya Pradesh, India

<sup>1</sup>pguptace@yahoo.com, <sup>2</sup>sristnagendra@gmail.com, <sup>3</sup>dmishra1475@gmail.com

### Abstract

Depression has become a big problem for people today, and the number of people affected by depression is increasing day by day. Depression is the leading cause of suicide worldwide. However, the vast majority of patients with depression remain undiagnosed and therefore untreated. Many studies have been conducted using machine learning algorithms to detect depression from users' social media posts. Social media platform generates huge amount of user generated contents. Researchers can learn whether users are experiencing depression from social media data. Machine learning algorithms can separate data into accurate groups and identify suppressed and non-suppressed data. The study was designed to determine the depression level of users from information shared on social media. The paper presents an approach for detection of depression & evaluates performance on the basis of accuracy.

**Keywords:** Depression Detection, Stress Prediction, Social Media Analytics, Machine learning, Text Processing.

## Assessment of Voltage Stability Using Artificial Neural Network

Pramod Dubey, Dr. Biplab Paul, Dr. Amol Talankar

Research scholar, Doctor of Philosophy (PhD)

School of Engineering & Technology, Sardar Patel University Balaghat (M.P.)

### Abstract:-

The present power system is consisting of several sub-networks such as generation, transmission, and distribution sub-networks. Use of new technologies and the growth in interconnections are continuously increasing the complexity of the system further. These highly complex modern power systems are operating in severely stressed conditions due to economical and environmental considerations rendering them vulnerable to frequent failures. Therefore, ensuring the stability of these systems has become one of the major concerns for the power system engineers, especially the voltage stability. This paper presents a method for improvement of voltage stability in interconnected power systems using a neural network, this paper deals with L-index technique to calculate the stability margins and to furnish the information about the weak areas in the network. Outputs of this technique are used to train and test an ANN. The trained ANN architecture is capable to predict the values of L-indices and therefore control action are taken by operator to control quantities, i.e. generator excitation levels and settings of Static VAR Compensators (SVCs) to keep the system stable.

**Key-Word:** Voltage Stability, Load flow, L-Index, Neural Network.

## **TECHNOLOGY AND INNOVATION IN RETAIL SECTOR**

Dr. C.P. Gujar (Head of Department)

Mahatma Gandhi chitrakoot Gramodaya University Satna M.P.

Ms. Pawni (Research Scholar)

Mahatma Gandhi chitrakoot Gramodaya University Satna M.P.

### **Abstract:-**

In today's business landscape, retail is the “power of consumerism” and it is at the forefront of technological disruption and innovation. A retailer or occasionally an agent whose main function is selling directly to final consumers for non-business use. This research paper delves into the transformative impact of technology on retail sector, exploring the evolving landscape shaped by continuous innovation. This paper begins with the historical overview of the retail sector, highlighting its metamorphosis in response to technological advancements. It is important to organizations stay upto date with in increasing changing and enhancements technology which is created for their business.

The exploration extends to the various dimensions of innovation within. Retail sector, encompassing product innovation, process innovation, novel business model and voice commerce innovation. Notably, the paper scrutinizes the integration of cutting-edge technology such as, point of sale (POS), RFID, electronic safety and price tags, location-based application, advanced inventory management software, and AI into the retail eco-system.

Challenges and Barriers hindering the widespread adoption to technology in retail are scrutinized ranging from regulatory constraints to resource limitations, and based on technology. Conversely, the benefits and impact of technology adaptation in retail are meticulously analyzed emphasized improved operational efficiency and increase customer experiences. This research concludes by outlining future trends, including the growing significance of e-commerce, omni channel integration, and the emergence of sustainable and environmentally conscious technologies in retail domain. I will conduct a case study later, which takes an in-depth look at the journey of a retail enterprise strategically adopting technology to enhance its operations. The study will explore the adoption of innovative solutions, from powered personalized recommendations to the seamless integration of online and offline retail experiences. This paper contributes the existing body of knowledge by providing a comprehensive review of the intricate relationship between technology and innovation in retail sector. By synthesizing theoretical insights, empirical evidence sheds light on the transformative journey of retail industry, offering valuable intuition for practitioners, researchers, and policymakers alike.

Keywords: Retail sector, Technology, Innovation, E-commerce, Customer experiences

## **A System Review on Development of Intelligent Expressway using Internet of Things**

Nitin Shukla, Research scholar

## Abstract

Urbanization is imposing many challenges, and development of intelligent expressway is one such challenge. It hampers smooth traffic flow, wastes time, and threatens road safety. Moreover, it also impacts the environment, economy, health, and other essential services. The requirement and effectiveness of making intelligent expressway, about the potential market size, about trials and tests. Increasing population density in urban centers demands suitable provision of services and infrastructure to meet the needs of city inhabitants, surrounding residents, workers and visitors. In this paper, we present the review of literature in the field of development of intelligent expressway using internet of things (IoT). We also explore the internet of thing technology for development of intelligent expressways and also present the various applications of Internet of things.

**Keywords:** Internet of things, Expressway, Traffic flow, Environment, Market size.

## Innovation and Technology in Management

Dr. Nitin Jauhari

Assistant Professor, Nirmala College, Ujjain

(johri.nitin11@gmail.com)

## Abstract:

In the dynamic business environment, the integration of innovation and technology in management is pivotal for organizational success and competitiveness. This research paper delves into the significant impact of technological advancements on management, employing empirical and secondary research methods. It examines the influence of digital transformation, big data analytics, artificial intelligence (AI), and the Internet of Things (IoT) on strategic planning, decision-making, operational efficiency, and competitive dynamics across business sectors.

The study initially focuses on technology's role in strategic management, particularly the impact of digital transformation on traditional business models and the shift toward data-driven decision-making. It presents empirical evidence of performance improvements and challenges during digital transformation. The paper also investigates technology's role in risk management, especially the effectiveness of predictive analytics in identifying and mitigating risks.

In the realm of operational management, the research covers process automation, supply chain management, and customer relationship management (CRM). It highlights the impacts of AI and machine learning in automating tasks and improving operational efficiency. The paper also discusses IoT and blockchain technology in supply chains and assesses their role in enhancing operational transparency and efficiency. Additionally, it evaluates CRM technological advancements in customer engagement and retention.

**Keywords:** Innovation, Technology, Management, Business, etc.

## **A Study on Consumer Perception on Sweets Products towards Different Brands, With Special Reference to Jabalpur**

### **Dr. Nitin Kumar Jain**

Associate Professor, Department of MBA  
Gyan Ganga Institute of Technology & Sciences,  
Jabalpur M.P. (India)  
Email: nitinjain@ggits.org

### **Dr. Atul Dubey**

Professor & Head  
Shri Ram Institute of Management,  
Jabalpur M.P. (India)  
Email: dubeydratul24@gmail.com

### **Abstract:**

India, the land of festivals, had always been a home to a variety of sumptuous sweets. The demand for fast food has increased due to different reasons, including rising disposable income, time-strapped dual-income households, etc. In addition to freshly made traditional Indian sweets, packaged sweets have increased in popularity. The market for traditional sweets is being explored in this study. As a result, the customer profile, decisional factors, and satisfaction with sweets sellers in Jabalpur City, one of Madhya Pradesh's major cities, were investigated. The Rajasthan MishtanBhandar, Hira Sweets, Bikaner Sweets, Bikaji Sweets, Haldiram Sweets, AmritBhandar, and Badkul Sweets were among the major sweet sellers in Jabalpur where the study was conducted on the customers.

India sellers were chosen for the study based on the city of Jabalpur's largest majority of branches and customer base. A structured questionnaire was used to collect primary data from 60 deliberately chosen respondents as part of this exploratory research. Consumer satisfaction with the sweet was found in the study. On criteria such as quality, taste, availability, price, and cleanliness, customers in Jabalpur indicated satisfaction with the sweets sellers. Consumer impression of the sweet shops, including the products offered, the quality of the services provided, and the facilities available, was found to be good across the board, raising significant barriers to entry for new players. But in order to maintain their consumers' loyalty, the candy vendors must constantly provide value.

**Keywords:** Festivals, Income households, Perception, Customers, Loyalty

## **A Review on Role of Artificial Intelligence in Sustainable Wild Life Tourism Management**

### **Dr. Nitin Gaur**

Assistant Professor

Takshshila Group of Institutions  
Jabalpur

### **Dr. Priya Sahni**

Assistant Professor

St. Aloysius Autonomous College  
Jabalpur

### **Vishal Saxena**

Research Scholar

Mangalayatan University  
Jabalpur

**Abstract:-**

The abstract explores the integration of artificial intelligence (AI) in wildlife tourism, examining its multifaceted impact on visitor experiences, conservation efforts, and overall sustainability. Through the analysis of AI-driven tools such as smart guides, predictive analytics for wildlife sightings, and virtual reality experiences, this study elucidates how technology enhances the comprehension and enjoyment of natural habitats. Furthermore, it investigates AI's role in aiding conservation initiatives, mitigating human-wildlife conflicts, and fostering a responsible and ethical approach to wildlife tourism. The findings underscore the potential of AI to revolutionize the industry by promoting environmental awareness, ensuring the welfare of wildlife, and fostering a harmonious coexistence between technology and nature. The 21<sup>st</sup> Century has made a lot of changes in transforming the businesses. The use 5G internet speed and technological advances have affected almost all the sectors including tourism, which brings heightened competition, changing tourists' needs and fast development of customer services. Due to digitization, the tourism industry is overwhelmed by a huge amount of data that needs to be processed and analysed. AI can replace the analytical ability and decision-making capabilities of human beings. It can thus enable the development of innovative services and the intelligent processing of large amounts of data. AI has evolved in last three years and it is widely used in many sectors. However, this study aims to examine the adoption level of AI applications in Wildlife tourism industry. It also aims to examine under which circumstances the adoption of these applications and technologies could enable tourism companies to obtain a competitive advantage. This research paper explores the evolving role of artificial intelligence (AI) in the realm of wildlife tourism, aiming to visitor experiences, and overall profitability. By analysing current applications, challenges, and potential future developments, we shed light on the transformative impact of AI in fostering responsible wildlife tourism practices.

## **AI Optimized Hardware in Intelligent Hardware**

Neha Jain

Assistant Professor, Computer science & engineering

Managalayatan University Jabalpur

Email Id:jainneha818@gmail.com

**Abstract:-**

Artificial intelligence software has a high demand in the business world. As the attention for the software increased, a need for the hardware that supports the software also arise. A conventional chip cannot support artificial intelligence models. A new generation of artificial intelligence chips is being developed for neural networks, deep learning, and computer vision. The AL hardware includes CPUs to handle scalable workloads, special purpose built-in silicon for neural networks, neuromorphic chips, etc. Organizations like NVidia, and Qualcomm. AMD is creating chips that can perform complex AI calculations. Healthcare and automobile may be the industries that will benefit from these chips.



## **The Role of Knowledge Management in Driving Green Innovation and Corporate Sustainable Development**

Gurpreet Kaur Bansal

Research Scholar, Mangalayatan University, Jabalpur, gurpreet.kaur.bansal95@gmail.com

Dr. Swati Saxena

Assistant Professor, Department of Management, Mangalayatan University, Jabalpur,

swati@mangalayatan.ac.in

deepa.kulshrestha1@gmail.com

### **Abstract:-**

In the contemporary business landscape, the imperative for organizations to integrate sustainable practices and embrace green innovation has become increasingly pronounced. This article delves into the pivotal role of knowledge management (KM) in propelling green innovation and fostering corporate sustainable development. This study employs a comprehensive literature review and case study analysis of knowledge management practices which influence the initiation, implementation, and diffusion of green initiatives within organizations. The research explores various dimensions of knowledge management, including knowledge creation, acquisition, transfer, and application, in the context of sustainable development. It examines how organizational structures, cultural factors, and leadership dynamics influence the effectiveness of knowledge management strategies in promoting green innovation. The paper identifies best practices and challenges associated with leveraging knowledge assets to drive sustainability initiatives. The study investigates the impact of knowledge management on the integration of environmental, social, and economic dimensions in corporate decision-making processes by analyzing how knowledge-sharing platforms, information technologies, and collaboration mechanisms contribute to the dissemination of sustainable practices throughout the organizational ecosystem. Ultimately, this research contributes to the understanding of the intricate relationship between knowledge management, green innovation, and corporate sustainable development. The findings provide insights for practitioners, policymakers, and scholars seeking to enhance organizational capabilities for driving positive environmental and social impact through effective knowledge management practices.

### **Keywords:**

knowledge management, management strategies, green innovation, corporate sustainable development etc.

## **Empowering Nations: Unveiling the Impact of Banking Sector Reforms, Policy Makers, and Financial Inclusion for National Growth**

Dr. Chandra Prakash Gujar (Head of Department)

Mahatma Gandhi Chitrakoot Gramodya University, Chitrakoot Satna (M.P.) 485 334

Ms. Ankita Raikwar (Research Scholar)

Mahatma Gandhi Chitrakoot Gramodya University, Chitrakoot Satna (M.P.) 485 334

**Abstract:-**

This study seeks to empirically assess the impact of banking reforms, technology adoption, government policies, and amendments in banking acts on the everyday lives of people in India, exploring their substantial contributions to financial inclusion. Financial inclusion for general public in India, accepting payments through digital mode viz. QR codes, Unified payments interface(UPI), Bharat interface for money(BHIM) etc. is closely linked to government policies. Initiatives like Digital India and Pradhan Mantri Jan Dhan Yojana have played pivotal roles in promoting digital transactions and expanding financial access, fostering a more inclusive economic landscape. Scheduled commercial banks are experiencing growth, marked by a cleaner balance sheet. The gross non-performing assets ratio of these banks has notably decreased. Additionally, there is a significant uptick, with private investment in agriculture reaching 9.3% in the fiscal year 2020-21. Post 2014, the banking sector has demonstrated empirical progress attributable to government policies and support. This includes tangible advancements in areas such as operational efficiency, financial stability, and the implementation of strategic initiatives fostering growth.

The significant outcome of this research is how policy makers improved the financial literacy in general public lives and inclusion.

**Keywords** - Banking reforms, Indian banks, financial inclusion, technology adoption, unorganised sector

## **Digital Transformation and Industry 4.0**

Mrs. Shalu Gupta

Asst. professor

Maharashtra Institute of Higher Education, Jabalpur  
(M.P.)

**Abstract**

Purpose – The digital transformation under Industry 4.0 is complex and resource-intensive, making a strategic digitalization guideline vital to small and medium-sized enterprises’ success in the industry 4.0 transition. The present study aims to provide manufacturing small and medium-sized enterprises (SMEs) with a guideline for digital transformation success under Industry 4.0. Industry 4.0 represents the coming fourth industrial revolution, which will lead the way to the Internet of Things, Data and Services. To help industrial companies successfully become true digital enterprises in the industry 4.0 era, this study aims to survey the essential implications of the digital transformation by conducting focus group discussions. Seven major implications for industrial companies are explored, and six critical issues are identified by experts. For anyone involved in digital transformation research and those seeking strategies to enter the global Industry 4.0 ecosystem, this study should offer some necessary fundamentals in terms of theoretical analysis and problem resolution.

**Keywords:** Industry 4.0, Digital Enterprises, Digital Transformation, Focus Group



## **Contemporary Obstacles and Studies in Quality Education: With Special Reference to Madhya Pradesh**

Mrs. Gayatri Bhaisanyan

Assistant Professor (Mathematics)

Nirmala College of Education Ujjain (MP)

E-mail ID : gayatripatelujn@gmail.com

### **Abstract:-**

This research paper endeavours to explore the contemporary challenges in delivering quality education and the ongoing research in this field. It provides an insight into quality education, which is the fourth sustainable development goal of UNICEF. The paper seeks to address key questions such as the importance of quality education, methods to ensure it, and the obstacles in its implementation. It examines how effective evaluation, monitoring, governance, and accountability can contribute to the enhancement of quality education. The paper also investigates the potential role of spirituality, morality, and modern technologies like ICT and Artificial Intelligence in this domain. It further scrutinizes the state of quality education in India. Finally, the paper attempts to propose recommendations for the successful execution of quality education.

**Keywords:** Quality Education, Contemporary Challenges, Sustainable Development Goal, UNICEF, Evaluation, Monitoring

## **The Role of Innovative Teaching Methods in Enhancing Quality Education for Middle School Students**

Mrs. Alpana Joshi

Assistant Professor (Education)

Nirmala College of Education, Ujjain (MP)

E-mail ID: alpanabhargava13@gmail.com

### **Abstract:-**

This research explores the role of innovative teaching methods in enhancing the quality of education for middle school students. It delves into various pedagogical strategies, including experiential learning, technology integration, and collaborative learning, and their impact on students' academic performance and engagement. The study also investigates the challenges teachers face in implementing these methods and how they can be overcome. Furthermore, it examines the role of school administration and policy in promoting innovative teaching. The research aims to provide insights that could help educators and policymakers improve the quality of middle school education and foster a conducive learning environment for students. Ultimately, it underscores the importance of innovation in teaching for the advancement of quality education.

**Key Words:** Innovating Teaching, Quality Education, Pedagogical, Middle School and Learning.

## Digital Transformation and Industry 4.0

Namrata Rajput

Setting the north star

*Staying focused and on track*

he path to Industry 4.0 often requires multiyear transformation journeys. This article, second in a series, guides leaders on setting a transformation north star that helps their organizations stay focused and on track.

IN our first article of this series, *Digital industrial transformation: Reinventing to win in Industry 4.0*, we outlined digital industrial transformation as a path for companies to harness the power of Industry 4.0, creating and monetizing IIoT solutions by embedding new digital technologies and capabilities in their legacy assets. However necessary digital industrial transformation may be on an organization’s path to the fully connected industrial Internet of Things, many view the transition as complex and challenging. Deloitte’s Industry 4.0 readiness report found that only 14 percent of the 1,600 C-level executives surveyed are confident that their organizations are ready to fully harness the changes associated with Industry 4.0.

The prospect can be daunting, and staying on track demands focus—in other words, a digital transformation north star. In this article, we will outline how to define your digital industrial transformation’s north star, the first step to helping keep your transformation not just on course but charging full speed ahead.

The digital transformation North Star helps leaders keep in sight the end goal throughout the inevitable upheavals. However formulated and communicated to stakeholders, it serves a variety of purposes:

**Clarity.** A simply articulated message ensures that all stakeholders clearly understand the aspiration, intended outcomes, and rationale for the transformation. Clarity is perhaps the most important purpose fulfilled by the North Star, considering that a third of executives report a “lack of leadership vision” as a top-three challenge to establishing an Industry 4.0 strategy.<sup>3</sup> Furthermore, the north star sets the company’s strategy for the rest of the transformation.

**Mobilization.** Digital transformation means different things to different people. Even employees directly involved in transformation initiatives may have a difficult time articulating what has changed and what’s in it for me. The north star aims to clarify employees’ purpose and keep them motivated and engaged.

**Alignment.** In a recent survey, a third of executives surveyed cited lack of internal alignment as a top-three challenge in pursuing digital transformation.<sup>4</sup> The north star clearly outlines the entire company’s transformation goals, allowing each function and business unit to begin to cascade those goals and tailor its charter accordingly.

**Branding.** Walking the talk signals to your customers and your partners that you are a worthy digital industrial player. A well-articulated north star assures your customers that they can future-proof their most strategic initiatives with you as a strategic thought partner to help them navigate potential future market shifts.

## **Digital Transformation Industry 4.0**

Mrs. Megha Shrivastava, Asst. Professor  
Maharashtra Institute of Higher Education, Jabalpur (M.P.)

### **Abstract:**

The purpose of this paper is to study the basics of Industry 4.0, the trend towards automation and data exchange in manufacturing technologies and processes. This paper highlights the strategic roadmap that can serve manufacturers as a simple guide for the process of Industry 4.0 transition. Digital technology has transformed the industrial and manufacturing world. To keep pace with the fast-growing technological enhancements accompanying Industry 4.0, there is a great need to evolve and change the way we work. We now stand on the crossover of this new era, where machines acquire human characteristics, including cognitive capabilities. Therefore, the question is - Are we ready for Industry 4.0? In addition, what are the challenges that we will face in the near future? Index Terms – Industry 4.0, automation, challenges, benefits manufacturing industry based on steam know as Industry 1.0 is evolving to Industry 4.0 a digital ecosystem consisting of an interconnected automated system with real-time data. This paper investigates and proposes how the digital ecosystem complemented with Enterprise Architecture practice will ensure the success of digital transformation. The term industry 4.0 refers to a further developmental stage in the organisation and management of the entire value chain process involved in manufacturing industry. Another term for this process is the 'fourth industrial revolution' Key Word: Industry 4.0, fourth industrial revolution, Digital Transformation.

## **Artificial Intelligence in Business Management**

Mr. Deepesh Tamrakar, Ms. Chhaya  
Mangalayatan University, Jabalpur

### **Abstract:-**

In computer science, artificial intelligence (AI) is the study of creating software that can make intelligent judgments, reason, and solve problems. Our lives are already impacted by artificial intelligence, which is gradually changing business and society. It's on your PCs, vehicles, and cell phones, among other devices. Artificial intelligence (AI) can boost output, provide businesses a competitive edge, enhance human intelligence, and save operating costs. Artificial intelligence is being considered by businesses of all kinds and sizes as a potential solution. A systematic method for achieving a company's main goals and objectives is called a business strategy. It outlines the products and services a company will offer the target customer base it hopes to attract, and its sales and marketing tactics in order to compete in the market it has chosen. The organization's structure, partnerships, and other elements critical to the business's success may also be covered in a business plan. With its ability to analyze large volumes of data, artificial intelligence can support strategic decision-making in business.

Creating and carrying out strategic strategies to advertise a business's goods or services is a critical task for marketing teams. In addition to performing market research and developing successful promotional efforts, they are in charge of maintaining the brand's reputation. Marketers use a variety of platforms and strategies, with an emphasis on digital marketing, to create leads, develop client connections, and encourage conversions. The use of artificial intelligence in marketing will be discussed in this chapter, along with techniques for creating AI-based tools for brand association analysis and consumer segmentation & how artificial intelligence may support business planning and show how to create a variety of AI-powered tools for spotting possible acquisitions.

**Key Words:** Artificial Intelligence, Artificial Intelligence in Business, Automation.

## **The Impact of Economic Reforms on Entrepreneurial Equality in India: A Historical Analysis**

Mohit Mehra

Asst. Professor, Department of History,  
Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur

**Abstract:** This paper delves into the transformative effects of economic reforms on the landscape of entrepreneurship in India. It aims to provide a comprehensive examination of the policies, socio-cultural shifts, and economic dynamics that have influenced the level playing field for entrepreneurs across diverse demographic backgrounds.

In this study, we explore the historical context of economic reforms in India, focusing on key initiatives such as liberalization, privatization, and globalization. By analyzing the chronological implementation of these reforms, we aim to uncover their implications for entrepreneurial opportunities and inclusivity. The economic impact of increased entrepreneurial participation will be a key focus, with an examination of job creation, economic growth, and the overall contribution to the nation's economy. The research concludes by summarizing key findings and highlighting the broader implications for the future of entrepreneurial equality in India.

Furthermore, through this historical analysis, the research contributes to a deeper understanding of the complex interplay between economic reforms and entrepreneurial equality, offering valuable insights for academics, policymakers, and practitioners alike.

## **Women Entrepreneurship: Government Drive and Its Economic Impact**

Megha Agrawal, Assistant Professor, Takshshila Institute of Engineering & Technology (Jabalpur)

**Abstract:-** In a country where over 80 percent of the population worships Goddesses of different kinds, the status of women and what they represent has varied greatly from ancient to modern times. To analyze

the impact of women on society and development this study sheds light on the dynamic relationship between female entrepreneurs and the numerous government initiatives that are currently popular to support them, as well as the role that these initiatives play in removing barriers to gender equality and economic empowerment. This paper is grounded in a comprehensive analysis of secondary data. This essay highlights the various initiatives the government has put in place to encourage women to participate. Additionally, the study looks at the difficulties that women entrepreneurs still confront in spite of government assistance. The nation's commercial and economic growth have significantly increased as a result of the growing number of women who are entrepreneurs. Because they create jobs, change the country's demographics, and serve as an inspiration to the next generation of female entrepreneurs, women-owned businesses are becoming increasingly important in society.

**Keywords:** Women Entrepreneurship, Schemes implemented by Government and Bank, Challenges.

## **Startup: A Road To Employment**

Mansi Agrawal

Research Scholar

E-mail- agrawalmansi0064@gmail.com

### **Abstract:-**

India is slowly but surely creating a thriving startup scene. A ministry (department) of the government has been established with the specific goal of supporting and motivating entrepreneurs in new businesses. This study focuses on analysing how the startups are making impact on employment through secondary data as well as studying about initiatives by government to promote startups in India whether by way of funding or training. The schemes are for all for underprivileged to privileged. Also, startups have a great impact on GDP as well as economic development of country in upcoming years.

Keywords- Employment, Global Innovation Index, MSME, Schemes, Startup.

## **Challenges and Reforms in Economic Development and Biodiversity Conservation**

Manjusha Rawat

Mata gujri mahila maha vidyalaya

### **Abstract**

As the global community grapples with the intertwined challenges of economic development and biodiversity conservation, striking a balance between these often conflicting priorities becomes paramount. Economic growth, traditionally measured by GDP, has frequently come at the expense of environmental degradation and loss of biodiversity. This dichotomy has prompted a pressing need for comprehensive reforms to foster sustainable development practices.

One of the major challenges lies in reconciling the economic aspirations of nations with the imperative to conserve biodiversity. Rapid industrialization, deforestation, and overexploitation of natural resources have led to the alarming decline of ecosystems and the species they support. Governments and international bodies are faced with the challenge of devising policies that promote economic growth without jeopardizing the delicate equilibrium of the planet's ecosystems. Reforms in economic models are crucial for aligning development goals with biodiversity conservation. Transitioning towards green economies, investing in renewable energy sources, and integrating conservation principles into policymaking are essential steps. Furthermore, international cooperation is vital to address cross-border environmental issues and ensure that economic activities adhere to sustainable practices. Technological innovation offers promise in mitigating the impact of economic activities on biodiversity. Advancements in precision agriculture, sustainable fisheries management, and eco-friendly industrial practices can contribute to a more harmonious coexistence between economic development and biodiversity preservation.

In conclusion, navigating the challenges posed by economic development and biodiversity conservation requires a holistic and collaborative approach. Reforms must be rooted in sustainable practices, embracing innovation, and fostering international cooperation to ensure a future where economic prosperity and ecological integrity go hand in hand.

## **Entrepreneurism and its effect on economic growth**

Mahendra kumar jain

Mata gujri mahila maha vidyalaya

### **Abstract:-**

Establishment at new industries in country increases economic development and creates new opportunities for new jobs in the country. Through economic development in the country, the needs at the society and problems can also be solved. New firms and benefits to businessmen-When an entrepreneur starts his own business, on gets now identity in the business and also gets economic development. Loans obtained through the government hop small entrepreneurs in expanding. Their business and economic development at the country. Employment opportunities are generated through small entrepreneurs in the country, the poor also get employment opportunities. through which the social and economic development at the country takes place.

Key Words:- Enterprenship, Economics Growth, Economic Development.



## **Rural Entrepreneurship In India: Problems And Challenges**

Lt. Bharti Tiwari

Assistant Professor, Department Of Commerce And Management

Mata Gujri Mahila Mahavidyalaya

Email: Itsbharti15@Gmail.Com

### **Abstract:-**

India is a nation of rural areas. In India, the majority of people reside in rural areas. Rural entrepreneurs' growth has the potential to alleviate the problems of unemployment and inadequate infrastructure that rural residents face. When someone runs a business in a rural location using local resources, they are said to be a rural entrepreneur. Yet, this rural business owner faces a number of challenges, including risk aversion, a lack of funding, illiteracy, and competition from metropolitan business owners. By giving villagers job opportunities, rural entrepreneurs raise the standard of living and purchasing power of the population.

Nowadays, persons moving from rural or semi-urban areas to urban areas have a lot of opportunities thanks to rural entrepreneurship. Contrarily, it is also true that the lack of basic utilities in rural places like India causes a lot of challenges for the bulk of rural entrepreneurs. Currently, it is too difficult for rural entrepreneurs to create companies in rural areas due to financial issues, a lack of education, and inadequate technical and conceptual skills. Undoubtedly, the growth of rural areas and the quality of life in the country's rural majority are key factors in its economic development. This paper examines the difficulties faced by business owners and offers some solutions.

**Keywords:**Rural, Entrepreneurship, Business

## **IMPACT OF IOT-BASED SMART PARKING SYSTEM ON HEALTH**

Love Kumar

Research Scholar, Department of Computer Engineering and Applications

Mangalayatan University, Beswan, Aligarh U.P. (202146)

### **Abstract:-**

Smart Parking Systems (SPS) have emerged as innovative solutions to address urban congestion and enhance parking efficiency. While these systems offer numerous benefits in terms of traffic management and resource optimization, their potential impacts on public health have garnered limited attention. This abstract aims to provide a brief overview of the potential health effects associated with the implementation of Smart Parking Systems. The deployment of SPS involves the integration of advanced technologies such as sensors, data analytics, and communication networks to optimize parking space utilization. However, the increased reliance on these technologies may inadvertently contribute to

various health concerns. One significant aspect is the potential rise in sedentary behaviour among users who rely heavily on automated parking assistance, leading to reduced physical activity levels.

Moreover, the electromagnetic fields generated by the sensors and communication devices within SPS have raised concerns about their long-term health effects. Limited research has been conducted to assess the impact of prolonged exposure to these electromagnetic fields on human health, particularly in the context of frequent use in urban environments. Additionally, the psychological stress associated with the reliance on technology for parking may contribute to mental. Users may experience frustration and anxiety due to system malfunctions, inaccurate information, or increased competition for available parking spaces, potentially leading to health issues heightened stress levels.

This abstract highlights the need for comprehensive studies and assessments to better understand the potential health implications of Smart Parking Systems. Researchers, urban planners, and policymakers should collaborate to evaluate the long-term effects on physical and mental health, ensuring that the integration of smart technologies aligns with public well-being goals. Addressing these concerns is crucial to promoting a sustainable urban environment that prioritizes both efficiency and the health of its inhabitants.

Keywords: Smart Parking Systems, parking space utilization, psychological stress and human health.

## **Entrepreneurship and Economic Growth**

Ms Lipi Arora

Assistant Professor

Mata Gujri Mahila Mahavidyalaya

### **Abstract:**

Entrepreneurship, or the activity of starting and running a business, is a vital ingredient of economic growth and development. Entrepreneurs contribute to innovation, and they are central to dynamic Schumpeterian competition and broader economic dynamism. In this paper, we contribute to the entrepreneurship literature by performing cross-section empirical analysis to examine the link between entrepreneurship and economic growth. We divide total early-stage entrepreneurship into opportunity-driven entrepreneurship versus necessity-driven entrepreneurship, and our sample economies into advanced economies versus developing economies. We do not find evidence of a positive link between aggregate entrepreneurship and economic growth. This is consistent with the hugely heterogenous nature of entrepreneurial activity. At a broader level, our empirical evidence points to the importance of distinguishing between different types of entrepreneurship and different groups of economies. In particular, for developing economies where manufacturing is relatively important, we find that opportunity driven entrepreneurship is positively linked with growth. Intuitively, big scientific advances in the manufacturing sector create a lot of opportunities for innovative entrepreneurs, whereas other entrepreneurs gradually adapt to the slower pace of technological progress in the services sector.



# **Aligning Profitability with Purpose: An In-Depth Analysis of Sustainable Financial Strategies and Corporate Social Responsibility Impact on Organizational Success**

Dr. Kirti Diddi\*

Principal of Nirmala College and Academic Director of Nirmala College of Education, Ujjain (M.P.)

Mrs. Shruti Singh Chouhan\*\*

Assistant Professor, Nirmala College, Ujjain

## **Abstract:**

This research delves into the intricate interplay between profitability and purpose within the corporate landscape, focusing on the integration of sustainable financial strategies and the impact of corporate social responsibility (CSR) on organizational success. As businesses navigate an evolving global landscape, there is a growing imperative to strike a harmonious balance between financial performance and a commitment to social and environmental responsibility. The study employs a comprehensive analysis to explore the various dimensions of sustainability and CSR, investigating how these factors influence financial decision-making processes. Drawing on a mix of quantitative and qualitative methodologies, the research aims to uncover the mechanisms through which organizations align their profitability goals with a broader purpose of contributing positively to society and the environment. Key areas of investigation include the development and implementation of sustainable financial strategies, the measurement of CSR impact on organizational success, and the identification of best practices that facilitate the seamless integration of economic objectives with social and environmental responsibilities. By examining case studies, financial reports, and industry trends, this research seeks to provide valuable insights for businesses, policymakers, and stakeholders interested in fostering a sustainable and socially responsible corporate landscape.

Keywords: Sustainability, Corporate Social Responsibility (CSR), Financial Strategies, Organizational Success, Profitability, Purpose-driven Business etc.

## **Sustainability And Corporate Social Responsibility**

Kirti Verma\*<sup>1</sup> Sateesh Kourav <sup>2</sup> Alka Gupta <sup>3</sup> Shalini Dubey <sup>4</sup>

1. Associate Professor, Department of Engineering Mathematics, Gyan Ganga Institute of Technology and Sciences, Jabalpur, MP (India).

2. Junior Research Fellow, Department of Electronics and Communication Engineering, Indian Institute of Information Technology, Design, and Manufacturing (IIITDM), Jabalpur, MP (India).
3. Assistant Professor, Department Of Management, International Institute Of Business Study, Bengaluru, Karnataka
4. Associate Professor, Department Of Management Lakshmi Narain College Of Technology, Jabalpur.

**Abstract:-**

Resource management and sustainable development have emerged as critical areas of research in response to the escalating global challenges posed by environmental degradation, climate change, and resource depletion. The research employs a multidisciplinary framework, integrating insights from environmental science, economics, and social sciences.

It examines the current state of resource utilization across various sectors and analyzes the implications for sustainable development. Key focus areas include renewable energy sources, efficient waste management, and responsible water usage, among others. In-depth case studies and empirical analyses are conducted to assess the efficacy of existing resource management policies and identify gaps hindering sustainability progress.

The study delves into the social dimensions of sustainable development, investigating the role of community engagement, education, and governance in shaping environmentally conscious behaviours.

The aim is to highlight the importance of inclusivity and equity in the pursuit of sustainable development goals, emphasizing the need for policies that address socio-economic disparities and promote environmental justice. This research provides a comprehensive overview of the intricate relationship between resource management and sustainable development. By synthesizing findings from various disciplines, it offers valuable insights for policymakers, businesses, and communities to adopt holistic strategies that balance economic growth with environmental stewardship, fostering a resilient and sustainable future.

**Keywords:** corporate social responsibility, role of government, society, transparency, good governance.

## **Business sustainability analysis of corporate social responsibility**

Khushboo Thakur  
Assistant professor

Mata gujri mahila Mahavidyalaya autonomous jabalpur madhya Pradesh

### **Abstract:**

Since businesses are increasingly recognizing the significance of addressing environmental and social issues, the idea of sustainability in business has received a lot of attention in recent years. Companies' voluntary efforts to reduce their negative effects on society and the environment are referred to as "corporate social responsibility" (CSR), and it is a crucial component of business sustainability. This paper examines corporate social responsibility (CSR) in the context of business sustainability, highlighting its advantages, drawbacks, and contribution to sustainability promotion. The paper also discusses the difficulties that businesses face when putting CSR initiatives into action, such as measuring their impact, responding to the demands of stakeholders, and striking a balance between social and environmental objectives and financial considerations. The paper concludes by stressing the significance of corporate social responsibility (CSR) in promoting business sustainability and urging businesses to adopt more environmentally friendly business practices.

## **Talent Management**

Dr. Kalpana Singh  
Dept. Head, Management (BBA)  
Shri Ram College JBP. (M.P)  
(M): 9300558848/6266861773  
EMAIL: kalpanasingh\_17@yahoo.co.in

### **Abstract:**

This research paper examines how, “Talent Management” is necessary in order to compete with the upcoming challenges of the business world, as well as how to survive with the ongoing, changing trends of the organizations. Employee Branding, Employee Referral, CRM etc. are few effective and efficient tools of Talent Acquisition & Management. Recruitment even has evolved with lot many changes & thus came into existence outsourcing, screening, interviewing, assessing, selecting & hiring. Still the pace and momentum of Talent Acquisition is relying upon certain specific factors.

**Keywords:** Talent Management, Strategies, Environment, Business.

## **The Impact of Artificial Intelligence on Management Practice: Navigating the Future**

Kaanchi Lalan, Research Scholar

Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur

Dr. Sunil Kumar Deshpande  
Assistant Professor  
G.S. College of Commerce & Economics (Autonomous), Jabalpur

### **Abstract:-**

As organizations navigate the ever-evolving landscape of management practices, the integration of artificial intelligence (AI) technologies emerges as a pivotal factor in reshaping operational dynamics. This study explores the impact of AI on management practices, specifically focusing on the hypothesis that "Organizations embracing artificial intelligence technologies experience a significant reduction in operational costs compared to those not utilizing such technologies." Through a survey-based approach, we collect data on AI adoption, perceived effects on operational costs, and comparisons between AI and non-AI organizations. The findings are analyzed using the chi-square test to assess the association between AI adoption and reported reductions in operational costs. This research aims to contribute insights into the tangible benefits of AI in organizational efficiency and operational cost management, providing a nuanced understanding of the transformative potential of AI in contemporary management practices.

## **Investing in Entrepreneurial Ecosystem for Sustainable Growth and Economic Development**

<sup>1</sup>Dr.K.Naga Sundari, <sup>2</sup>Dr. G. Malathi

<sup>1</sup>Director &HoD

PG Department of Business Administration

Maris Stella College

Vijayawada

email:asundarikalvakolanu@gmail.com

I/C HOD, Department of Management Studies,

Central University of Andhra Pradesh

Anantapuram

email: malathigottumukkala@gmail.com

### **Abstract**

Entrepreneurship is a powerful engine for economic growth and development. By fostering innovation, competition, and job creation, it contributes to a thriving and dynamic economy. However, its effectiveness depends on the nurturing of a supportive ecosystem and fostering the right type of entrepreneurial spirit. A thriving entrepreneurial ecosystem is not just about startups and businesses; it's about building a community where everyone can thrive. By investing in this shared vision, we can create a more dynamic, inclusive, and sustainable future for all. Entrepreneurship leads to economic growth, social progress and global competitiveness. Building a vibrant

entrepreneurial ecosystem requires a multi-pronged approach. It is purely conceptual study aims to present the extent to which government, business organizations and other stakeholders are creating an ecosystem where budding entrepreneurs are encouraged to choose entrepreneurship as their career. Strong entrepreneurial ecosystems attract talent and investment, boosting a country's position in the global economy.

This study also explores wide range of activities that give access to supportive infrastructure, legal and regulatory frameworks, networking opportunities, funding agencies, mentorship and supports. The rewards of investing in entrepreneurial ecosystem are manifold. Encouraging startups to develop solutions that address environmental and social challenges that not only creates positive impact but also opens up new market opportunities.

**Key words:** Entrepreneurship, Ecosystem, Entrepreneurial Ecosystem, Sustainable growth, Economic development.

## **Navigating Global Business Landscapes: A Comprehensive Review on Contemporary Management Trends**

Dr. G. Malathi, I/C HOD, Department of Management Studies, Central University of Andhra Pradesh, Anantapuram.

Dr. K. Naga Sundari, Dean & HOD, Department of Business Administration, Maris Stella College, Vijayawada.

### **Abstract:**

In the dynamic realm of global business, organizations face an ever-evolving landscape marked by technological advancements, shifting socio-economic paradigms, and unprecedented geopolitical challenges. This research paper endeavours to thoroughly examine contemporary management trends that are instrumental in navigating the complexities of the global business environment. The study adopts a comprehensive approach, encompassing diverse facets of modern management practices that have emerged as essential tools for organizational success. One pivotal aspect explored is the integration of cutting-edge technologies, such as artificial intelligence, data analytics, and blockchain, into managerial strategies. The review highlights how these technologies optimize operational processes and enable informed decision-making in the face of uncertainty. Furthermore, the paper delves into the changing nature of workforce dynamics, emphasizing the importance of adaptive leadership and talent management strategies. As the workforce becomes increasingly diverse and remote, the research investigates how organizations can foster a culture of collaboration and innovation, leveraging the strengths of a global and interconnected workforce. Much of the review is dedicated to exploring sustainable and ethical business practices. In an era where environmental, social, and governance considerations play a pivotal role, this paper investigates how organizations align their management approaches with broader societal goals. The examination encompasses sustainable supply chain management, corporate social responsibility initiatives, and integrating ethical values into the organizational fabric. Moreover, the research paper sheds light on the critical role of strategic agility in the face of geopolitical uncertainties and economic disruptions. The review explores how organizations can build resilience through scenario planning, flexible

organizational structures, and proactive risk management. This comprehensive review offers valuable insights into the multifaceted dimensions of contemporary management trends, providing a roadmap for organizations seeking to thrive in the intricate global business landscapes of the 21st century. By synthesizing critical principles from technology integration, adaptive leadership, sustainability, and strategic agility, the research contributes to the ongoing discourse on effective management strategies in an ever-evolving global context.

**Keywords:** Global Business Landscape, Technological advancements, Socio-economic paradigms, and Geopolitical challenges.

## **Examine the need of establishing the value propulsion during the sales cycle of applicator software and services.**

Jyotimoy Chakraborty  
Mangalayatan University. Jabalpur

### **Abstract:**

A value proposition is a projection of value estimated by the vendor to depicts the return of the Offered product and services. This helps the buyer / consumer to address various queries like What to buy ? Why buy now ? What should be the budget? What is the ROI (Return on investment) – tangible and intangible etc. Establishing value proposition has become essential and important aspect of any sales cycle of Application software and services in today’s era. A Sales cycle with structured value proposition helps to lead the sales process with better clarity and predictability, where the buyer can envisage the benefits of the product and services. On the other hand, an improper software sales process without establishing the value proposition generally elongates the sales cycle and some time customer negotiates badly, as the Return on Investment (ROI) is not known or established. This research is to establish the importance of value proposition and how we can derive the values to facilitate the sales cycle.

## **Exploring the Dynamics of Health Literacy among Health Science Students in Nepal**

<sup>1</sup>Janak Paudel\*, <sup>2</sup>Dr. Dipiti Vasdev

<sup>1</sup>Research Scholar, Department of Statistics, Sunrise University, Alwar, India

<sup>2</sup>Supervisor, Department of Statistics, Sunrise University, Alwar, India

### **Abstract:**

Health literacy is essential for attaining Sustainable Development Goals and promoting Universal Health Coverage. Challenges such as healthcare access, comprehension of health information, and chronic disease management contribute to adverse health outcomes and disparities. In Nepal, the intersection of cultural values and health dynamics necessitates a deeper exploration of health literacy, especially among Health Science students. This article aims to providing insights into

relationship between health literacy, education, and socioeconomic factors, particularly within the context of health science education in Nepal. This study involved qualitative perspective from 14 different stakeholders that are experts in health science sectors for interview, were audio recorded, transcribed and translated then analyzed thematically. The major findings of this article reveal the critical importance of integrating health literacy education early into health science curricula to equip students with essential knowledge and skills for informed decision-making in healthcare. Participants emphasized the effectiveness of interactive teaching methodologies and the transformative role of technology in enhancing health literacy. Additionally, the article highlights the significant influence of socioeconomic factors, such as accessibility to education and economic disparities, on health literacy levels and future job prospects. This article underscores the importance of integrating comprehensive health literacy education into health science curricula in Nepal, emphasizing the role of innovative teaching methods and technology. Recognizing health literacy as a key determinant of health equity, the study underscores the need for targeted interventions to bridge socioeconomic gaps and promote better health outcomes for all.

**Keyword:** socioeconomic factors, health literacy, health science, Nepal.

## Entrepreneurism and it's effect on economic growth

Ila Shukla  
Assistant Professor  
Department of Commerce and Management  
Mata Gujri Mahila Mahavidyalay Autonomous jabalpur madhyapradesh  
Gmail: ilashukla1711@gmail.com

### Abstract:

The role of entrepreneurship in economic development is substantial. After all, entrepreneurs don't just build businesses and grow their personal wealth; they also impact the economy by creating new jobs and opportunities, driving innovation, and developing new markets, products, and services. Entrepreneurship not only provides large-scale employment and ways to generate income, it also has the potential to improve the quality of individual life by developing products and services that are affordable, safe to use, and add value to their lives. Economic Independence in entrepreneurship can be a path to economic independence for both the country and the entrepreneur. It reduces the nation's dependence on imported goods and services and promotes self-reliance. The manufactured goods and services can also be exported to foreign markets, leading to expansion, self-reliance, currency inflow, and economic independence. Similarly, entrepreneurs get complete control over their financial future. Entrepreneurs identify market needs and develop solutions through their products and services to begin their business venture. In addition, the creation of new businesses and the growth of existing firms can also contribute to the development of a more diverse and dynamic economy that encourages capital formation and opens the door to a wide range of investment opportunities.



Entrepreneurship has the potential to lift people out of poverty by generating employment and stimulating economic activity.

Entrepreneurs also play a key role in developing innovative products and services that meet the needs of customers while optimizing the use of available resources. Increases Gross National Product and Per Capita Income, Entrepreneurship can play a significant role in increasing economic growth and prosperity by increasing Gross National Product (GNP) and Per Capita Income (PCI). GNP measures the total economic output of a country while PCI calculates the average income per person. The increase in GNP can lead to a rise in PCI. Entrepreneurship can contribute to GNP by creating new businesses and industries, which can lead to job creation, increased consumer spending, and higher tax revenue.

**Keywords: Entrepreneurship, Economic Development, Employment, GNP, PCI**

## **Impact of Neuromarketing on Consumer Buying Behaviour**

Dr. Himangini Singh, Faculty UIM, RDVV

### **Abstract:**

Neuromarketing has acquired extreme attention in the academics and in the market. Neuromarketing cuts down the complex consumer buying pattern into a simpler form. It acts as a crucial tool for serving the consumer. The objective of this research paper is to evaluate the role of the neuromarketing tools in the buying or denying decision of the buyer. The market research emphasizes on certain factors like sensory aspects, feelings, emotional connection with the brand, and the experience from the attributes of the products or services. Business entities formulate various tactics and ethical strategies to be ahead of their competitors and to form a positive perception in the market which is accelerated by various neuroscientific tools and techniques and is majorly replaced by the traditional strategies. The experiential marketing setup, certain advertisements, campaigns is being reviewed and evaluated to understand the awareness, act to buy pattern, triggering cues and the role of innate and learned drive in the buying process. The research paper covers how neural perspective and neuromarketing stimulants correlate with a consumer visually, emotionally, and impulsively. The paper aims to cover the impact of the neuromarketing tools which was utilized as major stimuli. The study is based on bibliometric and network analysis to diagnose the review of literature and it was concluded that electroencephalography (EEG) is the widely adopted neuroimaging tool in neuromarketing research in the current market trend which was followed by other tools like eye-tracking with eye tracking and galvanic skin response. The study reveals that EEG plays the most vital role in affecting the consumer decision. There is very limited review of literature on neuromarketing. Therefore, this paper will contribute more insights on the various dimensions of the same. 89 research papers were reviewed and analysed from various journals to fill the gaps. This document aims to conduct a literature review in order to identify evolution and research trends in the area of neuromarketing.

**Keywords:** Neuromarketing, EEG, Eyetracking, Galvanic skin response, Neuroscientific tools, Consumer buying behaviour.

## **Corporate Social Responsibility - Essential for Business Organisations in India**

Harshita Chourasia  
Assistant Professor,  
Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur

### **Abstract -**

Corporate Social Responsibility is now accepted as a means to achieve sustainable development goal of an organization. The Corporates can no longer limit themselves in using resources of society and they have to be socially responsible corporate citizens and must also contribute to the social good. Today Indian corporate has gone beyond philanthropy concept and give more concentrate on all the stakeholders. All economically motivated behaviours of firms also need to consider their social and environmental impact. With the Companies Act 2013, the Indian government adopted a legislative approach to reconfigure the business-society nexus in form of mandatory CSR activities. Corporate Social Responsibility in India is finally a reality. Indian businesses realized that they have to look not only at the economic dimension of their companies, but also at its ecological and social impact to move towards sustainable development. Government has introduced CSR because they want corporations to become more responsible for it stockholders and society at large. Corporations are social entity so they must take care of all stockholders, it is vital for them to take charge of this responsibility in efficient way so that all participant of corporation fieretified. Many large corporations are now taking steps to improve their environmental and social performance throughout the use of volunteer initiatives. The ultimate aim of business is to serve the society without surrounding our environmental and community life support system by providing saf, hig quality products and services that improve our wellbeing. So, business should clarify and reorient their purpose of business. Corporations are becoming increasingly a of their role towards the society. Organizations in in India have been sensible in taking up CSR initiative and integrating them into their business process. Still there are certain challenges in CSR implementation. This is mainly due to fact that there is little or no knowledge about CSR within the local communities since no sincere effort have been made to create awareness about CSR. Lack of transparency is another issue which need focus but effective partnership between corporate, NGOs communities and the government will place India’s social development on a faster track to achieve sustainable development goal for both firm and nations.

### **NRI’s for empowering U.S. Economy – An analytical Analysis**

Guntupalli Chandra shekar \*, Prof.R.Sivarama Prasad \*\*  
\*Research scholar, \*\* Professor, Faculty of Commerce and Business Administration,  
Acharya Nagarjuna University, Guntur, Andhra Pradesh.

**Abstarct:** This paper presents a comprehensive analytical analysis of the role of Non-Resident Indians (NRIs) in contributing to the empowerment and growth of the United States economy. As

globalization continues to strengthen economic ties between nations, the influence of NRIs on the economic landscape of their home country becomes increasingly significant. The study examines the various ways in which NRIs, with their diverse skill sets, financial investments, and entrepreneurial ventures, impact key sectors of the US economy. The analysis encompasses the historical context of NRI involvement in the US, shedding light on the evolving patterns and motivations behind their contributions. By delving into case studies, economic indicators, and policy frameworks, the paper aims to identify the specific sectors and industries that have benefited from NRI participation. Moreover, it investigates the challenges and opportunities faced by NRIs in their efforts to empower the US economy.

Through a quantitative approach, the study employs data-driven methodologies to assess the economic impact of NRIs, including their role in job creation, innovation, and technology transfer. Additionally, the paper explores the socio-cultural aspects of NRI engagement, considering the formation of transnational networks and the influence of diaspora communities on business and trade relationships between the United States and other nations.

The findings of this analytical analysis provide valuable insights for policymakers, economists, and business leaders seeking to leverage the potential of NRIs in fostering economic growth and sustainability. The research contributes to the ongoing discourse on the globalized nature of economies and highlights the importance of cross-border collaborations in shaping a resilient and dynamic economic landscape.

## Agile Leadership In Dynamic Environments

Geetanjali Sharma, Assistant Professor

Takshilla Institute Of Engineering And Technology

EMAIL- Geet.Sharma@Gmail.Com

### Abstract

The purpose of this study is to examine how agile leadership helps organizations to create a holistic approach with greater results and improved performances. Agile leadership is the reflection of how an individual shows up, it's not a function role any team member can be a leader in any role. Today's business world is consistently bombarded with turmoil and unprecedented change. This makes it very difficult for organizations to accurately predict possible future opportunities and threats. To overcome this agile leadership in organizations prioritizes empowering teams to make independent decision, which is highly effective and leads to the success of the organization. Agile leadership allows increased responsiveness at all levels and increased energy for the most challenging and meaningful activities for communication between and within teams. Agile leadership is able to create more motivated employees, & employees with greater autonomy according to today's dynamic and challenging scenario. This study focuses on analyzing how agile leadership can play crucial role in creating healthy environment for employees through secondary data as well as studying about the initiatives taken by the global leaders to promote agile leadership in today's business environment. Leaders with an agile leadership style can better serve their organization by empowering their teams and allowing companies to develop sustainability.

**Keywords** - Agile leadership, Dynamic environment, empowering employees, sustainability.

## **Advances In Artificial Intelligence And Machine Learning**

Garima Bhatt<sup>1</sup>, KirtiVerma<sup>2</sup>

- 1 Research scholar Department of Computer science Engineering, Sunrise university Alwar, Rajasthan
- 2 Associate Professor, Department of Engineering Mathematics, Gyan Ganga Institute of Technology and Sciences Jabalpur, MP (India).  
Corresponding Author: vermalkirti18@gmail.com

### **Abstract:-**

The field of Artificial Intelligence (AI) and Machine Learning (ML) has undergone rapid and transformative advancements in recent years, revolutionizing how we interact with technology and reshape industries. This paper delves into the cutting-edge developments that have propelled AI and ML to the forefront of innovation. The paper begins with an exploration of deep learning and neural networks, showcasing their integral role in breakthroughs across domains like image recognition and natural language processing. It then delves into the power of transfer learning and pretrained models, elucidating how these approaches have catapulted AI capabilities by enabling fine-tuning for specific tasks. The paper further navigates the realm of Natural Language Processing (NLP), elucidating the strides taken in sentiment analysis, language translation, and text generation. Computer vision advances are highlighted, showcasing how state-of-the-art techniques in object detection, image segmentation, and facial recognition have transformed industries ranging from healthcare to autonomous vehicles. Reinforcement learning's significance is underscored, exemplifying its role in training agents to master intricate tasks. In addition to technical advancements; the paper delves into the ethical and bias-related challenges that accompany AI proliferation. It underscores the importance of Explainable AI (XAI) in illuminating the decision-making processes of intricate models. Moreover, the chapter explores the democratization of AI through Automated Machine Learning (AutoML), streamlining the model development process for a broader audience. The chapter concludes by peeking into the future landscape of AI and ML, projecting possibilities like quantum machine learning and addressing potential challenges such as algorithmic bias and resource limitations. As the foundations of technology continue to shift, this chapter serves as a beacon, capturing the dynamic evolution of AI and ML and illuminating their pivotal role in shaping our interconnected world.

## **Use of Innovation and Technology In Management**

Ganesh Dubey  
Mata gujri mahila maha vidalaya

### **Abstract:**

In the present context, there is a high level of innovation in the world today, due to which technology management is an important issue and today most of the inventions are being done through technological and innovative innovations, which is very important for the development of the country. Countries like America to developed countries like Japan and Europe are still not lagging

behind in technology innovation management but rapid progress in development will be possible only when countries want to develop themselves and create an environment of innovation and technology because without technology Today we cannot take our country to much progress and due to innovation, management has its own importance in innovation and technology for the current development because management is such a device through which we can easily use this innovation and technology to manage our We can take the country to its utmost limit of progress and through management, we can easily complete our work in a very simple and smooth manner through the use of innovation and technology by the top management and can also introduce New scientific inventions can also be added to this technology through management.

Key Word – Management Innovation, Development, Technology

## **The Impact of Entrepreneurship In Economic Growth: Entrepreneur Innovation and Economic-growth**

Dr. Soniya Ojha Bagga

Dr.Jaspal Singh Bagga  
Asso.Prof-Dept Of M.B.A.

Baderias Global Institute Of Engineering and Management,  
Sonia Singh Bagga  
Asstt Prof.Commerce & Management, Asstt.IQAC Co-ordinator  
Mata gujri mahila maha vidalaya  
Jabalpur

### **Abstract:**

Entrepreneurship in the present era is considered as the spinning wheel in economic growth through exploring new business opportunities and creating new jobs. Today, emerging countries, with their vast youth with struggling employment opportunities are now moving towards self sufficiency through starting their own small –small business ideas .This research paper analyzes the changing perspective of self creation of business ideas as off becoming entrepreneurs .In this paper the present developments in the field of business and the analysis has been conducted to investigate the impact of entrepreneurship on the economic growth with context to developing country like India. Entrepreneurs play a vital role in driving job potential and economic growth. By identifying even the local market opportunities and taking risks, they establish innovative businesses that generate employment .It is concluded that the developing countries has huge potent and entrepreneurship has a significant impact on local and regional economies. It drives innovation, creates job opportunities, and fosters economic growth. In past few years many small entrepreneur in Bharat paves the way for future business tycoons and making the country progressive. .

## **A study on Sustainability and Corporate Social Responsibility in Multinational Companies**

Dr. Garima Choubey  
HOD MANAGEMENT  
GYAN GANGA COLLEGE OF EXCELLENCE, JABALPUR (M.P.)  
garimachoubeygce2020@gmail.com

### **Abstract:**

Sustainability and Corporate Social Responsibility (CSR) management in Multinational Corporations (MNCs) involves the integration of ethical, social, and environmental considerations into the core business strategies and operations. This holistic approach goes beyond mere compliance with regulations and seeks to create positive impacts on both society and the environment while ensuring long-term economic viability. This abstract explores the interplay between sustainability and CSR in the context of MNCs, highlighting their significance, challenges, and impact on both corporate practices and society. Multinational Companies (MNCs) have been increasingly focusing on CSR practices to address communal and ecological concerns. The thoughtfulness of MNCs on these issues is increasing since the world is observing environmental damage, decrease in greenhouse gases, exploitation of reserves, and poverty. The aim of CSR practices is to establish policies and activities that deal with these challenges effectively and can play a significant role in the well-being of society where these MNCs are functioning. CSR practices can contribute to sustainable development through effective utilization of natural reserves by MNCs. Moreover, investors are increasingly considering environmental, social, and governance (ESG) factors when making investment decisions, making sustainability a crucial factor for financial success.

Sustainability and CSR are integral components of the modern MNC's strategic agenda. As global citizens and economic powerhouses, these corporations have a responsibility to contribute positively to the well-being of the planet and society. The dynamic interplay between sustainability and CSR in MNCs reflects a paradigm shift in the business world, where profit is not pursued at the expense of people and the planet but in harmony with them.

As MNCs continue to evolve in a rapidly changing world, the integration of sustainable and socially responsible practices will play a pivotal role in shaping a more resilient, inclusive, and environmentally conscious global economy.

**Key Words:** Sustainability, CSR, MNCs, Global Economic Management.

## **A Study On Gender Equity And Green Development In Corporate Scenario**

Dr. Rubvita Chadha Rajput, Shri Ram Institute of Management

**Abstract:** Gender equality and green development are now the main concerns of the international community, which is related to the sustainable development of the world. The objective of this paper is to review the current status of gender equality and green development in the world based on past



literature, and to explore the potential mechanisms of gender equality's impact on green development.

This research reviews is the global development status of gender equality and green development, and analyzes the impact of gender equality on green development and its influencing mechanism. In addition, this paper also explores the impact of digital technology on this relationship. We found that gender equality and green development have made significant progress globally since the 20th century, but they still face difficulties and challenges. Gender equality have a positive impact on green development through three potential mechanisms. Moreover, digital technology has the potential to contribute to this impact. Based on these findings, we propose relevant policy recommendations to improve gender equality and green development.

## **Entrepreneurism and its effect on Economic Growth**

Dr. Satveer Kaur Ahluwalia  
HOD, Commerce  
Gyan Ganga College of Excellence, JABALPUR(M.P)

### **Abstract:**

Entrepreneurship plays a pivotal role in shaping and driving economic growth, acting as a catalyst for innovation, job creation, and increased productivity. This abstract explores the multifaceted relationship between entrepreneurship and economic growth, delving into both the direct and indirect effects that entrepreneurial activities have on a nation's economic landscape. At its core, entrepreneurship represents the spirit of innovation and risk-taking that fuels economic dynamism. Entrepreneurs, by nature, identify opportunities and create novel solutions to meet societal needs. This process not only leads to the introduction of new products and services but also fosters competition, prompting efficiency gains across industries. Consequently, a surge in entrepreneurial activities directly contributes to increased productivity and economic output. Moreover, entrepreneurship serves as a cornerstone for job creation, particularly in the small and medium-sized enterprise (SME) sector. As entrepreneurs establish and expand their ventures, they generate employment opportunities, reducing unemployment rates and positively impacting social welfare. The employment generated by entrepreneurial activities not only enhances individual livelihoods but also contributes to a more stable and equitable society. Indirectly, entrepreneurship cultivates a culture of innovation and adaptability within an economy. This not only attracts foreign direct investment but also enhances the competitiveness of domestic industries on the global stage. Entrepreneurial ventures often act as laboratories for experimentation, driving technological advancements and pushing the boundaries of traditional industries. This ripple effect fosters a dynamic economic environment that is responsive to changing market demands and technological trends. However, it is essential to acknowledge that the relationship between entrepreneurship and economic growth is intricate, influenced by various factors such as regulatory frameworks, access to capital, and educational systems. Striking the right balance between encouraging entrepreneurial activities and providing a supportive ecosystem is crucial for maximizing the positive impact on economic growth.

**Keywords:** Entrepreneur, MSME, skill development, economic growth, Technology



## **Perception and Usages of Artificial Intelligence(AI) Tools in Education”**

Dr. Vinamra Nayak  
Associate Professor & HOD  
Department of MBA, Gyan Ganga College of Technology, Jabalpur (MP)  
Email: vinamranayak83@gmail.com

### **Abstract:**

Everyone believes that education is important, and having a good education is essential to living a successful life. Several changes are always being made in education systems all around the world to better serve students. These changes might range from curriculum types to teaching methods. The world is changing due to the burgeoning technology of artificial intelligence, which is applied in practically every industry. The adoption of technology like artificial intelligence has allowed the education industry to expand and improve tremendously over the past several decades, undergoing a rapid transformation. AI in education has offered educators, students, professionals, parents and educational institutions a whole new way of seeing the field of education. The study reviews the responses collected through structured questionnaires from 353 respondents in order to identify the usage and perception of individuals towards AI Tools within the educational context.

## **Exploring Quantum Entanglement for Secure Communication: A Study on Quantum Cryptography Protocols**

Dr. Rajeev Kumar Trivedi  
Assistant Professor, Nirmala College, Ujjain)

### **Abstract:**

Quantum Entanglement, a phenomenon at the heart of quantum mechanics, has emerged as a promising avenue for revolutionizing secure communication through Quantum Cryptography. This research delves into the exploration of Quantum Entanglement as a foundation for developing robust and secure communication protocols. The study involves an in-depth analysis of various Quantum Cryptography protocols, investigating their theoretical underpinnings and practical implementations. The research methodology employs a combination of theoretical modeling and experimental validation to assess the efficacy and security of Quantum Cryptography protocols in diverse scenarios. Key aspects under scrutiny include the generation, distribution, and utilization of entangled particles to establish secure communication channels. Quantum key distribution (QKD) protocols, such as BB84 and E91, will be examined in detail to comprehend their strengths, vulnerabilities, and potential for practical implementation in real-world communication systems. Furthermore, the research explores the challenges and advancements in quantum technology that contribute to the successful deployment of Quantum Cryptography protocols. Quantum key

generation, entanglement swapping, and quantum repeaters are among the technological components analyzed for their role in enhancing the scalability and reliability of quantum communication networks.

Keywords: Quantum Entanglement, Secure Communication, Quantum Cryptography, Quantum Key Distribution (QKD), BB84 Protocol, etc.

## **Navigating Open Innovation Landscapes: A Systematic Review of Collaborative Dynamics**

Prateek modi  
Baderia Global Institute of Engineering & Management

### **Abstract**

The concept of open innovation has evolved from a fragmented body of knowledge characterized by multiple levels of analysis and a dearth of theoretical specificity, revealing a lack of alignment and consolidation. This underscores the imperative for a comprehensive understanding of this theme. In response to this need, a systematic review to broaden the discourse on open innovation in a collaborative context is proposed. This review involves revisiting and synthesizing research in this domain, aiming to identify its principal characteristics and levels of analysis. Employing a validated methodology, the review encompasses data collection, analysis, and synthesis.

The results of the systematic review unveil predominantly empirical and quantitative literature with indistinct boundaries concerning the characteristics of innovation. The analysis levels exhibit a concentration of studies at the intra-organizational level, primarily focused on the functional aspects of organizations. In identifying gaps, the potential avenues for future research, which, in conjunction with the systematization of existing knowledge, constitutes the primary contribution of this work.

**Keywords:** open innovation, collaboration, systematic review, determinants of innovation, levels of analysis.

## **Enabling digital transformation using LCDPs**

Dr. Meeta Shrivastava,  
Associate Professor (Commerce & Management)  
Mata Gujri Mahila Mahavidyalaya, Autonomous, Jabalpur.

### **Abstract:**

Organizations often require development teams to create new applications as off-the-shelf solutions are not sufficient to keep up with the rapidly changing market. To address this issue, low-code development platforms have been developed to provide a solution at the fingertips of enterprises.

These platforms offer drag-and-drop interfaces and pre-built modules that minimize the need for handwritten code, allowing businesses to create their own applications in a shorter amount of time. Low-code development platforms are capable of developing general-purpose, process-based, database, request handling, and mobile-based applications. As a result, low-code development platforms are becoming increasingly popular as they speed up productivity and delivery of required applications. They make development easier, enabling even people without programming skills (i.e. Citizen Developers) to develop applications on their own. Low-code programming is based on different approaches such as visual modelling, model-driven development, rapid application development, and automatic code generation. Because of all these features, low-code development platforms enable organizations to build their own apps by configuring the functions instead of coding the software from scratch. In this paper, we will explore the limitations of current platforms/techniques from various papers and identify areas for improvement.

Low-code development platforms (LCDPs) are becoming increasingly popular as they speed up productivity and delivery of required applications. They make development easier, enabling even people without programming skills (i.e. Citizen Developers) to develop applications on their own. Low-code programming is based on different approaches such as visual modeling, model-driven development, rapid application development, and automatic code generation. According to a study conducted by Appian and Forrester Consulting, 84% of enterprises are using low-code development for reducing strain on their IT resources and increasing speed-to-market. Compared to traditional software development methods, low-code development is faster and more agile. Low-code development platforms (LCDPs) are known for their rapid development, allowing businesses to create their own applications in a shorter amount of time. You can develop a working web app in just 1-3 weeks with LCDPs, whereas traditional development requires hardcore coding and may take 2-8 months to complete. However, traditional development allows for more customization and is better suited for projects that require high performance.

**Key Words:** Low Code Development Platform, Application Platform, Digital, Business, Drag & Drop interfaces, Pre-build Modules, Citizen Developer, Low Code.

## **Unleashing Innovation: A Comprehensive Study on Entrepreneurship and its Catalytic Role in Economic Growth**

Dr. Kavleen Kaur Khanooja  
Mata Gujri Mahila Mahavidyalaya (Autonomous), Assistant Professor  
Department of Commerce and Management, Jabalpur (Madhya Pradesh)  
e-mail: kavleenkhanooja@gmail.com

### **Abstract:**

This research paper delves into the intricate relationship between entrepreneurship and economic growth, emphasizing the pivotal role of innovation as a catalyst for advancement. Through a

comprehensive analysis, we investigate how entrepreneurial activities not only contribute to economic expansion but also drive sustained development. The study employs a multidimensional approach, integrating economic, social, and technological perspectives to provide a holistic understanding of the entrepreneurial landscape.

The exploration begins by elucidating the fundamental concepts of entrepreneurship and innovation, establishing a theoretical framework that serves as the basis for subsequent analyses. Empirical evidence is gathered through case studies, surveys, and statistical models, allowing for a nuanced examination of the impact of entrepreneurial ventures on economic indicators. By scrutinizing diverse industries and regions, we discern patterns that highlight the varied ways in which entrepreneurship stimulates growth.

Our findings underscore the significance of innovation in this symbiotic relationship. Entrepreneurs, as agents of change, introduce novel ideas, technologies, and business models that disrupt traditional paradigms and foster dynamism within economies. The paper also addresses the challenges and obstacles faced by entrepreneurs, shedding light on the need for supportive ecosystems and policies to nurture their endeavors.

**Keywords:** Entrepreneurship, Economic Growth, Innovation, Catalyst, Sustainable Development.

## Modern Businesses and Corporate Social Responsibility

Dr. Jayshri Jain

Associate Professor

Mata Gujri Mahila Mahavidhlaya Autonomous, Jabalpur

R.D.V.V., Jabalpur

Dr. Jayshri Jain

E-mail- jayshrijain.6march@gmail.com

### Abstract

Modern businesses are now govern by CSR policies. While introducing CSR policies enterprise tries to minimize its ill effect and build its positive image in the society. Businesses are duty bound to govern ethically and to do so CSR plays a vital role. Applying ethics in business means "moral responsibility of business towards society"

CSR originate from human needs and demand. The government alone cannot fulfill society growing demands therefore business enterprise has to come forward to attain this goal. Another major reason for growing CSR is that in earlier time's business only focuses on attaining profit but now business cannot only focus on their profit maximization objective it has to fulfill certain responsibility it owns towards society.

The demand of introducing CSR policies in business are becoming very popular recently, though it has been part of Indian business for long. Due to covid past 3 years were very challenging for CSR stakeholders due to strike restrictions of covid guideline. Many companies took vaccination drives for the society in which they serve as a form of CSR activity. The strike adherence of CSR policies

can be seen in new Companies Act 2013 which mandates CSR spend for a defined category of corporate entities.

Thus it can be said that CSR is not just a way of attaining maximum profit by business enterprise, but a way of fulfilling society's basic needs by potential private sector investors, which cannot be done alone by the government. CSR creates a relationship between business and society which in turn leads to sustainable development. This paper will trace the evolution of CSR in India, emerging trends in Indian business sector which look at CSR as a tool for competitive strategy and Government initiatives to make CSR a part of corporate functioning in the society. To conclude it can be said that Corporate Social Responsibility plays an important role in the development of the community through various means and techniques.

**Keywords:** Corporate Social Responsibility, Sustainability, Stakeholders, Philanthropy, CSR impact, CSR Committees.

## **A Study on Role of Pradhan Mantri Mudra Yojna in Entrepreneurship Development**

Dr. Ankit Khare, Shalendra Baseriya  
Baderia Global Institute of Engineering and Management

**Abstract:**

Pradhan Mantri Mudra Yojna launched by Honorable Prime Minister of India Shri. Narendra Modi on 8th April 2015. Pradhan Mantri Mudra Yojana (PMMY) is a scheme initiated by Government of India to provide loans up to Rs. 10 lakh to non-corporate, non-farm small/ micro enterprises. Under PMMY, people involved in nonfarm activities can avail loans up to Rs. 10 lakh. The aim of the research paper is to study the MUDRA Scheme, to evaluate the loan sanction by financial institution in different state of India and to critically evaluate the Pradhan Mantri Mudra Yojana (PMMY) in providing access to institutional finance to micro/small business units that would turn them into strong instruments of GDP growth and also employment. Mainstreaming these enterprises will not only help in improving the quality of life of entrepreneurs but will also contribute substantially to job creation in the economy thereby achieving higher GDP growth. The data in this research work has been collected from secondary sources such as various journals, articles and MUDRA websites.

## **Handicraft industry: A Historical study and Role of Technology and Management in its advancement**

Dr. Alpana Singh  
Associate Professor & Head, Department of History,  
Mata Gujri Mahila Mahavidyalaya (Auto), Jabalpur

**Abstract:** This paper delves into the historical evolution of the handicraft industry, examining its roots and development over time. It specifically explores the transformative impact of technology on this traditional sector, analyzing how technological advancements and management have played a

pivotal role in shaping and advancing the handicraft industry. The study sheds light on the interplay between historical craftsmanship and modern technology, offering insights into the industry’s resilience and adaptation to changing times.

## **Corporate Social Responsibility and Sustainable Development**

Dr Pradeep Kumar Tiwari  
Vartilka Pandey,  
Pratishtha Mishra  
Assistant Professor Mangalayatan University  
Barela Road Jabalpur

### **Abstract:-**

The concept of Corporate Social responsibility (CSR) is an old concept, which existed for a long period .In India, CSR got its legal backing by virtue of Section 135 of companies Act 2013. Section 135 of the companies Act is from financial year 2014. This article will explore the role of CSR in attaining sustainable development with reference to section 135 of the Companies Act. Meaning of Corporate Social Development Sustainable development means Commission as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” development is the balancing concept between ecology and development.

In Indian, the court held emphasized on sustainable development and held that development and environment must go hand in hand. ,the supreme Court held that, Concept of Sustainable development is to treated as an integral part of ‘life’ under Article 21.Public trust doctrine and precautionary principle could be nurtured by ensuring sustainable development corporate social Responsibilities also play major role in rural area in sustainable development specially in field environment.

**Key world** – Sustainable Development, Corporate Social responsibility, companies law

## **Influences of Technology Social Structures: Exploring Sociological Perspectives**

Dr. Prabha Pahariya  
Asst. Professor & Former Head, Dept of sociology  
Mata Gujri Mahila Mahavidyalaya (Auto) Jabalpur

### **Abstract:**

This paper aims to delve into the intricate dynamics between technology and social structures, unraveling the multifaceted impact of technological advancements on sociological frameworks. From the transformative effects of digital communication to the evolving nature of social relationships in the era of artificial intelligence, the conference will foster discussions on the intersection of



technology and sociology. Scholars and practitioners will explore the challenges and opportunities presented by these changes, seeking a deeper understanding of the evolving social landscape in the face of rapid technological progression.

## **Leading Digital Transformation Through an Agile Marketing Capability**

Dr. Pallavi Saxena, Assistant Professor  
Mata Gujri Mahila Mahavidyalaya, Jabalpur

### **Abstract**

Scholars and practitioners both acknowledge that agility is crucial in leading a digital transformation effort. However, empirical and theoretical research on agile capabilities in an international digital marketing setting is severely lacking. Drawing on qualitative research design methods, this exploratory research provides an empirical and theoretical investigation of a new marketing capability we define as an Agile Marketing Capability. We identify its key theoretical dimensions and provide empirical guidelines to facilitate its implementation. This study has important implications for international marketing managers, suggesting what strategic actions are needed to deploy agile practices in their marketing strategies and processes from a practical perspective, in the context of an Agile Marketing Capability.

## **Study The Effect of Agile Leadership on Teacher Educators in Present Scenario**

Dr. Mukund Gokhale  
Assistant Professor  
Nirmala Education College, Ujjain

### **Abstract-**

The aim of the study is to determine the effect of the agile leadership characteristics of Teacher Educators on the professional development and performance. The relational survey model was used in the study and data were collected from 10 teachers form B.Ed. colleges of Ujjain. Self made Agile Leadership Scale, the Attitude Scale towards Professional Development and the Performance Scale. The data were analyzed by t-test, ANOVA, correlation.. It was determined that the agile leadership characteristics of Teacher Educators perceived by teachers significantly predicted and positively affected teachers' attitudes towards professional development and their performances. In addition, it was revealed that teachers' attitudes towards professional development significantly predicted and positively affected their performance.

**Keywords:** Leadership, Agile Leadership, Professional Development, Teacher Performance



## **The Role of Entrepreneurship In Economic Development**

Dr Bharti Rajak  
Assistant Professor  
Mata Gujri Mahila Mahavidyalaya Jabalpur (M.P.)  
Gmail- drbhartirajak@gmail.com

### **Abstract**

Entrepreneurship is basic key of economic development and growth. By creating new businesses and jobs, entrepreneurship leads to an increase in gross national product and per capita income. Entrepreneurship works for the progress of the country in many ways. In which economic progress is most important, it is less dependent on the production and services of other countries. Entrepreneurship also drives innovation, which leads to the development of new products and services that can improve the quality of life for consumers.

“The role of entrepreneurship in economic development is substantial. After all, entrepreneurs don’t just build businesses and grow their personal wealth; they also impact the economy by creating new jobs and opportunities, driving innovation, and developing new markets, products, and services. This article gives you a complete overview of the role of entrepreneurship in a country’s economic development.”

The role of the entrepreneurship in economic growth

1. Entrepreneurship promotes economic growth and creates new jobs in the country.
2. Reduces or eliminates dependence on other countries for products and services.
3. Helps in the economic progress of the country by increasing the per capita income in the country.
4. Contributes to social change by developing traditional or legacy services and products to reduce people's dependence on outdated technologies.
5. Solves economic problems that meet the economic needs of the country.

Agile Leadership in Dynamic Environments Dr. Archana Sane Asst. Professor Maharashtra Institute of Higher Education Abstract: This article aims to contribute to a leadership-based theory of dynamic capabilities and creating value. As a contribution to the economic dimension of sustainability, post pandemic environment has provided many significant challenges for all forms of organisations. The requirement for good leadership in this context is vital. This research considers the features of such leadership and how their application can affect organisations and their required outputs. The need for agility in this sphere is proposed, in order to accommodate the environmental challenges, globally and within the different sectors. There should be an emphasis on creativity in order to provide solutions to the many issues for organisations in the prevailing environment. Recruitment and retention are viewed as critical activities for sustaining these entities by ensuring the supply of the requisite standard of personnel at all levels. The latter should have suitable qualifications or the aptitude to acquire them. The principal factors identified here include the economic challenges, hybrid working patterns and the use of agency staff to supplement the permanent resource. The proactive development of leaders is emphasised as a critical activity for organisations, enabling them

to address the issues prevalent in their environment. Research into this area occurred, using qualitative techniques.

Key Words :- Agile, pandemic , , hybrid working patterns , sustainability

## **Digital Transformation and Sustainable Brand Management in the Contemporary Indian Business Landscape**

Dhruv Bajpai  
Research Scholar  
Manglayatan University, Jabalpur

### **Abstract:**

This abstract delves into the dynamic intersection of the digital age and the current business scenario, focusing on the imperative need for sustainable brand management in the Indian market. As businesses increasingly navigate the complexities of the digital landscape, the strategic management of brand awareness emerges as a critical facet for long-term success.

The digital age has revolutionized the way businesses operate, communicate, and engage with their target audience. In the context of the Indian market, where the penetration of digital technologies is rapidly expanding, businesses are compelled to adapt and leverage digital platforms to enhance their brand visibility. This abstract explores the challenges and opportunities presented by the digital age, emphasizing the pivotal role of sustainable brand management in achieving enduring success.

Sustainable brand management involves not only creating initial brand awareness but also fostering a brand image that resonates with the values and preferences of the evolving consumer base. In the Indian market, where consumers are becoming increasingly discerning and socially conscious, the sustainability of brand perception becomes paramount.

The abstract also addresses the significance of incorporating eco-friendly and socially responsible practices into brand strategies, aligning with the growing demand for corporate social responsibility (CSR). Navigating the delicate balance between digital innovation and sustainable practices is essential for brands to establish credibility and trust among consumers in the Indian market.

## **Digital Divide In E-Governance**

Deepak Poudel    Sunrise university, Alwar

### **Abstract:**

This article presents the findings about digital divide in E-Governance, which is done on several wards in the Kathmandu Metropolitan city. Studying about E-Governance itself in the Kathmandu Metropolitan region is another aim of the study. The articles attempt to investigate not just how the digital gap is currently manifesting itself in Kathmandu but also how it relates to E-Governance. The questioner approach and content analysis of several government department websites were the study's methodologies. The results show that Kathmandu Metropolitan wards are using websites to

offer residents specific government services. It appears that they are making use of the Internet and other online resources to give citizens access to electronic data and services. These suggest that efforts to narrow the digital divide have been made in Kathmandu. The report makes the recommendation that Metropolitan should give regular citizens greater training about using ICTs to access E-governance services. In order for its residents to utilize more e-governance services, they also need to help them get access to reasonably priced internet services. Additionally, they must devote more funds to e-governance initiatives. Numerous cash will also be needed for these projects to run effectively.

Keywords: ICT, E-Governance, Digital Divide

## **Startup India Initiative Impact On Startup Growth And Employment Generation in North East India**

Bayya Rajesh Kumar<sup>1</sup>, Research Scholar,  
Dept of Commerce and Business Admin, Acharya Nagarjuna University, Guntur, AP.  
Institute of Public Enterprise, Shamirpet, Hyderabad, Telangana.  
Ph:9490206797, E-Mail: [rajebmw@gmail.com](mailto:rajebmw@gmail.com)

Prof. R.Sivarama Prasad<sup>2</sup>,  
Faculty of Commerce and Business Admin, Acharya Nagarjuna University,  
Guntur, A.P.

### **Abstract:-**

Startup India is an ambitious initiative announced by the Government of India on January 16, 2016, to create a robust ecosystem for nurturing innovation and startups in the country, which helps to boost economic growth and generate large-scale employment opportunities. Through this initiative, the government encourages entrepreneurs to grow through innovative ideas. Data provides an overview of the Startup India Initiative's impact on startup growth state-wise in India. It also represents the State-wise DPIIT Recognized Startups, 80IAC Exempted startups, Mentors, Investors, Accelerators, Corporates, and Govt Bodies. This paper extensively focused on North East Region Startup's growth, and how the Startup India Ranking Framework scores are affected by Startups performance, how the North East Region special initiatives contributed to the sector-wise growth in the North East Region and its impact on employment generation from past few years. The summary concluded that, despite government initiatives what are the other socio-economic factors affecting the North East Region Startups' growth. Policymakers should also focus on Socio-Economic Development challenges of that region. For this study, data was gathered from various secondary sources, including government websites, India Stat, journals, and publications.

Keywords: Startups, Startup Growth, Startup India Ranking, Employment generation.

## **Study The Impact Of Emotional Intelligence In Work Life Balance Of Working Women In Jabalpur District**

Ashish Kumar Namdev (AU212735)  
Department of Management  
Rabidranath Tagore University (RNTU), Bhopal (M.P.)  
Bhopal, India  
Email: ashish607@gmail.com

Dr. Shubhi Nigam  
Department of Management Rabidranath Tagore University (RNTU), Bhopal (M.P.)  
Bhopal, India  
Email: nigamshubhi988@gmail.com

**Abstract**— Most people in organization today undergo emotions of trust, uncertainty, distance between management and employees and therefore loyalty and commitment are vanishing now a day. Thus emotions play a vital role in our life and therefore they have to be managed. Emotional Intelligence in general is to provide self-awareness, creativity, increase tolerance, increase trust, improve relations within and across the organization and thereby increase the performance of each employee and organization as a whole. This paper is an attempt to review the various researches done in this field. In this research the significance and vital role of Emotional Intelligence in balancing work and life is taken into consideration. Keywords— tolerance, trust, uncertainty, creativity.

## **A Model for Generating Electrical Energy through Human Kinetic Activities using MATLAB Simulation**

Ashish Kumar Chouksey\*<sup>a</sup>, Dr. Biplab Paul\*<sup>b</sup>, Dr. Amol Talankar\*<sup>c</sup>

### **Abstract:**

The burgeoning demand for electricity, fueled by the advancements in technology that rely heavily on electrical power, underscores the escalating energy requirements of contemporary society. Energy has been a pivotal driver in the evolution of human development, and with the impending depletion of traditional energy sources such as coal, natural gas, and fossil fuels, the scientific community's focus has shifted toward the exploration and adoption of renewable energy alternatives.

This paper introduces a conceptual framework for the Energy Generating Gyms System, an innovative contribution to the renewable energy sector. Modern lifestyles underscore a widespread commitment to health and fitness, with individuals frequently engaging in exercise regimes using gym equipment to achieve their fitness goals. The premise of the Energy Generating Gyms System initiative is rooted in the transformation of kinetic energy exerted during the use of gym apparatus into electrical energy.

The proposed smart Energy Generating Gyms System paradigm envisages the harnessing of human exertion as a viable and inexhaustible source of renewable energy, converting the kinetic energy inherent in human activity into a sustainable form of electrical power. Preliminary research supports the viability of such an energy conversion process. The implementation of Energy Generating Gyms System could provide a dual benefit, particularly for regions grappling with acute energy shortages, by generating substantial energy outputs from gym equipment to not only power the gyms themselves but also to potentially contribute excess electricity back to the grid.

The implications of this system extend beyond energy generation, promising an environmentally friendly and renewable source of power that capitalizes on routine human activities.

## **Corporate Social Responsibility-Problems and Solutions**

Dr. Aruna Pathak

Associate professor

Mata Gujari Mahila Mahavidyalaya (Autonomous) Jabalpur MP

Corporate social responsibility (CSR) is a management concept by which companies integrate social and environmental issues into their business operations and interactions with stakeholders. **CSR** is generally seen as a way for a company to balance its economic, environmental and social imperatives. **CSR** is a process aimed at holding a company accountable for its actions and increasing the positive impact of its activities on the environment. consumers, employees, communities and all other members of the public sector (who can also be considered stakeholders). **CSR** has become an essential part of the global corporate landscape. This means that a corporation should go beyond just earning profits and promote social welfare.

Corporate Social Responsibility (CSR) is generally defined as a corporate practice of assessing and taking responsibility for a company's impacts on the environment and social well-being Can be referred to as initiative.

- Even today, on the current standards of quality of life, where almost two-thirds of India's population is living in poverty and the climate condition is worsening day by day, the importance of **CSR** cannot be underestimated. Companies need to take a more serious and responsible approach towards **CSR** compliance. Corporate Social Responsibility in India.

The concept of **CSR** is governed by Section 135 of the Companies Act, 2013. India is the first country in the world to have a **CSR** Expenditure Act with a framework to identify potential **CSR** activities. **CSR Provision** apply to companies with an annual turnover of Rs 1,000 crore and above. Has been made mandatory or whose net worth is Rs 500 crore and above, or whose net profit is Rs 5 crore and above. • Under the Act, companies are required to constitute a **CSR** Committee which provides an advisory body to the Board of Directors. Will recommend the Corporate Social Responsibility Policy and will also monitor it from time to time. • The Act encourages companies to spend 2% of their average net profit of the last three years on **CSR Activities**. **CSR** includes the following activities in a company specified under Schedule VII of the Companies Act, 2013:

- Eradication of extreme hunger and poverty
- Promoting education, gender equality and women empowerment
- Combating HIV-AIDS and other diseases
- Ensuring environmental sustainability

# Evaluating the feasibility of ethanol production from intermediate molasses in sugar mills of central India for economic and social benefits

Dr. Arpit Shukla<sup>1</sup>: Asst. Professor, Mechanical Engineering, Takshshila Institute of Engineering and Technology, Jabalpur, M.P. (India)  
dr.arpit.takshshila@gmail.com

Vishal Saxena<sup>2</sup>: Research Scholar, Department of Management Studies  
Mangalayatan University Jabalpur M.P. (India)  
vsaxena.03@gmail.com

## Abstract

Anaerobic digestion and classifications are main methods to convert biomass into gaseous fuels. For the survival of industry, cost-effectiveness and economics of by-products are important. Due to rapid increase in globalization, privatisation, and liberalization the sugar industry faces tough competition at domestic as well as at the international level. The objective of the proposed work is to check the prospective of ethanol production using intermediate molasses among sugar mills of central India. The auxiliary plant helps main plants by providing economic and financial status to sugarcane growers and workers by enhancing employment opportunities. Experimental study has been conducted to find out concentration of ethanol produced by fermenting molasses sample collected from the plant. More accurate results are available as the quality and quantity of sugarcane varies from place to place.

**Keywords:** Sugarcane, Sugar mills, Fermentation, Molasses

## SEM ANALYSIS OF THE 4 Ps AND THE SERVICE QUALITY PARAMETERS ON THE INTENTION OF ONLINE GROCERY SHOPPING

Aparna Dhingra, Research Scholar  
Barkatullah University, Bhopal  
Contact : dharadk1603@gmail.com

## Abstract:

During pandemic the shopping behavior of the Indian customers changed. The study aims to explore the intention of youth to use online grocery shopping. The researcher aims to establish the relation between the relative advantage of the using the online grocery shopping and the eSERVQUAL model parameters on the intention to use online grocery shopping. In relative advantage the researcher considered the factors of product, place, promotion and physical presence of the store and the mediation effect of the service quality parameters were considered. The data is collected by the self administered questionnaire from the 1000 respondents by convenience sampling. The conceptual



model is tested on structural equation modelling. The study revealed that the price, promotion and place contribute significantly to the service quality parameters and hence to the intention.

## **Artificial Intelligence in Business Decision Making: An Analysis of Hindi English Code-Mixed Customer Reviews**

Anurag Upadhyay, Dr. Sharad Rajak  
Assistant Professor G.S. College of Commerce and Economics (Autonomous College) Jabalpur

### **Abstract**

These days, a lot of firms go beyond the traditional notion of a corporation and grow online, creating specialized websites. In addition to having websites, businesses frequently maintain strong client relationships by being active on social media platforms like Facebook, Twitter, Instagram, and others. Social media platforms provide a forum for the general public to voice their happiness or discontent with a good or service. Social media accounts have become a tremendous source of information for businesses looking to better their goods and services because so many people use them. Customers these days prefer to use online review platforms to share their positive or bad experiences with a product because of their ease of accessibility and convenience. Native Indian language speakers avoid using Unicode while exchanging information on social media. They convey their ideas by code-mixing, which combines English words or phrases with Roman characters in addition to their original tongue. Multilingual societies often experience code-mixing (CM), which is the mixing of two or more languages within a conversation. One of the main challenges in building end-to-end AI models designed for use in various natural language processing (NLP) applications is the lack of code-mixed training data. The artificial intelligence models for different NLP tasks in code-mixed contexts can be trained using the generated synthetic code-mixed Hindi English text data. The paper provides a quick overview of a mechanism for effectively identifying unstructured Hindi and English code-mix language.

**Keywords:** Artificial intelligence, Code mixed, Social media, Natural language processing

## **Sustainability and Corporate Social Responsibility in Management**

Dr. Anju Mishra  
Assistant Professor  
Head of Department(HOD) Department of Sociology  
Mata Gujri Mahila Mahavidyalaya (Autonomous), Jabalpur

### **Abstract:**

This research paper explores the intersection of sustainability and corporate social responsibility (CSR) within the realm of management practices from a sociological perspective. As businesses face increasing pressure to address environmental, social, and governance (ESG) concerns, understanding the societal implications of sustainability and CSR initiatives becomes crucial. The paper examines how sociological theories and frameworks can inform our understanding of the dynamics between



businesses, society, and the environment. Through an interdisciplinary approach that integrates sociological perspectives with management studies, the paper analyzes the social dimensions of sustainability and CSR practices. It explores how organizations interact with various social actors, including communities, consumers, employees, and civil society organizations, to address social inequalities, promote human rights, and foster inclusive development. Moreover, the paper investigates the role of power dynamics, social norms, and cultural values in shaping organizational responses to sustainability challenges. Furthermore, the research examines the potential of grassroots movements, social activism, and collective action in driving corporate accountability and influencing sustainability agendas. It discusses the role of social movements, such as environmental justice movements and labor rights campaigns, in challenging corporate practices and advocating for more responsible business conduct. Additionally, the paper explores the concept of corporate citizenship and its implications for corporate engagement with local communities and broader societal issues.

Overall, this research paper contributes to the sociological understanding of sustainability and CSR by examining the complex interplay between business activities, social structures, and cultural dynamics. By incorporating sociological insights into management practices, organizations can develop more holistic approaches to sustainability that prioritize social equity, cultural diversity, and collective well-being. This interdisciplinary perspective highlights the importance of integrating sociological theories into the study of sustainability and CSR to address pressing social challenges and advance social justice goals.

Keywords: sustainability, CSR, sociology, societal implications

## **Study The Impact of Human Resource Practices on Job Performance of Teaching Faculty at the Jabalpur Self Financing Institute**

**Anant Ram Namdeo<sup>1</sup>,**

**Dr. Shubhi Nigam<sup>2</sup>**

Enrollment No.- AU212736

Department of Management

Rabindranath Tagore University, Bhopal

Email: anant.namdeo87@gmail.com

<sup>2</sup> Department of Management

Rabindranath Tagore University, Bhopal

Email:nigamshubhi988@gmail.com

**Abstract** -Human resources management comprises a wide range of practices including “hard” aspects such as recruitment and retention, and “soft” aspects such as work life balance, motivation, and career development. Organizations, experts and researchers have investigated the roles and sets of practices that human resources department should undertake in higher education institutions. Self-financing Institutions are now becoming a reality which in turn is to be a great success and that cannot be kept away. The role of the self financing institutions in the development of education system and structure in India cannot be ruled out. There is a need to explore how efficient the self financing

programs have become a practice to fund higher education sector in the country. “The Quality of faculty”, “Infrastructure facilities and Learning environment” are the three pillars of higher education institution

## **Sustainability and Corporate Social Responsibility (CSR) in Management**

Mr. Amit Sharma  
Asst. Professor, Department of MBA  
Baderia Institute of Engineering and Management, Jabalpur

### **Abstract:**

Sustainability and Corporate Social Responsibility (CSR) have become essential elements of modern management practices. This article delves into the definitions and implications of sustainability and CSR within the business domain. Sustainability pertains to meeting current needs while safeguarding the ability of future generations to meet their own needs, emphasizing economic, social, and environmental considerations, as a managerial concept, surpasses mere profit maximization, encompassing ethical, legal, and discretionary actions that contribute to sustainable development. The incorporation of sustainability and CSR into management involves strategic planning, conscientious supply chain management, employee involvement, and transparent reporting. Regulatory adherence, innovative business practices for sustainability, risk management, and measuring impact through key performance indicators (KPIs) are also crucial components. This summary underscores the increasing significance of these principles for sustained business success in a global context that gives precedence to environmental and social considerations.

**Keywords:** Modern management practice, Business domain, current needs, future generations, economical/social/environmental consideration.

## **Emotional Intelligence in the Digital Era: A Comprehensive Review of Sentiment Analysis Across Cross Media Platforms**

Amit Kumar Das<sup>1</sup>, Dr. Dinesh Mishra<sup>2</sup>

<sup>1</sup>Resarch Scholar, Department of Computer Science, Mangalayatan University Jabalpur

<sup>2</sup> Associate Professor, Department of Computer Science, Mangalayatan University Jabalpur

### **Abstract:**

Understanding sentiment in the context of real-time and diverse data streams is a challenge that has grown increasingly important. The review paper focuses on the

transformational realm of machine-learning applications. It primarily focuses on sentiment analysis, and identifying personal text in real time. We explore the cross-media convergence, where images, videos, and text interact, requiring sophisticated algorithms to interpret nuanced information. This paper begins with a dissection of the changing landscape in sentiment analysis. It explains the role that machine learning has in revealing emotional nuance embedded in audio, visual and textual content. In this paper, we explore the complexities of cross-media emotion analysis and show how algorithms can adapt to different data formats. Our exploration is devoted to the real-time streams of data, which are more complex due to their temporal aspect. The methods used in real-time emotion analysis are examined, as well as the algorithm's responsiveness to changes in emotions of users across different platforms. Discussion extends to identifying personal text and emphasizes the delicate balance of insightful analysis with ethical considerations. We focus on the ethical aspect as we discuss potential privacy implications for real-time sentiment analyses. In our exploration, we explore the fine line that exists between leveraging valuable insights while respecting individuals' boundaries. We propose frameworks for a responsible deployment.

We also highlight new approaches to machine learning, which go beyond the traditional limits, and incorporate contextual understanding in sentiment analysis models. The impact of context on emotion expression is taken into account, allowing for a holistic interpretation. This review ends by showing the applications of the methodologies we have discussed, from the management of brand perception to the nuances of political discourse. Machine learning's transformative ability to decode sentiments in real-time across multiple platforms is a key element in unlocking insights for the digital era. This review provides a comprehensive overview of the landscape and future challenges of sentiment analysis, as well as the ethics that are essential to steering its course in an age of digital communication.

## **EXPORT PERFORMANCE OF LIBYA WITH SELECTED ASIAN NATIONS- AN ANALYTICAL ANALYSIS**

Ahmed Milod A Anaid\*

Prof. R.Sivarama Prasad\*\*

Research Scholar, (International scholar, LIBIYA), Department of Commerce and Business

Administration, Acharya Nagarjuna University, Guntur

Professor, Department of Commerce and Business Administration,

Acharya Nagarjuna University, Guntur

### **Abstract:**

The study's objective is to combine and assess export performance in order to pinpoint the opportunities, obstacles, and trends that have influenced Libya's export environment in its dealings with Asian nations. A thorough search technique is used in the review, covering academic databases, scholarly papers, policy reports, and other pertinent literature. The analysis takes into account a

number of elements that affect Libya's export performance, such as trade agreements, economic policies, geopolitical dynamics, market diversification tactics, and the influence of socioeconomic variables. Furthermore, the research looks into how Libya's export dynamics with Asian countries are affected by industries including manufacturing, oil and gas, agriculture, and rising sectors. Important conclusions draw attention to the significance of past trade trends, variations in the price of commodities globally, political unpredictability, and regulatory frameworks as crucial factors influencing Libya's export connections with Asian peers.

**Key Words:** Libya's export performance, Asian counterparts, Economic growth.

## **A Study of Artificial Intelligence In Social Media Marketing: Application, Challenges And Solution**

Agrima Tiwari  
Assistant Professor, Hitkarini Mahila Mahavidyalaya

### **Abstract:**

This paper explores the role of Artificial Intelligence (AI) in social media marketing, focusing on its application and the challenges it presents. AI, defined as the simulation of human intelligence in machines, has revolutionized marketing by enabling businesses to analyze vast amounts of data and make informed decisions. The paper discusses traditional marketing strategies and their limitations in the digital age, emphasizing the need for AI-driven solutions. It examines various AI technologies used in marketing, such as machine learning, natural language processing, and predictive analytics, highlighting their impact on improving targeting, personalization, and customer engagement. The paper also discusses social media advertising using AI tools and the challenges associated with AI implementation in social media marketing, including data privacy, algorithmic bias, and user engagement. Finally, it offers suggestions for overcoming these challenges and concludes with the importance of a strategic and ethical approach to AI integration in social media marketing.

## **Entrepreneurship Ecosystems In Higher Education Institutions In India**

Dr. Abhishek Shrivastava  
Praveen Singh  
Dr. Ram Krishna Patel  
Assistant Professor  
G.S.College of Commerce & Economics (Autonomous), Jabalpur

### **Abstract:**

Education and society have long been interdependent and interconnected. Down the ages, education has been shaped by society, and vice versa. We are today in the midst of global trends that are

impacting our society and education. Globalization, free markets, intense competition, technology shifts, socioeconomic inequities, environmental degradation, to name a few, are trends that our society is deeply impacted by. Our educational institutions cannot therefore remain stuck in old paradigms. Higher education in particular, which caters to the aspirations of productive working populations, must respond to today's socioeconomic priorities. A developing country like India needs large scale job creation to cater to the demands of its youthful population. The spirit of entrepreneurship which has led to all round economic growth in diverse countries such as Korea, Singapore, USA, Israel, Sweden etc has an important connection to their higher education institutions (HEIs), where knowledge is created. Entrepreneurship Ecosystems (EEs) in Indian (HEIs) are in their nascent stage of development. Given the need for large scale job creation across all sectors, the recent growth in entrepreneurship in the economy is welcome, but does not seem closely linked to the EEs in our HEIs.

While there has been research into some aspects of the functioning of business incubators in HEIs, extensive literature review and field interactions indicated the need for a comprehensive stakeholder based study of the entrepreneurship ecosystem in Indian HEIs, its key challenges as perceived by the stakeholders, and the factors impacting its development, sustenance and growth. This study set out to answer three research questions: (a) What are the key challenges faced in the development of EEs in HEIs, (b) What are the perceptions of the direct stakeholders with respect to the challenges and (c) What are the factors that influence the development and growth of EEs in Indian HEIs.

## **Challenges and Concerns in Navigating Sustainability and Corporate Social Responsibility in Management after the Implementation of Companies Act 2013: A Contemporary Outlook**

Abhinav Swaroop Saxena

Ph.D. Scholar, Department of Management and Commerce  
Sikkim Professional University, Gangtok, Sikkim

### **Abstract:**

This article explores the evolving landscape of corporate social responsibility (CSR) and sustainability in management, focusing on the transformative impact of the Companies Act 2013 in India. Companies Act 2013 introduced mandatory Corporate Social Responsibility (CSR) provisions for qualifying companies in India. Mandated CSR allocations bring forth the dual challenge of legal compliance and meaningful societal impact. The paradigm shift from profit-centric models to a triple-bottom-line approach signifies a fundamental change in management philosophy. The Companies Act 2013 mandates CSR allocations, reshaping corporate responsibilities. The imperative for industry-academia collaboration underscores the need for a skilled workforce and practical education. Challenges include restructuring management practices, ensuring compliance with CSR mandates, fostering industry-academia collaboration, addressing skill set gaps, and transparent reporting. Overcoming these challenges requires a holistic approach, aligning legal compliance with genuine commitments to societal and environmental well-being, promoting ethical and sustainable management practices.

## User Behavior Prediction from User Generated Contents on Social Media

<sup>1</sup>Sudeep Kishore Sharma, <sup>2</sup>Dr. Dinesh Mishra  
<sup>1</sup>Research Scholar, <sup>2</sup>Professor, DoCSE, MUJ, Madhya Pradesh  
sharmasudeep23@gmail.com, dmishra1475@gmail.com

### Abstract:

The growth of social media users in terms of data volume has contributed to significant growth. In general, content posted by users on social media can provide valuable information about themselves (e.g., in predicting job satisfaction, special interests, work and social relationships) and can be obtained without the influence of self-examination. This process, called identity estimation, involves parsing digital content into features and mapping them to an personality prediction model. Therefore, automatic personality prediction is important in many applications such as advice, marketing, marketing, business analysis, communication discussing psychology, intervention and therapy, human-computer interaction, etc. This article describes tools, techniques and applications of forecasting personality prediction like machine learning, deep learning etc.

Keywords: Social media computing, personality prediction, user behavior prediction, text processing, natural language processing, machine learning.

## TCA AND ABC COSTING SYSTEM FOR SMALL AND MEDIUM ENTERPRISES

<sup>1</sup>Satyam Sahu, <sup>2</sup>Jitesh Pandey  
<sup>1</sup>Department of Marketing, Mangalayatan University Jabalpur  
<sup>2</sup>Department of Mechanical Engineering, SAIT, Jabalpur

**Abstract-**Indian small scale industries are yet mostly operating on traditional costing systems. The globalization of the market has forced manufacturing organization to reduce their activity costs in order to increase the overall profit. In this scenario the newer methods like multiple head location and activity based costing have given an option to the small and medium enterprises to improve their costing system. But, there is no information available to the management at strategic as well as operational level about the choice and procedure of the newer costing methods. In this paper, a study has been conducted to analysis the costing systems in use and a comparison is done with the newer costing systems, to evaluate the advantages that could be gained by the organizations.

**Keywords-** Newer costing methods, two production lines, cost drivers, traditional costing.

## Entrepreneurism and its Effect on Economic Growth

Dr. Dilip Singh Hazari  
Principal Maharashtra Institute of Higher Education Jabalpur, MP  
Dr. Surender Kumar Vats  
Academic Counselor IGNOU, Swami Shardhanand College, University of Delhi, Delhi



**Abstract:**

Entrepreneurship is the basis of “Atm nirbhar Bharat”. The entrepreneurs not only build businesses and grow their personal wealth but also has impact on the economy by creating new jobs and opportunities, driving innovation, and developing new markets, products, and services. In new India of 21st century entrepreneurs play an important role in sustainable economic growth; entrepreneurship also brings social changes by developing products and services that reduce people’s dependence on government sector. It’s also enabling competition which improves business efficiency and lowers prices for consumers. Government of India also provides support to entrepreneurship’s activities by providing skill training and financial support in the form of various loan schemes like Mudra loans etc. In this research paper we discuss the various aspect of entrepreneurship and how it is vital and effective tool for the economic growth. Key words: Entrepreneur, Entrepreneur, Economic growth, Mudra Loan, Skill development etc.

## **DESIGN AND ANALYSIS OF MICROWAVE FILTERS FOR SATELLITE COMMUNICATION**

Kirtika Singh<sup>1</sup>, Sachin Singh<sup>1\*</sup>

<sup>1</sup>Department of Electronics & Communication,  
Shri Ram Institute of Science & Technology, Jabalpur  
E-mail: sachin1388@gmail.com

\*Corresponding Author: sachin1388@gmail.com,

**Abstract**—The filter must be designed to meet the required standards for minimum loss and maximum return loss. There are many ways to design filters, such as using three-mode resonators, microstrip quarter-wavelength resonators, stub-loaded resonators, and substrate-integrated waveguides (SIWs). Besides specifications, reducing size and cost are also factors to consider in filter design. Substrate integrated waveguide (SIW) is a structure made using two rows of metal cylindrical cavities embedded in a dielectric substrate to electrically interconnect two parallel conducting plates. The substrate integrated waveguide is a dielectric full waveguide SIW structure that retains many of the advantages of classical metal waveguides. It has better quality, better power handling capacity and better electrical resistance than the classical waveguide.

## **Ranking Recent Smartphone Brands Using Fuzzy TOPSIS and Fuzzy PROMETHEE –II**

<sup>1</sup>M. Kameswari, <sup>2</sup>G. Kesavan

<sup>1</sup>Associate Professor, Student-II-year  
MSc Maths Department of Mathematics,  
School of Advanced Sciences,  
Kalasalingam Academy of Research and Education  
Krishnankoil, Srivilliputhur, 626126.



**Abstract:**

A buying decision process is one of the Multi-Criteria Decision Making (MCDM) problems faced by everyone in daily life. A predominant example is the selection of smartphones available in the market for purchase. Criteria of smart phones are frequently updated and availability of the versions are not consistently available, therefore purchasing a smartphone at any time is ambiguous in nature. The selection of smart phone brands involves multiple criteria such as Price, Display, Battery, Storage, Camera and Operating System. Assessment criteria are linguistic in nature such as low, high, slow, fast good, fair, bad, etc. Fuzzy numbers are employed to express linguistic variables, enabling a comprehensive assessment of each smartphone brand. Fuzzy TOPSIS facilitates the determination of positive and negative ideal solutions, while Fuzzy PROMETHEE utilizes preference functions and indifference thresholds to compute net outranking flows. This study aims to evaluate the ranking of the smartphone brands employing Fuzzy TOPSIS and Fuzzy PROMETHEE II methodologies based on the alternatives Price, Display, Battery, Storage, Camera and Operating System. Finally, the Spearman's rank correlation coefficient is calculated to assess the correlation between the rankings obtained from Fuzzy TOPSIS and Fuzzy PROMETHEE II. Keywords: Smartphone Brands(Recent), MCDM, Ambiguity, Fuzzy TOPSIS, Fuzzy Promethee-II, Spearman's Rank Correlation Coefficient.

## **The impact of entrepreneurship on education and skills development**

\*Dr. RatnaVerma, Assistant Professor,  
Department of Economics, Mata GujriMahilaMahavidyalaya (Auto.), Jabalpur (M.P.)  
\*\*Dr.ReetaMukherji, Associate Professor  
Department of Economics, Mata GujriMahilaMahavidyalaya (Auto.), Jabalpur (M.P)

**Abstract**

The impact of entrepreneurship on education and skills development is significant, as entrepreneurship can provide opportunities for individuals to develop new skills and gain valuable experience. By starting and running a business, entrepreneurs can acquire a diverse range of skills, such as leadership, problem-solving, and financial management, which can be transferable to other areas of their lives and careers.

Entrepreneurship can also play a role in shaping the education system and curriculum, as it highlights the importance of skills such as creativity, innovation, and critical thinking. This can lead to an increased focus on these skills in the education system, which can benefit students and help to prepare them for the demands of the modern workforce.

The impact of entrepreneurship on education and skills development is both positive and complex. Entrepreneurship can provide individuals with opportunities to develop new skills and gain valuable experience, while also shaping the education system and curriculum. However, it is important to ensure that individuals strike a balance between their entrepreneurial pursuits and their education and professional development, to ensure that they are well-prepared for the future.

## ON PENTAPARTITIONED NEUTROSOPHIC COMPACT SPACES

S. Jackson<sup>1</sup>, J. Sivasankar<sup>2</sup>

<sup>1</sup> Assistant Professor, <sup>2</sup> Research Scholar (Reg.No.22212232091009)

P.G and Research Department of Mathematics,  
V.O.Chidambaram College, Thoothukudi-628008.  
Affiliated to Manonmaniam Sundaranar University,  
Tirunelveli-627012, Tamil Nadu, India.

<sup>1</sup> jacks.mat@voccollege.ac.in, <sup>2</sup> shivu.san.jr@gmail.com

### Abstract:

Nowadays, the Five Symbol Valued Neutrosophic Logic, Pentapartitioned Neutrosophic Sets have been working with the uncertainty conditions as efficiently. The purpose of this article is to describe a new idea about compact spaces on Pentapartitioned Neutrosophic Sets. This paper explains how covering properties of compact spaces works on Pentapartitioned Neutrosophic Sets. Further, we make a detailed analysis of Pentapartitioned Neutrosophic Compact Spaces via proposed theorems and propositions. Also, this paper describes how to handle the finite intersection property on Pentapartitioned Neutrosophic Compact Spaces.

**KEYWORD:** Pentapartitioned Neutrosophic set, Pentapartitioned Neutrosophic Topology, Pentapartitioned Neutrosophic Open Cover, Pentapartitioned Neutrosophic Compact Set, Pentapartitioned Neutrosophic Compact Spaces.

## SEPARATION AXIOMS VIA SOFT $J$ COPEN SET IN SOFT TOPOLOGICAL SPACES

S. Jackson<sup>1</sup> J. Carlin

<sup>2</sup> <sup>1</sup> Assistant Professor, <sup>2</sup> Research Scholar (22112232092004)

P.G and Research Department of Mathematics,  
V.O.Chidambaram College, Thoothukudi-628008.

Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627012, Tamil Nadu, India.

### Abstract:

The separation axioms are not fundamental axioms in set theory, but they are characteristics that can be used to differentiate between different types of topological spaces. These axioms are denoted by the letter "T" after the German Trennungsaxiom, with increasing subscripts indicating stronger characteristics. In 2015, S. Hussain and B. Ahmad proposed separation axioms in soft topological space. Previously, we proposed soft  $J$  Copen set and soft  $J$   $C$  closed set in soft topological space. In this article, we define the soft separation axiom using the soft  $J$  Copen set in soft topological space. First, we establish the soft  $J$   $CT_0$  space and soft  $J$   $CT_1$  space using the soft  $J$  Copen set with an example. We show that a soft subspace of a soft  $J$   $CT_0$  space is also a soft  $J$   $CT_0$  space, and that a soft  $J$   $CT_1$  space is a soft  $J$   $CT_0$  space. Then, we define the soft  $J$   $CT_2$  space, which is a soft  $J$   $C$  Hausdroff space, using another example. We show that a soft  $J$   $CT_2$  space is also a soft  $J$   $CT_1$  space.

Finally, we explore several properties and characteristics of these spaces. KEYWORD: Soft  $J$   $cT0$  space, Soft  $J$   $cT1$  space, Soft  $J$   $cT2$  space, Soft Separation axiom.

## Design Modulo Multiplier for Symmetric Key Cryptography Cryptography Using HDL

Sachin Singh<sup>1\*</sup>, Dr. Laxmi Singh<sup>1</sup>, Dr. Sanjeev Gupta<sup>1</sup>,

<sup>1</sup>Department of Electronics & Communication, Rabindranath Tagore University, Raisen, India

E-mail: singhelsachin@gmail.com

\*Corresponding Author singhelsachin@gmail.com

**Abstract**—This paper covers the implementation of a Network Intrusion Detection System (NIDS) using the International Data Encryption Algorithm (IDEA). Nowadays there is an increase in communication. Applications such as online banking, personal assistants, mobile communications and smart cards highlight the need for security in limited resources. It is an excellent Network Intrusion Detection System (NIDS) tool due to its International Data Encryption Algorithm (IDEA) encryption, 128-bit key size, and high security compared to other algorithms. However, in order to meet the speed requirements of today's applications, cryptographic algorithms must be hardware accelerated.

**Keywords**—NIDS, IDEA, Cryptography, Mobile Communication, Modulo Multiplier

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## Corporate Social Responsibility in India: Challenges and Opportunities

Sanjay Kumar Verma<sup>1</sup>, Sagar Shrivastava<sup>2</sup>, and Shruti Shrivastava<sup>3</sup>

<sup>1</sup>Professor and Vice Principal

Takshshila Institute of Engineering and Technology Jabalpur, RGPV Bhopal M.P.

The Institution of Engineers (India) Jabalpur Local Center, Jabalpur M.P.482001

{ verma.sanjay090@gmail.com }

<sup>2</sup>Civil Engineer, Neilsoft Pvt. Ltd. Pune, Maharashtra

The Institution of Engineers (India) Jabalpur Local Center, Jabalpur M.P.482001

{sagar.073105@gmail.com }

<sup>3</sup>UG Student, Department of Computer Science

Gyan Ganga Institute of Technology and Sciences Jabalpur M.P.482002

{shrutishrivastava8503@gmail.com }

**Abstract** –

The idea of corporate social responsibility, or CSR, has grown in acceptance over the past few years. It speaks to the notion that companies have an obligation to do more for the environment and society than just maximize profits for their owners. Even though many businesses have embraced corporate social responsibility (CSR) and made great progress in this area, there are still a lot of issues that

need to be resolved. Authors will examine a few of these issues and provide some viable fixes in this paper. Despite these difficulties, businesses can take into account a variety of viable strategies to get beyond these barriers and successfully incorporate CSR into their daily operations. Authors also highlight the fact that the majority of respondents who possess knowledge and skills in this area did so outside of the formal education system. Additionally, the paper adds to the conversation that is necessary to comprehend the necessity for universities to take significant actions to incorporate these subjects into their curricula, not only by developing programs and modules and reorienting the curriculum, but also by implementing cutting-edge teaching techniques.

Keywords – CSR, Environment and Society, Challenges and Opportunities, Social Responsibility

## **SERVICE QUALITY VARIABLES AND CUSTOMER SATISFACTION AT A NEPALESE COMMERCIAL BANK**

\*Shiva Raj Ghimire<sup>1</sup>, Dr. Pankaj Sharma<sup>2</sup>

<sup>1</sup>Research Scholar, Sunrise University, Alwar, Rajsthan, India, Department of Management

<sup>2</sup> Supervisor, Sunrise University, Alwar, Rajsthan, India, Department of Management

\*Corresponding Email: shivarajghimire1@gmail.com

ORCID ID: 0009-0002-7952-1097

### **Abstract**

Customer satisfaction is a critical component of banking strategy which reflect customer sentiment towards an organization's offerings, emphasizing emotional attachment over mere satisfaction. The aim of this research is to investigate customer satisfaction in commercial banks of Kathmandu valley in Nepal. We conducted a descriptive cross-sectional study using a quantitative research design, specifically targeting 380 general customers of commercial banks in Kathmandu Valley through convenience sampling. Participants received a semi-structured questionnaire via email in Google Form, encompassing inquiries on demographics, banking habits, and customer satisfaction. Data analysis, performed using SPSS version 20, considered a p-value below 0.05 as statistically significant. The investigation found that study population appears to be young, as 46.6% of the participants are in the 18–30 age range, and predominantly male (56.6%). The vast majority of respondents (88.4%) hold accounts with private banks. Among those experiencing ATM service-related problems, 45.5% encountered most frequently. Despite this, overall customer satisfaction remains high. Customers are notably content with the bank's reliability, including timely service and accurate record-keeping. Conversely, dissatisfaction mainly stems from communication issues, particularly regarding timely updates on interest rates and services. Notably, customer satisfaction is significantly influenced by service quality factors such as reliability, responsiveness, empathy, assurance, and communication. These findings highlight the necessity of addressing service challenges to enhance both customer satisfaction and service quality within Nepal's banking sector.

**Keywords:** Customer satisfaction, Nepalese commercial bank, Service quality.

## **Artificial Intelligence in Business Decision Making: An Analysis of Hindi English Code-Mixed Customer Reviews**

Anurag Upadhyay, Dr. Sharad Rajak  
Assistant Professor G.S. College of Commerce and Economics (Autonomous College) Jabalpur

### **Abstract:-**

These days, a lot of firms go beyond the traditional notion of a corporation and grow online, creating specialized websites. In addition to having websites, businesses frequently maintain strong client relationships by being active on social media platforms like Facebook, Twitter, Instagram, and others. Social media platforms provide a forum for the general public to voice their happiness or discontent with a good or service. Social media accounts have become a tremendous source of information for businesses looking to better their goods and services because so many people use them. Customers these days prefer to use online review platforms to share their positive or bad experiences with a product because of their ease of accessibility and convenience. Native Indian language speakers avoid using Unicode while exchanging information on social media. They convey their ideas by code-mixing, which combines English words or phrases with Roman characters in addition to their original tongue. Multilingual societies often experience code-mixing (CM), which is the mixing of two or more languages within a conversation. One of the main challenges in building end-to-end AI models designed for use in various natural language processing (NLP) applications is the lack of code-mixed training data. The artificial intelligence models for different NLP tasks in code-mixed contexts can be trained using the generated synthetic code-mixed Hindi English text data. The paper provides a quick overview of a mechanism for effectively identifying unstructured Hindi and English code-mix language.

**Keywords:** Artificial intelligence, Code mixed, Social media, Natural language processing

## **Exploring Natural Language Processing Techniques in Business Analytics**

Mr. Gagandeep Singh Walia  
Assistant Professor  
Department of Computer Science

### **Abstract:-**

Researchers are concentrating on developing more efficient communication technologies that can replicate human interactions and comprehend natural languages and emotions as a result of people's growing reliance on computer-assisted systems. The issue of excessive data in all fields—business, medicine, education, etc.—has resulted in a rise of unstructured data, which is deemed useless. In this context, natural language processing (NLP) is one of the efficient technologies that may be used with cutting-edge technologies, such deep learning, machine learning, and artificial intelligence, to enhance the ability to comprehend and process natural language. This can facilitate more effective human-computer interaction and enable the analysis and formatting of massive amounts of unstructured and useless textual data across a range of sectors. This will produce significant results

that can improve decision-making and, consequently, operational effectiveness. This paper focuses on exploring various natural language techniques and its application on business problems and its solutions.

Keywords: Business Analytics, Natural Language processing, AI, Machine Learning.

## **Creating Gender Equality in Modern Entrepreneurship with respect to M.P.**

Dr. Kirti Diddi, Principal of Nirmala College and Academic Director of Nirmala College of Education, Ujjain

### **Abstract:-**

Entrepreneurship plays an important role in the overall development of the country. A lot of people are confused between businessman and entrepreneur, therefore, the government came up with different schemes to enhance the role of entrepreneurs by way of Start Up India, Make in India, Atmanirbhar Bharat, Atal Innovation Mission etc. Gender Equality refers to a situation in which every individual gets equal opportunities at work, home and everywhere which contributes to an enhancement in Gender Development Index (GDI) and Gender Gap Index (GGI). If we particularly talk about gender equality in entrepreneurship, then we will find that the number of women entrepreneurs is lower than the number of male entrepreneurs in India. Various institutions and schemes were set up in M.P. for promoting entrepreneurship, especially women entrepreneurs i.e. M.P. Association of Women Entrepreneurs, Centre for Entrepreneurship Development, Department of Micro Small Medium Enterprises (M.P.), Udyogini etc. In this paper, we will study the background of entrepreneurship in today's M.P. in comparison with previous policies and schemes related to the development of entrepreneurship in M.P. and how they worked by way of quantitative methods. Entrepreneurial development helps boost economic development as it is a pillar for the economic prosperity, an increase in employment, an increase in national income etc. There is a great need to enhance the role of gender equality in entrepreneurship as it is also mentioned in goal five of Sustainable Development Goals which was given by United Nations Development Programme (UNDP) and there is a need to work upon it.

**Keywords:** Entrepreneurship, Gender Equality, Women Entrepreneurs, Development

## **A study on employee wellness policy as a business imperative**

Dr. Prakash Mishra, Divya Namdev, Shubham Agrawal  
Associate professor, Research Scholar, Research Scholar  
Mangalayatan University, Jabalpur



**Abstract:-**

The main objective of this study is to emphasize the impact of health on employee performance. And also to highlight the company's policies to ensure the good health and well-being of the employees. The cost of health care in our country is having a major impact on businesses and their bottom line. Employees are considered a company's greatest asset and their health issues can dramatically affect the workplace. These issues can go from coronary illness and stress-related diseases to minor ailments, many coming from horrible eating routines and absence of activity. Workers who aren't solid have lower levels of efficiency and higher well-being costs. Bosses wind up bearing the additional expenses, both in higher charges and in lower yield. These elements can likewise essentially influence an organization's edge in the present exceptionally serious business climate.

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Anurag Upadhyay, Dr. Sharad Rajak  
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**Abstract:-**

These days, a lot of firms go beyond the traditional notion of a corporation and grow online, creating specialized websites. In addition to having websites, businesses frequently maintain strong client relationships by being active on social media platforms like Facebook, Twitter, Instagram, and others. Social media platforms provide a forum for the general public to voice their happiness or discontent with a good or service. Social media accounts have become a tremendous source of information for businesses looking to better their goods and services because so many people use them. Customers these days prefer to use online review platforms to share their positive or bad experiences with a product because of their ease of accessibility and convenience. Native Indian language speakers avoid using Unicode while exchanging information on social media. They convey their ideas by code-mixing, which combines English words or phrases with Roman characters in addition to their original tongue. Multilingual societies often experience code-mixing (CM), which is the mixing of two or more languages within a conversation. One of the main challenges in building end-to-end AI models designed for use in various natural language processing (NLP) applications is the lack of code-mixed training data. The artificial intelligence models for different NLP tasks in code-mixed contexts can be trained using the generated synthetic code-mixed Hindi English text data. The paper provides a quick overview of a mechanism for effectively identifying unstructured Hindi and English code-mix language.

**Keywords:** Artificial intelligence, Code mixed, Social media, Natural language processing.



## **Exploring Natural Language Processing Techniques in Business Analytics**

Mr. Gagandeep Singh Walia  
Assistant Professor, Department of Computer Science

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Researchers are concentrating on developing more efficient communication technologies that can replicate human interactions and comprehend natural languages and emotions as a result of people's growing reliance on computer-assisted systems. The issue of excessive data in all fields—business, medicine, education, etc.—has resulted in a rise of unstructured data, which is deemed useless. In this context, natural language processing (NLP) is one of the efficient technologies that may be used with cutting-edge technologies, such deep learning, machine learning, and artificial intelligence, to enhance the ability to comprehend and process natural language. This can facilitate more effective human-computer interaction and enable the analysis and formatting of massive amounts of unstructured and useless textual data across a range of sectors. This will produce significant results that can improve decision-making and, consequently, operational effectiveness. This paper focuses on exploring various natural language techniques and its application on business problems and its solutions.

**Keywords:** Business Analytics, Natural Language processing, AI, Machine Learning.

## **Digital Transformation and the Digital Age in Indian Political System**

Miss Shivani Pawaiya  
Assistant Professor  
Mata Gujri Mahila Mahavidyalaya Autonomous College, Jabalpur (M.P.)

### **Abstract:-**

The advent of the digital age has revolutionized the landscape of politics and governance worldwide, including in India. This research explores the implications of digital transformation on the Indian political system, focusing on the integration of digital technologies, the emergence of e-governance initiatives, and the transformation of political processes and communication strategies. Through a comprehensive analysis of relevant literature, government reports, and case studies, this study aims to uncover the multifaceted impacts of the digital age on Indian politics. The research investigates how digital technologies, including social media platforms, mobile applications, and data analytics, have reshaped political communication, electoral campaigning, and citizen engagement practices in India. It examines the role of digital platforms in amplifying political discourse, mobilizing grassroots movements, and facilitating political participation among diverse segments of the population.

Furthermore, the study evaluates the effectiveness of e-governance initiatives, such as digital identity systems, online service delivery platforms, and government portals, in enhancing transparency, efficiency, and accessibility in the Indian bureaucracy. It explores the challenges and opportunities associated with digital transformation, including concerns related to data privacy, cybersecurity, digital divide, and algorithmic bias. By critically analyzing the digitalization trends within the Indian political system, this research seeks to provide insights into the dynamics of power, governance, and democracy in the digital age. The findings contribute to scholarly debates on the intersection of technology and politics, informing policymakers, civil society organizations, and citizens about the opportunities and challenges inherent in navigating the digital transformation journey in India's political landscape.

## **Literary Metamorphosis: Navigating the Digital Transformation in English Literature**

Shubhi Trivedi

Assistant professor, Mata Gujri Mahila Mahavidyalaya, Jabalpur, Madhya Pradesh  
Gmail-shubhitrivedi.eng@gmail.com

### **Abstract:**

"Literary Metamorphosis: Navigating the Digital Transformation in English Literature" delves into the profound changes wrought by digital technology on the landscape of English literature. This abstract explores the multifaceted impact of digital transformation on literary production, consumption, and interpretation. It examines how digital platforms have democratized literary creation, fostering new modes of expression and interaction among writers and readers. Moreover, the abstract elucidates how digital archives and databases have revolutionized literary scholarship, enabling unprecedented access to texts and facilitating innovative modes of analysis. The abstract also scrutinizes the challenges posed by digitization, including issues of preservation, authenticity, and copyright. Furthermore, it investigates the evolving nature of storytelling in the digital age, characterized by interactive narratives, transmedia storytelling, and emergent literary forms. Through a synthesis of theoretical frameworks and empirical research, the abstract illuminates the dynamic interplay between technology and literature, underscoring both the opportunities and the complexities inherent in this metamorphosis. Ultimately, "Literary Metamorphosis" invites scholars, practitioners, and enthusiasts to engage critically with the evolving contours of English literature in the digital era, navigating its transformative currents with intellectual rigor and creative insight.

## **Strong differential superordination results pertaining confluent hypergeometric function**

Ancuța Maria Rus

<sup>1</sup>University of Oradea, Doctoral School of Engineering Sciences,  
str. Universității nr.1, 410087 Oradea, Romania

**Abstract:-**

As a generalization of the standard concept of differential subordination first presented by Miller and Mocanu, Antonino and Romaguera developed the idea of strong differential subordination. The general theory connected to strong differential subordination, as established for the classical case of differential subordination, which is reviewed in, was developed as a consequence to the outcomes obtained by Antonino and Romaguera for the case of strong Briot–Bouquet differential subordinations. In a paper published in 2009 [5], the key components of the theory of strong differential subordination were established. The three problems on which the theory is based were stated, and the concepts of solution and dominant of the solutions of the strong differential subordination were defined. In 2009, the dual concept of strong differential super ordination was also introduced, corresponding to the framework of the classical notion of differential super ordination established by Miller and Mocanu [7]. Regarding the notions of strong differential subordination and super ordination, some intriguing new classes were introduced in 2012 [8]. Ever since they were associated with the research, they have been frequently employed in order to obtain original outcomes. This investigation [9] makes use of those classes. Initially, the form of the confluent hypergeometric function is presented, which is adjusted to the new classes based on the additional parameter  $\zeta$  required in the strong differential superordination theory related investigations. Kummer-Bernardi and Kummer-Libera integral operators, which were earlier defined using confluent hypergeometric functions [10], are also adapted to those classes, and strong differential superordinations emerge for which they are the best subordinants. Similar outcomes are attained with respect to the operators' derivatives. The study's concluding examples demonstrate how the original findings can be used.

## **Investigation of the Star likeness Conditions for Integral Operators Including Bessel Functions**

Daniela Andrada Bardac-Vlada [0000-0001-9215-2404]  
University of Oradea, Doctoral School of Engineering Sciences str.  
Universităţii nr.1, 410087, Oradea, Romania

**Abstract:-**

This work presents research following a well-known research path in geometric function theory involving the definition of new integral operators and investigations to uncover geometric properties of those integral operators, such as convexity, univalence, or starlikeness. The Bessel function of the first type and order is the subject of the current study, which reveals the criteria for this function's univalence and then uses its univalent form to create a new integral operator on the space of holomorphic functions. One can obtain the well-known integral operators of Alexander, Libera, and Bernardi for specific values of the parameters involved in the formulation of the new integral operator involving the Bessel function of the first kind. The known geometric characteristics of the Bessel function of the first kind, which were first established by Á. Baricz and extensively

explored in more recent workssuch as, served as the inspiration for the current inquiry on the function. The research involving other generalized integral operators [9,10] and the intriguing findings that have become known regarding the geometric properties of integral operators defined pertaining to the Bessel function provide additional motivation for the definition of the new generalized integral operator involving the Bessel function of the first kind.

Keywords: third-order differential super ordination; best subordinant; Gaussian hypergeometric function; subordination chain; convex function.

## **Significance of Virtual Influencers in Social Media and Their Impact in Consumer Trust and Purchasing Decisions**

Prof. Anna Laszkiewicz  
Influencer, marketing.

### **Abstract:-**

This paper focus on the growing significance of virtual influencers in social media and their impact on consumer trust and purchasing decisions. Virtual influencers, a recent phenomenon, seamlessly integrate advanced technologies with the popularity of influencer marketing. The presentation will also explore the potential for characters generated by artificial intelligence to become a significant force in the marketing industry.

**Key words:-** Virtual Influencer, Social Media.

## **Fekete-Szegő inequalities for certain class of meromorphic functions**

Adriana Cătaș  
Department of Mathematics and Computer Science, University of Oradea, Romania,  
University Street, 410087  
acatas@gmail.com  
Orcid:0000-0002-1000-7375

### **Abstract:-**

The aim of the present study is to introduce a certain subclass of meromorphic functions and to deduce Fekete-Szegő inequalities related to the functions belonging to the new class. Certain applications of the new results associated with a specific linear operator, defined by convolution, are also derived.

**Keywords:** 30C45; 30C50.

## **Differential sandwich results involving Atagana-Baleanu fractional integral applied to confluent hypergeometric function**

Alina Alb Lupas  
Department of Mathematics and Computer Science  
University of Oradea  
Universitatii street, 410087 Oradea, Romania  
alblupas@gmail.com

### **Abstract:-**

Studying subordination and superordination properties using different types of operators is a technique that is still widely used, some studies resulting in sandwich-type theorems as it is the case of the present paper. The Atagana-Baleanu fractional integral applied to confluent hypergeometric function is introduced in the paper and certain subordination and superordination results are stated in theorems and corollaries, the study being completed by the statement of a sandwich-type theorem connecting the results obtained by using the two theories.

## **Strong differential superordination results pertaining confluent hypergeometric function**

Ancuța Maria Rus  
<sup>1</sup>University of Oradea, Doctoral School of Engineering Sciences, str. Universității nr.1, 410087  
Oradea, Romania.  
Orcid: 0000-0001-9575-5470

### **Abstract:-**

As a generalization of the standard concept of differential subordination first presented by Miller and Mocanu [1,2], Antonino and Romaguera [3] developed the idea of strong differential subordination. The general theory connected to strong differential subordination, as established for the classical case of differential subordination, which is reviewed in [4], was developed as a consequence to the outcomes obtained by Antonino and Romaguera for the case of strong Briot–Bouquet differential subordinations [3]. In a paper published in 2009 [5], the key components of the theory of strong differential subordination were established. The three problems on which the theory is based were stated, and the concepts of solution and dominant of the solutions of the strong differential subordination were defined. In 2009, the dual concept of strong differential superordination was also introduced [6], corresponding to the framework of the classical notion of differential superordination established by Miller and Mocanu [7]. Regarding the notions of strong differential subordination and superordination, some intriguing new classes were introduced in 2012 [8]. Ever since they were associated with the research, they have been frequently employed in order to obtain original outcomes. This investigation [9] makes use of those classes. Initially, the form of the confluent hypergeometric function is

presented, which is adjusted to the new classes based on the additional parameter  $\zeta$  required in the strong differential superordination theory related investigations. Kummer-Bernardi and Kummer-Libera integral operators, which were earlier defined using confluent hypergeometric functions [10], are also adapted to those classes, and strong differential subordinations emerge for which they are the best subordinants. Similar outcomes are attained with respect to the operators' derivatives. The study's concluding examples demonstrate how the original findings can be used.

**Keywords:** analytic function, starlike function; convex function; strong differential superordination; best subordinant; confluent hypergeometric function, integral operator.

## Studies on fuzzy sets aspects and several hypergeometric functions enclosed in geometric function theory

Georgia Irina Oros

University of Oradea, str. Universităţii nr.1, 410087 Oradea, Romania

Orcid: 0000-0003-2902-4455

**Abstract.** Examples of differential inequalities that can be used to generate constraints on a function using its derivatives of a given order are frequently seen in the theory of differential equations. A new theory known as differential subordination theory was developed when the concepts concerning differential inequalities for real functions were extended to complex functions. S.S. Miller and P.T. Mocanu presented this hypothesis in two papers that were published in 1978 [1] and 1981 [2]. The monograph published in 2000 [3] by the authors who established this theory has the essential aspects that it developed beautifully throughout the following years. This study addresses fuzzy differential subordination, a unique type of differential subordination. Since its introduction by Lotfi A. Zadeh in 1965 [4], the concept of a fuzzy set has seen extraordinary development and is currently employed in numerous scientific and technological fields. The theory of fuzzy differential subordination follows the general theory of differential subordination and develops by adapting most of the ideas of the classical theory for obtaining new results. After the definition of subordination in fuzzy sets theory in 2011 [5], the idea of fuzzy differential subordination was first presented in 2012 [6]. Mathematicians' ongoing concerns about integrating the concept of a fuzzy set into well-established mathematical theories served as an inspiration for this combination of fuzzy sets theory and geometric function theory. Numerous mathematical fields have examined the use of hypergeometric functions in applications. Interest in studying the uses of specific hypergeometric functions in geometric function theory was sparked by Louis de Branges' unexpected use of them in his proof of Bieberbach's conjecture, which was published in 1985 [7]. The present study takes into account hypergeometric functions and aspects of fractional calculus, a topic which generates intriguing new results at this moment in differential subordination theory in general and in fuzzy differential subordination in particular [8-12].

**Keywords:-** Fuzzy set; fuzzy differential subordination; fuzzy dominant; fuzzy best dominant, univalent function, fractional integral; Gaussian hypergeometric function; confluent hypergeometric function; third-order fuzzy differential subordination.

## **NEW PROPERTIES FOR CHENEY SHARMA OPERATORS**

Iambor Loredana Florentina  
University of Oradea

### **Abstract:-**

The concern of this paper is to study the special and good weakly Picard operators convergence for Cheney-Sharma operators. Some properties of the iterates of Cheney-Sharma operator are obtained. Finally, we give an application of the iterates of the Cheney-Sharma operators to the structure of continuous L-R fuzzy number.

## **Managing the innovative development of enterprises**

Oleg Zhyvko,  
graduate student of the Kyiv National University of Technology and Design  
e-mail:0937438136@ukr.net

### **Abstract:-**

Adapting to innovative development within the context of a smart economy involves implementing strategies and mechanisms that enable enterprises to thrive in an environment driven by technology, data, and innovation. Here are several adaptation mechanisms for managing the innovative development of enterprises in the context of the smart economy:

1. Continuous Learning and Skill Development:
  - Establish a culture of continuous learning within the organization.
  - Encourage employees to acquire new skills and stay updated on emerging technologies.
2. Open Innovation and Collaboration:
  - Foster a culture of open innovation, encouraging employees to share ideas and collaborate with external partners.
  - Engage in partnerships with startups, research institutions, and other industry players to leverage external expertise.
3. Agile and Flexible Management Practices:
  - Implement agile management practices to quickly adapt to changing market conditions.
  - Foster flexibility in organizational structures and processes to accommodate rapid innovation.
4. Data-Driven Decision Making:
  - Embrace data analytics to inform decision-making processes.



- Utilize big data and artificial intelligence to gain insights into market trends, customer behaviors, and internal processes.
5. Investment in Research and Development:
    - Allocate resources to research and development activities to stay at the forefront of technological advancements.
    - Encourage innovation through dedicated budgets and incentives.
  6. Digital Transformation:
    - Embrace digital technologies to streamline operations and enhance customer experiences.
    - Implement cloud computing, IoT (Internet of Things), and automation for improved efficiency.
  7. Customer-Centric Approach:
    - Focus on understanding customer needs and expectations in the digital age.
    - Leverage customer feedback and data to tailor products and services.
  8. Cybersecurity Measures:
    - Implement robust cybersecurity measures to protect sensitive data and maintain customer trust.
    - Stay updated on cybersecurity trends and threats in the digital landscape.
  9. Talent Acquisition and Retention:
    - Attract and retain top talent with expertise in emerging technologies.
    - Offer competitive salaries, training programs, and a supportive work environment.
  10. Eco-Friendly and Sustainable Practices:
    - Consider environmental impact when developing and implementing innovative solutions.
    - Adopt sustainable practices in product development, manufacturing, and day-to-day operations.
  11. Regulatory Compliance:
    - Stay informed about and compliant with regulations related to technology and data usage.
    - Proactively address legal and ethical considerations associated with innovation.
  12. Risk Management:
    - Implement effective risk management strategies to anticipate and mitigate potential challenges associated with innovation.
    - Foster a culture that encourages responsible risk-taking.

Adapting to the smart economy requires a holistic and strategic approach. Enterprises should be agile, data-driven, and open to collaboration while keeping a strong focus on sustainability, customer satisfaction, and talent management.

## **Differences Between Functional and Dysfunctional Conflict**

Svitlana Rodchenko

Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Finance, Accounting and Business Security of O.M. Beketov Kharkiv National University of Urban Economy, Ukraine

ORCID:<https://orcid.org/0000-0002-8611-2796>

Mykhailo Zhyvko,  
Candidate of legal sciences, state self-employed person  
e-mail: zhivko\_m@ukr.net  
ORCID ID: <https://orcid.org/0000-0002-0099-3562>

**Abstract:-**

The resolution of contradictions is an objective function of the conflict, but this does not mean that it coincides with the goal of the participants, therefore the functions of conflicts from the positions of its participants are more diverse. Research in the field of functional consequences of the conflict was first carried out by L. Kozler and R. Dahrendorf. They summarized the positive and negative functions of conflict

- Innovative function. Conflicts contribute to the development and change in the organization, as they reveal shortcomings in the organization, reveal contradictions. They help reduce resistance to change.
- Signaling function. The conflict reveals the problems and contradictions of the expanding system, rather than going deeper, where they are even more intensified and have a destructive effect on the organization.
- Integration function. Conflicts contribute to the formation of group solidarity, which makes it possible to eradicate the causes of internal disunity and restore unity. However, it should be noted that such an effect is exerted by conflicts that affect only such goals, values, and interests that do not contradict the foundations of intra-group relations. These conflicts tend to change intra-group norms and attitudes according to the urgent needs of particular individuals or subgroups. Conflict unites the staff of the organization in the fight against external difficulties. As a result of the conflict, the parties will be more inclined to cooperate rather than antagonize in future situations that may be capable of causing a conflict.
- Differentiating function. The conflict structures the company, divides the social whole into interconnected elements. Conflict contributes to the structuring of the organization by determining the position of the various subgroups within the system, their functions and the distribution of positions of power among them.
- Tension reduction function. Conflict interaction, as a rule, is accompanied by violent reactions, which relieve the participants of emotional stress, leading to a decrease in the intensity of negative experiences.
- Normative function. The conflict causes the improvement of the regulatory framework, the emergence of new rules and procedures, as well as the creation of new social institutions.
- Diagnostic function. The conflict helps to identify managerial problems in the organization, to find out the capabilities of opponents, the likelihood of retaliatory actions of the other side in future conflicts.
- Preventive function. Conflicts can also reduce the chances of groupthink and submissiveness syndrome, where subordinates do not express ideas that they believe are contrary to those of leaders. This can improve the quality of the decision-making process, as additional insights and “diagnosis” of the situation lead to a better understanding of it; symptoms are separated from causes and additional alternatives and criteria for their evaluation are developed. Because of the conflict, team members can work through potential performance issues before the solution is even implemented.

## **Disadvantages of determining the nature of the conflict**

Tetiana Holovach,  
Department of Foreign Languages and Culture of Professional Speech,  
Lviv State University of Internal Affairs  
ORCID: <https://orcid.org/0000-0002-6665-4416>

Lesiia Zhyvko,  
Master of Laws, self-employed person

### **Abstract:-**

Despite the fruitfulness of the ideas about the nature of the conflict expressed by classical philosophy, in the search for the essence of the conflict until the end of the 19th century, significant shortcomings were admitted:

- conflicts were considered only in general and were limited to the philosophical categories of contradictions and the struggle between good and evil, as general properties of not only social but also natural existence;
- the specifics of social conflicts as a whole were not investigated, only certain types of social conflicts were considered: in the economy, politics, culture, and psyche;
- mainly only macro-level conflicts were studied: between classes, nations, states, and conflicts in small groups, intrapersonal conflicts remained outside the attention of scientists;
- the general features of conflict as a phenomenon of social life were not subject to study, in connection with which there was no independent theory of conflict, and, consequently, conflictology as a science.

At the same time, the peculiarities of social development required an analysis of the present and forecasting of the future.

The source and cause of the development of all phenomena and things in the world are contradictions. Contradictions in nature, society, and consciousness are the source and cause of the development of the corresponding natural, and social phenomena. The law of unity and struggle of opposites – the most important law of dialectics – is formulated as a bifurcation of the one into opposites, and the struggle between them is the source of development of everything in the world. The presence of “struggle” in the formulation of contradictions gives reason to consider them in close connection with the problem of conflicts.

## **Mathematical Model for Evaluating the Region’s Living Standard**

Svitlana Grygoruk  
Khmelnyskyi National University, Ukraine

**Abstract:**

The standard of living is a generalized category characterized by a multifaceted structure. Its semantic content is formed by information about income level, consumption volumes, employment, working conditions, medical care, availability of education, the possibility of cultural development, and other indicators of socio-economic development. Quantitative characteristics of the standard of living measure an individual's development, the satisfaction of his physical, spiritual, and social needs, and the state of social conditions for meeting these needs.

Regression models, simulation modeling, multivariate statistical analysis, and complex integral evaluation can be distinguished among the most common approaches to assessing the standard of living. We analyzed the possibilities of applying the above techniques, based on which a conclusion was drawn about the feasibility of using the method of principal components, which is part of the group of multivariate statistical analysis methods. It aims to construct the same number of  $n$  synthetic indicators called principal components from  $n$  original indicators. These indicators are linear combinations of the initial indicators used to quantify latent characteristics whose causes cannot be measured directly. In particular, the standard of living can be considered such a characteristic. Generalized indicators also explain the correlations between the original features.

## **Region's Economic Security Level's Comprehensive Assessment**

Pavlo Hryhoruk  
Khmelnyskyi National University, Ukraine

**Abstract:-**

The decentralization processes of the domestic economic system call for finding new approaches to managing the regional economy. One of the most essential tasks is forming effective and efficient mechanisms for ensuring economic security at the regional level, the solution of which, in turn, is a necessary component of the system of economic security at the national level. Globalization and internationalization led to the openness of borders for developing international economic relations. They became an opportunity for developing the economy of regions and the country and a source of threats to economic development. Therefore, studying the regional aspect of economic security is an urgent problem.

By the region's economic security, we understand the ability to withstand the influence of internal and external factors to ensure the sustainable development of the region's economic system and the full life of the population. The strategic goal of ensuring the economic security of the region is to create acceptable conditions for the sustainable progressive development of the region's economy, to ensure the social and economic stability of society, to successfully resist the influence of internal and external disturbances, taking into account the available resources, their rational use, taking into account interregional economic relationships.

The region's social and economic development affects its level of economic security, so measuring

this impact is an important task. For this purpose, it is necessary to define a set of indicators and criteria that, on the one hand, characterize the functioning of the region's economic system and, on the other hand, determine the state and level of its economic security. Continuous monitoring of the state of economic security in the region will contribute to the timely detection and prevention of crisis phenomena and prevention of threats.

The indicator of economic security is a measurable characteristic that reflects a separate component of the functioning of the economic system of the region, related to economic security, and to some extent, illustrates the ability of the economic security system to maintain its specific state and resistance to the influence of danger factors.

## **Analytical Approaches For Assessing Business Perspectives In The Automotive Industry Of Ukraine**

Nina Poyda-Nosyk,

Doctor of Science in Economics, Professor, Professor at the Department of Accounting and Auditing, Ferenc Rakoczi II Transcarpathian Hungarian College of Higher Education, Berehove Ukraine, ORCIDID:0000-0002-5378-8028.

Robert Bacho DSc in Economics, Professor, Head of the Accounting and Auditing Department Ferenc Rakoczi II Transcarpathian Hungarian College of Higher Education, Berehove, Ukraine, ORCIDID:0000-0002-5957-7571.

### **Abstract:-**

The study investigates the status and developmental patterns within Ukraine's automotive industry spanning the period from 2016 to 2021. It identifies trends in the Ukrainian labor market, assesses the state of migration processes, and evaluates unemployment levels across various regions in Ukraine. The research presents findings from a comparative analysis of the minimum wage across Ukrainian regions, categories, and positions. It delves into the standard salaries of back-office workers and management within the two motive sector. Additionally, the evolution of the regulatory and legal framework governing state regulations for the development of the automobile industry in Ukraine is examined. The study reveals a notable shift in the state's policy towards the development of the automotive industry - from consistent support and stimulation of car production to encountering bureaucratic barriers, obstacles, and prevailing risks and threats. The research indicates that Russia's armed aggression against Ukraine since 2014 has resulted in a substantial downturn in the car industry. The western regions of Ukraine, due to their proximity to the EU, cost-effective labor, and ample raw materials, emerge as particularly attractive for partnerships with European automotive giants.

**Keywords:** automotive industry, development trends, dynamics of car manufacturing, the state support policy, labor market.

## **Development of Lives to CK Enterprises in The Context Of Artificial Intelligence Technologies Application**

Vdovenko Nataliia,

Doctor of Economic Sciences, Associate Professor, Head of the Department Department of Global Economy, National University of Life and Environmental Sciences of Ukraine

ORCID: 0000-0003-0849-057X

E-mail:nata0409@gmail.com

Perehudayuliia,

Candidate of Geographical Sciences, Associate Professor of the Department of Global Economy, National University of Life and Environmental Sciences of Ukraine

ORCID: 0000-0002-1434-2509

E-mail:julilla.pereguda@gmail.com

Abstract:-

*Introduction.* Livestock farming is one of the oldest and most important areas of human activity, which has come a long way in improving and introducing new technologies to achieve maximum efficiency. In the modern world, the introduction of artificial intelligence plays an important role in optimising all areas of activity. Livestock farming is no exception, and the latest technologies are already helping livestock producers around the world to conduct business activities.

*Objective* is to analyze the prospects for the development of livestock enterprises in the context of artificial intelligence technologies.

*Methodology:* analysis, synthesis, comparative analysis, bibliographic analysis.

*Results:* The application of artificial intelligence in lives to ck farming is extremely simple, as all data and analytics can be easily uploaded to a special application that can be used via smartphone or computer. Modern technologies for collecting livestock data: Farm Management App and Productivity Suite; Phaid (Photo Artificial Intelligence Identification Software); ADAL (Automatic Detection of Abattoir Lesion Software). In addition to collecting and analysing data, the software includes satellite photography, a unique system for collecting information on pathological lesions in animal organs. Also, the function of monitoring lives to ckhealth is extremely important. The benefits of using artificial intelligence in livestock farming include improving feed quality; pest control; optimising the use of water resources; in-depth soil analysis; and weather analysis.

*Conclusion:* Smart animal husbandry is an important step towards optimising and developing livestock farms, and in the modern world, artificial intelligence is becoming an integral part of progress. It helps livestock enterprises analyse economic performance indicators, monitor and, if



necessary, improve animal health, the quality and formula of drinking water, enrich soil before sowing, and analyse feed quality.

**Keywords:** livestock enterprises, artificial intelligence, smart livestock, technology, digitalisation.

## **Tourism - Factor for The Development of Various Spheres of Life in Ukraine**

Zinaida Zhyvko

Doctor of Science in Economics, Professor,  
Professor of the Department of Management and International Business  
Institution of Higher Education “Private Joint-Stock  
Company” Lviv Institute of Management”  
E-mail: zinaukraine@gmail.com, professor2007@ukr.net  
ORCID <https://orcid.org/0000-0002-4045-669X>

Yuliia Borutska

PhD of Geological Sciences, Associate Professor of Tourism  
Lviv National Environmental University  
ORCID: <https://orcid.org/0000-0002-5040-8624>

### **Abstract: -**

The importance of tourism and recreation in Ukraine is confirmed by several key points:

1. Economic development. - tourism contributes to the development of the economy due to an increase in the flow of money to the region from tourists. This may include accommodation, food, transport and the purchase of gifts and souvenirs.
2. Job creation - the tourism sector is an important source of employment. The opening of hotels, restaurants, shops and other tourist services creates new jobs.
3. Preservation of cultural heritage - tourism can contribute to the preservation and restoration of historical and cultural objects. Local authorities and entrepreneurs often invest in the restoration of monuments to attract tourists.
4. Infrastructure development - the growth of tourism can stimulate the development of infrastructure, including transport networks, roads, airports and other facilities.
5. Intercultural exchange - tourism is a means of promoting intercultural exchange and mutual understanding. Tourists can join the local life, communicate with the local population and learn about their culture and traditions.
6. Support of the natural environment - a developed tourism sector can contribute to the protection of the natural environment through the implementation of environmentally friendly practices and eco-tourism programs.
7. Popularization of regions - tourism allows drawing attention to less well-known or remote regions, which contributes to the development and popularization of various places in the country.

8. Increasing the income of local communities - income from tourism can contribute to the development and improvement of the quality of life of the local population. These aspects indicate that tourism is a key factor for the development of various spheres of life in Ukraine.

## Constant Source and Cause of Modern Social Conflicts

Zinaida Zhyvko  
Doctor of Science in Economics, Professor,  
Professor of the Department of Management and International Business  
Institution of Higher Education “Private Joint-Stock  
Company” Lviv Institute of Management”  
E-mail: zinaukraine@gmail.com, professor2007@ukr.net  
ORCID<https://orcid.org/0000-0002-4045-669X>

Anastasiia Shehynska,  
Master of Psychology, Master of Computer Science.  
E-mail:zen\_anas@i.ua

### Abstract: -

A constant source and cause of modern social conflicts is the lack of resources, not only material, but also political, resources of power, prestige, which exist in any society. Therefore, as long as society exists, there will be tension, there will be conflicts, and the struggle of people for power, for prestige and respect will play a special role. Although conflicts exist in any society, their role in non-democratic and democratic societies is different: in a totalitarian society, which is divided into warring camps, conflicts are destructive; in an open democratic society, there are more conflicts, because people are open, but conflicts do not lead to destruction, but to creation. Constructive and destructive results are fundamentally different. The goal of conflictology is to limit the negative consequences of conflict and achieve optimal, positive results. The main provisions of Lewis Coser's theory are given in the following theses:

- the greater the adversity groups experience, the higher the probability that these groups will become the initiators of the conflict;
- the more acute the conflict, the greater the probability that centralized decision-making structures will emerge in conflict groups and the higher the moral cohesion of their members;
- the less the participants in the conflict agree on its goals, the longer the conflict;
- the better the leaders of the conflicting groups can understand that the full achievement of the goals is more expensive than the victory, the shorter the conflict will be.

Even a simple enumeration of the main tenets of L. Coser's theory shows that even at this time most of them have not lost their relevance and are of considerable interest . These theses confirm that the basis of any conflict is the individual's own interests.

Ralph Dahrendorf in his works “Class Structure and Class Conflict” (1965) and “Social Conflict in Modernity” (1988) considers conflict as the main category of sociology. He proposed a conflict

model of society, believing that the presence of conflicts is the natural state of society, which is everywhere permeated by discord and conflict.

Today it is impossible to talk about a universally recognized theory of conflicts, there are significant differences in methodological approaches to characterizing the role and meaning of conflicts. It is necessary to take into account the presence of concepts and provisions that differ in content, with the need to independently choose one's position.

## **The Impact of Computational Intelligence on the Media Market**

Chinmoyee Das  
Research Scholar (PhD)  
Department of Journalism and Mass Communication  
Central University of Haryana, Mahendergarh  
Email : chinmoyee222743@cuh.ac.in

### **Abstract: -**

This paper analyses the profound impact of computational intelligence on the media market, elucidating the transformative trends, innovations, and strategic implications of integrating advanced technologies. Computational intelligence, mainly artificial intelligence (AI), has revolutionized various facets of the media industry, including content creation, distribution, audience engagement, and monetization strategies. Through a comprehensive analysis, this study investigates the multifaceted effects of computational intelligence on the media market dynamics. It examines how AI optimize advertising strategies and enhances user experiences across different media platforms. Furthermore, this research delves into the strategic implications of computational intelligence for media market stakeholders, including content creators, distributors, advertisers, and consumers. It analyzes how AI-powered solutions reshape business models, competitive strategies, and industry partnerships while examining the ethical considerations and regulatory challenges associated with using AI in media. Moreover, the study investigates the broader societal impacts of computational intelligence on media consumption patterns, cultural trends, and information dissemination.

Keywords: Computational Intelligence, Media, Media Market, Artificial Intelligence (AI)

## **Major Changes in Education System to Make a New and Potential Tomorrow**

Faiza Alam Ansari , Student MBA

### **Abstract: -**

As far as I know the world is being evolving since the birth of mother earth (from dinosaur to monkeys to the new human civilization) we humans have the habit of taking the changes and making our better tomorrows, with this our human civilization knows about the artificial intelligence the

artificial human mind which can go beyond in future, AI is the tool by which we can design our new tomorrow by adapting the change in education system.

I have seen many of the colleges universities now even in school a subject is being thought that is AI, but many of us who are new to this technology are unaware of the power of AI even as I take the example of management student many us don't know how to use AI for making reports PPT spreadsheets and etc.

Whit this concept I have got an idea about providing a major subject to the students of post-graduation and undergraduate of AI for the basic needs asked by the companies who comes to hire and where we students apply for as well as the basic skills which is being asked by any company that is self-confidence.

## **AI Transformations in Indian FMCG: A Case Study of Blinkit's Recipe Rover Innovation**

Dr. Rasmeet Kaur Malhi

Associate Professor, The Bhopal School of Social Sciences, Bhopal, Madhya Pradesh, India

Insha Mirza

Faculty, I.E.H.E Bhopal, Contact No.: - 9926075145, E-mail- insha.mirza96@gmail.com

### **Abstract: -**

This comprehensive study delves into the transformative influence of artificial intelligence (AI) integration within the Fast-Moving Consumer Goods (FMCG) sector in India. With a focused examination on industry leaders such as Hindustan Unilever, Coca-Cola, Nestlé, PepsiCo, and the introduction of the avant-garde FMCG application 'Blinkit,' featuring the pioneering AI-driven component, Recipe Rover, the analysis endeavors to unveil the intricate dynamics of AI applications in the Indian FMCG landscape.

The primary objective of this research is to elucidate the multifaceted applications of AI, ranging from optimizing supply chain mechanisms to refining marketing strategies, fostering product innovation, and elevating customer service standards. The study particularly highlights the innovative approach of Blinkit, showcasing how the Recipe Rover, powered by OpenAI's GPT-3.5 and GPT-4, generates a vast repository of recipes. By examining the symbiotic relationship between advanced AI algorithms and human expertise, this research positions Blinkit at the forefront of AI-driven innovation within the FMCG sector. The study aims to uncover the profound implications of AI adoption, shedding light on its potential to redefine efficiency, cost-effectiveness, and consumer satisfaction in the dynamic and competitive Indian FMCG market. Ultimately, this research contributes valuable insights into the evolving landscape of AI within the FMCG industry, paving the way for future advancements and strategic considerations in the Indian market.

**Keywords-**Supply Chain, AI, Innovation, FMCG.

## **Innovation and Technology In Management**

Nidhi Jain  
Assistant Professor  
Gyanayatan college of Management Jabalpur  
Email id- nidhi2984jain@gmail.com

### **Abstract:-**

In this paper we review the innovation and technology in management. It is the combination of the management and innovation process and change management. Innovation and technology in management focuses on the theories, strategies and tools that small and large technology companies succeed. Technological innovation is the cornerstone of growth and prosperity, so we have to manage the technology innovation for growth of business. It is the process of controlling, guiding, and managing the creation and execution of new corporate strategies and technological advancements. Innovation technology in management can use much area like disruptive innovation, Product innovation, incremental innovation, Service innovation, Process innovation architectural innovation, and radical innovation, Bunnies model innovation, Marketing innovation, social innovation. innovation and technology management help in increase the productivity, reduce the cost and increase a revenue creates new products, services and technologies designed for the changing market. In this paper we will define the area, importance, process multidirectional causalities between technological and management innovation and develop framework.

Moreover, we will discuss future prospective, special issue in this framework and develop an agenda for future research into innovation and technology of management.

## **Artificial Intelligence -The Challenges & Opportunities of Businesses in AI Adoption**

Sulabh Pawai

### **Abstract:-**

AI is like a tech-savvy brain in computers body capable of performing tasks in a similar manner as human brain does. These technologies enable organizations to perform countless operations fast, productively, and efficiently, such as real-time analytics, automation, flexibility, generating new insights, meeting customer demands, and decreasing downtime and cost reductions.

AI makes businesses to work more efficiently in order to provide more better services and product to the customers. AI in business saves time and money by automating and optimising routine processes and tasks. It can be used in different areas of business which includes marketing (4 PS ‘of marketing), Product for designing the product, Price for setting up the price of the product, place for

selecting the shortest and convenient routes and Promotion for etc., similarly in finance for making comparative analysis and in Human Resource for selection and recruitment, etc.

The major challenges which come across in implementing AI based applications are expertise of the user, expenses of implementing and maximum usage of the application in order to increase the productivity and efficiency.

## **New K-Means clustering approach for identifying smart customer segmentation using E-Commerce data”**

Shailesh Soni<sup>1</sup>, Anamika Soni<sup>2</sup>, Brajesh Patel<sup>3</sup>

### **Abstract: -**

Mobile commerce and E-commerce are the most popular system for on-line purchase item and accessories. Mobile commerce is the very useful platform for marketing and promoting the accessories to customer through online. Segmentation is the process of bifurcating the any data, process and task. Customer segmentation is known as a process of dividing the customer into different groups, which uses similar characteristics. The main purpose of the customer segmentation is to identify the specific customers, which increase the profit of business. When we identifying such type of customer then we can provide different types of Business strategies like sale, specific discount range for specific customer etc. Segmentation helps e-commerce system to promote the right product to the right customer with the intention to maximize profit.

There are lots of customer segmentation functions which are demographic, psychographic, behavioural and geographic. In this study we have focused on customer behavioural factors. So for analysis we have use clustering algorithm to determine the purchase behaviour of e-commerce system. The main aim of clustering is to optimize the experimental similarity within the cluster and to maximize the dissimilarity in between clusters. In this study there are relationship between three cluster: Event type, product and categories. In this research, the proposed approach identifying and analyzed the groups that shares similar criteria to help e-commerce company to identifying and focus on the high profitable part to the least profitable segment. This analysis can play important role to improve the profit for business. In order to process the collected data and segment the customers, learning algorithm is used, which is known as K-means clustering. K-means clustering is implemented to solve the clustering problem. In K-means we have added a new method for finding the optimal distance between two points, which perform better than Euclidian distance.

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