

National Conference on
Fostering Business Excellence: The Role of Technology,
Leadership and Sustainability in Commerce and
Management

Editors

Dr. J. Vinoth Kumar

Dr. J. Berkmans

Organised by



DEPARTMENT OF COMMERCE (Shift – II)

St. JOSEPH'S COLLEGE (Autonomous)

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**Fostering Business Excellence: The Role of Technology, Leadership and
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Rector's Message

Greetings & Blessings

I am very glad to learn that the Department of Commerce (Shift-II) is organizing a One-Day National Conference on “Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management”. The State of Art Technology, Consistency in Leadership and vitality of Sustainable forces have become prominent requirement of success in Trade and Commerce.

The global competitive scenario at present posing severe threats to Business Houses especially the budding entrepreneurs and Start-Ups. I firmly believe that this National Conference would be a solid platform that invites wide range of insights, research outcomes, panel discussion in the perspectives of Industrial Experts, Academicians and Researcher. Thereby being a resource of ideas formed to strengthen the realm of Business towards excellence.

At this juncture, I appreciate the Convernors of the Conference Dr. G. John and Dr. B. Augustine Arockiaraj, the Conference Coordinator, Dr. J. Vinoth Kumar and the organizing secretary Dr. J. Berkman for their immense interest and efforts to exhibit this wonderful academic event.

I urge all the budding as well as aspiring entrepreneurs to make use of this rare opportunity and bring out the best of them.

My best wishes and blessings to all!!

Yours fraternally

Rev. Dr. Pavulraj Michael, SJ
The Rector
St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.

Secretary's Message

Warm greetings.

I am indeed delighted to know that the Department of Commerce is organizing a National Level Conference entitled “Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management”, on 31st of January, 2025. Certainly, such conferences would throw lot more insights and enable people to be more effective not only in the classroom learnings but also to promote entrepreneurial leaderships and innovative researches from among students and young scholars.

My appreciation to the organizing committee for choosing such a relevant theme that bring more dynamism and vibrancy among the university milieu. Commerce has almost taken a central stage in the world of economies, and workshops and conferences of this kind would help the small and medium scale business industries to be more alive and active in the world stage.

I sincerely thank and appreciate the organizing team comprising of Dr. G. John, Dr. B. Augustine Arockiaraj, Dr. J. Vinoth Kumar and Dr. J. Berkman for their unflinching commitment and for their impeccable efforts to bring this National Conference into reality.

My best wishes for the success of this excellent academic event!!

Thank you

Rev. Dr. K. Amal, SJ
Secretary

St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.

Principal's Message

Wishes & Greetings!!

It is truly the moment of delight for me as I came to know that the Department of Commerce (Shift-II) is hosting a One-Day National Level Conference “Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management”. The very title of the Conference inspired me as I am aware of the fact that Excellence in Business is Excellence of the Nation.

I would quote the Russia-Ukraine War as an example for a business disaster rather than the societal one. We all witnessed how the economy of nations would stumble, if there is a downfall in the business conditions of a nation. Hence, it is evidential that learning, discussing and disseminating the occurrences and changes in the business scenario.

I also came to know about the interesting and insightful sub-themes of the conference. It dives deeper into various unexplored areas such as Family Business Management, Technology integrated Accounting, Training and Development in Hybrid Work Environment, AI enabled Businesses, etc. I strongly foresee that this one-day conference will be of great use to business heads, academics, researchers, and many others in the field of business management.

My sincere note of appreciation Dr. G. John & Dr. B. Augustine Arockiaraj, the Conference Convenors, Dr. J. Vinoth Kumar, Conference Coordinator and Dr. J. Berkman, Organizing Secretary for their tireless efforts in initiating this conference for the benefit of the society.

May god bless you all and make this event a grand success!!

Rev. Dr. S. Mariadoss, SJ
Principal
St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.

Deputy's Principal Message

I hope one day National conference is organised by the golden jubilee celebrated commerce shift II department, being proactive in nature to bring a paradigm shift in business concept among professionals and students. The conference will infuse new knowledge with cutting edge technologies to shape our future leaders. I congratulate the effort of the department to keep the legacy beyond time in business endeavours. Well-done keep going....

Dr. P. Rajendran

Deputy Principal

St. Joseph's College (Autonomous)

Tiruchirappalli – 620 002.

Vice Principal's Message

Dear ALL

I appreciate our Commerce Department (Shift-II) for organizing a One-Day National Level Conference on “Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management”. The conference is organized at the most appropriate time when the whole world is facing a disruptive phase in every organization, industry and institutions.

The government of India in its Viksit Bharat 2047 mission emphasizes ‘Sustainability’ as one of the core objectives of the country. Hence, it has been the need of the hour to deliver betterment over the business excellence of the nation. The advent of AI is considered as big threat to human resources but it is just another form of challenge encountered in past in the form of computers, machines and automations.

The use of technology is not only widespread but also inevitable for future growth of the world economy. Conference of this kind will help in updating the relevant knowledge and find solutions and remedies for the social and economic needs.

I wish the entire team of the organizers a warm greeting and best wishes. May the God bless this event.

Wishing you all a great and enriching academic journey!!

Dr. F.R. Alexander Pravin Durai
Vice-Principal – Academics
St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.

Controller's Message

Dear ALL

On behalf of the Office of the Controller of Examinations, I extend my heartfelt congratulations to the Department of Commerce Shift II for successfully organizing the National Seminar on "The Role of Technology, Leadership, and Sustainability in Commerce and Management." This seminar serves as an invaluable platform for academicians, industry professionals, and students to engage in insightful discussions, share innovative ideas, and explore emerging trends that shape the future of commerce and management. I commend the department's dedication to fostering academic excellence and providing opportunities for meaningful dialogue that contribute to the holistic development of our students and the broader academic community.

Wishing the seminar great success and fruitful deliberations.

Dr. A. Alex

*The Controller of Examination
St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.*

Dean's Message

Greetings to all,

It is good to pen a note of appreciation to the Department of Commerce (Shift II) as it ventures into organizing a National Conference on Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management. The twin subjects of commerce and management aim at creating leaders who have knowledge in technology that fosters business excellence. Today the whole world is contemplating on sustainable business which means the longevity of the business even after many years. It is possible only when the business houses aim at accompanying with the transformation taking place in product, process and knowledge in alignment with the changing technology. Thus business excellence is possible only when changes are accepted and implemented on time. Better late than never cannot be a mantra for business excellence. There are lots of creativity and innovation in production and marketing of goods and services. The acceptance and implementation of the new knowledge alone can make a business to be excellent and sustainable. Keeping all these in mind, the Department of Commerce (Shift II) has found a novel topic for academic discussion. At this juncture, I take this opportunity to wish all the faculty members of the Department, particularly Dr. G. John the Head of the Department, Dr. B. Augustin Arockiaraj the Coordinator of Commerce (Shift II), Dr. J. Vinoth Kumar the Conference Coordinator and Dr. J. Berkman the Organizing Secretary who have conceived the topic which is relevant for the success of business and its excellence. I am sure that the outcomes of the conference will certainly ignite the minds of the participants and other stakeholders to find a direction for excellence in business.

Dr. M. JULIAS CEASAR

Dean – School of Management Studies

Associate Professor of Commerce

St. Joseph's College (Autonomous)

Tiruchirappalli – 620 002.

HoD's Message

Dear all

In an era where businesses are constantly challenged by evolving markets, rapid technological advancements, and the pressing need for sustainability, excellence has become more than just a goal, it is a necessity. The National Conference on "Fostering Business Excellence: The Role of Technology, Leadership, and Sustainability in Commerce and Management", is intended to delve into the intricate interplay of these three pivotal elements and their profound impact on shaping the future of organisations.

In today's digital age, technology acts as the backbone of business operations, driving efficiency, innovation, and competitive advantage. From artificial intelligence and machine learning to block chain and the Internet of Things, technological advancements are redefining traditional business models and creating new opportunities. Leadership is the heartbeat of any organization. Effective leaders inspire vision, cultivate culture, and drive strategic initiatives. In a world that is increasingly interconnected and complex, the role of leadership has never been more critical. Sustainability addresses the growing imperative for businesses to operate responsibly. Beyond profit margins and market share, businesses today are held accountable for their environmental and social impact.

This National Conference seeks to explore ways and means of facing challenges so as to embrace change, adopt forward-thinking practices, and prioritize excellence in every aspect of their operations. Through insightful analysis, practical strategies, and inspiring examples, this conference would equip educationalists business leaders, managers, and entrepreneurs with the knowledge and tools needed to excel in an ever-changing world.

I wish a fruitful academic adventure. My appreciations to the organisers and the participants.

Dr. G. John

*The Head of the Department
Commerce
St. Joseph's College (Autonomous)
Tiruchirappalli – 620 002.*

Coordinator's Message

Message from the Coordinator

I am delighted to present the conference proceedings for the event titled "Fostering Business Excellence: The Role of Technology, Leadership, and Sustainability in Commerce and Management." This compilation reflects the collective wisdom and innovative research of scholars, professionals, and thought leaders who are striving to address the evolving challenges and opportunities in commerce and management.

The themes of technology, leadership, and sustainability are not only relevant but critical for driving progress and excellence in today's dynamic business landscape. These proceedings aim to serve as a valuable resource for academics, practitioners, and students alike, fostering knowledge-sharing and meaningful discourse.

I extend my heartfelt gratitude to all the contributors, reviewers, and organizing team members who have worked tirelessly to ensure the success of this event.

Wishing all participants an insightful and enriching experience through these proceedings.

Dr. B. Augustine Arockiaraj
Assistant Professor & Coordinator
Department of Commerce (Shift II)
St. Joseph's College (Autonomous)
Tiruchirappalli

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A COMPREHENSIVE STUDY ON SUSTAINABLE ECONOMICS WITH RESPECT TO INDIAN LAWS ASSOCIATED WITH POLLUTION.

Vanarajgar Dhangar Aparnathi
Research Scholar
Bhakta Kavi Narsinh Mehta University,
Junagadh.

Abstract

This research paper focused on the study of various environmental pollutions, cultivation of the awareness about pertaining laws in society. Due to rapid industrialization, our environment is being polluted day by day and facing very danger situation of destruction on a large scale. Ecosystem of the earth is getting into the destruction because of various kinds of environmental issues. Air is being polluted due to emission of air by the industrial units; climate is changing due to diminishing in the forests, also clean water and air a very rare product due to global warming. In recent years the relationship between environment and human, developed an independent division of scientific study with the aim to make balance between environment and human life. Article 48-A of the Indian Constitution states about protection and improvement in environment conditions the country. More than 200 laws relating to environment protection are prevailing in India. The main involvement of the paper would be to help the Government agencies in building up the awareness among citizens and implementation of new laws.

Key words: *Environment, awareness, protection, industrialization, climate.*

A STUDY ON ENVIRONMENTAL SUSTAINABILITY BY MANUFACTURING INDUSTRIAL UNITS IN TIRUCHURAPPALLI DISTRICT

Dr. A. ANSAR ALI¹, Dr. P. ANWAR BASHA²,

¹*Assistant Professor, PG & Research Department of Commerce ,Jamal Mohamed College(Autonomous), Tiruchirappalli- 20.*

²*Assistant Professor, PG & Research Department of Commerce ,Jamal Mohamed College(Autonomous), Tiruchirappalli - 20.*

ABSTRACT

Environmental sustainability has emerged as a critical concern for industrial sectors globally. This study explores the environmental sustainability practices of manufacturing industrial units in the Tiruchirappalli district, Tamil Nadu, India. The research examines the strategies adopted, challenges faced, and impacts achieved by these units in promoting environmental sustainability. Adoption of environmental sustainability not only brings lot of social and economic benefits to the manufacturing industries but also protect the environment. Such benefits includes increase the production, goodwill of the industry, eco-friendly production, improve business profile and consumer satisfaction. The study brings forth that the adoption of more environmental sustainability depending on the form of organization, amount of investment and category of industry shall enable their faster development in sustainable way.

Keywords: *Environmental Sustainability, Manufacturing Industries.*

**A STUDY ON ANALYSIS OF NON-PERFORMING ASSETS AND ITS IMPACT ON
THE KARNATAKA STATE CO-OPERATIVE APEX BANK LTD.**

Ms. CHETANA.S. GIDDAPPANAVAR

*ASSISTENT.PROFESSOR, DEPT OF MANAGEMENT,
ST. FRANCIS COLLEGE, KORMANAGALA, BANGALORE-34
E-mail: chetanasg1993@gmail.com Contact No: 7349098436*

Ms. AISHWARYA.R

*ASSISTANT PROFESSOR, DEPT OF MANAGEMENT,
ST. FRANCIS COLLEGE, KORMANAGALA, BANGALORE-34
E-mail: aishwaryaaishuramesh@gmail.com Contact No: 9738749076*

Ms. SOUNDARYA.R

*ASSISTANT PROFESSOR,
DEPT OF COMMERCE AND MANAGEMENT,
SURANA EVENING COLLEGE OF COMMERCE AND MANAGEMENT-04
E-mail: soundaryarameshsaroja@gmail.com, Contact No: 8618748448*

Abstract

A countries growth and progress in all the sectors greatly depends upon strong banking sector. Indian banking sector consists of different types of banks like, public banks, private banks and co-operative banks etc. Banking business is associated with much risk such as liquidity risk, interest risk, market risk, credit risk, operational and management risk. Most important factor that affects banking industry is NPA. NPA has large impact on profitability of banks. the objective of the present study is to understand the level of NPA during pre-covid phase, covid phase and current financial year, its influence on financial position of the Karnataka State Co-operative Apex Bank Ltd, for this purpose primary data is collected from 10 branches situated in Bengaluru from April 2016 to march 2022. This paper attempts to examine the level of NPA and its impact on overall growth of cooperative bank. The study identified that there is gradual increase in the Gross and net NPA during the period; this directly impacted the profitability of Bank. It is identified through study during covid there is slight increase in NPA. Due to the initiative of Central Government and RBI announcing Moratorium policy, During the current financial year NPA of bank will show the same trend as before pandemic. It is suggested officials of bank to take serious measures on recovery to avoid negative impact on profits and to have competitive advantage.

KEY WORDS: *Gross NPA, NET NPA, Moratorium Policy, Profitability.*

A STUDY ON IMPLEMENTING NEW RECRUITMENT PRACTICES IN IT ORGANISATIONS IN TIRUCHIRAPPALLI DISTRICT

Author:

Dr. M.Mahalakshmi

*Assistant Professor
Department of Commerce,
Holy Cross College (Autonomous)
Tiruchirappalli-2*

Co-author:

Dr.E.Dhowbika Begum

*Assistant Professor
Department of Commerce BPO,
Holy Cross College (Autonomous)
Tiruchirappalli-2*

Abstract

Recruitment plays a crucial role in determining the success of any business, and it is particularly vital in the rapidly evolving IT sector. Employing the right talent at the right time is essential for meeting organizational goals and staying competitive. Effective recruitment practices are not only necessary for attracting skilled professionals but must also be cost and time-efficient to avoid unnecessary expenditure on hiring and training. In the current business landscape, many IT organizations worldwide are adopting new recruitment trends to enhance their workforce quality and adaptability. These trends have gained significance due to rising human resource costs, increasing international competition, and greater labor market flexibility. This study aims to explore the importance of implementing contemporary recruitment practices within IT organizations to ensure they can meet the demands of a changing business environment. The IT sector, encompassing software management, online services, consultancies, software development, and BPO (Business Process Outsourcing), is particularly well-positioned to face challenges and embrace changes. Several factors impact recruitment in the IT industry, including global economic shifts, such as recession in other countries leading to a demand-supply gap, tax structures, inadequate infrastructure, restricted market access for local firms, and cost variations between countries. By examining these factors and the evolving recruitment strategies, the study seeks to provide insights into how IT organizations can adapt their hiring practices to remain competitive and sustainable in the global market.

Key Words: Talent Acquisition, Recruitment Trends, Cost-Effective Recruitment

A STUDY ON WORK LIFE BALANCE AMONG PRIVATE COLLEGE TEACHERS IN TIRUCHIRAPPALLI CITY

K. BEEMA RAO

Assistant Professor, PG & Research Department of Commerce (SF-Men)

Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University

Tiruchirappalli – 620 020 Mobile Number: 7810027650 Email Id: kbrprofessor2210@gmail.com

Abstract

For college instructors' wellbeing, work-life balance is essential. overall well-being and job satisfaction. College instructors frequently shoulder a lot of labour, which includes administrative, research, and teaching duties. Long hours, including weekends and evenings, are required to plan classes, mark assignments, and meet with students. The three key sub concepts of work life balance, which include proper work, work life, and balance, make up the team of work life balance. The difficulties college instructors have in maintaining a healthy work-life balance, the consequences of a poor work-life balance, and methods for improving it are all part of the institutional support system for college instructors. The research is based on a study of private sector employees' work-life balance. The study is conducted from a study on work life balance among private college teachers in Tiruchirappalli city. The study was used from 60 respondents collected from the data. The statistical tools used from Frequency Table, Chi Square Test

Key Words: Work Life Balance, College Teachers, Private Colleges

BARRIERS TO UPI ADOPTION AMONG VEGETABLE VENDORS IN RAICHUR

Smt. Kasumurthy Poojitha

Assistant Professor,

Bankatlal Rajaram Boob College of Commerce,

Raichur, Karnataka-584103,

Mob No:9972276931, mail id: poojithachowdary95@gmail.com

Abstract

The Unified Payments Interface (UPI) has revolutionized digital payments in India, providing a convenient, low-cost, and efficient platform for financial transactions. However, its adoption among specific demographics, such as small-scale vendors in semi-urban and rural regions, remains a challenge. This research investigates the barriers to UPI adoption among vegetable vendors in Raichur, Karnataka. The study employs a mixed-methods approach, combining surveys and interviews to identify key obstacles, including digital literacy, access to smart phones, internet connectivity issues, trust in digital payments, and socio-economic constraints. Recommendations for improving UPI adoption are proposed, emphasizing awareness campaigns, infrastructure improvements, and targeted financial incentives.

Keywords: Barriers, Digital Literacy, UPI Adoption, Vegetable Vendors.

INTEGRATION ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING: A CONCEPTUAL FRAMEWORK

Dr. K.MURUGAN,

*Assistant Professor and Research Supervisor,
PG & Research Department of Commerce,
Sri Sankara Arts and Science College (Autonomous), Kanchipuram*

M. NITHYALAKSHMI ,

*Research Scholar,
PG & Research Department of Commerce,
Sri Sankara Arts and Science College (Autonomous), Kanchipuram*

Abstract

Artificial Intelligence (AI) has become a transformative force in marketing, reshaping strategies, consumer engagement, and business operations across global and local markets. This article explores the evolving role of AI in marketing, highlighting key trends such as hyper-personalization, predictive analytics, and the rise of emotion AI. It examines the impact of AI on traditional marketing strategies, the redefinition of marketing roles and responsibilities, and the growing significance of human-AI collaboration. Special attention is given to consumer perceptions, focusing on trust and acceptance of AI-driven interactions, alongside behavioral shifts prompted by AI-enhanced marketing tools. The discussion extends to emerging technologies like generative AI and edge computing, which are poised to revolutionize marketing further, and analyzes their implications for both multinational corporations and small enterprises. Ethical considerations, including data privacy and algorithmic fairness, are emphasized as critical factors in shaping consumer trust and regulatory compliance. Finally, the article identifies gaps in the current literature, proposing directions for future research, including longitudinal studies on AI's long-term effects, the integration of AI with emerging technologies, and its accessibility for small businesses.

This study concludes that while AI offers unprecedented opportunities for innovation and efficiency in marketing, it requires a balanced approach that blends technological advancements with human creativity and ethical practices to ensure sustainable and meaningful consumer engagement.

Keywords: AI in Marketing, AI-Driven Consumer Engagement, Hyper-Personalization, Marketing Automation, AI in Emerging Markets

AN ANALYSIS OF THE VARIABLES INFLUENCING CONSUMERS' PURCHASING DECISIONS FOR ORGANIC FOOD ITEMS IN RAJKOT

Ms. Pooja Thakrar¹

Research Scholar, Saurashtra University, Rajkot.

Mail Id: phd.poojathakrar9@gmail.com

Dr. N.D.Zala²

Associate Professor, M.B.Arts and Commerce College, Gondal.

Mail Id: nirmalsinh.zala@gmail.com

Abstract

The study "An Analysis of the Variables Influencing Consumers' Purchasing Decisions for Organic Food Items in Rajkot City" explores the key factors affecting consumer behavior in the organic food market. Based on empirical research, the findings reveal that price is the most significant determinant across demographic groups, with strong influences from age, education, occupation, and monthly income. Brand perception is moderately influenced by age and income, suggesting its relevance for specific consumer segments. Taste plays a crucial role, particularly among different genders, and is slightly influenced by education, highlighting the importance of sensory appeal in purchase decisions. While factors like health benefits, environmental concerns, and organic certifications show limited demographic influence, they remain universal motivators for organic food consumption. The study also identifies key barriers: gender influences perceptions of limited availability, while age and education significantly affect awareness levels. Additionally, education impacts perceptions of availability, and occupation plays a role in consumer awareness. Notably, monthly income does not significantly affect any of the identified barriers.

These insights contribute to a better understanding of consumer preferences and challenges in the organic food sector, offering valuable implications for marketers, policymakers, and businesses looking to promote sustainable and organic consumption in Rajkot City.

Keywords: *Organic Food, Consumer Preferences, Attitude, Purchase Intention*

AN ANALYSIS ON ACCOUNTS RECEIVABLE MANAGEMENT WITH SPECIAL REFERENCE TO ACCENTURE (CHENNAI)

Dr. A.ANSAR ALI¹, Dr. P. ARIVAZHAGAN²,

¹Assistant Professor, PG & Research Department of Commerce ,Jamal Mohamed College(Autonomous), Tiruchirappalli- 20.

²Assistant Professor, PG & Research Department of Commerce ,Jamal Mohamed College(Autonomous), Tiruchirappalli - 20.

Abstract

This paper investigates the Accounts Receivable (AR) management practices at Accenture's Tiruchirappalli facility. AR management is a critical aspect of financial management for any organization, as it directly affects the cash flow, liquidity, and overall financial health. The study highlights the various processes, tools, challenges, and strategies involved in managing AR at Accenture, with a focus on the methods implemented to streamline operations and minimize outstanding receivables. Primary data collection through interviews, surveys, and secondary data from annual reports and financial statements has been employed to provide a comprehensive understanding of AR management practices at Accenture. An account receivable management incorporates is all about ensuring that customers pay their invoices. Good receivables management helps prevent overdue payment or non-payment. It is therefore a quick and effective way to strengthen the company's financial or liquidity position. It also represents money owed by entities to the firm on the sale of products or services on credit. Thus, the study focuses on minimizing the Days Sales Outstanding and Disputes.

Keywords: Account Receivable Management, Days Sales Outstanding, Disputes

BRAND ACTIVISM AND ITS EFFECTS ON CONSUMER BEHAVIOR: A MEDIA-DRIVEN PERSPECTIVE IN INDIA

Ritika Sarapure^{*}, Bhogadi Joshitha^{**}, Dr. Sunanda Vincent Jaiwant^{**}

^{*} Bachelor of Business Administration, CHRIST (Deemed to be University), Bengaluru

^{**} Bachelor of Business Administration, CHRIST (Deemed to be University), Bengaluru

^{***} Associate Professor, CHRIST (Deemed to be University), Bengaluru

Abstract

In a world increasingly shaped by media influence, brands are stepping into the realm of activism, taking strong stances on social and political issues. This study explores the long-term effects of brand activism on consumer behavior, focusing on key variables such as purchase intention, brand equity, consumer loyalty, and perception. Set in the culturally diverse and media-saturated Indian market, the research investigates how media amplification, age, and moral dissonance shape consumer responses to brand activism. This research addresses significant gaps in existing literature by exploring why some consumers continue to support brands they disagree with, while others disengage, and how generational and cultural differences influence these behaviors. Key research questions include: How does media coverage amplify or mitigate the effects of brand activism? What role does moral dissonance play in consumer decision-making? How does brand activism influence long-term brand equity and loyalty across age groups? To answer these questions, primary data will be collected through surveys targeting millennials and Gen Z consumers (n=200). Quantitative techniques, including regression analysis, correlation analysis, and ANOVA, will be used to examine relationships among the key variables and draw insights into long-term consumer trends. The study aims to provide actionable insights into the role of media in shaping consumer perceptions of brand activism and its broader implications for purchase intention and brand equity. By addressing these dynamics, this research contributes to a deeper understanding of how businesses can navigate the challenges of engaging in activism in a media-driven and value-sensitive marketplace.

Keywords: Brand activism, Digital Media, Long term Brand Loyalty, Purchase Intention, Moral dissonance, Consumer perception, Brand Equity, India

BUILDING A DIGITAL EMPIRE: ANALYSING RELIANCE JIO'S OPERATIONAL STRATEGY, BRAND CREATION, INNOVATIVE MARKETING, AND DISRUPTIVE PRICING MODELS

Sushma M,

II MA Economics, Stella Maris College (Autonomous) Chennai – 86

Kaviya Nijaritha Joseph

*Assistant professor, Department of Economics, Stella Maris College, Chennai – 600086,
kaviyanijaritha@stellamariscollege.edu.in, 7708875852*

Abstract

This research paper analyzes the operational strategies and financial forecasting of Reliance Jio, a transformative force in the Indian telecom industry. It begins by examining the telecom landscape prior to Jio's entry, highlighting the challenges faced by existing operators. The study then explores the strategies employed by Reliance Jio, including its disruptive pricing model and significant investment in infrastructure, which enabled rapid market penetration and customer acquisition. A critical focus is placed on the investment costs associated with Jio's launch and how these have translated into profitability, positioning Jio as the most profitable telecom operator in a short span. Additionally, the paper assesses the impact of Jio on network usage trends among younger demographics, reflecting broader social changes in communication. Finally, it presents a financial forecast for Reliance Jio, projecting revenue and profit before taxes up to 2030, informed by historical performance data and current market conditions.

Keywords: Reliance Jio, Indian Telecommunications, Operational Strategies, Financial Forecasting, Market Penetration, Disruptive Pricing Model, Impact On Traditional Telecom Operators

BUSINESS OPERATIONS' DIGITAL TRANSFORMATION: A SPARK FOR ENTREPRENEURIAL DEVELOPMENT

Dr. I. ASHIQ MOHAMED & Dr. M. SHAJAHAN

Assistant Professors

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous), Trichy – 20

Affiliated to Bharathidasan University

Email id : profiam89@gmail.com, jmcshajahan@gmail.com,

Abstract

Digital transformation has become a defining force in modern business operations, driving innovation, efficiency, and scalability. This paper examines the impact of digital transformation on entrepreneurial ventures in the global context, supported by data analysis from recent studies. It highlights opportunities, challenges, and actionable strategies for fostering entrepreneurship in an era of rapid technological change. The study reveals that startups leveraging digital tools report a 35% higher revenue growth rate, while SMEs adopting AI-powered systems have reduced costs by 25%. Despite these advancements, challenges such as digital skill gaps and cybersecurity threats persist, particularly in developing economies. This paper concludes with recommendations for addressing these challenges through skill development, policy interventions, and sustainable strategies.

Keywords: *Digital Transformation, Entrepreneurship, AI, Smes, Cybersecurity, Skill Development*

BUZZING THROUGH THE WEB: HOW eWOM IS REVOLUTIONIZING CONSUMER BUYING BEHAVIOR

Kiruthika N *

*Ph.D. Research Scholar (Full-Time),
PG and Research Department of Commerce,
Srimad Andavan Arts and Science College (Autonomous),
Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India.*

Rajam K

*Assistant Professor & Research Supervisor,
PG and Research Department of Commerce,
Srimad Andavan Arts and Science College (Autonomous),
Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India.*

Abstract

E-WOM refers to online conversations about a company's brand or products. Word-of-mouth has traditionally been identified as a vital source of product information, helping consumers learn about available products through shared opinions and reviews. eWOM includes both positive and negative remarks made by current or potential customers on various online platforms, such as forums, bulletin boards, websites, blogs, review sites, and social media. While eWOM shares similarities with traditional word-of-mouth communication, it differs in key ways. The format, volume, and persistence of eWOM messages make them highly visible and influential. Unlike offline word-of-mouth, the information available online is much broader in scope. This study primarily aims to explore the factors that influence eWOM related to purchasing online consumer products. The study's theoretical framework and conventions were developed based on previous quantitative and statistical research. Data were gathered from a sample of 396 participants and analyzed using SPSS 26 and Microsoft Excel. Reliability was confirmed with a Cronbach's alpha exceeding 0.7. An Exploratory Factor Analysis (EFA) was also conducted, with the KMO measure confirming data adequacy, which was used to validate the research design. The findings revealed that a company's virtual value, commitment, trust, and customer involvement significantly impact its reputation and eWOM. The study found that trust in e-commerce indirectly affects brand awareness. For consumer retail businesses, it is important to consider factors like trust and consumer expectations when responding to digital feedback. This helps marketers predict how eWOM influences purchasing decisions and understand young consumers' perceptions. eWOM can impact consumer choices positively or negatively, so marketers need to regularly update products and strategies to retain customer loyalty and improve marketing effectiveness.

Keywords: *Consumer Satisfaction, Relative Value, Commitment, Trust, E-WOM.*

CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY APPS IN CHENNAI CITY

Dr.N.Alamelu Sathyabama

Assistant Professor – Department of Commerce – A&F

SRM Institute of Science &Technology, Ramapuram, Ch-89

Email: srirambhama@gmail.com

Abstract

The rapid advancement of information and technology has significantly influenced the development of software applications, particularly those catering to consumer needs. The advent of smartphones has revolutionized lifestyles, especially during the COVID-19 pandemic, which triggered a drastic shift in consumer behavior. Online booking and doorstep delivery services have become integral to daily life, encompassing activities such as cab booking, food ordering, and online medical consultations. Food delivery apps have gained immense popularity as they allow consumers to place orders seamlessly without the inconvenience of making phone calls. These apps have transformed how individuals interact with restaurants, providing convenience and efficiency. This study aims to explore consumer behavior towards online food delivery (OFD) apps, focusing on their impact, elements attracting users, and the transition from conventional food-serving practices.

Keywords: *Consumer Behavior, Online Food Delivery Apps, Mobile Applications, Chennai*

DECODING SPIRITUAL TOURISM'S TRANSFORMATIVE POTENTIAL: A SYSTEMATIC LITERATURE REVIEW

Prof. Anand Thakur

Professor & Dean, School of Management

Head, Department of Financial Administration

Central University of Punjab, Bathinda (India) - Pin code: 151401, Email ID:

anand.thakur.cup.edu.in

Kamini Singla

Research Scholar (SRF-UGC), School of Management, Central University of Punjab.

Kavita Singla

Research Scholar (SRF-UGC), School of Management, Central University of Punjab

Abstract

The pursuit of spiritual growth has gained prominence in modern times, with spiritual tourism driving transformative experiences. The present study proposes a comprehensive framework that emphasizes the multifaceted impact of spiritual tourism on personal growth, cultural preservation, and sustainable development. Utilizing the Scopus database and search terms such as *transform**, *experience**, *tour**, AND (*spiritual* OR religious* OR pilgrim* OR faith* OR devotion**), 28 studies were analyzed. The findings are systematically categorized into three main sections: (i) descriptive profiling of research trends and methodologies; (ii) synthesis of key themes, and (iii) identification of knowledge gaps and future research opportunities. The study discovers key themes including personal growth, cultural and religious practices, tourists' motivations and experiences, and the influence of modernization and commercialization. The study's originality lies in synthesizing the literature on spiritual tourism's transformative impact, offering a stakeholder-focused framework. It integrates personal growth, cultural preservation, and sustainability, urging innovative theoretical and interdisciplinary approaches to redefine research and practice. Destination managers may create authentic, immersive experiences to attract tourists while preserving culture. Policymakers and communities may align tourism strategies with sustainability goals, empowering local economies and fostering cultural and spiritual enrichment. Spiritual tourism promotes intercultural respect, community resilience, and sustainable development. It can drive societal well-being by linking personal growth with broader cultural and economic benefits, creating a foundation for inclusive global harmony. The study draws on Scopus data and predefined keywords. Future research may expand to diverse contexts, adopt inclusive databases, and explore longitudinal impacts to deepen insights into spiritual tourism's evolving dynamics.

Keywords: Transformative Experiences, Spiritual Tourism, Systematic Literature Review, Personal Growth, Cultural Preservation, Sustainable Tourism

DIGITAL SMILES: THE ROLE OF SOCIAL MEDIA MARKETING IN PROMOTING ORAL CARE PRODUCTS

Sasanka Shekhar Swain,
Research Scholar, Starex University, Gurugram
Dr. Priyanka Yadav,
Assistant Professor, IGNOU, New Delhi

Abstract

Social media marketing has revolutionized consumer engagement across industries, including oral care. This conceptual paper explores how digital platforms are utilized to promote oral care products, emphasizing the strategies and consumer behaviors that drive success. The research highlights the advantages of social media marketing, such as targeted advertising and user-generated content, and its challenges, like misinformation and oversaturation. It provides insights into emerging trends, including influencer marketing and the integration of artificial intelligence, offering a roadmap for future research and industry practices.

Keywords: *Social Media Marketing, Oral Care Products, Influencer Marketing, User-Generated Content, Digital Marketing, Consumer Behavior*

EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT PRACTICES: A CASE STUDY OF SELECTED IT COMPANY IN BANGALORE CITY.

Mr. Suheel
Assistant Professor, Department of Management Science,
Maharaja Institute of Technology, Mysore Email: suheelmys@gmail.com
Ms. Chetana M,
Assistant Professor, Department of Management,
SKVMS Government First Grade College, Kundapura, Udupi district

Abstract

Human Resource Management (HRM) practices has become a key business strategy for the significant organizations therefore this study focused HR practices in Wipro Limited Bangalore. The main aim of the study is examine the demographic profile of employees and to analyze the recruitment and selection, training and development practices in the organization and also assess performance appraisal practice in the organization. This research is basically primary sources of data has been collected and descriptive statistics also applied for analysis of the results. The main findings of the study majority of the employees are youth and software engineers and they are opinioned that job description and proper utilization of internal mobility these HR practice is good experience in the organization. Lastly this study concludes with there is no significant relationship between training programs to meets up the mark, stress management workshops and organizational commitment towards HR practices in the organization.

Keywords: *Performance Appraisal, Organization Culture, Recruitment & Selection.*

EFFECT OF VOLATILITY OF SUSTAINABLE INDICES ON SHARE PRICE OF SELECT INDICES OF BOMBAY STOCK EXCHANGE

Kaleeshwari. S,

*Senior Research Fellow, PhD Research Scholar, Department of Commerce,
Bharathiar University, Coimbatore, Tamilnadu. E-Mail: madhukaleeshwari@gmail.com*

Dr. M. Jegadeeshwaran,

*Associate Professor, Department of Commerce,
Bharathiar University, Coimbatore, Tamilnadu. E-Mail: drmjegadeesh@gmail.com*

Abstract

According to the reports of world economic forum, India has proposed to reach zero emission by 2070 and 50 percent of energy from renewable sources by 2030. Developing sustainable development goals and aiming towards a sustained environment has made its way towards sustained investment, the investment made in clean energy is need for the hour as a global scenario. These forms of investments are launched at different intervals through the stock market Greenex indices in 2013, Carbonex in 2015 and ESG in 2017, which are considered sustainable indices under BSE for environmental protection in accordance with controlling carbon and green house gases leading to global warming and to increase the use of renewable source, this study has been carried to understand the effect and fluctuation of these indices on the indices such as energy, oil & gas and power which are directly connected to energy and resources. The analysis has been conducted using pairwise granger causality, ARCH and GARCH to identify the effect of volatility caused by these sustainable indices on the selected indices and also its effect on the overall indicating indices of BSE. The results are proved significantly concluding that there is cause and effect with fluctuations caused by the sustainability indices on the selected indices which is reflected in the changes in the share prices of the indices is a clear indication.

Keywords: *Cause, Effect, Greenex, Carbonex, ESG, Energy, Oil And Gas, Power, BSE500 And BSE Sensex, Effect Of Volatility.*

ENTREPRENEURIAL LEADERSHIP: A STUDY ON HOW FOUNDERS INFLUENCE ORGANIZATIONAL CULTURE AND PERFORMANCE

Mahendra.G

*Assistant Professor, Department of Commerce,
Shree BSS Government First Grade College-
Gajendragada, Karnataka*

Dr. G Prakashraj

*Research Guide & Assistant Professor, Dept of Commerce,
Sacred Heart College (Autonomous)
Tirupattur, Tamilnadu*

Dr. D. Raja Jebasing

*Research Supervisor & Associate Professor
PG and Research, Department of Commerce
St Joseph College of Commerce (Autonomous)
Bengaluru, Karnataka*

Abstract

This research examines the influence of entrepreneurial leadership on organizational culture and performance, focusing on perceptions of degree students in Gadag District, Karnataka. A survey of 100 students provided insights into how visionary, participative, and autocratic leadership styles impact organizational outcomes. Hypothetical statistical analysis reveals that visionary and participative leadership styles foster innovative and collaborative cultures, significantly enhancing performance. The study underscores the importance of integrating entrepreneurial leadership training in academic programs to nurture future leaders.

Keywords: Entrepreneurial Leadership, Organizational Culture, Organizational Performance, Leadership Styles, Gadag District, Degree Students

ENVIRONMENTAL PERFORMANCE AND GREENHOUSE GAS EMISSIONS DISCLOSURE: A BRSR-BASED ANALYSIS OF INDIAN LISTED COMPANIES

Ms. Ifra Fathima I

Research Scholar

Dr. R. Panchalan

Prof and Head, Department of Commerce,

IDE & Head i/c, Department of Social Work, University of Madras

Abstract

This study explores the role of Environmental, Social, and Governance (ESG) factors in shaping corporate sustainability in India. Specifically, it examines how energy consumption and greenhouse gas emissions align with the Sustainable Development Goals (SDGs), particularly SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action). A mixed-methods approach is employed, utilizing a panel dataset of 38 companies over a ten-year period. Quantitative analysis includes trend analysis and sector-wise performance assessments based on Business Responsibility and Sustainability Reports (BRSR) disclosures. The findings reveal that energy-intensive sectors, such as Energy and Utilities, have made significant strides in adopting renewable energy, yet continue to face challenges in reducing carbon emissions. In contrast, sectors with lower energy consumption, such as Healthcare and Pharmaceuticals, exhibit higher energy efficiency and lower carbon footprints. This study emphasizes the importance of aligning business strategies with SDG 7 and SDG 13 to achieve long-term sustainability. It recommends that energy-intensive sectors adopt more aggressive emission reduction strategies and leverage renewable energy to meet global climate targets.

Key words: Environmental, Social, Governance, Sustainable Development Goals, SDG 7: Affordable And Clean Energy, SDG 13: Climate Action, Energy Consumption And Emissions, Greenhouse Gas Emissions, Business Responsibility And Sustainability Reports (BRSR).

ESTIMATION OF WEIGHTED INDICATOR FOR ANALYSING PARAMETERS AFFECTING ECONOMY GROWTH EMPLOYING FUZZY MODEL

Sachin Kumar¹, Pragya²

¹Amity University Uttar Pradesh, Lucknow Campus,

²MVD College, University of Lucknow, Lucknow
skumar3@lko.amity.edu., dr.pragya2011@gmail.com

Abstract

COVID-19 pandemic has caused a global economic avalanche like we've never experienced in our lifetime. Many countries have implemented control measures such as blockades and curfews leading to major economic slowdown. India is currently going through the most significant economic slowdown it has experienced in at least the past 20 years. In difficult times like these, health of a state primarily depends on number of factors, no single point indicator has been defined to address all dependent variables owing to the diversity in the nature of parameters, parameters consumer price index (CPI), gross domestic product (GDP), unemployment figures and the price of crude oil are all have been addressed in literature but non takes into account emergency situations as Pandemic: COVID-19. Proposed study is an effort to formulate an indicator that considers all dependent sectors, allied sectors and services which become vital in the Pandemic times, Weighted indicator proposed will provide a weighted contribution of each variable. Weighted Indicator so established can be employed for recommending major as well as minor areas requiring attention and investment for healthy and stable growth of economy as well as sectors whose impact have deteriorated. Proposed work will employ Fuzzy assisted learning algorithm for classification and formulation of demographic indicator. Work proposed comprises of two layers First Layer: Acquiring data samples from effected, dependent, and allied sectors to establish major and minor factors to boost economy. Second Layer: classification with Fuzzy assisted learning algorithm of acquired data samples to design a model with optimal accuracy and efficiency for establishing indicator.

Keywords: COVID-19, Indicator, Economy, Backword Link, Forward Link, Fuzzy.

EXPLORING THE INFLUENCE OF DIGITAL FARMING ON FINANCIAL SUSTAINABILITY WITH A FOCUS ON DHARMAPURI AND KRISHNAGIRI

Dr. S. JEROME,

*Assistant Professor, Department of Commerce, St. Joseph's College (Autonomous),
Affiliated to Bharathidasan University, Tiruchriappalli-620 002.*

Mr. ANTONY FRANCIS,

*Research Scholar, Department of Commerce,
St. Joseph's College (Autonomous),
Affiliated to Bharathidasan University, Tiruchriappalli-620 002.*

Abstract

This study examines the effect of digital farming adoption on financial sustainability among 384 farmers in Dharmapuri and Krishnagiri. A correlation analysis shows a moderate positive link ($r = 0.45$, $p < 0.001$) between digital literacy and farm profitability. Regression results indicate that digital farming explains 16% of the variance in farm income ($R^2 = 0.16$, $p < 0.001$), with a moderate effect size (Beta = 0.40). A one-way ANOVA ($F(2, 381) = 9.32$, $p < 0.001$) further highlights significant differences in perceived financial sustainability across Low, Medium, and High adoption groups, with Low adopters reporting notably lower scores. These findings underscore the importance of integrating digital tools to enhance economic outcomes while emphasizing the need for supportive infrastructure, training, and policy measures.

Keywords: *Digital Farming, Financial Sustainability, Farm Profitability, Adoption.*

FACTORS INFLUENCING CONSUMERS' DIGITAL PAYMENT DECISION WITH REFERENCE TO TIRUCHIRAPPALLI DISTRICT

Dr. P. GANESH

*Assistant Professor of Commerce (SF)
Jamal Mohamed College (Autonomous),
Trichy, Tamilnadu, India*

Abstract

The electronic payment system has grown increasingly over the last decades due to the growing spread of internet-based banking and shopping. As the world advances more with technology development, we can see the rise of electronic payment systems and payment processing devices. As these increase, improve and provide even more secure online payment transactions the percentage of Cheques and cash transactions will decrease. The major objective of this study is to find out the best predicting factors that influence consumers' decision while making digital payment. Data was collected using questionnaire method from 100 digital users living in Tiruchirappalli, Tamilnadu, India. The results of this study provided an in-depth understanding of the digital payments value and how the factors influenced the consumers. The findings also provided an important understanding the

impact of factors (Personal, Cultural, Social, Psychological and subjective) on overall satisfaction of making digital payment. As this study is exploratory in nature, certain limitations are identified and based on that suggestions are offered for future research.

Keywords: *Digital payments, Digital users, Payment decision, Overall Satisfaction etc.,*

IMPACT OF GREENWASHING ON CONSUMER TRUST IN THE BEAUTY INDUSTRY: A FOCUS ON FEMALE CONSUMERS

Bhogadi Joshitha^{*}, Ritika Praveen Sarapure^{*}, Dr. Sunanda Vincent^{*}

^{}Bachelors of Business Administration, Christ University, Bangalore*

*^{**}Bachelors of Business Administration, Christ University, Bangalore*

*^{***}Associate Professor, Department of BBA, Christ University, Bangalore*

Abstract

In the Indian beauty industry, green washing—the practice of showcasing misleading environmental claims is becoming an increasingly serious issue. This study investigates the potential impacts of green washing on customer trust and purchasing behaviour, focusing on Indian female consumers aged 18 to 55. Amid rising demand for sustainable products, brands often use vague or unsubstantiated claims such as "natural" and "eco-friendly," eroding consumer trust and loyalty. This study uses a descriptive and quantitative methodology to bridge the gap between consumers' perceptions of green washing and their true purchase behavior. 204 respondents chosen by stratified random sampling will be given structured questionnaires, ensuring a variety of representation across age groups, socioeconomic backgrounds, and financial capabilities. The study aims to analyse the relationship between green washing awareness, perceived credibility of environmental claims, and purchasing decisions using statistical methods like chi-square tests, ANOVA, and regression analysis. It will be expected that the results would help legislatures implement stronger rules to stop deceptive tactics and give beauty brands practical advice for creating transparent marketing campaigns. Through raising consumer awareness and encouraging brand accountability, the study aims to support a more ethical and sustainable beauty industry in India.

Index Terms- *greenwashing, consumer trust, purchasing behavior, cosmetics industry*

IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY IN TWO-WHEELER NON-LIFE INSURANCE

Dr. T. Thirupathi¹ C. Balamurugan²

*Head and Associate Professor, PG and Research Department of Commerce,
Govt. Arts College (A), Salem – 7
Research Scholar, PG and Research Department of Commerce,
Govt. Arts College (A), Salem – 7*

Abstract

The effect of service quality on client loyalty and satisfaction in the two-wheeler non-life insurance market is examined in this study. In order to provide financial protection, non-life insurance companies are essential, and the caliber of their offerings has a big impact on client retention and behavior. Reliability, responsiveness, assurance, empathy, and tangibles are the five main components of service quality that are the subject of this study. It also looks at how these aspects affect customer happiness and loyalty. Two-wheeler insurance consumers were asked to complete a structured survey in order to gauge their opinions and experiences. In order to comprehend the connection between customer pleasure, loyalty, and service quality, statistical analyses such as regression and correlation were utilized. The findings show a substantial correlation between customer satisfaction—a key factor in determining customer loyalty—and service excellence. One of the main elements influencing pleasure is quick have higher renewal rates, are more inclined to suggest the company to others, and are less likely to switch carriers.

This study emphasizes how crucial it is to put service quality first in order to increase client loyalty and happiness in the cutthroat insurance industry. It gives insurance companies useful information for creating customer-focused strategies, which will eventually guarantee steady business growth and a devoted clientele.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, Two-Wheeler Insurance, Non-Life Insurance.

IMPACT OF STRESS LEVEL ON PERFORMANCE OF IT EMPLOYEES – A CASE OF MYSORE DISTRICT

Mr. Praveen Kumar C*

Mr. Darshan P**

**Assistant Professor Department of Management Science, MITM, Mysore*

***Assistant Professor Department of Management Science, MITM, Mysore*

Abstract

The rapid pace of technological advancements and the demanding nature of IT work environments have contributed to increasing stress levels among employees, directly influencing their performance. This study examines the impact of stress levels on the performance of IT employees in Mysore District, with a sample size of 100 employees from various IT organizations. Employing a quantitative approach, data was collected using a structured questionnaire and analysed to identify the correlation between stress factors such as workload, time pressure, job insecurity, and work-life balance and employee performance. The findings reveal that moderate stress can act as a motivator, enhancing performance, whereas excessive stress negatively affects productivity, problem-solving abilities, and job satisfaction. The study highlights the necessity for organizations to implement stress management programs, provide flexible work arrangements, and foster a supportive work culture to mitigate stress and enhance employee well-being and efficiency. These insights serve as a valuable resource for HR professionals and organizational leaders to develop strategies that align employee well-being with organizational goals.

Key Words: *Stress Management, Employee Performance, It Employees, Workplace Stress*

IMPACT OF VARIOUS TALENT MANAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE IN SELECTED ITES COMPANIES IN SOUTH INDIA

J. Leena Jenefer

Research Scholar,

PG and Research Department of Commerce, Holy Cross College (Autonomous),
(Affiliated to Bharathidasan University), Tiruchirappalli, Tamilnadu, India-620 002.

Email: mendonsa.jene@gmail.com

Dr. (Sr.) A. Christina Bridget

Associate Professor, Research Advisor,

PG and Research Department of Commerce, Holy Cross College (Autonomous),
(Affiliated to Bharathidasan University), Tiruchirappalli, Tamilnadu, India-620 002.

Abstract

Poor employee engagement is closely related to issues with staff retention. This might be quite costly to the company. In this economic climate, training and development opportunities can be quite valuable to both job seekers and current employees. As a result, enabling employees with a platform to express and connect can significantly raise engagement levels. Thus, the aim of this study is to investigate the effect of talent management practices on the organizational performance in ITES companies located in Chennai region, South India. This paper seeks to make contributions through an empirical evaluation of talent management practices followed by those companies taken up for the study. The structured questionnaire was distributed to collect data from a study sample of 140 managers working in some 20 companies. SEM-AMOS was used to check the significance of the four hypotheses framed for the study. The results of this study show that talent attraction, career management and Learning & Development had positive impact on organizational performance, whereas talent retention was found to have no significant impact. The result indicated that all the predictors are to be ensured by the HR managers to enhance organizational efficiency and effectiveness. The result of the study also implies that talent retention is an important area of concern for the HR managers, which should be improved in order to improve the organizational performance

Keywords: *Talent Attraction; Compensation, Organizational Performance; Productivity, Performance Appraisal.*

IMPROVING ROAD SAFETY IN INDIA: A COMPREHENSIVE STUDY USING RANDOM FOREST AND PREDICTIVE MODELS

Venkatesh Prasanna B R¹, Dhanalakshmi R V²

¹*Assistant Professor, Presidency Business School, Presidency College, Bengaluru.*

²*Associate Professor, Department of Management Studies, New Horizon College of Engineering, Bengaluru.*

Abstract

It is important to comprehend that India has an intricate safety issue on its roads because of the rapid increase in vehicles on the road, which coupled with various infrastructural and behavioural challenges has resulted into an alarming rate of accidents and deaths. Understanding the root causes and trends of road accidents is very necessary to develop effective strategies towards enhancing road safety and saving lives. The growth in transportation infrastructure and motorization rates in India have led to a significant rise in cases of road traffic crashes. The data released by Ministry of Road Transport and Highways show's that was more than 4.5 million incidents whereby 150,000 and people have lost their Live's also while over 405,000 others sustained severe injuries. These data demonstrate how crucial it is to act promptly on the issue of highway safety. Road accidents are a large public concern in India. For example, according to NCRB, India's statistics show that over 150 thousand and more of deaths in year's are being caused by car crashes. It should take into note that our country possesses merely one percent of all automobiles globally but its share in global vehicle-related deaths amounts almost to eleven percent as well. According to the Ministry of Road Transport and Highways (MoRTH), approximately 4.5 lakh accidents occur in India every year, which translates to 1250 road accidents every day; this leads to enormous economic losses. Research has shown that speeding, drunk driving and violation of traffic rules are the main reasons for them.

Keywords – *Road Safety, Accidents, Machine Learning, Descriptive And Predictive Analytics.*

Meta ANALYSIS THROUGH NEO BANKING FOR QR CODE AS THE NEW GATEWAY OF RETAIL CONSUMERS FOR TRANSACTION IN INDIAN MARKET

Vivek Birla & Dr. Satyendra Arya

Vivek Birla, Research Scholar, Department of Management Studies, Teerthanker Mahaveer University, Uttar Pradesh, India

Dr. Satyendra Arya,

Associate Professor, Department of Management Studies, Teerthanker, Mahaveer University, Uttar Pradesh, India

Corresponding Author : Vivek Birla, birlasmailbox@gmail.com Mobile : +91 9634240920

Abstract

In India, QR code payments are still not widely used, despite their potential advantages. This study looked into the elements that influence e-money consumers' use of QR codes for payments. A five-point Likert scale survey disseminated via social media was used to gather data, and Smart-PLS 3.0's Structural Equation Modelling (SEM) software was used for analysis. The results show that while conducive conditions and performance expectancy affect users' adoption intentions, social influence affects how users view QR code payments. Notably, attitude moderates the association between adoption and performance expectancy by serving as a mediator of social influence. Facilitating conditions, a supportive environment, expected performance, ease of use, and social influence are all linked to positive opinions towards QR code payments. In order to foster effective financial innovation, the report advises financial institutions and innovators to give priority to enabling circumstances and a supportive social climate. To increase the use of QR code payments, the user experience must be made simpler.

Keywords : *Digital Banking, Payment, Quick Response, Financial Technology, Purchasing Transaction.*

CONSUMER PREFERENCES FOR SMART HOME APPLIANCES IN CHENNAI: THE IMPACT OF DIGITAL TRANSFORMATION

Ms. Durga Devi E, Research scholar,

SRMIST, Ramapuram, Chennai – 89.

Email: de0021@srmist.edu.in, contact no: 9940324234

Dr. D. Janis Bibiyana,

Research Supervisor and Associate Professor,

SRMIST, Ramapuram, Chennai – 89.

Abstract

This paper explores the evolving preferences of consumers in Chennai regarding smart home appliances and the impact of digital transformation on these preferences. The rise of smart technologies, such as Internet of Things (IoT)-enabled refrigerators, washing machines, and lighting systems, has significantly influenced consumer purchasing behavior. With the increasing availability of smart appliances through e-commerce platforms and social media, the Chennai market has seen a shift towards adopting these innovations. This research examines the factors driving this change, such as convenience, energy efficiency, and digital marketing, and analyse the role of digital platforms in shaping consumer decisions. Through primary surveys and secondary data, this study aims to provide insights into consumer attitudes, expectations, and future trends related to smart home appliances in Chennai.

Keywords: *Consumer Preferences, Smart Home Appliances, Digital Transformation, Consumer Behavior, Energy Efficiency*

PROFITABILITY PERFORMANCE OF FMCG COMPANIES .

***L.Mythili,**

Urumu Dhanalakshmi College, (UDC), Trichy

****Dr. M. Vasantha,**

*Associate Professor of Commerce,
Urumu Dhanalakshmi College, Trichy.*

Abstract

This study investigates the ever-changing picture of business profitability, with a particular emphasis on the Fast-Moving Consumer Goods (FMCG) industry. For the purpose of analysing the tactics that selected fast-moving consumer goods (FMCG) businesses have used in order to improve their profitability in today's highly competitive business climate, the research takes a comprehensive approach. This paper explores how employees contribute to the business profitability of the company.

Market positioning, innovation, operational efficiency, and customer behaviour are some of the important variables that are given special attention in order to ensure that they significantly impact profitability. The study intends to discover effective strategies and best practices that lead to sustained business profitability by conducting in-depth case studies of selected fast-moving consumer goods (FMCG) firms using the research. In addition to this, it explores the difficulties that these businesses encounter and the ways in which they adjust to changing market circumstances. It is possible that the results of this research will give practitioners and academics who are interested in corporate strategy, especially those who work in the fast-moving consumer goods industry, with significant insights.

In the end, the study makes a contribution to the current body of information on business profitability by providing a comprehensive understanding of how fast-moving consumer goods (FMCG) corporations manage complexity in order to attain and maintain financial success

Keywords: *Business Profitability, Customer, Fast-Moving Consumer Goods, Innovation*

ROLE OF EMOTIONAL INTELLIGENCE ON CHANGE MANAGEMENT: A DYNAMIC FACTOR FOR SUCCESS

Nisbath Majnoor¹, Dr. K. Vinayagam²

Research Scholar, Department of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai. nisbath@gmail.com, Ph: 8925476354.

Orcid: <https://orcid.org/0000-0001-7990-8342>

Associate Professor, Department of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai. vinayagam.sms@velsuniv.ac.in, Ph: 7708880033.

Orcid: <https://orcid.org/0000-0001-6432-9006>

Abstract

Emotional intelligence is crucial for effective performance in organizations, enabling individuals to monitor and assess emotions, express feelings productively, and understand co-workers' emotions. This systematic literature review examines the impact of Emotional Intelligence (EI) in facilitating successful Change Management (CM) processes in organizational settings. As organizations undergo continuous transformations, the human and emotional aspects of change have become key determinants of success. The review analyzes studies from diverse disciplines, including psychology, organizational behavior, and management, to assess how EI contributes to leadership effectiveness, employee adaptability, and organizational resilience during change initiatives. Through examining empirical research, theoretical frameworks, and case studies, this review concludes that high EI is a key element in overcoming resistance to change, reducing employee anxiety, and enhancing communication and trust within teams. The findings emphasize the importance of incorporating EI training in leadership development initiatives and its integration into CM strategies. Future research directions include exploring EI's role in digital transformation, global change management, and cross-cultural environments.

Keywords: *Emotional Intelligence, Change Management, Employee Engagement, Employee Change Attitude*

ROLE OF ORGANIZATIONAL CULTURE ON THE INTEGRATION OF DIGITAL TRANSFORMATION AND ADOPTION OF ARTIFICIAL INTELLIGENCE

S. Anisha Estherita* & Dr. M. Kotteeswaran**

**Research Scholar, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, (VISTAS), Chennai, Email: anishaestherita6@gmail.com*

<https://orcid.org/0000-0001-7765-959X>

***Associate Professor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), India, E-mail: kotteeswaran.sms@velsuniv.ac.in*

<https://orcid.org/0009-0001-8462-0375>

Abstract

To preserve a competitive edge in the ever-changing business landscape, organizations are relying more on digital transformation and AI-based technologies to enhance productivity and implement innovation. Unfortunately, the success of these programs heavily relies on the integration of technology enhancements to the existing organizational culture. Even though these new technological advances are adopted through an organizational culture that considers innovation modern collaborative efforts, this article aims at reviewing past studies and various case analyses in order to delve deeper into the intertwining relationship between organizational culture and AI adoption in respect to digital transformation. Furthermore, the article also examines strategies to foster an environment ideal for the utilization of AI and acceleration of the digital lockdown process. The findings discovered highlight the importance of innovative thinking, silos lifting, and adopting a collaborative culture to enhance the efficiency of the digital shift and AI integration. Through an understanding of how organisational culture affects digital transformation and Artificial Intelligence adoption, companies can create customised plans to manage the challenges associated with technological advancement and capitalise on their cultural values to achieve success in the digital era.

Keywords: *Artificial Intelligence, Digitalization, Digital Transformation, Organizational Culture*

THE FUTURE OF EMPLOYMENT AND RETRAINING INDIAN WORKERS

Mrs. K. Geetha

*Research Scholar, Department of BBA/BBA CA
Sri Krishna Arts and Science College
Coimbatore*

Dr. T. Shenbagavadivu

*Associate Professor
Sri Krishna Arts and Science College
Coimbatore*

Abstract

Digital technology has transformed sectors recently and is quickly altering how people work, learn, transport, and interact. Researchers and experts characterize the advancements in technology in this digital age as both digital and exponential. In order to appropriately educate young professionals for the workplace of the future, which is characterized by digitalization and virtualization, human resource development as a function must take into consideration the particular issues that this workplace presents. Employees at the institutions needed to have their skills updated in order to be competent in the face of changing circumstances describing it as a significant shift in the Indian landscape, where numerous businesses are producing, delivering, and providing services in the digital and virtual realm services, it is ripe for a fruitful investigation as a Future of Work (FOW) idea.

Based on the identified research gaps, the study's goals are to explore different intra- and inter-firm collaborations in the areas of career growth, talent acquisition, and retention as well as to identify key characteristics of organizational adaptation mechanisms in the Indian Future of Work context.

Depending on the scope, we will focus on both qualitative and quantitative aspects of the process. A likely result of the study is a framework for training and development on FOW staff competency.

Key words: *Employee Competency, Up-skilling, and the Future of Work*

THE HYBRID WORKFORCE EMPOWERING WOMEN IN CORPORATE SECTOR

DR.C. LUMINIA VINODHINI

Head And Assistant Professor,

Department Of Commerce- Computer Application

Anna Adarsh College For Women, Chennai-40

Kchandru65@Gmail.Com Mobile Number: 9840644480

Abstract

The corporate landscape is evolving rapidly, with hybrid work arrangements gaining momentum. This shift presents a unique opportunity to empower women in the corporate sector. This abstract explores the potential of hybrid workforce models to address longstanding barriers faced by women in traditional work environments. By providing greater flexibility and work-life balance, hybrid models can enable women to overcome challenges such as childcare responsibilities and geographical constraints. Additionally, the virtual nature of hybrid work fosters inclusivity by reducing the impact of implicit biases and promoting remote collaborations. Moreover, hybrid work opens doors to a diverse talent pool, allowing organizations to tap into underrepresented skill sets and perspectives. However, effective implementation requires proactive measures to mitigate digital divide issues and ensure equitable access to opportunities. Through a combination of flexible policies, technological infrastructure, and cultural shifts, hybrid workforce models can catalyze gender equality in the corporate sector, driving innovation and sustainable growth in the process. The arrival of the Covid-19 pandemic served as an associate degree fast think the rethinking the physical space of labour. With the primary strike of the novel virus came the requirement to impact a imprisonment aboard other preventive measures to assist scale back the virus spread. That meant an intermission within the traditional flow of life, fewer social gatherings, biological research of faculties, cancellation of conferences, and different social events. Organizations had their fair proportion as they'd to adapt the new policy of maintaining social distancing. A hybrid work model is a plan that incorporates a mixture of in-office and remote work in an employee's schedule. Employees occasionally have the ability to pick and choose when they needs of the company and the needs of the individual employee. The hybrid work model is a work style that enables employees to blend working from different locations: home, on the go, or the office. An effective hybrid work system encourages: Autonomy, Flexibility, High performance, collaboration, positive work relationships, Effective work habits.

Key words: *Hybrid Work, Women, Work life Balance, Geographical Constraints*

THE INFLUENCE OF FINANCIAL TECHNOLOGY (FINTECH) INNOVATIONS ON TRADITIONAL BANKING FRAMEWORKS AND FINANCIAL SERVICE DYNAMICS – QUANTITATIVE STUDY

¹H. Bella Josepha and ²G. John

¹ Research scholar , ² Associate professor
^{1&2} PG and Research Department of Commerce,

St. Joseph's College (Autonomous), Affiliated to Bharathidasan University,

Tiruchirappalli-620002, Tamil Nadu, India

¹ bellajosepha_phdco@mail.sjctni.edu , ² johnsjctry@gmail.com

Abstract

Financial technologies abbreviated as FinTech have especially brought changes across the banking industry by readjusting the banking perspective. Therefore, the goal of the paper is to describe the position on FinTech innovations concerning the main threats and opportunities regarding the traditional banking model as the main approach to considering the tendencies impacting the systems of banking functioning, changes in the paradigm of banking services provided for the final consumers, and alterations in the competitive environment. With the modern trends in the IT sphere, including AI, blockchain, and big data analysis, FinTech presents innovative and comparatively cheap financial products and services compared to the banking sector. The deepened use of advanced technologies to extend the delivery of various payment services, the new meaning of P2P credit lending and stock trading platforms, and Robo-advisors impacted the carrying out of the banking model. Moreover, FinTech introduced the concept of disintermediation, applying pressure on incumbent banks to adopt digital contexts and enhancing the use of new models. But this disruption holds regulatory and cybersecurity issues for a better set of rules and regulations and IT security measures to corroborate financial risks and consumers' safety. Conclusively, this paper demonstrates that there is a need for traditional banks to demand, counter source these efficiencies that are provided by the FinTech companies but at the same time take care of the rising vetitive character of the financial market. The study's results assist in describing the evolutionary interaction between FinTech and regular banks, which aids in determining that their interaction is synergistic and aims at producing better financial services.

Keywords: *Banking Model, Block Chain, IT Sphere, Big Data, Financial Market, Cyber Security Issues.*

THE RELATIONSHIP BETWEEN STRATEGIC INNOVATION AND ESG PERFORMANCE: EVIDENCE FROM GLOBAL SUSTAINABILITY REPORTS

Dr. A. Ignatius

Assistant Professor of Commerce,

St. Joseph's College (Autonomous), Tiruchirappalli.

Affiliated to Bharathidasan University Tiruchirappalli - 02

Abstract

This study uses secondary data from global sustainability reports to explore the relationship between strategic innovation and environmental, social, and governance (ESG) performance. By analyzing publicly available data from major sustainability indices, corporate filings, and industry benchmarks, the research examines how innovative strategies enhance ESG outcomes. The findings suggest that companies implementing innovative solutions to address sustainability challenges outperform their peers in ESG metrics, aligning strategic innovation with corporate sustainability goals.

Keywords: *Strategic Innovation, ESG Performance, Sustainability, Environmental Governance, Corporate Responsibility.*

THE ROLE OF GREEN HRM TOWARDS SUSTAINABLE DEVELOPMENT GOALS AT HIGHER EDUCATIONAL INSTITUTIONS

Michael Sammanasu Joseph

Associate Professor, Department of Management studies,
St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University), Tiruchirappalli, India
Email: michaelssammanasu@jim.ac.in

Augustine Arockiaraj Balu Rethinam

Assistant Professor & Coordinator, Department of Commerce
St. Joseph's College (Autonomous)
(Affiliated to Bharathidasan University), Tiruchirappalli, India
Email: augustinearockiaraj_co2@mail.sjctni.edu

&

Udhayageetha Veerasamy

Assistant Professor, St. Joseph's College (Autonomous) ,
(Affiliated to Bharathidasan University), Tiruchirappalli, India.
Email: udhayageetha_co2@mail.sjctni.edu

Abstract

Higher Educational Institutions (HEIs) in countries spanning over the world are progressively playing a role in embedding sustainable concepts in the next generation. HEIs in developed nations put in tremendous effort and achieve exceptional outcomes, but those in developing countries like India do not fare well. HEIs are currently under increased pressure due to a global environmental concern that is important to both present and future generations. Hence, it is essential for the Higher Educational Institutions worldwide to equip future professionals with an integrated education system that allows them to develop their knowledge and skills for achieving SDGs. Nowadays, universities invest more in green practices, green building, and green products. Several institutions recognise the necessity of incorporating sustainability into their organization, culture, and even design, so that staff and students can engage in sustainability behaviour daily. However, only a few institutions around the world have made a systematic commitment to environmentally friendly campus operations. Hence to achieve Sustainable Development Goals, the Institutions must adopt Green HRM strategies and policies. Green HRM plays a significant role in ensuring long-term sustainability by developing a sustainability culture by integrating the human workforce with the social, economic, and environmental goals. In this research study, the researcher discusses the concept of Green HRM and Sustainable Development Goals in the context of Higher Educational Institutions. In addition, the researcher examines the existing literature on Green HRM towards achieving the SDGs and proposes a conceptual model to assist Higher Educational Institutions in improving green practices and initiatives to achieve the SDGs. This study also emphasizes the importance of the Higher Educational Campus Initiative in promoting SDGs.

Keywords: *Green HRM, Sustainable Development Goals, Higher Educational Campus Initiatives*

THE ROLE OF GREEN HRM, EMPLOYEE GREEN BEHAVIOUR AND EMPLOYEES PARTICIPATION ON SUSTAINABILITY IN HIGHER EDUCATIONAL INSTITUTIONS – A CONCEPTUAL STUDY

Udhayageetha Veerasamy¹

Assistant Professor, St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University), Tiruchirappalli, India.

Email: udhayageetha_co2@mail.sjctni.edu

Dr. B. Nalini²

Assistant Professor, Department of Commerce
St. Joseph's College (Autonomous), (Affiliated to Bharathidasan University)
Tiruchirappalli, India.

Email: nalini_co2@mail.sjctni.edu

C. Soundarya³

Assistant Professor, Department of Commerce
St. Joseph's College (Autonomous), (Affiliated to Bharathidasan University)
Tiruchirappalli, India.

Email: soundarya_co2@mail.sjctni.edu

Abstract

Recently, there is a growing apprehension within organizations on the need of being green and using various environmental sustainability practices. As globalization is reaching its pinnacle, companies are moving from a traditional image to contemporary competency-oriented economy primed to adapt green profitable factors. The sluggish and ineffective environmental management of academic institutions is turning academics' focus away from technology upgrades and toward behavioral change in employees. Furthermore, there is a demand to investigate on interaction between Green HRM, green behaviour of employees (EGB), and employee participation in the higher education institutions (HEIs). Currently, Green HRM is now a critical business strategy for major firms, with human resource departments actively participating in the organizations' efforts to go green. This article focuses mostly on the extensive GHRM and environmental sustainability approaches used by higher education organizations. The study develops the model utilizing secondary data from academic publications, white papers from organizations, books, and expert interviews found through keyword search. The conceptual framework indicates that firms create green competencies in HRM and provide employees with opportunities for employee participation by understanding impact of GHRM pursuits on employee behavior to be invested in environmental activities. This framework will assist HEIs in implementing their full spectrum of GHRM practices, which may have a beneficial and substantial influence on employee green behavior.

Keywords: *Green HRM, Employee Green Behaviour, Green Employee Participation, Environment, Sustainability*

UNVEILING INVESTOR PSYCHOLOGY: A BIBLIOMETRIC ANALYSIS OF BEHAVIORAL BIASES IN INVESTMENT DECISIONS

Shibila E,

*Research Scholar, Department of Commerce, Sree Narayana College Kannur, Kerala, Kannur
University, Email: eakkatilshibila@gmail.com , MOB: 8606524412 (Corresponding Author)*

Sanand Elayodath,

*Research Scholar, Department of Commerce, Sree Narayana College Kannur, Kerala, Kannur
University, Email: sanandpkl@gmail.com , MOB:9809667733*

Dr. Jayarajan T K,

*Associate Professor, Department of Commerce, Payyanur College, Payyanur, Kerala, Kannur
University, Email: jayarajtkj@gmail.Com , Mob: 9747534358*

Abstract

Behavioral biases play significant role in investor's investment decisions thereby they have the ability to influence market dynamics. The study aims to conduct a comprehensive bibliometric analysis of the existing literatures on behavioral biases in investment decisions. The study maps the evolution of the studies in relation to investment biases and analyzed publication trends, influential authors and geographical distribution of research output. A bibliometric analysis of 901 Scopus indexed scholarly works is done using R Software and VOS viewer. Keyword network analysis, citation analysis, thematic clusters, co-authorship analysis also be done to get a deep insight into the topic. The study will helpful to get an intellectual structure of behavioral biases in investment decisions and also to know the research frontier in this regard. In this subject domain Singh S is the most relevant author and "Qualitative research in financial markets" is the most relevant source. On an average, literatures are authored by 2.48 authors, that is a collaborative research environment is prevailing. The keyword co-occurrence analysis revealed that the emerging trend are in parallel with the sustainable investment and digital currency.

Keywords: *Behavioral Biases, Investment Decisions, Bibliometric Analysis, R Software, Vosviewer*

A Comparative Study of the Nutritional Benefits of Organic vs. Non-Organic Products

Hetal Rupareliya

Assistant Professor

(Ph.D. (Pursuing), M.Com. MBA, B.Com.)

Commerce & Management Department

Harivandana College, Rajkot

Abstract

Over the past few decades, organic farming has gained significant attention due to its environmental and potential health benefits. One of the primary aspects of this debate is whether organic foods are nutritionally superior to non-organic (conventional) foods. This paper examines the existing literature on the nutritional differences between organic and non-organic foods, focusing on the key nutrients, health benefits, and potential drawbacks. Several studies have found that organic products, particularly fruits, vegetables, and grains, tend to contain higher levels of certain nutrients such as antioxidants, vitamins, and minerals. However, there is considerable debate regarding the magnitude of these differences and the implications for human health. This paper also explores the environmental and sustainability benefits of organic farming, which indirectly contribute to the health benefits of organic food consumption. This review concludes that while organic products often contain higher levels of certain nutrients and fewer pesticide residues, the overall health benefits compared to non-organic foods remain inconclusive.

Introduction to Organic Products

Organic products are those that are grown without the use of synthetic chemicals, such as fertilizers, pesticides, and herbicides. Organic farming also avoids the use of genetically modified organisms (GMOs), and farmers typically adhere to principles that promote biodiversity and soil health. These farming methods are seen as more sustainable compared to conventional farming, which often relies on synthetic inputs and intensive monoculture. Consumers often choose organic products not only for the perceived nutritional benefits but also due to concerns over the environmental impact of conventional farming practices. Organic certification ensures that products meet specific standards set by various regulatory bodies across the world.

Key Characteristics of Organic Products:

1. **No synthetic pesticides or fertilizers:** Organic farming avoids chemicals that are commonly used in conventional farming.
2. **No GMOs:** Genetically modified organisms are prohibited in organic agriculture.
3. **Sustainable farming practices:** Emphasis on crop rotation, soil health, and the use of natural fertilizers like compost.

Introduction to Non-Organic Products

Non-organic (conventional) products are grown using synthetic chemicals for pest control and fertilizers to boost yields. These practices, while boosting efficiency, often come at the expense of environmental sustainability and may have unintended consequences for human health. Conventional farming may involve the use of genetically modified organisms (GMOs) and other methods to ensure crops are resistant to pests, diseases, and weather fluctuations.

Key Characteristics of Non-Organic Products:

1. **Use of synthetic pesticides and fertilizers:** Chemicals are frequently used to control pests and improve soil fertility.
2. **Use of GMOs:** Genetic modification of crops for increased resistance to diseases, pests, and herbicides.
3. **Higher productivity:** Conventional farming often leads to higher crop yields due to the use of modern farming techniques.

Literature Review

The rise of organic farming has led to a growing interest in understanding the nutritional benefits of organic food products compared to their non-organic counterparts. Organic farming practices emphasize the use of natural fertilizers, crop rotation, and the avoidance of synthetic pesticides and herbicides. Supporters of organic agriculture argue that these practices result in food that is not only more environmentally friendly but also nutritionally superior. Conversely, critics argue that there is insufficient evidence to conclusively support the claims of enhanced nutrition from organic foods. This research aims to explore and analyze the current literature on the nutritional differences between organic and non-organic

foods, evaluating both the scientific evidence and the broader implications for health and sustainability.

Nutritional Differences

Several studies have shown that organic products generally contain higher levels of specific nutrients. For example:

1. **Antioxidants:** (Barański, 2014) found that organic crops had significantly higher concentrations of antioxidants, particularly polyphenols, compared to conventional crops. The study concluded that organic fruits and vegetables had an antioxidant concentration 18-69% higher than their non-organic counterparts.
2. **Vitamins and Minerals:** Organic foods are often reported to have higher concentrations of certain vitamins and minerals, including vitamin C, iron, and magnesium. A study in the Journal of Agricultural and Food Chemistry (Meland, 2018) indicated that organic fruits had higher levels of vitamin C than conventionally grown fruits. Organic dairy products, particularly milk, have been found to contain higher levels of beneficial omega-3 fatty acids compared to conventional milk.
3. **Pesticide Residue:** One of the most significant differences between organic and non-organic products is pesticide residue. Organic produce generally has lower levels of pesticide residues. A study published in the Environmental Health Perspectives (Baker, 2002) found that organic produce contained 10 times fewer pesticide residues than conventional produce. This reduction in pesticide exposure may be a factor in the health benefits of organic foods.
4. **Heavy Metals:** Organic foods have also been found to have lower levels of heavy metals such as cadmium. A study conducted in Switzerland (Škrbić, 2018) revealed that organic crops contained about 48% less cadmium compared to conventional crops. This could be attributed to the soil management practices in organic farming that reduce the accumulation of heavy metals.

Health Implications

The potential health benefits of consuming organic food products are still a subject of ongoing research. While the nutrient differences between organic and non-organic foods are evident, the direct impact on human health remains unclear. Some studies have suggested that higher antioxidant levels in organic foods may contribute to better health outcomes, such as

reduced oxidative stress and a lower risk of chronic diseases like heart disease and cancer. However, the evidence linking organic food consumption to specific health benefits is not conclusive.

A study published in JAMA Internal Medicine (**Smith-Spangler, 2012**) reviewed a large cohort of participants and found that while organic food consumption was associated with lower levels of pesticide exposure, there was no clear evidence to suggest a direct correlation between organic food consumption and long-term health benefits.

Objectives of the Study

1. To evaluate the nutritional differences between organic and non-organic food products.
2. To assess the impact of pesticide residues on health.
3. To assess the environmental sustainability of organic farming practices and their indirect contribution to public health.
4. To provide suggestions for future research and public awareness.

The Nutritional Differences between Organic and Non-Organic Products

The organic food movement has surged in popularity, driven by consumer interest in health, environmental sustainability, and food safety. One of the primary discussions in this arena is whether organic foods offer superior nutritional benefits compared to their non-organic counterparts. Following are the nutritional difference between Organic and Non-Organic Products.

Nutrient Content

The nutrient content of organic versus non-organic foods has been extensively studied, but results vary. Some studies suggest organic foods may have higher concentrations of certain nutrients, while others find no significant differences.

Vitamins and Minerals

Vitamin C: Some studies have shown that organic fruits and vegetables can contain higher levels of vitamin C. This may be due to the stress-induced synthesis of ascorbic acid in organically grown plants.

Iron and Magnesium: Organic foods have sometimes been found to have higher levels of minerals like iron and magnesium. This is attributed to soil management practices that enhance nutrient availability in organic farming.

Antioxidants: Organic crops often show higher levels of antioxidants, such as polyphenols. This could be because plants produce more antioxidants when grown without synthetic pesticides, as a natural defense mechanism.

Proteins and Fats:

Omega-3 Fatty Acids: Organic dairy and meat products tend to have higher levels of omega-3 fatty acids. This is linked to the animal's diet, which often includes more grass and forage in organic farming systems.

Pesticide Residues

One of the most significant differences between organic and non-organic foods is the presence of pesticide residues.

Organic Foods: While organic produce can have pesticide residues, these are typically from natural or non-synthetic sources and are present in much lower levels.

Non-Organic Foods: Conventional farming often relies on synthetic pesticides, which can leave residues on produce. Regular consumption of these residues, even in small amounts, is a concern for potential long-term health effects.

Health Implications

Reduced Exposure to Chemicals: Consuming organic foods can reduce exposure to potentially harmful pesticides and synthetic fertilizers.

Potential Health Benefits: Some studies suggest that higher antioxidant levels in organic foods may contribute to better health outcomes, such as reduced risk of chronic diseases.

Controversies and Consideration

Mixed Evidence: Not all research conclusively supports the idea that organic foods are significantly more nutritious. Variations in farming practices, soil health, and environmental factors can influence nutrient content.

Environmental and Ethical Aspects: Beyond nutrition, many consumers choose organic foods for environmental and ethical reasons, such as animal welfare and sustainable farming practices.

Close Lines

The nutritional differences between organic and non-organic products are nuanced and depend on various factors, including the specific type of food, farming practices, and environmental conditions. While organic foods often contain higher levels of certain nutrients

and lower pesticide residues, the evidence is not uniformly conclusive. Consumers may choose organic foods for a combination of potential health benefits, environmental sustainability, and ethical considerations. As research continues to evolve, it will provide a clearer picture of how organic products impact nutrition and overall health. (Ali, 2024)

Results

Comparative Analysis Chart

Aspect	Organic Products	Non-Organic Products
Antioxidants	Higher levels	Lower levels
Vitamins/Minerals	Generally higher (e.g., Vitamin C, Iron)	May vary; often lower
Pesticide Residues	Significantly lower	Higher due to synthetic pesticide use
Protein Content	Similar levels	Similar levels
Health Outcomes	Potentially positive but inconclusive	Linked to higher pesticide exposure risks

Research Methodology

A systematic review was conducted, analyzing peer-reviewed studies from databases such as PubMed, Scopus, and Web of Science. Criteria for inclusion included:

- Comparative analyses of nutrient composition in organic and non-organic foods.
- Studies on pesticide residues and health outcomes.

Quantitative and qualitative data were extracted and synthesized to identify trends and gaps in current research. While studies were selected based on rigorous peer review, it should be noted that certain studies funded by the organic industry may carry potential biases.

Findings

1. Organic products are associated with higher antioxidant levels and lower pesticide residues.
2. Nutritional differences in vitamins and minerals are inconsistent but lean in favor of organic foods for certain crops.

3. Health benefits are suggested but require further longitudinal and controlled studies to confirm causality.

Suggestions

- **Enhanced Consumer Education:** Public awareness campaigns should be focused on the scientific evidence of organic food benefits, including the impact on health and the environment, to promote informed decision-making.
- **Standardization of Research:** Encourage uniform methodologies for comparing organic and non-organic products. A universal criterion for assessing nutritional content would make comparisons more consistent.
- **Longitudinal Studies:** Conduct long-term research to assess health outcomes linked to organic food consumption.
- **Focus on Sustainability:** Highlight the environmental benefits of organic farming as an additional incentive for consumers.

Conclusion

Organic foods often show higher levels of certain nutrients, such as vitamin C, iron, magnesium, and antioxidants, compared to non-organic foods. These differences are attributed to organic farming practices like enhanced soil management and the absence of synthetic pesticides, which can trigger natural plant defenses. Organic dairy and meat products are also linked to higher omega-3 fatty acid content due to animals' diets in organic systems.

One of the most significant distinctions is the lower pesticide residue in organic foods, offering reduced exposure to potentially harmful chemicals. However, the evidence on whether these nutritional differences translate into measurable health benefits remains mixed and inconclusive. Beyond nutrition, consumers often choose organic products for environmental sustainability and ethical reasons.

In conclusion, while organic foods may offer some advantages in nutrient content and chemical exposure, the overall impact on health is influenced by multiple factors, warranting further research.

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A STUDY ON RETIREMENT INVESTMENT PLANNING OF YOUNG ADULthood

DR. J. VIJAYA SHANTHI

Head And Assistant Professor

Department Of Commerce-Accounting And Finance

Anna Adarsh College For Women, Chennai - 600 040 Tamil Nadu

Email Id: Vijayashanthijana@Gmail.Com Mobile No: 9940355659

Abstract

Retirement planning is a process of setting retirement income goals and taking all the possible actions and mankind decisions which are essential to achieve those retirement goals. Retirement planning includes evaluating sources of income, estimating expenses, and setting up an investment plan or savings plan to achieve the retirement goals by managing the risks and assets. Retirement planning is crucial, regardless of your age or income. a retirement plan begins with determining your long-term financial goals and tolerance for risk, and then starting to take action to reach those goals. The process can begin anytime during your working years, but the earlier, the better. Awareness about retirement planning has been rising with growing number of people feeling the need to start planning for their post-work life early. Retirement planning is a part of financial planning to ensure a smooth transition of responsibilities from one generation to another. A retirement plan is not a static document. You'll need to update it from time to time as well as review it to monitor your progress. The study aims to find out the most preferred investment plan of young adults, the factors that mostly affect their investment plan and the association between demographic factors and investment plan of young adults.

Key words: retirement planning, young adults, early planning, investment plans

INTRODUCTION

Retirement saving is a crucial concept of financial planning. It is important to strategically plan your retirement and live a financially secure life, after retirement. Retirement planning involves saving and investing to secure financial stability during your non-working years, ensuring a comfortable future. It provides financial security, regular income, and safety of capital, diversification, liquidity, emergency funds, tax benefits, financial freedom and peace of mind. The process of creating a retirement plan includes identifying your income sources, adding up your expenses, putting a savings plan into effect, and managing your assets. By estimating your future cash flows, you can judge whether your retirement income goal is realistic. A retirement plan is not a static document. It needs to be updated from time to time as well as review it to monitor your progress.

NEED FOR THE STUDY

Retirement investment planning involves making a long-term plan well before your retirement to ensure that you are able to lead a comfortable life and fulfill all your retirement

goals with the help of a guaranteed regular income or an assured lump sum of funds. The earlier you start to invest the earlier you can retire. It is also important to understand that every person's retirement needs will not be the same as well as every person's retirement investment plan will not be the same. This study helps in finding the investment and expenditure pattern of young adults. This study will be helpful for the people who are starting to invest for their retirement. It helps the people to understand the investment pattern preferred by young adults and helps other people or viewers of the study to understand the factors that influence the investment pattern of young adults in their investment plans.

OBJECTIVES OF THE STUDY

1. To find out the most preferred investment plan of young adults
2. To find the factors that mostly affect their investment plan
3. To study the association between demographic factors and investment plan of young adults.

RESEARCH METHODOLOGY

The analysis is carried out mainly using primary data through Questionnaire. Other relevant information for the present study was collected from secondary sources such as books, journals, articles, magazines and web pages. The sample size of the study is limited to 100 respondents and the same was collected following Convenient sampling method. Samples were collected from young adults through online Questionnaire Also, the questionnaire was collected from young adults. Percentage analysis, Descriptive statistics and Chi-square were the tools used for analysis. The data were analysed using SPSS 16.

REVIEW OF LITERATURE

Kavya Dhirendra Singh and Prof. Abhilasha (2023) has undertaken A Study On Retirement Planning Of Salaried Individuals With Reference To Mumbai City. The objective of the paper was to examine the awareness level of individuals about retirement planning and various investment options opted by individuals for their retirement planning. The targeted population was 150 responses and the sample collected was from 102 individuals from Mumbai city of various age group had been collected through convenient sampling method. It was found that most of the salaried individuals had knowledge about retirement planning. Out of these majority of individuals who had knowledge about retirement planning are male. While some

individuals do not have knowledge about retirement planning. It was seen that most of the people prefer government plans over private company plans.

Ms. Khushbu Kiranbhai Batavia (2022) has undertaken a study on the retirement planning of resident in Ahmedabad and Gandhinagar District. The purpose of the study was to explore the perspective of working individuals and retired individuals towards retirement. The sample size was 400 and the sampling method used were Quota-Sampling and Snow-ball Sampling. The study concluded that conduction of retirement planning during working life led to the sufficiency of income to meet post retirement monthly expenses whereas non conduction of retirement planning led to post retirement difficulties. Study also revealed that those who had not carried out the retirement planning, required to be dependent on their children, dependent on their spouse, needed to be involved in part time job or needed to join the family business.

ANALYSIS AND INTERPRETATION DEMOGRAPHIC PROFILE

AGE (IN YEARS)	NO OF RESPONDENTS	PERCENTAGE
19- 29 YEARS	50	50%
30-40 YEARS	50	50%
GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	52	52%
FEMALE	48	48%
MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
SINGLE	41	41%
MARRIED	44	44%
DIVORCED	13	13%
WIDOW	2	2%
FAMILY SIZE	NO OF RESPONDENTS	PERCENTAGE
1	5	5%
2	5	5%
3	35	35%
4	38	38%
5 or more	17	17%
EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
PROFESSIONAL	31	31%
POSTGRADUATE	24	24%
UNDERGRADUATE	36	36%

HIGHER SECONDARY	8	8%
UNEDUCATED	1	1%
OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
BUSINESS	15	15%
PROFESSION	16	16%
GOVERNMENT EMPLOYEE	11	11%
PRIVATE EMPLOYEE	48	48%
UNEMPLOYED	10	10%
ANNUAL INCOME	NO OF RESPONDENTS	PERCENTAGE
Below Rs.1,00,000	18	18%
Rs.1,00,000 - Rs.5,00,000	45	45%
Rs.5,00,000 - Rs.10,00,000	23	23%
above Rs.10,00,000	14	14%

Source: PRIMARY DATA

INVESTMENT MODES WISE CLASSIFICATION

INVESTMENT MODES	NUMBER OF RESPONDENT
Bank fixed deposits and Annuities	43
Public provident fund	16
Pension and insurance Schemes	19
Real Estate	22
Mutual fund and bonds	20
Stock fund /Crypto / Investment companies/Chit funds	21
Investment asset (eg. gold, silver etc.)	26
Others	0

Source: Primary Data

From the above table 3.10 it is found that 43 of the respondents invest in Bank fixed deposits and Annuities, 16 of the respondents consider public provident fund as their investment, 19 of the respondents invest in pension and insurance schemes, 22 of the respondents invest in real estate, 20 of the respondents invest in mutual fund and bonds, 21 of the respondents invest in Stock fund /Crypto / Investment companies/Chit funds and 26 of the

respondents invest in investment asset (eg. gold, silver etc.). It is found that the majority of the respondents invest in Bank fixed deposits and Annuities.

REASONS FOR EARLY INVESTMENT WISE CLASSIFICATION

REASONS FOR EARLY INVESTMENT	NUMBER OF RESPONDENT
To live your goals	40
To curtail taxes	20
Health expenses	46
Stability of income	41
Others	0

Source: Primary Data

From the above table 3.12 it is observed that 40 of the respondents do early investment to live their goals, 20 of the respondents do investment to curtail taxes, 46 of the respondents do early investment for their health expenses and 41 of the respondents do early investment to gain a stabilized income in their retirement life. It is found that the respondents do early investment mainly for their health expenditure.

DESCRIPTIVE STATISTICS OF FACTORS INFLUENCING INVESTMENT PLAN OF YOUNG ADULTS

FACTORS	N	MIN.	MAX.	MEAN	SD
I curtail my expenses to save the same percentage of money every year	100	1	5	3.75	0.978
I do investment to save tax	100	2	5	3.36	0.948
I do investment to stop myself from spending money too much	100	1	5	3.78	0.98
I would invest to get a good rate of return even if it involves high risk	100	1	5	3.12	1.113
I prefer investment which is safe even though the rate of return is slow and steady	100	1	5	3.79	1.047
I use principle of present and future value in my investment calculations	100	1	5	3.58	1.007
I use the power of diversification in my investment plan	100	1	5	3.59	1.006
I think to have a separate investment as emergency fund	100	1	5	3.62	1.08
I think my current standard of living will be maintained in my retirement life too	00	1	5	3.52	1123

Source: COMPUTED

From the above table 3.13 it is observed that the respondents tend to curtail their expenses to save the same percentage of money every year (3.75), followed then the respondents to do investment to save tax (3.36), the respondents do investment is to stop themselves from spending too much (3.78). The most least factor considered by the respondents is that they would do invest to get a good rate of return even if it involves high risk (3.12), The respondents prefer investment which is safe even though the rate of return is slow and steady (3.79), the respondents use the principles of present and future value in their investment calculations (3.58), Next the respondents do investments after applying investment strategy of diversification in their investment plan (3.59), the respondents also have a separate investment as emergency fund (3.62) and the respondents anticipate that their current standard of living will be maintained in their retirement life too (3.52). This shows that the respondents prefer lower risk in their investments.

ASSOCIATION BETWEEN OCCUPATION AND FACTORS INFLUENCING THE INVESTMENT PLAN OF YOUNG ADULTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	111.218 ^a	100	.208
Likelihood Ratio	110.298	100	.226
N of Valid Cases	100		

Source: Secondary Data

From the above table 3.14 it is observed that the p value is 0.208 which is more than the significant value 0.005. Therefore there is no significant relationship between occupation and factors influencing the investment plan of young adults.

ASSOCIATION BETWEEN ANNUAL INCOME AND FACTORS INFLUENCING THE INVESTMENT PLAN OF YOUNG ADULTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	76.006 ^a	75	.446
Likelihood Ratio	82.333	75	.263
N of Valid Cases	100		

Source: Secondary Data

From the above table 3.15 it is observed that the p value is 0.446 which is more than the significant value 0.005. Therefore there is no significant relationship between annual income and factors influencing the investment plan of young adults.

ASSOCIATION BETWEEN MONTHLY EXPENSES AND FACTORS INFLUENCING THE INVESTMENT PLAN OF YOUNG ADULTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	87.220 ^a	75	.158
Likelihood Ratio	96.267	75	.050
N of Valid Cases	100		

Source: Secondary Data

From the above table 3.16 it is observed that the p value is 0.158 which is more than the significant value 0.005. So, there is no significant relationship between monthly expenses and factors influencing the investment plan of young adults.

FINDINGS

- People of age 19-29 years and 30-40 years are equal.
- The majority of the respondents are male (52%) and are married (44%).
- Most of the respondents have a family size of four (38%).
- Respondents who have completed till undergraduation (36%) are more in number
- The majority of the respondents are private employees (48%) and earn an annual income between Rs.1,00,000 to Rs.5,00,000 (45%).
- Most of the young adults invest in banks fixed deposits and annuities whereas only few respondents invest in other investment modes.
- Majority of young adults stated that health expenses is the main reason for their early investment. Health is an most important part of human life and eradicating health expenses is inevitable. Also, the respondents think saving a particular part only for health expenses could actually lower their dependence on others in their old age health life.
- Most of the respondents prefer investment which is safe even though the rate of return is slow and steady (3.79), the second factor why people do investment is to stop themselves from spending too much (3.78), next the

investment is taken seriously where the respondents tend to curtail their expenses to save the same percentage of money every year (3.75), the least preferred factors are where the respondents anticipate that their current standard of living will be maintained in their retirement life too (3.52), the second least factor considered by the respondents is to do investment to save tax (3.36) and the most least factor considered by the respondents is that they would do invest to get a good rate of return even if it involves high risk (3.12) this shows that the respondents prefer lower risk in their investments.

- There is no significant relationship between occupation and factors influencing the investment plan of young adults.
- There is no significant relationship between annual income and factors influencing the investment plan of young adults.
- There is no significant relationship between monthly expenses and factors influencing the investment plan of young adults.

CONCLUSION

Retirement planning is a multistep process that evolves over time. To have a comfortable, secure and fun retirement, we should build the financial cushion that will fund it all. Retirement planning starts with thinking about your retirement goals and how long you have to meet them.

Retirement planning should include determining time horizons, estimating expenses, calculating required after-tax returns, assessing risk tolerance, and doing estate planning. Start planning for retirement as soon as you can to take advantage of the power of compounding. Younger investors can take more risk with their investments, while investors closer to retirement should be more conservative. Retirement plans evolve through the years, which means portfolios should be rebalanced and estate plans updated as needed. The study revealed that respondents mostly invest for their retirement mostly planning for their health expenses. It is essential to have health insurance in old age for several reasons. As a person ages, their body becomes more susceptible to illness and injury, and they may require more medical care. Health insurance can help cover the costs of this care, making it more affordable and accessible. The investment plan undertaken by the young adults mostly involves lower risk whereas the return is also slow and steady. This is mostly because

with higher risk comes a higher possible return, but also a higher possible loss. If one invests in lower risk products, there is a decreased chance of suffering a loss but investment returns will be lower. low-risk investments are backed by stable entities or governments with a low probability of default, resulting in lower interest rates or yields.

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AN ANALYSIS OF FACTORS INFLUENCING THE CUSTOMER BUYING BEHAVIOURS TOWARDS SOCIAL MEDIA – A STUDY ON CHENNAI CITY.

B. Sivaranjani, L. Praveen

*B.S. Abdur Rahman Crescent Institute of Science and Technology,
Vandalur, Chennai*

Email ID: Sivaranjani.b2607@gmail.com, praveenraju1818@gmail.com

ABSTRACT

The objective of this paper is to empirically investigate the impact of social media on consumers' decision-making processes. Through a quantitative survey, we explore the extent to which social media usage influences consumer experiences. In today's digital landscape, consumer sentiments regarding products and services are increasingly shaped by external influences in online spaces, consequently affecting offline opinions. Social media platforms empower consumers, as marketers lack control over the content, timing, and frequency of online discussions among users. Our findings reveal that social media usage significantly affects consumer satisfaction during the stages of information search and alternative evaluation, with satisfaction intensifying as consumers progress through the purchasing process and post-purchase evaluation. Social media marketing repositions consumers at the forefront of the business realm, offering marketers a new array of tools to engage with consumers and integrate them into brands through innovative methods. It is imperative for marketers to comprehend how social media influences consumer buying behavior. Social media marketing represents the contemporary approach to marketing, focusing on expanding opportunities for marketers to promote products or services compared to traditional media channels. In today's landscape, understanding consumer behavior and satisfaction is crucial for organizations to secure their position in the market and enhance profitability. To achieve this, organizations are leveraging social media strategies. Research demonstrates that companies are increasingly utilizing social media marketing to engage with consumers, offering a novel approach to influencing consumer buying behavior. Social media serves as a platform for individuals to share experiences, reviews, information, advice, warnings, tips, and other topics of interest to their network of connections or friends, thereby serving as a marketing tool for businesses.

Keywords: *Consumer Decision-Making, Quantitative Survey, Post-Purchase Evaluation, Traditional Media Channels.*

INTRODUCTION

In ancient times, people communicated without a formal language. There has been a significant transformation in communication methods in modern times. Social media has emerged as a convenient means of communication across all age groups. The internet, particularly social media, has revolutionized the medium through which shoppers and marketers interact. With its ability to store vast amounts of data inexpensively at various locations, powerful search engines, and capacity to function as a distribution medium for software at relatively low costs, the internet has reshaped communication dynamics. Business people can now connect with global customers at the click of a button, thanks to the internet and various social media platforms. This technology allows consumers to search for products online, read reviews, and evaluate rankings before making purchases. With the widespread use of computers and online platforms, consumers are increasingly engaging in online marketing. Social media influences consumer purchasing decisions through group communication, serving as a new platform for business development. E-commerce significantly impacts consumer behavior, with social media serving as a channel for exchanging information about products and services. Analyzing consumer behavior is crucial for selling products and services, given the prevalence of internet and social media usage. Social media has become instrumental in product introduction, marketing, and conducting surveys. Nowadays, social media is a vital tool for promotional activities, necessitating an understanding of its impact on consumer behavior.

OBJECTIVE

- Identify the demographic characteristics (such as age, gender, income level, and geographic location) that significantly impact customer buying behaviors on social media platforms.
- Explore the role of social influence, including peer recommendations, user-generated content, and influencer marketing, in shaping customer purchasing decisions on social media.
- Investigate the impact of psychological factors, such as perceived trust, social proof, and emotional engagement, on customer attitudes and behaviors towards purchasing products or services through social media channels.
- Examine the influence of technological features and platform design elements (e.g., user interface, personalization algorithms, and shopping integrations) on customer

engagement towards social media.

REVIEW OF LITERATURE

Social Influence: Social media platforms wield influence through the social interactions they enable, often shaping customer behaviour through peer opinions, recommendations, and shared experiences.

Trust and Credibility: Brands that build trust are more likely to secure customer loyalty. Social media's impact on trust can be positive or negative, depending on brand interaction and reputation management.

Perceived Value: Social media content, reviews, and promotions can shape how customers perceive the value of a product or service.

Brand Engagement: Active engagement on social media can foster loyalty and a stronger connection to the brand, positively influencing buying decisions.

Information Quality: The credibility of information shared on social media significantly affects customer trust and purchasing decisions.

Ease of Purchase: The convenience of purchasing via social media, such as one-click purchases or integrated payment systems, can drive buying behaviour.

Personalization: Tailoring content and offers to individual customers based on their social media activity can increase the likelihood of purchase.

Perceived Risk: Addressing online security and privacy concerns can reduce perceived risks associated with buying online, encouraging more purchases.

Emotional Appeal: Emotional content on social media can evoke feelings that drive impulse purchases, such as excitement, happiness, or nostalgia.

RESEARCH METHODOLOGY

In the southern part of India, numerous large retail stores and a variety of shops can be found in various cities. Currently, significant changes are underway, with research attempting to understand how social media marketing is reshaping the landscape and gradually replacing traditional marketing channels. Notably, not only the younger generation but also older consumers, working women, and homemakers, including those employed in

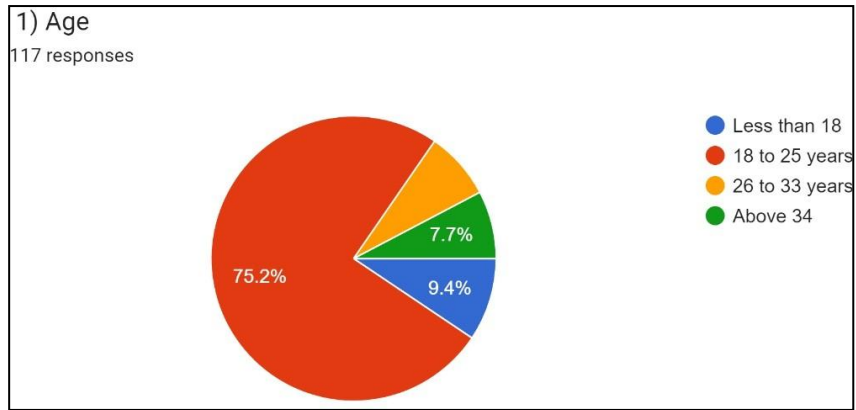
banks, private organizations, and various industries, are showing interest in social marketing. In the modern era, technology reigns supreme, with social media marketing experiencing rapid growth.

Studies indicate a substantial consumer shift from traditional to modern purchasing methods, with social websites like Flipkart, Amazon, and others witnessing daily increases in traffic. Consumer attitudes and behaviour's across all age groups are evolving, with some perceiving social media marketing as more cost-effective compared to traditional methods, thus making the older approaches seem relatively cheaper. Consequently, social media and networking platforms are continuously evolving, attracting consumers from all walks of life.

Students, housewives, and the working class are among those transitioning from traditional to modern methods. It is now evident that social networking, serving as a marketing tool, is significantly influencing the mindset and behaviour of many consumers. Researchers are actively exploring how social media is altering the perspectives and behaviour's of individuals in the district. Through extensive data collection, they aim to understand the impact of social networking sites and social media marketing on consumer buying behaviour.

DATA ANALYSIS AND INTERPERETATION 1.PERCENTAGE ANALYSIS AGE OF RESPONDENT

S.NO	PARTICULARS	NO.OF.RESPONDENT	PERCENTAGE
1	Below 18	9	9.4%
2	18 to 25	75	75.2%
3	26 to 33	8	8%
4	Above 34	8	7.7%
	Total	100	100%



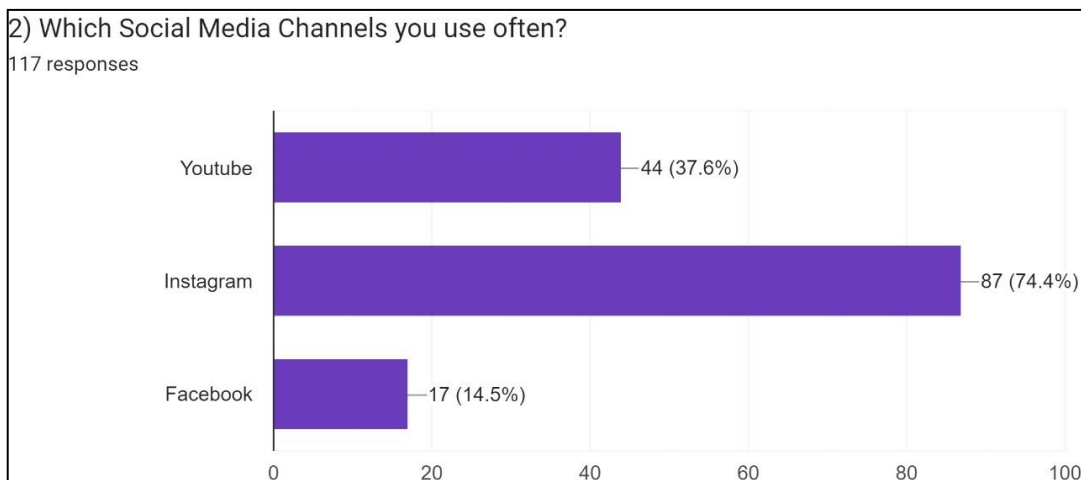
INTERPRETATION:

From the above analysis 75.2% respondent are from age group 18 to 25, 9 percentage of respondent are from age group of below 18, 8 percentage of respondent are from age group of 26 to 33, and 8 percentage respondents from age group of above 34.

INFERENCE: Majority 75.2% of respondent are in the age group of 18 to 25 in this question.

SOCIAL MEDIA CHANNELS THEY USE OFTEN

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
YouTube	37	37%
Instagram	74	74.4%
Facebook	14	14.5%
Total	125	125



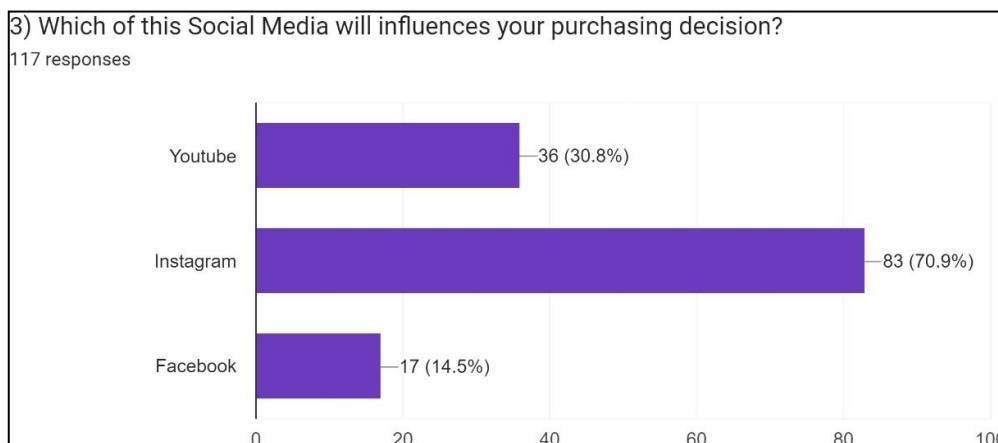
INTERPETATION:

From the above analysis 37% of respondents shows YouTube as their active social media 74.4% of respondent shows Instagram as their active social media and 14.5% respondents shows Facebook as their active social media.

INFERENCE: 74 percentage of people are often active on Instagram every day.

SOCIAL MEDIA WHICH MAXIMUM INFLUENCE PURCHASING DECISION

PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
YouTube	30	30%
Instagram	71	71%
Facebook	15	14.5%
Total	116	116%



INTERPRETATION:

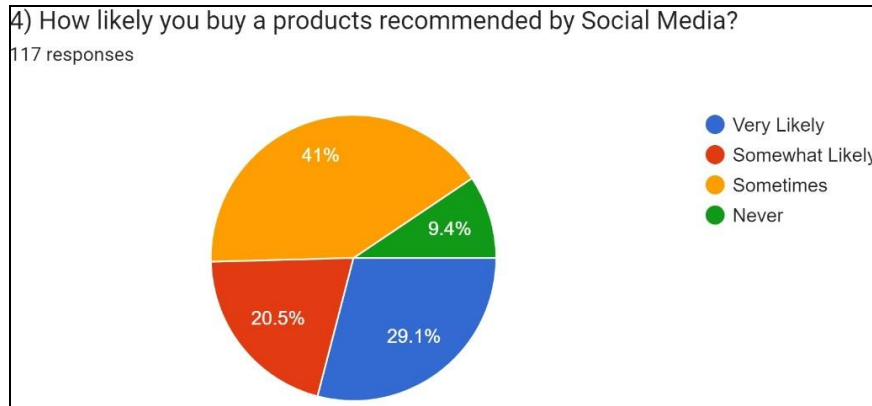
From the above analysis 30% respondents influenced by YouTube ads 70.9% respondents influenced by Instagram and 14.5% respondents influenced by Facebook.

INFERENCE: Majority of 70.9% respondents are influenced by advertisements from Instagram and making their purchasing decisions.

1.4 HOW LIKELY WILL YOU BUY A PRODUCTS RECOMMENDED BY SOCIAL MEDIA

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Very likely	30	29.1%
Somewhat likely	21	20.5%

Sometimes	41	41%
Never	9	9%
Total	101	101%

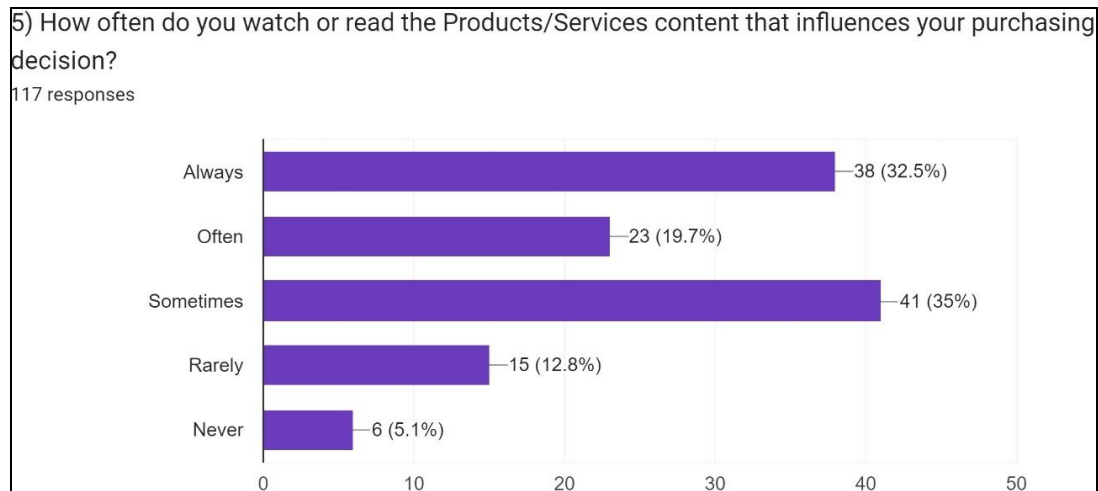


INTERPRETATION: From the above analysis out of 20.5% of people somewhat likely will buy the products or services which are recommended by social media 29.1% of people very likely preferred to buy the products which is recommended by social media 41.1% of people sometimes preferred to buy the products and 9.4% of people never would likely to buy the products recommended by social media

INFERENCE: Majority 29.1% of respondents very likely to purchase the products in social media.

ABOUT REGULAR READING OF PRODUCTS AND SERVICES CONTENT THAT INFLUENCES PURCHASED DECISION.

PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
Always	33	32.5%
Often	20	19.7%
Sometimes	35	35%
Rarely	13	12.8%
Never	5	5.1%
Total	106	106%



INTERPRETATION: From the above analysis 32.5% of respondents Always would watch or read the content of the products and services which influences their for purchasing decisions where 19.7% of respondents Often do it 12.8% of respondents Rarely watch or read the content of products or services.

INFERNCE: Majority of 35% of respondents sometimes read the content that influences their purchase of products or services.

NEGATIVE REVIEW OF THE PRODUCTS OR SERVICES DOES STOP THE BUYINF DECISION OF CUSTOMERS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Up to 15% to 35%	28	28%
Up to 50% to 75%	52	52.1%
Up to 100%	20	19.7%
Total	100	100%

INTERPRETATION: From the above analysis out of 100 percentage majority of 50% to 75% of customers make purchases decisions through negative reviews of products or services.

INFERNCE: 50% to 75% of people make purchase decisions through negative review of the products or services.

SUGGESION

- When analysing customer buying behaviour's on social media platforms, it is

important to consider several demographic characteristics such as age, gender, income level, and geographic location. These factors can significantly impact the way customers engage with brands on social media, and ultimately influence their purchasing decisions.

- In addition to demographic characteristics, social influence plays a crucial role in shaping customer purchasing decisions on social media. Peer recommendations, user-generated content, and influencer marketing are just a few examples of social influence that can impact a customer's purchasing behaviour.
- Psychological factors such as perceived trust, social proof, and emotional engagement also have a significant impact on customer attitudes and behaviour's towards purchasing products or services through social media channels. Brands that can effectively build trust with their customers and create emotional connections through their social media presence are more likely to see positive results in terms of customer engagement and sales.
- Finally, technological features and platform design elements are also important considerations when it comes to customer engagement on social media. User interface, personalization algorithms, and shopping integrations can all impact the user experience and ultimately influence customer engagement and purchasing behaviour.

CONCLUSION

In conclusion, the dynamics of customer buying behaviour's on social media platforms are multifaceted, influenced by a combination of demographic characteristics, social influence, psychological factors, and technological features. Demographic factors, including age, gender, income level, and geographic location, play a significant role in shaping consumer preferences and interactions within the digital landscape. Social influence, driven by peer recommendations, user-generated content, and influencer marketing, emerges as a powerful force in steering customer purchasing decisions. Moreover, psychological elements such as perceived trust, social proof, and emotional engagement contribute to shaping attitudes and behaviour's towards products or services on social media channels. Furthermore, the integration of technological features and platform design elements, encompassing user interface, personalization algorithms, and shopping integrations, actively influences customer engagement on social media platforms. The synergy of these factors highlights the complex interplay that defines the modern consumer's journey in the digital

realm. Understanding and leveraging these diverse aspects are essential for businesses seeking to navigate and capitalize on the evolving landscape of social media-driven commerce.

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SIGNIFICANCE OF FACULTY ENGAGEMENT IN THE SUCCESS AND RETENTION OF STUDENTS IN HIGHER EDUCATION INSTITUTIONS

Mr. G. Prabhakaran,

*Assistant Professor, Dept. of Commerce Honours,
St. Joseph's College (Autonomous), Trichy-02.*

Abstract

The term faculty engagement is an essential element for shaping the successful careers and lives of the students and also their retention in higher education institutions. This article examines how the faculty engagement in teaching, mentoring, and institutional activities influences students' academic achievements, personal development and their persistence towards completing their degrees. The relationship between faculty engagement and student retention is based on the ability of faculty to build meaningful connections with their students. When faculty members actively engage with students both inside and outside the classroom, they help students feel supported and valued. This sense of belonging is a critical factor in reducing dropout rates and encouraging students to stay enrolled and complete their degrees.

However, faculty engagement does not come without challenges. Factors such as heavy workloads, lack of institutional support, and insufficient recognition can hinder faculty's ability to engage with students effectively. Thus, higher education institutions must prioritize the professional development of faculty, providing them with resources and support to enhance their engagement with students. This paper highlights the significant role of faculty engagement in influencing student success and retention. It emphasizes the need for institutions to invest in faculty development and create an environment that encourages the active participation of faculty in the academic and personal development of students while reducing retention rates in Higher education institutions.

Keywords: *Faculty Engagement, Student retention, Academic Success, Institutional support*

Introduction

Higher education institutions play a pivotal role in shaping the future of individuals and societies. One of the critical factors determining the success and retention of students in these institutions is faculty engagement. Faculty members are not just subject matter experts; they are mentors, guides, and role models who influence students' academic and personal growth. Faculty engagement provides positive learning environment and enhances students' performance through personalized attention, fostering academic motivation, and creating a sense of belonging. This article explores the significance of faculty engagement in fostering

student success and retention, highlighting key aspects such as academic support, emotional connection, institutional commitment, and strategies to enhance faculty engagement.

Objectives

- The article focuses on how the faculty engagement helps for the academic and personal growth of students and also their retention in higher education institutions.
- It also highlights the factors influencing faculty engagement and also the strategies to enhance the engagement level.

Review of Literature

Employee Engagement

Usually Engagement could be defined as a multidimensional construct, consisting of Operative, Cognitive and Affective domains. It is very difficult to identify and measure Employee engagement. But it can be ascertained based on how much they love the job and their willingness to put extra efforts. There is no general definition of employee engagement. However, many studies on employee engagement have tried to define it. Using the Utrecht Work Engagement Scale, *Wilmar Schaufeli and Arnold Bakker (2004)*¹ defined “Engagement is a positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption”. *Kevin Kruse (2012)*² defined Employee Engagement as “The emotional commitment the employee has to the organization and its goals”. *Saks, 2005* defines Employee Engagement as "a distinct and unique construct that consists of cognitive, emotional, and behavioral components associated with individual role performance". *Shuck and Wollard (2013)*³ define employee engagement as "an emergent and working condition as a positive cognitive, emotional, and behavioral state directed toward organizational outcomes". According to *Pramod Kumar Tripathi (2018)*⁴ an engaged employee is competent for radiating a positive energy among his peers and colleagues, creates not only a positive energy and better surrounding but also better humans of tomorrow.

Faculty Engagement

“You must capture the heart of supremely able man before his brain can do its best” *Andrew Carnegie (2015)*. The engagement of a teacher not only depends on fair treatment and adequate compensation they receive, but also on the freedom they get to do what they want and do it well. And the most powerful factors are their bond with the institution and their relationship with the students which improve mutual motivation.

Arup Barman, Roy Saikat (2011)⁵ identify the proposed model to measure the faculty engagement of Higher educational institutions among the faculties of Management studies

institutions in Tripura State by using the factors such as Institutional attachment, Primary involvement, Secondary involvement, Recognition and networking, Career orientation and guidance and Credibility which are enacted from the 10 C's of Employee engagement.

Anne F. Marrelli (2011)⁶ indicates in her article that, about 40% of the employees are engaged while joining in the organization. But this proportion of engagement decreases gradually after a certain period because of poor institutional practices, absence of recognition, lack of trusted leadership and low performing management. This makes the engaged employees to concentrate only on their Job tasks and routines.

Allie Bidwell (2014)⁷ in the article titled "Most teachers are not engaged in their jobs, Gallups find" which was published in the U.S News and World Report clearly analyzed the new Gallup report, framed after the survey of around 7000 teachers in the state of America's Schools identify that 7 in 10 teachers are not engaged and also not emotionally attached to their job. The author insists that the engagement of a teacher is reflected in the students' engagement and their results too. Thus the report mentions that most of the engagement factors which influence the teachers are the weightage given to their opinion and the open and trusting environment provided by the superior. The study also finds out that the levels of engagement of newly joined teachers are more than the experienced teachers because of their enthusiasm and wellbeing emotions towards their work.

Dr. M. A. Shakila Banu & N. Fiverose (2016)⁸, describe in an article titled "A Study on Employee Engagement with reference to faculty members of Aiman College of Arts and Science for women in Trichy District", made an analysis to identify the level of engagement of faculties in the college with a sample of 35 faculties. From the Statistical analyses using SPSS and AMOS, it is revealed that the factors such as Relationship with others, Opinion to learn, Employee performance, interest to work, opportunities to Career development had positive relationship with Employee engagement in the institution. It concluded that the faculty members of Aiman College are highly engaged.

Academic Support and Personalized Learning

Faculty engagement is essential for providing academic support tailored to individual student needs. Engaged faculty members actively monitor students' progress, identify challenges, and offer personalized solutions. They create an inclusive learning environment where students feel valued and motivated. For instance, regular feedback on assignments, innovative teaching methods, and collaborative learning opportunities enhance students' understanding and interest in the subject matter. This personalized approach contributes to better academic performance and reduces the likelihood of dropouts.

Emotional Connection and Mentorship

The emotional bond between faculty and students significantly impacts student retention. When faculty members take a genuine interest in students' well-being, it fosters a sense of belonging and trust. Engaged faculty will act as mentors, providing guidance on academic and career-related decisions while addressing personal challenges. Such relationships help students navigate the complexities of higher education, building resilience and confidence. Research shows that students who feel emotionally supported by their instructors are more likely to persist and succeed in their academic journey. This mentoring relationship often extends beyond graduation, contributing to professional growth and lifelong learning.

Promoting Institutional Commitment

Faculty engagement extends beyond classroom interactions. It encompasses active participation in institutional activities, policy formulation, and curriculum development. When faculty members are deeply involved in the institution's mission and vision, it creates a culture of commitment that resonates with students. Faculty-led initiatives such as research projects, community outreach programs, and extracurricular activities enhance the overall student experience, making the institution more attractive and supportive. Institutions with highly engaged faculty often experience lower student attrition rates and higher alumni satisfaction, further solidifying their reputation.

Enhancing Student Motivation and Engagement

Engaged faculty inspire students to explore their potential and take ownership of their learning. By fostering a culture of curiosity and critical thinking, faculty members encourage students to set and achieve ambitious goals. They serve as role models, demonstrating the importance of lifelong learning and professional integrity. Faculty engagement also includes leveraging technology to create dynamic and interactive learning experiences, such as online discussions, virtual labs, and multimedia content. Such strategies keep students motivated and actively involved in their education.

Addressing Diverse Student Needs

Higher education institutions are increasingly diverse, with students from varied cultural, socio-economic, and academic backgrounds. Faculty engagement plays a crucial role in addressing these differences and promoting inclusivity. Engaged faculty members are sensitive to the unique needs of each student, ensuring equitable access to resources and opportunities. They participate in professional development programs to stay updated on inclusive teaching practices, cultural competency, and mental health awareness, creating a supportive environment for all learners.

Factors Influencing Faculty Engagement

Several factors influence faculty engagement, including:

- **Institutional Support:** Adequate resources, clear communication, and administrative backing encourage faculty to engage actively.
- **Work Environment:** A positive and collaborative work culture fosters engagement by reducing stress and promoting satisfaction.
- **Professional Growth Opportunities:** Access to training, research funding, and career advancement options motivates faculty to stay committed.
- **Recognition and Rewards:** Regular acknowledgment of faculty efforts boosts morale and inspires continued excellence.
- **Student Interaction:** Constructive feedback and meaningful relationships with students drive faculty to invest in their roles.

Strategies to Enhance Faculty Engagement

To maximize the benefits of faculty engagement, institutions must invest in strategies that promote and sustain it. Some key approaches include:

- **Professional Development:** Regular training programs on pedagogy, technology integration, and student psychology equip faculty with the skills to engage effectively.
- **Recognition and Rewards:** Acknowledging the contributions of engaged faculty through awards, promotions, and public appreciation motivates them to continue their efforts.
- **Collaborative Platforms:** Creating opportunities for faculty to collaborate, share best practices, and build supportive networks enhances their engagement.
- **Work-Life Balance:** Providing flexible schedules, mental health support, and adequate resources ensures faculty well-being, enabling them to focus on student success.
- **Feedback Mechanisms:** Encouraging open communication between students and faculty helps identify areas for improvement and fosters a culture of continuous learning.

Conclusion

Faculty engagement is a cornerstone of student success and retention in higher education institutions. By fostering academic support, emotional connections, institutional commitment, and inclusive practices, engaged faculty create an environment where students thrive. For institutions aiming to enhance their impact, investing in faculty engagement is not just beneficial—it is essential. A culture of collaboration, innovation, and mutual respect between faculty and students paves the way for academic excellence and long-term success, ensuring

that both individuals and communities reap the rewards of higher education. As the demands on higher education continue to evolve, the role of faculty engagement in shaping student outcomes will remain indispensable.

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Comparing Home Loan Interest Rates of SBI: A Comprehensive Analysis of RLLR, MCLR and EBLR Interest rates

Dr. Sajeesh T J

Assistant Professor, Dept of Commerce

S.E.S College, Sreekandapuram, Kannur, Kerala

Email-sajeeshthadathil@gmail.com

Mob: 9633672948

Abstract

This case study aims to explore the different types of home loan interest rates that are commonly observed in the market, with a specific emphasis on SBI. The three types of interest rates, REPO linked interest rate, MCLR interest rate and EBLR interest rate were discussed in this study. The study analyzes the features and comparison of each type of interest rate on the basis of transferability, stability, transparency, predictability and flexibility. Furthermore, the study also delves into the interest rate transmission mechanism and examines its speed of transmission to the final borrowers.. The speed of transmission of changes in interest rates should be beneficial to customers for that SBI offers an auto-switching facility that allows customers to choose from different interest rate options. Overall, this case study provides insights into the workings of the home loan interest rates and its pros and cons.

Keywords

REPO rate, MCLR interest rate, EBLR interest rate

Introduction

Every home loan customers greater concern is the rate of interest and EMI while the selection and continuation of home loan. Now the home loan have different home loan products and different types of interest rates like REPO linked interest rate, MCLR interest rate and EBLR interest rate. SBI offers all these types of interest rates to its home loan customers. In this study, we aim to analyze and compare the different types of interest rates offered by SBI on its home loans, and evaluate which one is most beneficial for consumers. By conducting a detailed analysis of each type of interest rate, taking into account factors such as transparency, stability, flexibility, and predictability, the study tries to provide valuable insights into the pros and cons of each option. This study can serve as a guide for

potential home loan borrowers in making an informed decision regarding the most beneficial interest rate.

Literature Review

Liu, 2023 was conducted a study on the impact of fixed interest rate of mortgage loans in the rental and owner-occupied housing finance market. The study revealed that alterations in the interest rate of loan and the down-payment ratio had least influence on ownership rate of homes. However, it did find that an duration or length of loan positively affects the ownership rate of houses.

Kathal, Jadhav, & Rajpu, 2022 conducted research on the proportional impact of the SLR rate of interest on lending capacity for home loans in commercial banks. The authors analyzed data from five commercial banks over a period of five years using correlation and ANOVA. The study discovered a significant correlation between the SLR and the lending rate of commercial banks. The authors also observed that banks did not increase their lending on home loans in the last five years due to their focus on more profitable lending rather than home loans. They found a positive relationship between SLR and home loan lending rates.

Gupta & Sinha, 2015 has investigated the factors that influence buying behaviour towards SBI and LIC in Allahabad. The results indicated that the most of the home loan consumers prefer fixed interest rate home loan scheme.. The study further found that respondents chose SBI as their preferred option due to a combination of factors, including a low rate of interest, a longer repayment period, easy accessibility, reputation, and status of the bank. Conversely, the home loan customers of LIC was influenced by prompt payment and good communication for their home loan needs.

The research gap that can be identified is the lack of a comprehensive study that considers various types interest rates like RLLR, MCLR and EBLR interest rates and its impact of home loan. While the studies mentioned above have analyzed some of these factors, no single study has examined all of them together. Therefore, there is a need for a more comprehensive study that considers all relevant factors to provide a more complete understanding of the benefits and drawbacks of MCLR, RLLR and EBLR home loan interest rates for the customers of SBI.

Objectives of the study

- ✓ To understand the concept different interest rate of home loan.

- ✓ To identify the merits and demerits of different interest rate of home loan.
- ✓ To compare the transparency, stability, flexibility, and predictability of each type of interest rate.

Research Methodology

This case study compares the MCLR, EBLR, and RLLR interest rates in the home loan market, with a specific focus on SBI. Secondary data was gathered from the official website of the SBI, annual reports, academic journals, research papers, and online sources related to the topic, and primary data was obtained through interviews with bank officials. The interest rate of home loan in SBI is taken for case study. This method enables a detailed understanding of the bank's practices and strategies in the housing finance market.

Analysis and Discussion

SBI's home loan products offer customers the flexibility to choose between different types of interest rates. The study focused to understand the various types of home loan interest, its trends, merits and demerits of various interest rates.

Types of Home Interest in SBI

One of the crucial factors that customers consider while availing a home loan is the interest rate. SBI offers different types of interest rates for its home loans, including MCLR, RLLR and EBLR rate. These interest rates are linked to different benchmarks and have their unique features and benefits.

REPO Linked Interest Rate: This is a relatively new type of interest rate that is tied to report rate. Under this system, the home loan interest rate is calculated by adding a certain percentage to the repo rate. For example, if the repo rate is 4%, and the bank adds a 2% markup, the home loan interest rate would be 6%. The advantage of this system is that the interest rate can change quickly based on changes in the repo rate. SBI implemented the repo-linked interest rate system for its home loan products in July 2019, called "SBI Repo Linked Home Loan" which is linked to the RBI's "repo rate". The interest rate for this product is revised automatically as and when there is a change in the repo rate.

Table 1: REPO Linked Lending Rate (RLLR)

	Existing	Revised
RLLR	$8.50 + \text{CRP}$	$8.75 + \text{CRP}$

Source: SBI website

CRP stands for "Credit Risk Premium" in the context of home loans offered by SBI. In simple terms, the credit risk premium is an additional charge levied by the bank to compensate for the risk associated with lending money to a particular borrower. If the borrower has a higher credit risk, the credit risk premium charged by the bank will also be higher, and the overall interest rate on the loan will be more expensive.

MCLR Interest Rate:

The MCLR rate is based on the bank's marginal cost of funds, which includes factors such as the cost of deposits, overheads, and cost of maintaining statutory reserves. The MCLR is reviewed periodically and any changes to the rate are typically announced on a quarterly basis. The advantage of this system is that it provides transparency in the interest rate calculation.

SBI implemented the MCLR system for its lending products from April 1, 2016. Under this system, the interest rate on loans is linked to the bank's internal benchmark rate, which is calculated on the basis of marginal cost of funds, the operating costs of the bank, and a tenor premium. The MCLR is reviewed on a monthly basis and any changes in the benchmark rate are reflected in the interest rate charged on loans. Therefore, SBI has been offering home loans linked to the MCLR rate since April 2016.

Before the implementation of the MCLR system in April 2016, SBI and other banks in India used the Base Rate system to determine the interest rates on their lending products. The Base Rate was a benchmark rate set by each bank based on its cost of funds and other factors, such as operating costs and profit margins. The interest rates charged to borrowers were typically a certain percentage above the Base Rate, and any changes in the Base Rate were reflected in the interest rates charged on loans. The Base Rate system was in use in India from July 2010 to March 2016, after which it was replaced by the MCLR system as per the RBI's guidelines.

Table 1.2: Tenor-wise MCLR effective from 15th April, 2023 is as under

‘Tenor’	‘Existing MCLR’ (In %)	‘Revised MCLR’ (In %)
Over night	7.95	7.95

1 Month	8.10	8.10
3 Months	8.10	8.10
6 Months	8.40	8.40
1 Year	8.50	8.50
2 Years	8.60	8.60
3 Years	8.70	8.70

Source: SBI website

EBLR Interest Rate :

EBLR stands for External Benchmark Linked Rate, that is, RBI's repo rate or the government's Treasury bill rate. This system was introduced by the RBI in 2019, the interest rate on the home loan is reset periodically based on the movement of the external benchmark. SBI's EBLR linked home loan interest rate is reset every three months. The interest rate is determined by adding a spread, which is a fixed percentage over and above the external benchmark rate. The spread depends on factors such as the borrower's creditworthiness and the loan amount.

The main difference between REPO linked interest rate and EBLR linked interest rate of SBI is the benchmark to which they are linked. REPO linked interest rate is linked to the RBI's repo rate.. On the other hand, EBLR linked interest rate is linked to an external benchmark such as the RBI's repo rate or the government's treasury bill rate. Another difference is the way in which the interest rates are reset. For REPO linked interest rate, the interest rate is reset at specified intervals, usually every three months, based on changes in the repo rate. In contrast, for EBLR linked interest rate, the interest rate is reset at regular intervals, but the timing and frequency of the reset may differ depending on the external benchmark to which it is linked.

Table 3: External Benchmark Linked Rate (EBLR)

	‘Existing Rate’	‘Revised Rate’
EBLR	‘8.90%+CRP+BSP’	‘9.15%+CRP+BSP’

Source: SBI

The credit risk premium is typically added to the base interest rate of the home loan, and the resulting interest rate is the actual rate charged to the borrower. The

CRP varies depending on various factors, such as the creditworthiness of the borrower, the loan amount, and the tenure of the loan.

BSP in the context of home loan offered by SBI (State Bank of India) stands for "Basic Selling Price." BSP typically includes the cost of the property as well as any additional charges such as external development charges, preferred location charges, and club membership fees, among others.

Pros and Cons of each MCLR, RLLR, EBLR and Fixed interest rate of Home loan in SBI

Table 4 : Pros and cons of various types of interest of home loan in SBI

	Advantages	Disadvantages
REPO linked interest rate:	Provides transparency and flexibility to borrowers, as it is automatically adjusted with repo rate.	The interest rate can be subject to fluctuations on the basis of repo rate.
	This rate is typically lower compared to other types of interest rates.	The bank may apply a margin or spread above the repo rate, which can increase the overall interest rate.
MCLR	MCLR is typically lower compared to fixed interest rate loans.	MCLR may not reflect changes in the overall economy or market conditions.
	MCLR is not subject to fluctuations based on changes in external benchmarks.	The bank may apply a spread or margin above the MCLR rate, which can increase the overall interest rate.
EBLR	Provides transparency and accountability to borrowers, as it is linked to an external benchmark that is determined independently of the bank.	The interest rate can be subject to fluctuations based on changes in the external benchmark.
	Allows for greater flexibility, as the interest rate can be reset more	The bank may apply a spread or margin above the external

	frequently than fixed interest rate loans.	benchmark, which can increase the overall interest rate.
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Cost effectiveness of MCLR, RLLR and EBLR interest rate of Home loan in SBI

Borrowers who value stability and certainty may prefer a fixed interest rate, while those who are comfortable with market fluctuations may prefer a variable rate loan. EMI, amount of interest, repayment capacity, annual income etc. should consider before making a decision on which type of home loan interest rate to choose.

Calculation of cost benefit of MCLR, RLLR and EBLR rate of home loan in SBI for Rs 2500000

Cost benefit of various interest rates on EMI

The choice of MCLR, EBLR, or RLLR interest rates can have a significant impact on the EMI of a home loan in SBI. EMI, interest rate, and tenure are closely related when it comes to a home loan. EMI is the fixed amount that the borrower pays every month to the lender towards the repayment of the loan. The EMI is calculated using a formula that takes into account the principal loan amount (P), interest rate (R), and tenure of the loan (N).

$$EMI = P \times R \times (1+R)^N / (1+R)^{(N-1)}$$

Table 5: Cost benefit of various interest rates on EMI

Interest Rate	MCLR= 8.70%			RLLR= 8.50%+CRP			EBLR= 8.90%+CRP+BSP		
Tenure in Years	10	20	30	10	20	30	10	20	30
EMI	31264	22013	19578	30996	21696	19223	31534	22333	19936
Comparison of EMI under RLLR & EBLR with EMI under MCLR	0	0	0	-268	-317	-355	270	320	358
Comparison of EMI under MCLR & EBLR with EMI under RLLR	268	317	355	0	0	0	538	637	713
Comparison of EMI under MCLR & RLLR with EMI under EBLR	-270	-320	-358	-538	-637	-713	0	0	0

Source: SBI website

As of 15th February 2023, the REPO-linked interest rate is the lowest rate. If the borrower chooses the RLLR rate, they will have the lowest EMI of Rs. 19,223 for a 30-year tenure, Rs. 21,696 for a 20-year tenure, and Rs. 30,996 for a 10-year tenure. This represents a reduction in EMI of Rs. 355 for a 30-year period, Rs. 317 for a 20-year period, and Rs. 268 for a 10-year period compared to the MCLR interest rate. By adopting RLLR rates, borrowers can benefit from an EMI advantage of Rs. 358 for 30-year tenure, Rs. 320 for 20-year tenure, and Rs. 270 for a 10-year tenure compared to the EBLR interest rate. If there is a reduction in the repo rate, borrowers can immediately benefit from lower interest rates, resulting in lower EMIs.

Interest Rate	MCLR= 8.70%			RLLR= 8.50%+CRP			EBLR= 8.90%+CRP+BSP		
Tenure in Years	10	20	30	10	20	30	10	20	30
Total interest has to be paid	1251737	2783138	4548188	1219571	2706939	4420221	1284056	2859828	4676940
Total payments made over the loan term	3751737	5283138	7048188	3719571	5206939	6920221	3784056	5359828	71176940
Comparison of total payment under RLLR & EBLR with total payment under MCLR	0	0	0	-32166	-76199	-127967	32319	76690	128752
Comparison of total payment under MCLR & EBLR with total payment under RLLR	32166	76199	127967	0	0	0	64485	152889	256719
Comparison of total payment under MCLR & RLLR with total payment under EBLR	-32319	-76690	-128752	-64485	-152889	-256719	0	0	0

The table above demonstrates that opting for a longer tenure of 30 years or 360 months will result in a lower EMI of Rs. 19,936 in EBLR, Rs. 19,578 in MCLR, and Rs. 19,223 in RLLR. This is due to the loan amount being spread over a longer period, which reduces the monthly payment amount. Conversely, if the borrower selects a shorter tenure of 20 years or 240 months, the EMI will increase to Rs. 22,333 in EBLR, Rs. 22,013 in MCLR, and Rs. 21,696 in RLLR. Similarly, if the borrower opts for a tenure of 10 years or 120

months, the EMI will be Rs. 31,534 in EBLR, Rs. 31,264 in MCLR, and Rs. 30,996 in RLLR. This is because the loan amount is spread over a shorter period, resulting in an increased monthly payment amount.

Cost benefit of various interest rates on Interest and total amount of repayment of loan

The tenure of a home loan plays a crucial role in determining the monthly payment amount and the total interest paid over the life of the loan. Borrowers should consider both factors carefully before choosing a tenure and interest rate option for their home loan.

The tenure of a home loan and the amount of repayment are directly related. If a borrower chooses a 30-year tenure, the total interest paid on the loan will be Rs. 4,548,188. This is an increase of Rs. 1,765,050 compared to the total interest paid on a 20-year tenure, and an increase of Rs. 3,296,451 compared to a 10-year tenure. If the borrower opts for RLLR rates for the entire tenure, the total interest paid will be even higher. For instance, for a 20-year tenure, the interest paid is Rs. 2,706,939, while for a 30-year tenure, the interest paid increases to Rs. 4,420,221. Similarly, for a 10-year tenure, the interest paid is Rs. 1,219,571, but it increases to Rs. 4,420,221 for a 30-year tenure. When the tenure of the loan is longer, the amount of repayment decreases, and the EMI (Equated Monthly Installment) also decreases.

For instance, if the borrower chooses the EBLR rate for a 30-year tenure, they will have to pay Rs. 4,676,940 in total interest. On the other hand, if they choose a 20-year tenure, the total interest paid will be Rs. 2,859,828, which is Rs. 1,817,112 less than the total interest paid for a 30-year tenure. Similarly, for a 10-year tenure, the total interest paid is Rs. 1,284,056, which is much less compared to a 20-year or 30-year tenure.

Benefit of various interest rate of home loan in SBI based on Reset and transmission period.

The reset period and transmission period of interest rates for home loans in SBI vary for different types of lending rates.

Table 7: Interest rate of home loan in SBI based on Reset and transmission period.

	MCLR	RLLR	EBLR
Reset period	6 or 12 months	3 months	3 months
Transmission period	One or two times	Four times	Four times

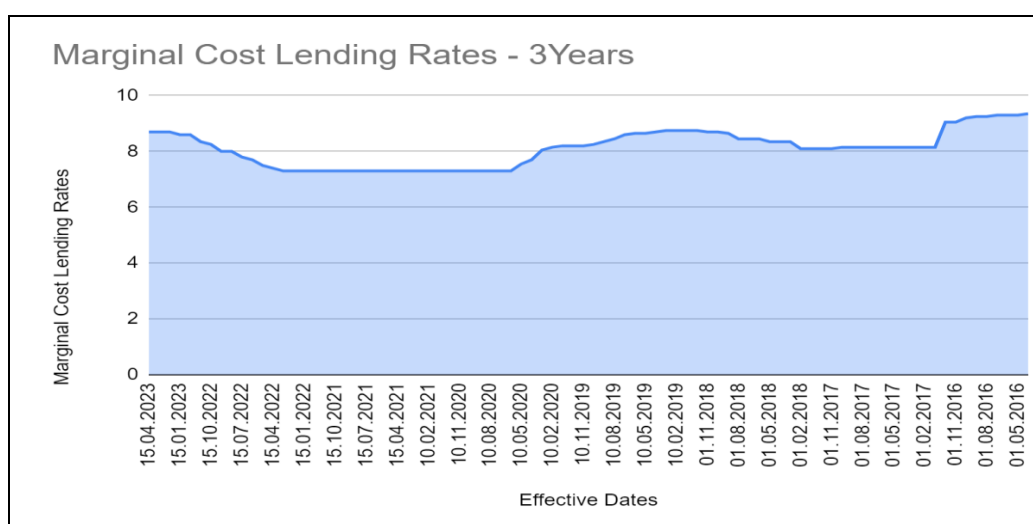
Source: SBI website

The home loan interest rate linked to MCLR is reset annually, while the interest rate linked to RLLR and EBLR is reset quarterly (every three months). The transmission of changes in the MCLR rate to the home loan interest rate is not immediate, but takes place gradually over the year as the interest rate reset date approaches. On the other hand, changes in the EBLR and RLLR rate are immediately reflected in the borrower's home loan interest rate from the next reset date.

Historical Trends of Each type of Interest

Trends in Marginal Cost Lending Rates of home loan in SBI

The MCLR can change due to changes in factors like RBI's REPO, liquidity conditions in the market, and global economic conditions. MCLR can change due to various economic and market factors.

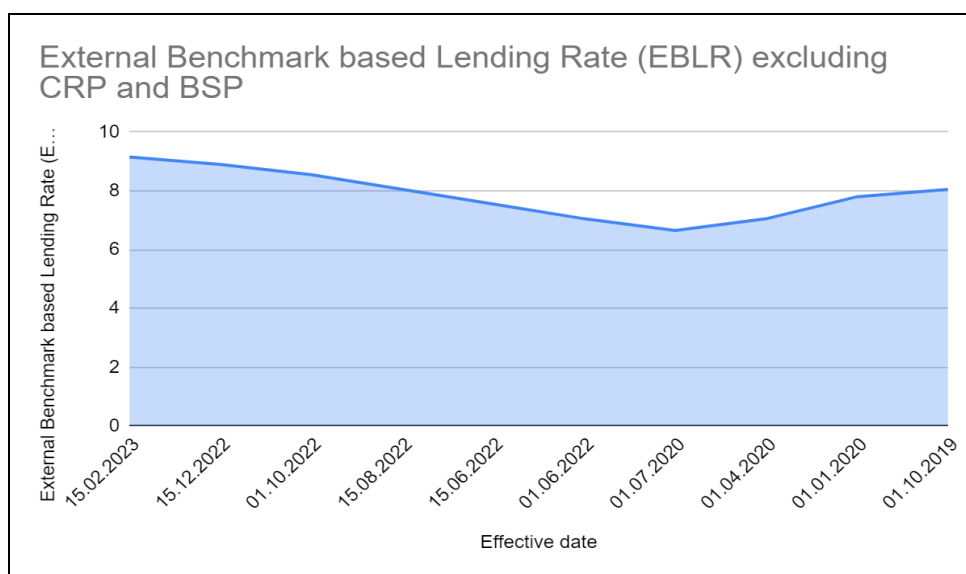


Looking at the trend, there has been a general downward trend in the MCLR for all tenors. For instance, in May 2016, the MCLR for the 1-year tenor was 9.3%, which decreased to 8.15% in January 2017, and further decreased to 8.10% in November 2017. It started to increase to 8.35% in January 2018, then declined again to 8.19% in November

2019. In June 2020, the interest rate was 7.3%, remaining the same until March 2022, when it started to show an increasing trend and continued to reach its current rate of 8.70% in March 2023

4.2 Trends in External Bench Mark based lending rate of home loan in SBI

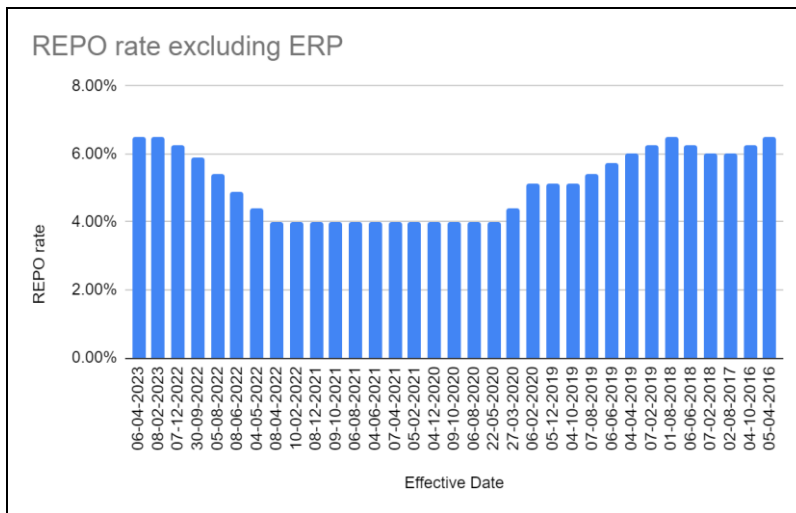
The trend for interest rates in SBI for home loans has been decreasing over the years, with some fluctuations in between. However, in recent months, interest rates have experienced a slight increase, influenced by various factors.



In the past few years, there has been a general trend of decreasing interest rates for home loans in SBI, although there have been some fluctuations along the way. In October 2019, the interest rate for home loans was 8.05%, which dropped to 7.8% in January 2020. This decreasing trend continued, and it reached the lowest interest rate of 6.65% in July 2020. The rate increased to 7.05% in June 2022 and has been showing an increasing trend, reaching the current rate of 9.15% in March 2023.

Trends in Repo Linked interest Rates of home loan in SBI

The introduction of the RLLR interest rate by SBI has resulted in a downward trend in the interest rates of home loans. The RLLR interest rate is directly linked to the repo rate, which means that if there is a reduction in the repo rate, the borrower can benefit from lower interest rates immediately, resulting in lower EMIs. Our analysis shows that the RLLR interest rate is currently the lowest interest rate offered by SBI for home loans.



SBI introduced the RLLR (Repo Linked Lending Rate) in July 2019, becoming the first bank in India to link its lending rates on home loans to the repo rate. The REPO rate in July 2019 was 5.75%, which remained unchanged until October of the same year. In October 2019, the rate was decreased by 25 basis points to 5.5%. In subsequent months, the RBI continued to decrease the rate, with another 25 basis point cut in December 2019, bringing the rate to 5.15%. The rate was again cut by 25 basis points to 4.9% in January 2020. In May 2020, the rate declined to 4%, and it remained steady until April 2022. Afterward, it started to increase, reaching 4.40% in May 2022, 4.90% in June, 5.4% in August, 5.9% in October, and 6.25% in December 2022. It reached the present rate of 6.50% in March 2023.

Benefit of interest rates on the basis of Transparency, Stability, Flexibility, and Predictability of Interest Rates

While borrowing home loan essential to understand the different types of interest rates and their associated features, including transparency, stability, flexibility, and predictability.

Table 8: Benefit of interest rates on the basis of Transparency, Stability, Flexibility, and Predictability of Interest Rates

	MCLR	REPO	EBLR
Transparency	SBI's MCLR interest rate is transparent and easy to understand as it is based on the bank's own cost of funds.	It is transparent and easily understandable as it is linked to the RBI's repo rate,	SBI's EBLR interest rate is transparent and easy to understand as it is based on external benchmarks
Stability	The MCLR interest rate	The REPO-linked interest	The EBLR may not be as

	may not be stable as it can change every month	rate can change every quarter based on the RBI's repo rate.	stable as a fixed interest rate, as it can change every quarter
Flexibility	MCLR provides flexibility with periodic revisions based on the bank's internal factors.	RLLR provides the highest level of flexibility.	EBLR offers moderate flexibility with revisions tied to an external benchmark
Predictability	The MCLR interest rate may not be as predictable as a fixed interest rate, as it can change every month based on the bank's cost of funds	The REPO-linked interest rate provides greater predictability compared to other variable interest rates, as it is linked to the RBI's monetary policy	The EBLR interest rate provides greater predictability compared to other variable interest rates, as it is linked to external benchmarks

Findings and conclusions

SBI is considered the largest commercial bank in India that offers home loans to the public. The bank offers home loans with REPO-linked, MCLR and EBLR. When comparing these interest rates, the primary factor to consider is the interest rate, in general, the borrower benefits more from reduced interest rates. The study found that the REPO-linked interest rate is very low, resulting in lower costs. The REPO-linked interest rate helps the borrower minimize the amount of EMI, interest, and loan repayment.

Based on the reset and transmission period, the RLLR and EBLR interest rates are faster compared to MCLR home loans. Regarding transparency and stability, EBLR and RLLR linked interest rates are more transparent and stable. EBLR and RLLR linked loan interest rates are also more predictable than MCLR home loans. Therefore, the RLLR-based home loan offered by SBI may be a better choice than the MCLR or EBLR-based home loans, based on cost-effectiveness, flexibility, transparency, reset, and transmission period.

It is noteworthy that SBI has introduced an auto-switching facility for its existing MCLR-linked home loan customers, allowing them to switch to the EBLR or RLLR linked rate without the hassle of manual conversion. This facility enables customers to take advantage of the immediate transmission of interest rate changes under the EBLR or RLLR regime.

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DIGITAL ERA: THE IMPACT OF PRIVACY CONCERNS ON CONSUMER BEHAVIOUR

SURANJNA FRANCES M

Research Scholar

Department Of Commerce

Holy Cross College (Autonomous); Trichy – 2

suranjnafrances@gmail.com, 9443531273

Ms. NESTER DAFFODIL I.K

Research Scholar

Department Of Commerce

Holy Cross College (Autonomous); Trichy – 2

nesterdaffodil@gmail.com, 7502278100

Abstract

With the fast-forward development in technologies, there has been a drastic shift among the large number of people adopting to digital practices to interact with the products and services. This shows the shift of consumer mindset from traditional practices to digital environment. There are several positive factors such as personalization, convenience, speedy delivery that influences consumer behaviour but at the same time there lies certain risks such as misuse of data and data breaches that negatively affects consumer trust. This study aims to study the impact of privacy concerns on the consumer behaviour. It explores to understand the gap in several privacy risks affecting consumer purchasing decisions. The study uses a quantitative approach and the data is collected through a well-structured questionnaire. The data is further analysed using MS Excel and SPSS software. The findings indicate that privacy risks negatively impact consumer trust and behaviour. In the light of the findings, the study advises online retailers to follow open clear privacy policies in order to manage privacy risks and build consumer trust. This will enhance consumers to have a positive online shopping experience.

Keywords: Data, Privacy, Consumer Behaviour, Consumer Trust.

INTRODUCTION

The dramatic rise of technology has shifted the relationship of consumers with the businesses from traditional forms to digital methods. The collection and use of consumer data has become a norm classically because the digital world has progressed substantially. These devices require data for users to tailor their services, user experience and innovation further. The increased reliance on data, however, increases the risk of privacy and security breaches which can negatively impact the trust, loyalty and decision-making of the consumer. Web of trust and loyalty of the consumer can be targeted very easily. Consumers are more concerned now than ever with how their data is stored and used because of highly publicized data breaches, changing privacy laws, and more education on digital rights. Lack of understanding

and regulation has threatened the ethical standards in which sensitive data should be treated. These fears are changing the make-up of consumer purchasing behavior and forcing organizations to evaluate how data is used against ethical standards. As the name suggests, this is a digital age and deciphers the multi-faceted relationship between the privacy considerations and consumer purchasing behavior. It analyzes how privacy impacts buying choices, brand loyalty and engagement but also sheds light on the businesses that seek to maintain the competitive edge and consumer trust. This kind of research is what allows us to propose realistic recommendations to businesses braving the tumultuous balance of privacy concern versus consumer expectation in a world that is undeniably growing and evolving at a fast pace.

REVIEW OF LITERATURE

Yanbin Ni (2024) This paper discusses how the rise of online shopping and mobile apps has changed how consumers think and shop, making their choices more automatic but also raising concerns about privacy and trust. It aims to understand these changes in consumer behaviour and provide strategies for retailers to improve customer experiences and address privacy issues.

Teguh Lesmana (2024) The paper explores how millennials, who grew up with digital technology, prefer online shopping and are influenced by social media, valuing experiences over ownership and being mindful of social and environmental issues. It suggests that companies should focus on personalized marketing, transparency, and data security to better connect with this generation's shopping habits.

Suherlan, Moses Odhiambo Okombo (2023) The paper articulates the transformative impact of technological innovation on marketing strategies and consumer behavior, emphasizing the interplay between advancements in information and communication technology and their implications for business practices. The study employs a qualitative literature review methodology, spanning from 2001 to 2023, to systematically identify, analyze, and synthesize relevant scholarly works, thereby elucidating the critical role of technology in reshaping the marketing landscape. The findings underscore that in the rapidly evolving digital environment, these technological shifts significantly influence how companies engage with consumers, generate value, and sustain competitive advantage.

OBJECTIVES

1. To study the demographic profile of the respondents towards privacy in digital era

2. To understand the role of privacy concerns in the consumer-decision making
3. To analyse the impact of privacy concerns by the consumers towards online platforms

METHODOLOGY

The study was conducted by issuing a well-structured questionnaire. The sample size is 55 respondents and simple random sampling method are followed. The data collected from the respondents were analysed using MS Excel and SPSS software to interpret the results.

TABLE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS TOWARDS PRIVACY

GENDER	MALE	FEMALE		
	7 (12.7%)	48 (87.3%)		
AGE	18-25	26-33	34-41	ABOVE 42
	38 (69.1%)	6 (10.9%)	5 (9.1%)	6 (10.9%)
EDUCATION LEVEL	UNDERGRADUATE	POSTGRADUATE	PROFESSIONAL	
	21 (38.2%)	30 (54.2%)	4 (7.3%)	
EMPLOYMENT STATUS	STUDENT	EMPLOYED	SELF-EMPLOYED	UNEMPLOYED
	28 (50.9%)	15 (27.3%)	5 (9.1%)	7 (12.7%)
AWARENESS ABOUT THE PRIVACY POLICIES	YES	NO		
	39 (70.9%)	16 (29.1%)		
FREQUENCY OF READING PRIVACY POLICIES BEFORE AGREEING	ALWAYS	SOMETIMES	RARELY	NEVER
	7 (12.7%)	21 (38.2%)	22 (40%)	5 (9.1%)

Source: Primary Data

The above table indicates that the majority of the respondents 87.3% are female belong to the age group of 18-25 (69.1%), associated as Postgraduates (54.2%) and 50.9% are students. 70.9% of the respondents stated that they are aware about the privacy policies but only 12.7% of the respondents only always reads the privacy policies before agreeing

TABLE 2**CROSS TABULATION BETWEEN FREQUENCY OF ONLINE PURCHASES AND CONCERN ABOUT RISK IN ONLINE PURCHASES**

		Concern about risks in online purchases				Total
		Very Concerned	Somewhat Concerned	Neutral	Not Concerned	
FREQUENCY	RARELY (once a few months)	9	10	9	2	30
	Occasionally (1-3 times/months)	7	6	5	1	19
	Frequently (1-2 times/week)	0	3	0	0	3
	Very Frequently (3+times/week)	0	3	0	0	3
Total		16	22	14	3	55

From the above table it is inferred that majority of the respondents are moderately concerned about the risks in online purchases and therefore they do online shopping rarely.

TABLE 3**THE TRUST LEVEL ON THE PLATFORM IN REGARDS WITH OUR DATA**

PLATFORMS	MEAN	RANK
Large Ecommerce Platforms	3.18	I
Small Independent Stores	3.09	II
Social Media Marketplaces	2.53	IV
Subscription – Based Platforms	2.73	III

The above table denotes that the large ecommerce platforms are highly trusted with the data and the social media marketplaces has the least amount of trust in concern towards data.

TABLE 4 CHI SQUARE TEST**LARGE E-COMMERCE PLATFORMS AND WILLINGNESS TOWARDS EXTRA PAYMENT FOR HIGHER PRIVACY**

H0: There is no association between trust level on e-commerce platforms and willingness to make extra payment for higher privacy

H1: There is association between trust level on e-commerce platforms and willingness to make extra payment for higher privacy

		MonteCarlo Sig. (2-sided)				Monte Carlo Sig. (1-sided)		
				99% Confidence Interval	99% Confidence Interval			
	Value	df	Sig.	Lower Bound	Upper Bound	Sig.	Lower Bound	Upper Bound

Pearson Chi-Square	2.400 ^a	4	.698 ^b	.686	.709			
Likelihood Ratio	2.399	4	.707 ^b	.695	.719			
Fisher's Exact Test	2.447		.691 ^b	.679	.703			
Linear-by-Linear Association	.021 ^c	1	.915 ^b	.908	.922	.494 ^b	.481	.507
N of Valid Cases	55							

From the above table, it is inferred that the Significance Value is 0.698 which is greater than the significance level 0.05, therefore the null hypothesis is failed to be rejected. Hence, the trust in e-commerce platforms does not significantly influence willingness to pay extra for higher privacy.

TABLE 5 CROSS TABULATION BETWEEN PRIVACY CONCERNS AND REFRAINING FROM PURCHASING

		REFRAINED FROM PURCHASING		TOTAL
		YES	NO	
PRIVACY CONCERNS	Data Breach	6	2	8
	Identity theft	5	1	6
	Misuse of personal information	16	8	24
	Unauthorized sharing of data	4	4	8
	Targeting and targeted ads	7	2	9
Total		38	17	55

The above table reveals that majority of the respondents are highly concerned about the risk of misusing their personal information and they refrain from making online purchasing.

FINDINGS

The study has showcased the major findings to be: Consumers are highly concerned about the privacy while using online platforms. They are aware about the privacy policies but still there exists a concern about lack of reading practices before agreeing to the terms and conditions. Large E-Commerce Platforms are highly trusted with the data. The Chi square tests states that among the consumers privacy willingness are consistent across platforms and they are not willing to pay extra for higher privacy. The customers are deeply concerned with various sort of privacy risks specially misuse of personal information that results to making rare online purchases and also refraining from it.

SUGGESTIONS

To address privacy concerns and positively influence consumer behaviour, businesses need to enforce transparent data policies and have to follow it. They need to commit towards data protection and have to make consumers know about it clearly. Brands should provide privacy-first products, simplify consent mechanisms, and offer anonymous engagement options, in order to build trust and enhance the user experience. Guaranteeing a secure payment mechanism is also vital alleviate consumer fears regarding payments and transactions. Government needs to enforce strict laws and oversee data protection in order to make consumers feel secure and reliable

LIMITATIONS TO THE STUDY

Due to time constraints, the researcher has selected only 65 respondents restricted to Tiruchirappalli District.

CONCLUSION

This study has illuminated the arising privacy risks and the concern in consumer minds. The study and the findings have displayed the consumer behaviour in relation to the privacy concerns impacting their purchasing attitude. Therefore, the Government and the Business should understand the urge and need of data protection, clear privacy policies and have to come up with appropriate laws and policies. The implementation of the action plan should follow up with the awareness among the customers.

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BUILDING RESILIENCE TO OVERCOME PLACEMENT ANXIETY IN STUDENTS

Dr.B.Rohini

Assistant Professor, M.Com IB
Nallamuthu Gounder Mahalingam College,
Pollachi.
rohinimib@gmail.com

ABSTRACT

Placement anxiety is a common emotional challenge faced by students as they transition from academic settings to professional environments during internships, work placements, or job searches. This anxiety, driven by factors such as self-doubt, perfectionism, social anxiety, fear of failure, and lack of preparation, can significantly hinder students' performance and overall well-being. By recognizing these psychological triggers and fostering resilience through emotional regulation, problem-solving skills, social support, and a growth mindset, students can better manage anxiety and perform confidently during placements. This paper emphasizes the role of educators and support services in building resilience and offers practical strategies to support students in overcoming placement anxiety. Proactive interventions, such as mindfulness practices, cognitive-behavioral techniques, and mentoring, are essential in ensuring positive and successful placement experiences. Ultimately, developing resilience not only mitigates the negative effects of placement anxiety but also equips students with the tools needed for long-term academic and professional success.

Keywords: *Placement anxiety, resilience, self-doubt, social anxiety, fear of failure, growth mindset, educators, support services, cognitive-behavioral techniques, mindfulness, emotional regulation.*

INTRODUCTION

"Anxiety is the handmaiden of creativity." – T.S. Eliot

The transition from the structured world of academia to the dynamic, unpredictable environments of professional placements can be a challenging journey for many students. For some, this experience is marked by an overwhelming sense of anxiety, ranging from mild nervousness to full-blown panic. Placement anxiety, fueled by factors such as fear of failure, self-doubt, social anxiety, and lack of preparation, can impede a student's ability to engage meaningfully with their placement experience. While the anxiety may be a natural part of this

transition, understanding its underlying causes and proactively fostering resilience can significantly reduce its impact. Resilience, the ability to bounce back from challenges, plays a key role in helping students navigate the pressures of placements. Educators and support services can play a pivotal role in fostering resilience, empowering students to overcome anxiety, perform confidently, and view challenges as opportunities for growth.

UNDERSTANDING PLACEMENT ANXIETY

Placement anxiety is a common emotional response experienced by students as they transition into professional environments during internships, work placements, or even job searches. This anxiety can range from mild nervousness about the unknown to severe, overwhelming feelings of panic, and it often stems from a variety of psychological factors. Understanding these causes is vital in addressing the anxiety and mitigating its effects, allowing individuals to perform confidently and effectively during placements.

SELF-DOUBT AND PERFECTIONISM

One of the primary drivers of placement anxiety is self-doubt. Many students, particularly those who have high standards for themselves, can fall victim to perfectionism. This mindset leads them to set unrealistically high expectations about their performance in a placement. The fear of not meeting these standards, or the perception that they are not good enough, can cause significant stress. These students may worry about making mistakes or feeling incompetent, which exacerbates feelings of anxiety. Additionally, perfectionism can hinder their ability to relax and focus on the learning experience, as the fear of imperfection may overshadow the opportunity for growth.

SOCIAL ANXIETY

Social anxiety is another prevalent issue, particularly for those entering unfamiliar environments. Students may feel overwhelmed by the need to interact with new people, such as supervisors, colleagues, or peers. In these new settings, where expectations and dynamics are often unclear, students may worry about how they are being perceived. The pressure to make a good impression can heighten these anxieties, especially for individuals who struggle with social interactions. The unfamiliarity of workplace culture or office etiquette can also contribute to discomfort and fear of judgment, leading to heightened stress and self-consciousness.

FEAR OF FAILURE

The fear of failure is a significant source of anxiety for many students entering placements. The transition from a structured academic environment to a professional setting often brings with it the pressure to perform at a high level. Many students may worry about

not being able to meet the expectations of their employer or mentor, leading them to fear the consequences of failure. This anxiety can be compounded by the perceived high stakes of securing a placement or impressing potential employers, especially for those aiming for competitive fields. The fear of failure can paralyze students, preventing them from taking initiative or fully engaging with the experience.

LACK OF PREPARATION

Another factor that contributes to placement anxiety is the feeling of inadequate preparation. Students often worry about their ability to apply the knowledge they have gained in their academic studies to real-world situations. This fear of the unknown can stem from not feeling fully equipped with the skills or knowledge necessary to succeed in the placement. Whether it's a lack of technical expertise or doubts about their ability to communicate effectively in a professional setting, these feelings of insecurity can lead to heightened anxiety. The more unprepared students feel, the more likely they are to struggle with imposter syndrome, feeling as though they don't belong or aren't capable of succeeding.

MANAGING PLACEMENT ANXIETY

Recognizing these psychological factors is essential for effectively managing placement anxiety. First, students can work on adjusting their mindset, focusing on the learning experience rather than perfection. Cultivating a growth mindset, where mistakes are seen as opportunities for development, can help reduce the fear of failure. Additionally, practicing self-compassion and acknowledging that it's okay to not have all the answers can alleviate the pressure of perfectionism. Building confidence through preparation is another essential strategy. By taking proactive steps to learn more about the placement, the company, and the expected duties, students can reduce feelings of insecurity and become more comfortable with the new environment. Finally, seeking support from mentors, counselors, or peers who have experience in placements can provide valuable advice and emotional reassurance.

IMPACT OF PLACEMENT ANXIETY

EMOTIONAL SYMPTOMS

One of the most immediate effects of placement anxiety is its impact on emotional well-being. Students who are overwhelmed by anxiety often experience feelings of inadequacy, self-doubt, and isolation. The pressure to perform well in a new environment can make students feel as though they are constantly falling short of expectations, which can erode self-esteem. These emotions can quickly lead to a sense of hopelessness, particularly

when students perceive themselves as unable to meet the demands of the placement. Over time, these negative emotions may escalate, contributing to more serious mental health concerns like depression or chronic stress.

The emotional strain of placement anxiety may also result in students withdrawing from social interactions or avoiding situations where they could seek help, further exacerbating feelings of isolation. This emotional isolation can hinder the development of valuable relationships with mentors or peers and, in turn, limit opportunities for growth during the placement.

COGNITIVE SYMPTOMS

Anxiety doesn't just affect emotions; it also takes a toll on cognitive functions such as concentration, decision-making, and problem-solving. When students are consumed by anxiety, their ability to focus on tasks or engage with their work becomes significantly impaired. Worrying about making mistakes or not measuring up can cloud their thinking, making it harder for them to concentrate on the task at hand. Decision-making can also become more difficult, as students may second-guess themselves or fear taking risks that could potentially lead to failure.

This cognitive impairment can hinder learning, as students may miss out on key insights or struggle to grasp new concepts because they are too preoccupied with managing their anxiety. The inability to think clearly and effectively process information can stall personal and professional growth during placements, preventing students from gaining the full benefit of the experience.

PHYSICAL SYMPTOMS

The physical toll of chronic anxiety can be equally significant. Anxiety is closely linked to the body's stress response, which can manifest in a variety of physical symptoms, including sleep disturbances, fatigue, headaches, and gastrointestinal issues. Students may find it difficult to sleep due to racing thoughts or a heightened state of alertness, leading to poor rest and subsequent fatigue during the day. This lack of rest can affect cognitive performance, making it even harder to concentrate and stay engaged during the placement.

Over time, chronic anxiety and physical exhaustion can lead to burnout, which can further compromise a student's ability to succeed in their placement and may have lasting

effects on their mental and physical health. Other health concerns such as weight changes, muscle tension, or an increase in illnesses may also result from prolonged anxiety, compounding the challenges faced by the student.

ADDRESSING PLACEMENT ANXIETY:

Recognizing and addressing placement anxiety early is critical in preventing these negative impacts. Effective intervention strategies—such as seeking support from mentors, counselors, or peers—can help students develop coping mechanisms to manage their anxiety. Cultivating healthy stress management techniques, such as mindfulness, deep breathing exercises, and time management skills, can also reduce the severity of anxiety symptoms. By proactively managing placement anxiety, students are more likely to have a positive, fulfilling placement experience and set the stage for future success, both academically and in their careers

IMPORTANCE OF RESILIENCE IN MITIGATING PLACEMENT ANXIETY

Resilience is a vital quality that enables students to adapt to challenges and recover from setbacks, which is especially crucial when dealing with placement anxiety. By fostering resilience, students can build the emotional and psychological strength to navigate the stressors of placements, bounce back from difficulties, and continue to progress in their academic and professional careers.

KEY COMPONENTS OF RESILIENCE THAT HELP TO MITIGATE PLACEMENT ANXIETY:

EMOTIONAL REGULATION

- ✓ Resilient students are skilled at managing their emotions, especially in stressful situations.
- ✓ The ability to remain calm and composed under pressure allows students to think clearly, make effective decisions, and perform at their best during placements.
- ✓ Emotional regulation helps students avoid being overwhelmed by anxiety, enabling them to focus on tasks and stay productive.

PROBLEM-SOLVING SKILLS

- ✓ Resilient individuals approach challenges with a solution-oriented mindset.

- ✓ Instead of becoming paralyzed by fear or frustration, they break down problems into manageable steps and actively seek solutions.
- ✓ This proactive approach helps students overcome obstacles during placements and builds confidence in their abilities to handle future challenges.

SOCIAL SUPPORT

- ✓ Building a strong support network is crucial for resilience. Students who have trusted mentors, friends, or colleagues to turn to for guidance and reassurance are better equipped to manage anxiety and stress.
- ✓ A strong support system provides emotional encouragement, practical advice, and helps students stay motivated when facing setbacks.
- ✓ Positive social connections create a sense of belonging, reducing feelings of isolation and anxiety during the placement.

GROWTH MINDSET

- ✓ A growth mindset is the belief that skills and abilities can be developed through effort, learning, and perseverance.
- ✓ Resilient students embrace challenges as opportunities for growth rather than fearing failure. They focus on the process and what they can learn from their experiences.
- ✓ By emphasizing learning over perfection, students can navigate the ups and downs of a placement with less anxiety, viewing mistakes as part of the learning process rather than as signs of failure.

SELF-EFFICACY

- ✓ Resilience is closely tied to a sense of self-efficacy—the belief in one's ability to accomplish tasks and overcome obstacles.
- ✓ Students who trust in their capacity to succeed, even when faced with difficulties, are more likely to take initiative and engage fully in their placement experience.
- ✓ A strong sense of self-efficacy helps reduce fear of failure, empowering students to tackle new challenges with confidence.

ADAPTABILITY

- ✓ Resilient students are flexible and open to change. They are willing to adjust their approach when faced with new or unexpected situations during a placement.
- ✓ Adaptability allows students to maintain their composure when things don't go as planned and find alternative ways to achieve their goals.
- ✓ This flexibility ensures that students don't become stuck in negative thought patterns or overwhelmed by setbacks.

STRESS MANAGEMENT TECHNIQUES

- ✓ Resilient students are often well-equipped with healthy coping mechanisms to manage stress, such as mindfulness, relaxation exercises, time management, or physical activities.
- ✓ Effective stress management helps students prevent burnout and remain energized and focused throughout their placement experience.
- ✓ Learning to balance work, rest, and self-care ensures that students can maintain their well-being while performing at their best.

BUILDING CONFIDENCE THROUGH SMALL WINS

- ✓ Resilience is reinforced by recognizing and celebrating small successes along the way. Each achievement—whether it's completing a task, receiving positive feedback, or overcoming a challenge—builds confidence.
- ✓ By acknowledging their progress, students feel more capable and motivated to continue pushing through challenges, reducing the impact of anxiety on their performance.

SUSTAINABLE STRATEGIES FOR FOSTERING RESILIENCE

To support students in overcoming placement anxiety, universities and educators must implement sustainable strategies that promote resilience. These strategies should be integrated into the academic environment and tailored to meet the needs of students at different stages of their academic and professional development.

MINDFULNESS PRACTICES

Mindfulness is a powerful tool for reducing anxiety and fostering resilience. By encouraging students to engage in mindfulness practices such as meditation, deep breathing exercises, and body awareness techniques, universities can help students develop the ability to remain present and calm in stressful situations. Mindfulness also encourages self-compassion, which can help students overcome negative self-talk and perfectionism.

COGNITIVE-BEHAVIORAL TECHNIQUES (CBT)

Cognitive-behavioral therapy (CBT) has been shown to be effective in treating anxiety by helping individuals identify and challenge negative thought patterns. Universities can provide students with access to CBT-based workshops or online resources that teach them how to reframe negative thoughts about placements. Techniques such as cognitive

restructuring and exposure therapy can help students gradually confront and overcome their fears.

EMOTIONAL INTELLIGENCE TRAINING

Emotional intelligence (EQ) refers to the ability to recognize, understand, and manage one's own emotions, as well as the emotions of others. Developing EQ is a key factor in building resilience. Students with high EQ are better able to handle the emotional challenges that arise during placements. Workshops or courses focused on emotional intelligence can teach students how to regulate their emotions, communicate effectively, and handle stress.

PEER SUPPORT AND MENTORING

Peer support and mentoring can play a vital role in reducing placement anxiety. By connecting students with mentors who have experienced similar challenges, universities can provide a valuable source of guidance and reassurance. Peer support groups can also create a sense of community, reducing feelings of isolation and helping students realize that they are not alone in their struggles.

TIME MANAGEMENT AND ORGANIZATIONAL SKILLS

Effective time management and organizational skills are essential for reducing the stress associated with placement experiences. Workshops on time management, goal setting, and prioritization can help students better manage their workload and reduce feelings of overwhelm. By learning how to break down large tasks into manageable steps, students can approach placements with greater confidence.

ROLE OF EDUCATORS AND SUPPORT SERVICES IN FOSTERING RESILIENCE IN STUDENTS

The transition from academic settings to professional placements can be a daunting experience for students, and the anxiety associated with this shift can have far-reaching effects. However, educators and support services have the power to significantly mitigate this anxiety by actively fostering resilience in students. By integrating resilience-building strategies into the academic environment and providing targeted support, these key figures can help students navigate the challenges of placements and emerge more confident and prepared for future career pursuits.

EDUCATORS AS KEY RESILIENCE BUILDERS

Faculty members are not only responsible for delivering academic content but also for shaping students' emotional and psychological growth. Educators have a unique opportunity to create an environment that fosters resilience through intentional strategies.

ENCOURAGING REFLECTION

Educators can help students process their placement experiences by encouraging regular reflection. Incorporating reflective activities, such as journaling or group discussions, allows students to assess what they have learned from their experiences—both the successes and the setbacks. Reflection promotes self-awareness, helping students recognize their strengths and areas for growth, which is key to developing a resilient mindset. Reflecting on challenges allows students to reframe difficulties as opportunities for development rather than as failures, contributing to their emotional regulation and problem-solving skills.

PROVIDING CONSTRUCTIVE FEEDBACK

Constructive feedback is crucial for helping students improve and grow. Educators who offer specific, actionable, and encouraging feedback empower students to see mistakes as part of the learning process. Rather than simply pointing out areas of improvement, educators can guide students in developing strategies to overcome their challenges. This approach not only helps students build practical skills but also reinforces the idea that growth is a continuous process, fostering a growth mindset that is integral to resilience. Constructive feedback also boosts students' confidence, encouraging them to persist even when faced with obstacles.

OFFERING EMOTIONAL SUPPORT

Academic environments often focus heavily on intellectual achievement, but emotional support plays an equally vital role in a student's success. Educators can create a supportive classroom atmosphere where students feel comfortable discussing their anxieties and concerns about placements. By demonstrating empathy, offering encouragement, and validating their emotions, educators can help students manage the stress and uncertainty that often accompany placements. A compassionate and understanding approach from faculty members makes students feel seen and supported, reducing feelings of isolation and helping them to build emotional resilience.

SUPPORT SERVICES AS ESSENTIAL PILLARS OF STUDENT SUCCESS

While educators are integral to fostering resilience, support services such as career counseling, mental health support, and academic advising play an indispensable role in preparing students for placements and ensuring their emotional well-being.

CAREER SERVICES: BRIDGING THE GAP BETWEEN ACADEMICS AND INDUSTRY

Career services can provide students with practical tools and resources to build their confidence and reduce anxiety about placements. Through workshops, mock interviews, and résumé-building sessions, career services help students feel prepared and capable when entering the job market. Career counselors can also guide students in setting realistic expectations for their placements, addressing fears of failure, and helping them understand that challenges in placements are common and manageable. These services not only prepare students professionally but also equip them with the mental resilience needed to navigate unfamiliar or high-pressure environments.

COUNSELING SERVICES: ADDRESSING EMOTIONAL AND PSYCHOLOGICAL NEEDS

Mental health support plays a pivotal role in reducing placement anxiety and fostering resilience. Counseling services can provide individualized support for students struggling with anxiety, stress, or self-doubt. By offering stress-management workshops, mindfulness training, and cognitive-behavioral strategies, counselors help students develop emotional regulation skills that are essential for managing placement-related stress. Counseling also provides students with a safe space to discuss their fears, helping them reframe negative thoughts and learn coping strategies that promote emotional well-being. Additionally, counselors can work with students to build resilience by helping them identify personal strengths, encouraging self-compassion, and fostering a positive outlook.

ACADEMIC ADVISING: TAILORED GUIDANCE FOR PLACEMENT SUCCESS

Academic advisors can play a proactive role in preparing students for placements by offering tailored guidance based on individual needs. Advisors can work with students to assess their readiness for placements, identify any gaps in skills or knowledge, and recommend resources or preparatory courses to build confidence before entering the field. By helping students create a personalized plan for their placements, academic advisors ensure that students feel adequately prepared, reducing feelings of uncertainty or inadequacy. Furthermore, advisors can help students set realistic goals and expectations, reminding them that setbacks are a natural part of growth and learning.

A COLLABORATIVE APPROACH TO STUDENT RESILIENCE

The collaboration between educators and support services is key to ensuring a holistic approach to building resilience. When faculty, career services, counselors, and academic advisors work together, students receive consistent and reinforcing messages about the importance of resilience. This unified support system helps students feel more capable of handling the emotional, cognitive, and physical demands of placements, knowing that they have the resources and guidance they need.

A strong support network also helps students understand that they are not alone in their challenges. Whether it's a faculty member offering feedback, a counselor helping with anxiety management, or a career advisor offering professional development resources, these services collectively create an ecosystem of resilience that enables students to thrive in their placements and beyond.

CONCLUSION

In conclusion, placement anxiety is a complex and multifaceted emotional challenge that can significantly impact students' performance and well-being during professional placements. By understanding the psychological factors contributing to anxiety, such as self-doubt, perfectionism, social anxiety, and fear of failure, students, educators, and support services can work together to address and mitigate its effects. Fostering resilience through emotional regulation, problem-solving, social support, and a growth mindset equips students with the tools to face challenges head-on. Educational institutions and support services, such as career counseling, mental health support, and academic advising, play a critical role in providing students with the resources and emotional guidance needed to thrive in unfamiliar environments. Through proactive interventions and a collaborative approach, students can not only overcome placement anxiety but also emerge stronger and more prepared for future professional endeavors.

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IMPACT OF GREEN MARKETING ON SUSTAINABLE CONSUMER ATTITUDES AND PURCHASING BEHAVIOUR

Dr. L ASID AHAMED

Assistant Professor,
PG & Research Department of Commerce (SF-Men),
Jamal Mohamed College (Autonomous), Tiruchirappalli

Dr. I. ABBAS KHAN

Assistant Professor,
PG & Research Department of Business Administration (SF-Men),
Jamal Mohamed College (Autonomous), Tiruchirappalli

Abstract

"Go Green, Think Green" is a popular phrase for green marketing in India, which highlights the need of choosing products that are environmentally friendly and taking the earth into account. "Go Green" is a slogan used to encourage people to adopt an eco-friendly mindset and live in a society that produces less waste and damages the environment. Although awareness of green marketing is increasing in India, especially among younger populations, it is still regarded as being at a moderate level, with many people not actively seeking out eco-friendly products or fully understanding the concept. Nevertheless, many consumers are growing more open to the idea and are willing to pay more for green products when they are given clear information about their environmental benefits. Even though there is a great need for these items and they are sold both online and in physical stores, many customers choose not to purchase them because they are unaware of the benefits of green products. The level of consumer awareness regarding green marketing, consumer purchasing patterns for eco-friendly products, and the factors that marketers use to successfully instill brand awareness in consumers have all been examined in this paper using both primary and secondary data. In this study the researcher used statistical tools to analyze the collected data to know the impact of Green Marketing on sustainable consumer behaviour.

Key words: *Green Marketing, Sustainable Consumer Behavior, Eco-Friendly Products*

INTRODUCTION

Promoting eco-friendly products or services is known as "Green Marketing." It has the practice of promoting environmentally friendly techniques to advertising, packaging, and product design. The term "green environment" refers to accountability for preventing the unnecessary use of natural resources and improving environmental health; as a result, the green movement has been spreading quickly throughout the world. Going green has several financial advantages, one of which is cost reduction and savings. Utilizing renewable energy contributes to lower energy use, which lowers electricity costs. Going green at home has the

apparent advantage of drastically lowering electricity and water costs. By lowering the quantity of pollutants that enters the land, water, and air, becoming green benefits the environment. Fewer pollutants are emitted into the environment when fossil fuels are avoided, alternative energy sources are used, garbage is recycled and reduced, and driving is done more effectively.

Eco-friendly items have found a new home because to consumers' knowledge of and responsibility for the environment. Using green products also encourages recycling, which can lower the usage of raw materials and diminish the need to dispose of packaging and harmful products. Nowadays, the majority of businesses, though not all of them, are trying to use more environmentally friendly packaging. One advantage of adopting eco-friendly packaging is that it helps the environment; however the reality is that utilizing eco-friendly packaging products uses fewer materials. This produces better outcomes and is more sustainable.

Since standard packaging materials like plastic, paper, and cardboard require a significant amount of energy to produce, green packaging uses environmentally friendly techniques. Typically, energy comes from fossil fuels, which release millions of tons of methane and carbon dioxide into the atmosphere. Waste packaging material, on the other hand, ends up in landfills or waterways. Eco-friendly packaging is a relatively new trend that is expanding quickly. You can satisfy or foresee customers' requests for environmentally friendly providers by switching to green materials. The promise of healthier options, better quality, environmental preservation, and time and cost savings has motivated consumers to seek out greener products. However, the "green wash" issue poses a threat to the revolution in green marketing.

There is a good chance that false green claims may mislead consumers. Green concerns are complicated, fast-paced, and extremely technical. Marketers may be called "green washers" and their advertising may be labeled as such when claims are not explicit. A company's reputation might be severely harmed by being seen as a green washer. Marketers who use unfair or misleading advertising may be subject to legal risks and related costs. Green washing can have a negative financial consequence if disgruntled customers start buying from more reliable rivals. As part of green marketing, companies also frequently take part in recycling initiatives, adopt more conscientious waste disposal procedures, contribute to various green causes, and remember to inform their clients about their environmental efforts and the need of doing so.

Several key insights into the relationship between green marketing and sustainable consumer behavior

Influence of Green Marketing Strategies

Research indicates that green marketing strategies, such as eco-labeling, eco-packaging, and messaging emphasizing environmental benefits, significantly influence consumer perceptions and purchasing decisions. Consumers are increasingly prioritizing environmentally friendly products and companies, driven by concerns about sustainability and climate change.

Consumer Attention to Green Marketing Communication

Studies have shown that consumers' attention to companies' green marketing communication positively influences their green purchasing behavior. Factors such as gender, education, and green attitudes play a role in determining the level of attention consumers pay to green marketing messages.

Impact on Consumer Satisfaction and Loyalty

Green marketing can significantly influence consumers in terms of satisfaction, loyalty, social responsibility, and environmental safety. By promoting environmental knowledge and encouraging environmentally friendly purchases, green marketing strategies can enhance consumer satisfaction and foster brand loyalty.

Challenges and Considerations

While green marketing has positive effects, challenges such as green washing misleading consumers about the environmental benefits of products—can undermine its effectiveness. Consumers' skepticism towards environmental claims necessitates transparency and authenticity in green marketing practices.

REVIEW OF LITERATURE

A study by Ashford C. Chea (2024) provides a critical analysis of empirical literature on green marketing and consumer behavior, identifying emerging issues and trends. The research outlines relevant theoretical frameworks underpinning green marketing and consumer behavior, offering insights into the evolving landscape of sustainable marketing practices

Seema Bhardwaj et al. (2023) performed a bibliometric review of green marketing research from 2005 to 2022. Their analysis highlights key trends, including a growing focus on sustainable, ethical, and eco-friendly marketing practices. The study underscores the increasing academic interest in green marketing and its implications for consumer behavior.

Research by Erfan Mohammadi et al. (2023) explores the effects of eco-friendly marketing on consumer loyalty. The study finds that green marketing strategies positively influence brand loyalty, with green products, promotions, distribution, and pricing all contributing to enhanced consumer loyalty.

Mulya, E. A. W., & Kusumawardhani, A. (2023). This study aims to analyse the effect of Green Marketing on Customer purchase intention by using two intervening variables, which are Green Brand Knowledge and Customer concern and beliefs, especially on Unilever customers in Indonesia. In order to analyse the relationship between Green Marketing, customer concern and beliefs, green brand knowledge, and customer purchase intention, a research framework was developed using the Theory of Planned Behaviour.

An article by Rajeswari K. and R. V. Suganya (2023) examines the relationship between green marketing and consumer purchasing behavior. The study highlights the impact of environmental messaging, sustainability labels, product design, and corporate social responsibility on consumer perceptions and purchasing decisions.

A comparative study by Digambar Dhyani (2022) investigates how green marketing affects consumer attitudes and purchasing behavior. The research reveals that green marketing significantly influences consumer perceptions, leading to more environmentally conscious purchasing decisions.

Ilona Skackauskiene and Neringa Vilkaite-Vaitone (2022) conducted a systematic literature review to examine how green marketing influences consumer purchasing behavior. Their findings indicate that green marketing strategies significantly affect consumer purchase intentions and actual buying behavior, emphasizing the importance of sustainability in consumer decision-making.

RESEARCH OBJECTIVES

Globally, the market for eco-friendly products is expanding quickly. So in this study the researcher framed the main objectives for this paper.

1. To know the consumer beliefs and attitudes on green products.
2. To investigate the impact of green marketing on Sustainable Consumer Attitudes and Purchasing Behaviour.

RESEARCH METHODOLOGY

In this research, a structured questionnaire along with demographic variables and other factors which have impact on Sustainable Consumer Attitudes and Purchasing Behaviour. Further the questionnaire was deployed to carry out a survey, and the data were collected from 205 participants was examined by using statistical tools, including man value

and t-test. Convenience sampling, the sampling method used in this study, chose participants based on their willingness to participate voluntarily and ease of accessible.

Impact of Green Marketing on Sustainable Consumer Attitudes and Purchasing Behaviour

Variables	Mean Value	t-value	p-value
Consumer knowledge of environmental issues has increased significantly as a result of green marketing initiatives.	4.21	9.270	0.000
Green marketing has proved effective in influencing consumers' perceptions of environmentally responsible firms and products.	3.51	0.311	0.376
Consumer perceived the products are linked to sustainable practices; consumers believe they are of higher quality.	3.82	4.191	0.000
Consumers are exposed to environmentally focus marketing messages.	3.87	0.96	0.002
Company monitor through their sustainability claims, consumers behaviour towards their trust on the brand and remain loyal to it	4.11	0.92	0.000
Companies adopt green marketing strategies to gain a Competitive edge.	3.75	12.159	0.002
Green marketing techniques successfully counteract price sensitivity by communicating the long-term advantages of sustainable products.	3.60	1.535	0.064
Green marketing not only impacts consumer attitudes and behavior but also contributes to the long-term sustainability.	4.20	9.566	0.000

The above Table depicts the mean values for different factors in a study on “exploring the Impact of Green Marketing on Sustainable Consumer Attitudes and Purchasing Behaviour”. The highest mean score is 4.21 “Consumer knowledge of environmental issues has increased significantly as a result of green marketing initiatives” followed by the mean score 4.20 “Green marketing not only impacts consumer attitudes and behavior but also contributes to the long-term sustainability” the least mean value holds as 2.87 by the statement “Consumers are exposed to environmentally focus marketing messages.” The t-values for each variable in the investigation of the exploring the Impact of Green Marketing

on Sustainable Consumer Attitudes and Purchasing Behaviour were positive and statistically significant ($p < 0.05$), which indicates that there is a significant relationship between the variables. However, Green marketing has proved effective in influencing consumers' perceptions of environmentally responsible firms and products (0.376) nearer to ($p < 0.05$).

CONCLUSION

The Impact of Green Marketing on Sustainable Consumer Attitudes and Purchasing Behaviour has been crystal clear in this study. Green marketing critic tactics have been found to significantly have impact on consumers' views, attitudes, and Behavioral intentions regarding buying eco-friendly items.

First of all, by increasing awareness of environmental challenges and offering eco-friendly products as solutions, green marketing initiatives contribute to the development of positive customer attitudes. Companies can gain customers' trust and loyalty by effectively communicating their commitment to sustainability and environmental responsibility. Second thing, green marketing strategies influence consumers' decisions to buy by appealing to their environmental concerns. Because they perceive eco-friendly products as a useful way to contribute to the creation of a sustainable future, consumers are willing to pay extra for them.

Overall, the study highlights how important green marketing is in shaping consumer perceptions and behavior. As sustainability concerns continue to grow, companies that put an emphasis on environmental responsibility and successfully convey their green initiatives stand to gain a competitive advantage and the support of environmentally conscious consumers.

SUGGESTIONS

Improving consumer attitudes and purchasing behavior towards green marketing involves addressing both psychological and practical factors. Here we go with few suggestions to have positive sustainable consumer attitudes and purchasing behavior:

1. Clear Transparency and detailed information about the environmental impact of green products, including sourcing, production, and easy disposal of green products through eco-friendly fair trade. Run campaigns that highlight how consumer choices impact the environment.
2. Show that eco-friendly products provide not only environmental benefits but also quality, longevity, or health benefits. If eco-friendly products are priced higher, clearly explain the reasons behind it and consider offering incentives to initial purchase.

3. Create Emotional Connections by narrating stories behind the product and emphasize the positive environmental impact that involves thorough their brand emotions.
4. Promote Social Influence through peer influence and build a community engagement by using social media as an important platform to influence the buying pattern of the consumer towards green products.

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Evaluating the Effectiveness of Corporate Governance Practices in Banks: A Disclosure-Based Approach

SATISH KUMAR K^{1&2} and Dr. LOKANADHA REDDY²

¹*Research Scholar, School of Commerce, REVA University, Bengaluru and Assistant professor, Government first grade college, kunigal-572130, Tumakuru.*

²*Professor, RBS, REVA University, Bengaluru.*

Abstract

The implicit relationship between firm's performance and excellent corporate governance standards does not find its bold footprint apparently but subsequent business collapse the source may readily be identified in the inadequate corporate governance mechanism. Since April, 2009 the Banks breached the barrier of Basel II rules wherein corporate governance also receives fair acknowledgment in promoting transparency, accountability, and disclosures abiding by the market discipline. A simple report on corporate governance issued by the Banks holds no relevance unless its different cells are weighed separately. In this article the efficiency of Bank's corporate governance practice has been attempted to assess developing a disclosure index under multiple aspects the Basel II rules created for banking sector.

Keywords: Bank Performance, Financial Ratios, Key Performance Indicators (KPIs), Financial Health, Banking Sector, Net Non-Performing Assets (NPA), Return on Assets (ROA), Earnings Per Share (EPS), Indian Banking System, Financial Regulation, Basel II Norms, Corporate Governance

Introduction

While the bull's eye for the financial reforms was to seal the clefts in Indian banking system so that the industry might be nursed back to health gently, pillar III of the Basel II regulations arrived with a need of public disclosure that attempts to keep shareholders, stakeholders and market actors well- informed with the information they consider required for making choices. Good corporate governance is the only light to remove total darkness in this area. Of late, the regulatory framework in India, in addition to prescribing prudential rules, is stressing on excellent corporate governance through 'fit and proper' owners, directors and management. Rather than being preoccupied on future earnings and the omnipresent temptation of stock options Indian banks need to be refocused on reinforcing their corporate governance as the financial reforms of 1991 has brought about a surge in the number of banks in the sector creating a secure sanctuary for private sector banks both local and foreign (Srinivasa

Narayana and Sesha Mohan, 2007). Apart from the measures like strengthening capital base by re-capitalization, sharp reduction of pre-empting bank resources by the government, deregulation of interest rates and introduction of prudential norms initiated by the reforms, RBI has come out with the financial guidelines for the adoption of Basel II norms by the scheduled commercial banks. With the opening of the financial services industry under the World Trade Organization (WTO) the Indian Banking system is facing a change era when the essential elements, namely accountability, independence, openness and integrity require an alarming acknowledgment in the system.

Thus, the most essential feature the Indian Banks should emphasize in the years to come is the corporate governance as it draws attention from policy makers, investors and the other stakeholders (Rakshit and Ghosh, 2009). The banking sector, enmeshed in the desire to be "safe and secure," is unable to escape the current corporate governance storm, as several international firms, including UBS, Dresdner, and United Overseas Bank, have successfully entered the Indian market, and several other major firms, including Credit Suisse, Rabo Group, and ANZ, are also waiting for licenses. The proposal of additional easing is on the anvil of 2nd Phase of reforms, which mandates worldwide best practices in corporate governance to be adopted by the sector. These days, it is crucial to establish an efficient management of the company's operations with business acumen that results in informed consumers, contented suppliers, willing investors, dependable workers, contented creditors, a secure government, a wealthy society, an uplifted community, and a protected environment (Rakshit and Ghosh, 2009). Good corporate governance practice appears as a check and balance mechanism in this respect since myriad of information is exposed to wind and rain through corporate governance reporting (Bryane, 2003). Since, it is essentially qualitative in nature the standard and degree of corporate governance compliance may be attempted to split up in numerous components and its presence and absence can be assessed.

This article aims at examining corporate governance standards applied by the main five banks in India resorting to scoring system and drawing relation with specific performance indicators.

The Changing Indian Banking Orbit

Since better technology is currently driving this sector's efficiency, the Indian banking industry has shed its development sluggishness and become globally competitive. The change from Class banking in order to The Indian banking industry, which has 56,640 branches and

offices, 8,93,356 workers, and 27,088 ATMs, is focused on mass banking and exploring new business options rather than just making money from borrowing and lending (RBI Report, March, 2009). While the world's top economies were being engulfed by the talons of the US crisis, this sector was spared because it is stable, well-capitalized, well-regulated, and robust. Public sector banks make up more than 78 percent (Economic Survey 2008-09) of the total assets of the banking system, notwithstanding the entry of foreign and private sector banks into the nation following deregulation. It is profitable for even non-resident Indians to keep their money in Indian banks. All of these need the banking industry to go through the accountability and transparency process that corporate governance practices discuss. In addition to meeting all of the regulations set forth by the regulatory agencies, Indian banks should implement sound corporate governance practices, which reduce the danger of a systemic crisis and increase stakeholder value. Pillar III of the Basel II Accord has also emerged with a governance proposal in this sector, defining seven principles of corporate governance as the global best practices: i) establishing a strategic goal in terms of ethics and values; ii) establishing distinct lines of duty and accountability for the Board; iii) ensuring the eligibility of Board members; iv) providing adequate supervision of Senior Management; v) ensuring the efficient use of the work of internal and external auditors; vi) establishing transparency and consistency in the compensation policy with the bank's ethical values; and vii) ensuring transparency in the Board's operations.

Corporate Governance's Alarming Relevance

Since several corporate scandals have tarnished the Board's openness and credibility, there has been a great deal of discussion about planning ways to conceal their debt and The use of exaggerated financial statements to deceive shareholders is becoming more common. The stock exchange lost billions of dollars as a result of these self-inflicted business disasters, leaving even the most savvy investors with nothing. Therefore, it will be foolish to merely observe rules without explicitly implementing a sound corporate governance framework in an environment of diminishing trust (Proimos, 2005). It became essential to eradicate management shirking and operational translucency. Corporate governance includes efficient resource allocation to promote social welfare in addition to achieving shareholder wealth (Marisetty and Vedpuriswar, 2002). According to Sundaram (2004), corporate governance is a management process that regulates and mediates value generation for and transfers among diverse corporate claimants while also guaranteeing responsibility to these claimants. Accountability, independence, transparency, and integrity are the four interconnected

fundamental components of an effective governance structure. Regulatory agencies from many nations have developed distinct corporate governance frameworks after realizing that it is absurd to only provide concepts, advice, and guidelines without enforcing stringent restrictions to increase operational transparency. A daring step towards corporate governance, the recommendations of the Kumarmangalam Birla Committee served as the impetus for SEBI's appearance in India with Revised Clause 49 in the listing agreement with the stock exchange, which implemented the recommendations of the Naresh Chandra Committee and Narayana Murthy Committee. Companies are required to abide by two sets of recommendations—one mandatory and the other optional under this amended clause.

Beyond the letter of the law, a sizable number of firms, motivated by spirit, find it convenient to voluntarily implement suggestions provided by different organizations worldwide to make a difference in the adoption of solid corporate governance systems (Bryane, 2003). Sound corporate governance in the banking sector cannot continue to be a frivolous endeavor since the Basel II standards reiterated their calls for banking organizations in their nations to adopt corporate governance practices, and Pillar III of those standards also requires public disclosure of information required for all stakeholders.

Disclosure and Corporate Governance

At their 2012 study of corporate governance procedures at Egyptian banks, Desoky and Mousa emphasized the importance of openness and required disclosures in preserving investor trust. According to them, market stability and regulatory compliance were improved by having explicit rules for governance disclosure (Desoky, A. M., & Mousa, G. A., 2012). Similar to this, Sawalqa (2014) looked at voluntary disclosure policies in Jordanian banks and came to the conclusion that better financial disclosures were associated with stronger corporate governance, which helped stakeholders identify risk (Sawalqa, F., 2014).

Practices of Governance in Islamic Banks

In their 2017 study, Qoyum et al. examined governance procedures in Indonesian Islamic banks, highlighting how Sharia-compliant governance frameworks influence CSR disclosures. According to their findings, CSR activities were significantly benefited by excellent governance, particularly in organizations that upheld Islamic values (Qoyum, A., Mutmainah, L., & Setyono, J., 2017). In a similar vein, Srairi (2018) examined risk disclosure in Gulf Cooperation Council Islamic banks and discovered that strong governance procedures greatly improved the caliber and dependability of disclosures (Srairi, S., 2018).

Governance and Board Features

Chakroun and Grassa (2016) conducted a study on corporate governance in banks in the Gulf Cooperation Council (GCC), focusing on the connection between governance disclosures and board diversity. According to their findings, the efficacy of disclosure policies was significantly influenced by the gender and independence of the board (Chakroun, R., & Grassa, R., 2016). In a similar vein, Salem et al. (2019) looked at Tunisian banks and discovered that the quality of risk-related disclosures was much improved by board attributes including independence and experience (Salem, I. H., et al., 2019).

CSR Disclosure and Risk

Al Smadi (2017) investigated how governance elements affected Jordanian banks' risk disclosure policies. According to the study, good governance practices boosted stakeholder trust by reducing information asymmetry and increasing risk transparency (Al Smadi, S. A., 2017). In a related study, Hussainey and Aly (2016) investigated risk disclosure and governance in Saudi banks and came to the conclusion that the quality and scope of risk-related reporting were directly influenced by governance frameworks (Hussainey, K., & Aly, D. A., 2016).

Management of Risk and Operational Governance

Neifar and Jarboui (2018) examined Islamic banks' voluntary disclosure policies, highlighting the function of governance in operational risk control. Their research showed that governance structures enhanced operational effectiveness and risk reduction in addition to improving disclosures (Neifar, S., & Jarboui, A., 2018). Corporate governance and CSR disclosures in Saudi Arabia were studied by Habbash (2016), who found that the quality of governance has a major impact on CSR reporting, especially in sectors like banking that are sensitive to environmental issues (Habbash, M., 2016).

New Developments and Suggestions

The incorporation of technical innovations into governance procedures has also been the subject of recent research. Digital transformation in governance reporting, according to Issa et al. (2022), improved transparency and decreased information asymmetry in banks that operate in the Arabian Gulf (Issa, A., et al., 2022). Additionally, Elshandidy and Abdulla (2023) showed how risk management procedures in UAE banks may be improved by using creative disclosure tools (Elshandidy, T., & Abdulla, H., 2023).

Methodology and Data Source

The five top banks have been chosen from among public sector banks (PSB), which form the backbone of the Indian banking system and account for over 78% of all banking industry assets.

The industry is represented by State Bank of India, Punjab National Bank, Bank of Baroda, Bank of India, and Canara Bank. The National Stock Exchange and the Mumbai Stock Exchange both list these five banks. The data used in the study was taken from the annual reports of the banks that were chosen for examination.

Additionally, the Capitaline Corporate Data Base Package 2000 and the website sebidifar.nic.in have been used as needed for the study. The report on the corporate governance of the chosen banks has been divided into seven main sections, as defined by the governance proposition of pillar II of the aforementioned standards, in accordance with the guidance pertaining to the supervisory review process (July 2005) of Basel II norms enhancing corporate governance for banking organizations. This is also in accordance with pillar III, which seeks to promote market discipline by creating a set of disclosure guidelines that would enable market players to evaluate important facts. Additionally, Basel II recommendations place a strong emphasis on disclosures that align with the relevant nation's regulatory framework.

Seven heads have been created under the previously listed headings. The disclosure score was derived from a total of 52 statements that fall under several aspects (Annexure 1). Since these comply with the spirit of the legislation, a score of "1" is given for the inclusion of information matching to each item, and a score of "2" for non-mandatory and voluntary. A score of "0" is assigned for the lack of any item, whether required or optional. Unweighted score assignment is relevant because it allows for analysis that is not influenced by user perception (Gompers et al., 2003). To determine the effectiveness and level of corporate governance that the chosen banks are implementing, the scores given to various things under various categories throughout the course of the five years are averaged and shown as a percentage (Table 1). The research also considers additional performance metrics (Table 2), such as return on assets, earnings per share, profit per employee, and the proportion of non-performing assets to total assets.

Table 1-Summary of Disclosure Index

Governance Principle	SBI (%)	PNB (%)	BOI (%)	BOB (%)	CNB (%)
Setting strategic objectives aligned with ethical values	57	80	57	57	17
Establishing clear lines of responsibility and accountability	78	78	34	50	46
Ensuring eligibility criteria for Board Members	17	23	27	50	50
Providing proper oversight and guidance to Senior Management	40	33	33	50	63
Effectively utilizing internal and external auditors' work	60	50	50	50	50
Establishing compensation policies consistent with the bank's ethical values	67	33	67	67	67
Ensuring Transparency in Operations	49	56	48	56	50
Overall	50	51	40	51	47

Source: Author's compilation

Giving Disclosure Index a Voice

Even if corporate governance practices have limits, they are nonetheless strong since they influence how the firm's stakeholders oversee and manage it. The justification for corporate governance is strong enough to support the implementation of disclosure rules using a particular framework in order to preserve a safe and sound banking environment.

Since rules do not allow for discretion, developing an abstract model is challenging since it is qualitative. Even if regulations are rigorously followed, there are still methods to go around their fundamental intent. The index will at least assist investors and other stakeholders, if not save the day, in identifying the seeds of corporate disaster because the level of corporate governance requires an ethical base and differs throughout banks.

Establishing Strategic Goals for Ethics and Values

Since corporate governance is a complicated topic that involves cultural, political, technological, and market values, banks must have a clear strategic goal in order to ethics and principles (Bhasin, 2008). If the banks are unable to support a solid ethical foundation, the SEBI definition of corporate governance—"It is about commitment to values, about ethical business conduct, and about making a distinction between personal and corporate funds in the management of a company"—becomes lulled. Four of the six statements under this heading are required, while the two on corporate social responsibility and human resource development are optional. Despite accepting the required provisions of the new article 49 of the listing agreement regarding the code of conduct and its confirmation, Canara Bank

remained cautious. The remaining four banks likewise stayed limited and only complied with the necessary regulations. Despite the recent introduction of a human resource development strategy by Punjab National Bank, the social responsibility policy is still unknown to all banks.

Establishing Explicit Boundaries of Accountability and Responsibility

The function of the board and its many subcommittees are seen as crucial within the framework of a robust corporate governance system (Allen et al., 2004). If the corporate attitude and conduct of directors clearly demonstrate responsibility and accountability, then the work of mediating and managing trade-offs among stakeholders, as well as the obligation of insuring the bank's activities in a legally and socially acceptable manner, may be securely secured. Even though only three of the eleven proposals are required or optional, the banks' adoption of necessary requirements varies greatly from one another. Only SBI and PNB have higher scores; the other three banks' subpar governance systems are widely exposed. Interestingly, there is no post-board meeting follow-up strategy in place at any of the institutions. Being banks in the public sector The Indian government issued performance-linked incentives for the duration of Directors' videos Message No. F No. 20/1/2005-BO.I dated March 9, 2007, and the incentive is predicated on a set of quantitative and qualitative criteria established for the Performance Evaluation Matrix. All banks established a compensation committee in accordance with the aforementioned guidelines; however, Bank of India and Bank of Baroda have evaded the need that the committee consist of at least three independent directors with an independent director serving as chairman. In light of this, Canara Bank recently established the committee.

Ensuring Membership Criteria Eligibility

The eligibility of Board members is the main subject of corporate governance as the Board of Directors is essential to bank management (Varma, 1997). The Banking Regulation Act of 1949, the Banking Companies (Acquisition & Transfer of Undertakings) Act of 1970, and the Nationalized Banks (Management & Miscellaneous Provisions) act of 1970 all regulate the makeup of the boards of directors of all public sector banks. Therefore, the provisions of Revised Clause 49 of the SEBI listing agreement do not apply to the membership requirements and selection process of public sector banks. However, in order to guarantee board member eligibility, the corporate governance structure must strongly support the provision of training and performance evaluation for non-executive directors, as well as tenure and age restrictions. The bank's hesitancy is revealed by the disclosure index in this

regard, as only Bank of Baroda and Canara Bank receive a score of 50%. Even SBI, the top bank, has a glaring divergence in board member tenure and training.

Supplying Appropriate Senior Management Supervision

Corporate governance demands that banks start a process where top management professionals would place themselves under appropriate and ongoing oversight in light of the shifting circumstances and unanticipated difficulties the banks are facing. Managers' decisions on the division of ownership and control should be influenced by both internal and external monitoring systems. Owing to the division of ownership and management, businesses frequently turn into a hub of agreements where the competing interests of managers, shareholders, and other stakeholders are reconciled within a corporate governance framework (Boyd, 2004). However, agency expenses and management shirking must be regulated due to the imperfect character of corporate contracts. According to Basel II standards, top management and the bank's board of directors, or a designated committee, should approve all significant features of the bank. Under this heading, four disclosures have been made, two of which are required. None of the five banks included for the study found succession planning to be relevant among the optional criteria. Bank of Baroda showed little concern for even the CEO/CFO certification need or certification by upper management. The Bank of India and Punjab National Bank have not taken any action in relation to whistleblowing either. The three banks—SBI, Bank of Baroda, and Canara Bank—have higher transparency indices than PNB and Bank of India.

Making Sure the Work of Internal and External Auditors Is Used Effectively

Both internal and external audits are required to examine the bank's operations and compliance with all relevant minimum standards. The audit work must validate the Pillar III disclosure framework pertaining to the bank's capital adequacy and the placement of all pertinent information relating the accounting disclosure. According to the Reserve Bank of India's guidelines and the Revised Clause 49 of listing agreements, each bank should set up an audit committee to oversee and effectively monitor the management's financial reporting process in order to guarantee accurate, timely, and appropriate disclosures as well as transparency, integrity, and quality of financial reporting. The committee will work to establish a line of communication that is open between the Board of Directors, the internal auditor, and the independent auditor (Greenwald, 2006). It will validate and guarantee the impartiality of the internal auditor as well as the independence of the independent auditor. Only one of the seven proposals that have been found is a non-mandatory necessity. However, the disclosure outcome still falls short of 100% compliance. While adopting an

audit committee charter is subject to regulatory requirements, all banks were able to avoid it, with the exception of SBI. No bank confirmed that the top internal auditor, head of finance, and independent auditor attended the audit committee meeting. The banks are continuing working toward the unqualified financial statement regime, even if it is not required. All banks' disclosure indices, of course, fall under the same headings, providing SBI an advantage.

Bringing Compensation Policy into Line with the Bank's Ethical Principles

The compensation of full-time directors is paid in accordance with Notification No. F No. 20/1/2005-BO as the bank is a public sector organization. I dated March 9, 2007, and Non-Executive Directors receive compensation in accordance with section 17 of the Nationalized Banks (Management and Miscellaneous Provisions) Scheme, 1970 (as modified), which includes reimbursement for travel and halting expenses.

Only sitting fees are paid to the non-executive directors by all of the chosen banks, as determined by the Central Government after consulting with the Reserve Bank of India. Therefore, under this heading, only three disclosure statements have been chosen in which the banks failed to reveal their compensation strategy, which bases the incentive of full-time directors on specific qualitative and quantitative criteria set for the Performance Evaluation Matrix. PNB remained stubbornly unusual, resulting in a lower disclosure score than the other banks, even though all the institutions gave information about compensation to all of the directors.

Maintaining Transparency in Operations

The Board of Directors and Management must establish transparent operating procedures since they are the custodians of the capital of shareholders and other stakeholders (Shleifer and Vishny, 1997). The banks ought to have relationships with shareholders that are marked by openness, with employees that are marked by equity, with communities that are marked by good citizenship, and with the government that are marked by dedication. Companies that operate transparently are not allowed to fall prey to number-game drawing, which has the effect of making investors scramble to recover their last penny. Only two of the fourteen statements that are provided are optional.

Parameter	SBI	PNB	BOI	BOB	CNB
Net NPA as a % of Total Assets (%)	1.93	0.41	1.24	0.74	1.17
Return on Assets (%)	0.95	1.17	0.94	0.86	1.02
Earnings Per Share (Rs.)	95.1	58.69	27.3	33.75	35.52
Profit Per Employee (Rs. in Lakhs)	3	3.4	3.6	3.4	3.4

Source: Author's compilation from reviewing literature

Examining the Performance Glass

According to conventional knowledge, effective corporate governance lowers the cost of capital and financial fraud while also increasing business valuation and performance. A lower amount of non-performing assets (NPA) improves a bank's performance since it discourages banks from creating loans, which is a serious risk. Despite having a somewhat higher corporate governance score than others, SBI is unable to control its non-performing assets (NPA), placing Bank of India and Canara Bank on an equal level. As shown by their return on assets, Punjab National Bank was able to maintain a modest ratio of non-performing assets (NPA) relative to total assets. The ROA for other banks stays mostly in the same range. Due to their consistently better Earnings Per Share (EPS) than their competitors, SBI, a prominent bank in India, has been able to do well in the stock market. Despite not challenging SBI, PNB could maintain its superiority over the other three. Employee efficiency is anticipated to rise as a result of the increasing integration of technology into bank operations. However, despite being the top bank, SBI lags behind the other five banks in this regard, indicating a strong solidarity among them. The above mentioned metrics illustrate once more how important sound corporate governance is to boosting banks' efficiency. In addition to providing accountability and control mechanisms that are appropriate for the level of transparency involved, the corporate governance standard should be enhanced to support banks in generating value via entrepreneurship, innovation, development, and exploration. The cost of expanding disclosures may seem exorbitant to the banks, but it pales in comparison to the inefficiencies that have caused them to lose the trust of stakeholders and shareholders alike. It is unavoidable that more openness, accountability, integrity, and responsibility have an impact on banks' operational and financial efficiency, even when there may be compelling factual evidence to the contrary.

Conclusions

In order to maintain a safe and sound banking environment where market participants can evaluate important pieces of information they rely on, Basel II standards require banks to justify market discipline in disclosure obligations. Corporate governance is a complex and dynamic issue involving cultural, political, technological, and market variations. It goes beyond simply adhering to regulatory authorities' standards; rather, its robust existence serves as a safety valve to at least partially control fraud and mismanagement in order to win over investors and other claimants (Donker and Zahir, 2008). Simple index construction has the benefit of being straightforward and readily reproducible, even though it does not precisely

reflect the relative effect of various corporate governance concepts. This makes the banks' corporate governance practices clear, showing that even when they comply with required regulations, they find it inconvenient to explain the importance of voluntary and non-mandated rules. Since the bank's long-term survival depends on juggling the interests of many stakeholder groups, it should focus more on good corporate governance, as it will be the only option available in the years to come.

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INTEGRATING CORPORATE SOCIAL RESPONSIBILITY AND ETHICS IN BUSINESS STRATEGY

*Ms. Durgalakshmi A

*Ms. Charulakshmi M

**Dr.N.Selvalakshmi

*PG & Research Department of Commerce, Thiagarajar College, Madurai-9

**Assistant Professor, PG & Research Department of Commerce, Thiagarajar College, Madurai-9.

Abstract

Corporate Social Responsibility (CSR) and ethics into business strategy has become an essential practice for organizations aiming to achieve long-term success and sustainable growth. This study explores the integration of CSR and ethical principles into core business strategies, emphasizing their role in creating value for stakeholders, enhancing corporate reputation, and fostering innovation. Ethical practices with organizational objectives, businesses can address social and environmental challenges while maintaining profitability. The discussion includes frameworks for effective integration, case studies of successful implementations, and the benefits of ethical leadership in driving a culture of responsibility. The finding of the study highlights how strategic CSR and ethics contribute to competitive advantage, employee engagement, and societal well-being, demonstrating that responsible business practices are not only morally imperative but also economically beneficial. The study also explores how organizations can align their values and practices with stakeholder expectations, ensuring transparency, accountability, and long-term sustainability. By embedding CSR and ethics into strategic decision-making, businesses can enhance brand reputation, foster innovation, and achieve competitive advantages.

KEY WORDS: *Business Ethics, Sustainability, Stakeholder Engagement, Ethical Leadership Corporate Governance, Environmental Responsibility.*

INTRODUCTION

Corporate Social Responsibility (CSR) and ethics have emerged as critical pillars of modern business strategy in an increasingly interconnected and socially conscious world. As stakeholders, including customers, employees, investors, and communities, demand greater accountability and transparency, businesses are compelled to go beyond profit-driven motives to address broader societal and environmental challenges. Integrating CSR and ethical principles into business strategies not only enhances an organization's reputation but also contributes to long-term sustainability and competitive advantage.

CSR involves voluntary actions by businesses to contribute positively to society while minimizing negative impacts on the environment. Ethics, on the other hand, ensures that

decisions and actions are guided by principles of fairness, honesty, and integrity. Together, they form the foundation for responsible business practices that align with the expectations of stakeholders and global sustainability goals.

This paper explores the importance of embedding CSR and ethics into the strategic framework of organizations. It examines the benefits of adopting a responsible approach, such as increased stakeholder trust, innovation, and risk mitigation. Furthermore, it highlights key frameworks, challenges, and real-world examples of businesses that have successfully integrated CSR and ethics into their core operations.

OBJECTIVES OF THE STUDY

- To explore the business operations and decisions align with ethical principles, fostering transparency, fairness, and accountability across all levels of the organization.
- To build and maintain trust among stakeholders, including customers, employees, investors, and communities, by addressing their expectations and acting responsibly.
- To strengthen brand reputation and loyalty by demonstrating commitment to ethical practices and corporate responsibility.
- To create a culture of responsibility and purpose, motivating employees to contribute meaningfully to organizational goals and societal well-being.

REVIEW OF LITERATURE

Porter and Kramer (2006) argued that CSR can be a source of competitive advantage, highlighting the need for businesses to integrate CSR into their business strategy.

Revino and Nelson (2010) emphasized the importance of integrating ethics into business strategy

Hart and Milstein (2003) argued that businesses must integrate CSR, ethics, and sustainability into their business strategy to ensure long-term success.

Brown and Treviño (2006) explored the role of ethical leadership in promoting a culture of responsibility.

Numerous studies, such as those by Orlitzky, Schmidt, and Rynes (2003), demonstrate a positive correlation between CSR initiatives and financial performance.

RESEARCH DESIGN OF THE STUDY

Data collection

The required data are collected from both primary and secondary sources.

Primary data – The data are collected from the employees of Private sector organisation in Madurai.

Secondary data – Academic journals, industry reports, corporate sustainability reports, and case studies were reviewed to analyze existing frameworks and practices.

Data analysis: Analyzing and interpreting the collected data using techniques such as Content analysis, Thematic analysis, Statistical analysis, and Data visualization.

Critical evaluation: Assessing the quality, validity, and reliability of the secondary data sources.

Data interpretation: Drawing conclusions and making inferences based on the analyzed data.

IMPORTANCE OF THE STUDY

This study on Corporate Social Responsibility (CSR) and ethics in business strategy is essential in today's global business environment, where companies face increasing pressure to balance economic, social, and environmental responsibilities. By examining the intersection of CSR and ethics in business strategy, this study aims to provide critical insights for business leaders, policymakers, and stakeholders on how to integrate CSR and ethics into business operations. The findings of this study will contribute to the development of effective CSR and ethics strategies, enabling businesses to enhance their reputation, build trust with stakeholders, and drive long-term sustainability.

By exploring the relationship between CSR, ethics, and business strategy, this study will provide a framework for businesses to adopt responsible and sustainable practices, driving positive social and environmental impact while promoting economic growth.

LIMITATIONS OF THE STUDY

- ❖ Sample size is limited, which may not be representative of the entire population of businesses.
- ❖ Focuses on businesses operating in a specific region or country, which may not be generalizable to other regions or countries.
- ❖ Timeframe is limited, which may not capture the long-term effects of CSR and ethics on business strategy.

INTERPRETATION

Enhanced Reputation: Businesses with visible CSR efforts foster trust and loyalty among consumers and stakeholders.

Operational Efficiency: Ethical strategies often lead to streamlined processes and cost savings.

Long-Term Value Creation: Ethical and socially responsible companies tend to attract long-term investors and partners.

Gender	No. of Respondents	Percentage
Male	29	64.4
Female	15	33.3
Transgender	1	2.3
Total	45	100

Source: Primary data

From the above table, sample was representative of a larger number of male respondents to that of female and transgender respondents. Male respondents comprised of 64.4 per cent (n=29) compared to 33.3 per cent (n=15) female respondents and 2.3 per cent (n=01) transgender respondents. From the analysis, it is identified that more than of the male respondents are the users of the mutual fund in study area.

TABLE – 2
CORPORATE SOCIAL RESPONSIBILITY

QUESTIONS	YES	NO
Does your company have a formal CSR policy?	29	16
Does your company allocate a specific budget for CSR initiatives?	32	13
Does your company engage in philanthropic activities that benefit the public?	27	18

Source: Primary data

Diagram: Diagram showing the analysis of the various aspects of the impact of Corporate Social Responsibility.

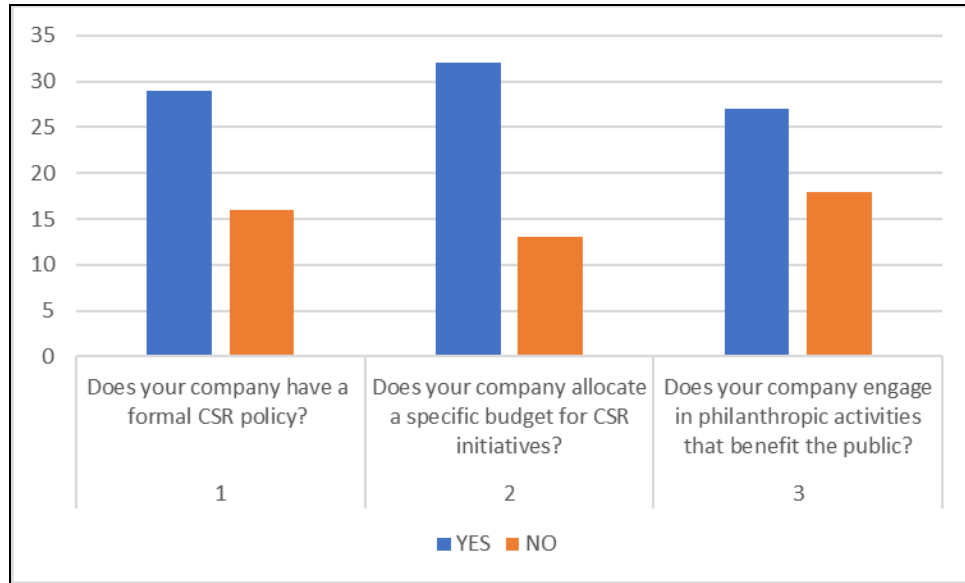
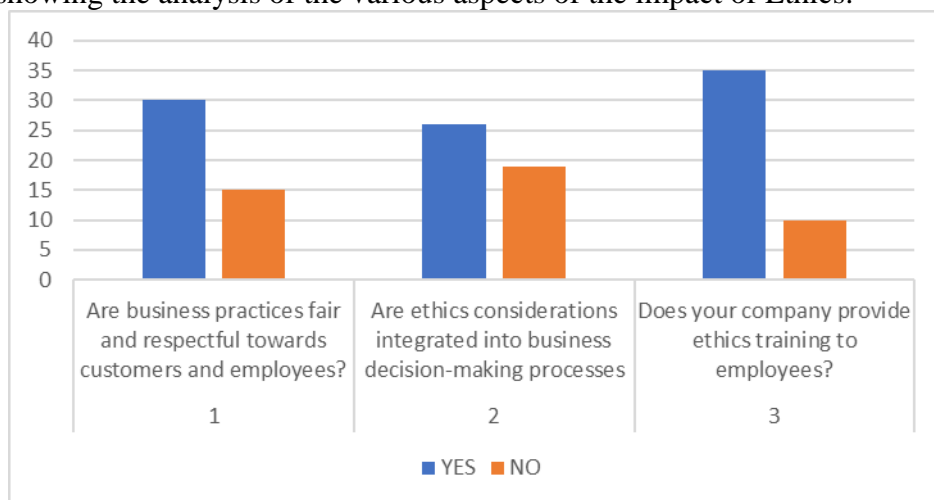


TABLE 2.1
ETHICS

QUESTIONS	YES	NO
Are business practices fair and respectful towards customers and employees?	30	15
Are ethics considerations integrated into business decision-making processes	26	19
Does your company provide ethics training to employees?	35	10

Source: Primary data

Diagram showing the analysis of the various aspects of the impact of Ethics.



ANALYSIS

- CSR and ethics are interconnected, with CSR initiatives often driven by ethical considerations, and ethics principles informing CSR decision-making.

- CSR and ethics require a cultural shift, with companies needing to embed responsible business practices into all aspects of the organization.
- CSR and ethics are critical for stakeholder trust, with companies needing to demonstrate responsible business practices to maintain stakeholder confidence.
- CSR and ethics require leadership commitment, with leaders playing a key role in promoting a culture of responsibility and ethics.

FINDINGS

- Research indicates that companies that prioritize CSR and ethics tend to outperform their peers in terms of financial performance, brand reputation, and stakeholder trust.
- Employees play a critical role in promoting CSR and ethics practices, and their engagement and commitment are essential for driving positive change.
- Stakeholders are increasingly expecting companies to demonstrate CSR and ethics leadership, and to prioritize social and environmental responsibility alongside financial performance.
- CSR and ethics considerations are essential for managing reputational, operational, and regulatory risks, and for minimizing negative impacts on stakeholders and the environment.

RECOMMENDATIONS

- Set up a committee comprising senior executives, employees, and external stakeholders to oversee CSR and ethics initiatives, ensure alignment with business strategy, and provide guidance on ethical decision-making.
- Perform regular audits to assess compliance with ethics policies and procedures, identify areas for improvement, and provide recommendations for enhancing the organization's ethics culture.
- Design a training program to educate employees on CSR and ethics principles, policies, and procedures, and provide regular updates on emerging issues and best practices.
- Incorporate CSR and ethics metrics into employee performance evaluations and incentive structures to encourage responsible behavior and decision-making.
- Foster open communication with stakeholders, including customers, employees, investors, and communities, to understand their expectations, address concerns, and demonstrate commitment to CSR and ethics.

SUGGESTIONS

- Partner with NGOs and industry associations to stay informed about emerging CSR and ethics issues, share best practices, and leverage collective expertise.
- Incorporate CSR and ethics considerations into business decision-making processes, using tools such as CSR impact assessments and ethics screens.
- Establish a reporting framework to track and disclose CSR and ethics performance, using recognized standards and frameworks such as GRI and SASB.
- Encourage a culture of transparency and accountability, where employees feel empowered to speak up and report ethics concerns without fear of retaliation.
- Offer incentives for employees and business partners who demonstrate responsible behaviour and contribute to the organization's CSR and ethics goals.

FINDINGS

- Research indicates that companies that prioritize CSR and ethics tend to outperform their peers in terms of financial performance, brand reputation, and stakeholder trust.
- Employees play a critical role in promoting CSR and ethics practices, and their engagement and commitment are essential for driving positive change.
- Stakeholders are increasingly expecting companies to demonstrate CSR and ethics leadership, and to prioritize social and environmental responsibility alongside financial performance.
- CSR and ethics considerations are essential for managing reputational, operational, and regulatory risks, and for minimizing negative impacts on stakeholders and the environment.

CHALLENGES FACED BY THE BUSINESS ENTITY FOR CSR

Businesses face numerous challenges when integrating Corporate Social Responsibility (CSR) into their operations, including balancing the high costs of CSR initiatives with the need to maintain profitability, especially for smaller companies or those with tight budgets. They often struggle with a lack of clear regulations or standardized guidelines, making it difficult to ensure compliance and effectiveness. Measuring the tangible and intangible impacts of CSR activities can be complex, and accusations of greenwashing or superficial efforts may harm a company's reputation.

Additionally, aligning CSR with the company's core business strategy and ensuring stakeholder buy-in—ranging from investors and customers to employees—can be

challenging, particularly when stakeholders have conflicting expectations. Cultural and regional differences may also complicate the design and execution of initiatives, as one-size-fits-all approaches often fail.

Furthermore, economic pressures and market competition may force companies to prioritize short-term gains over long-term sustainability goals, while the lack of expertise, employee engagement, and transparent reporting mechanisms further hinder successful CSR implementation.

CONCLUSION

Companies must prioritize CSR and ethics to drive long-term success, build trust with stakeholders, and contribute to societal well-being. Companies must adopt a holistic approach to CSR and ethics, integrating these considerations into all aspects of business strategy, operations, and decision-making. Leadership commitment and employee engagement are essential for driving CSR and ethics priorities, and for fostering a culture of responsibility and accountability.

Companies must commit to continuous improvement, monitoring and evaluating CSR and ethics performance, and making adjustments as needed to ensure alignment with evolving stakeholder expectations and emerging issues.

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ROLE OF ENTREPRENEURSHIP EDUCATION TO GENERATE SUSTAINABLE ENTREPRENEUR -STUDENTS' PERSPECTIVE

Dr. Seena P P

Assistant Professor, Dept. of Commerce,
S.E.S College, Sreekandapuram, Kannur, Kerala
Email-seenasunikumar@gmail.com, Mob: 9995259669

Abstract

To reduce social and environmental impact sustainable entrepreneurship is essential in the present scenario. Through entrepreneurship education we can train and stimulate young generation to indulge in sustainable entrepreneurial activities in future. This is a descriptive and analytical study intended to understand the students' views towards the role of entrepreneurship education to become a sustainable entrepreneur. The study also analyses the factors that stimulate them to take up sustainable entrepreneurial activities and the major hindrances faced by them. Primary data has been collected from 181 commerce and management students of the University of Kannur to know about the opinions of students regarding the role of entrepreneurship education. The collected data has been analyzed using one sample t test. It is found that the entrepreneurship education in present syllabus is not enough to help the students to think about sustainable entrepreneurship. They have a desire to start sustainable entrepreneurship within 1 to 5 years after their graduation because of the motivating factors like environmental consciousness, to do something for society, financial independence etc. Lack of fund and high risk are the most discouraging factors. They suggested that the present syllabus should include more practical experience rather than theoretical knowledge, updation of syllabus with present opportunities and support; and addition of internship and training programme in the curriculum to encourage sustainable entrepreneurship education in commerce and management graduation.

Key words: *Sustainability, Entrepreneurship, Education, Student's Perspective*

Introduction

Sustainable entrepreneurship is the creation, innovation and utilization of entrepreneurial opportunities that helps to generate sustainability in social and environmental up gradations. In future the successful entrepreneur is not only a profit maker but also, he should consider the social and environmental aspects for sustainable development. By using sustainable business practices and technology an entrepreneur can identify sustainable innovation and solve environmental degradation problems to avoid the depletion of natural

and physical resources. So, for the promotion of sustainable entrepreneurship, entrepreneurship education among young students is important. In order to generate entrepreneurial spirit among the students and to understand the possible benefits and importance of being an entrepreneur, a basic entrepreneurship program should be included in their syllabus as a core subject. These will not only help to boost the interest of the students to take entrepreneurship as a career but also generate job opportunities and economic growth (Panigrahi). Now entrepreneurship is a mandatory subject for graduate students of commerce and management. The study intends to analyse how the entrepreneurship education in commerce and management graduation influence the students to select sustainable entrepreneurship as a career option.

Literature Review

Ezekiel, Otesile, & Ukpung, 2014 studied the influence of professional education on development of enterprise potential of students. Expert's opinion on the problems collected and analysed.

Muktha & Mani, 2015 Conducted a study to analyse the students' point of view on Entrepreneurship education. The study found that students were interested to become entrepreneurs because they were interested to work independently. Fund shortage and lack of sufficient experience are the main hindrances to select entrepreneurship as a career.

Paul, Santos, & Hormiga, 2018 observed academic literature on sustainable entrepreneurship with the help of bibliometric techniques and tools. Identified the significance of ecological, economic and social achievements in sustainable organizations.

Eduardo, Marín-Carrillo, & Casado-Belmonte, 2020 conducted a bibliometric analysis to reveal the status of the sustainable entrepreneurship and also identify key topics.

Schimperna, Nappo, & Marsigalia, 2021 emphasised on role of university in promotion of student entrepreneurship and how it is valuable for the academic and professional community. Systematic literature review has been made on three areas namely university support for entrepreneurship, student entrepreneurship and entrepreneurial intention, and entrepreneurship education and learning.

Objectives of the study

- ✓ To identify motivating factors to become a sustainable entrepreneur
- ✓ To identify discouraging factors to take sustainable entrepreneurship as career options
- ✓ To analyse the important skills required to be a successful sustainable entrepreneur
- ✓ To find the suggestions to encourage sustainable entrepreneurship education in commerce and management graduation

Research Methodology

The objectives of the paper have been attained through primary data collected from students. The study is intended to identify how entrepreneurship education influences the commerce and management student to become a successful and sustainable entrepreneur. B.Com and BBA students of Kannur University have been considered for data collection. Primary data was collected from 181 students. To collect primary data a questionnaire is designed. The questionnaire includes questions regarding the present entrepreneurship course in the syllabus, the influencing and demotivating factors and their valuable suggestions. A pilot study was conducted to check the reliability and to refine the questionnaire. Chronbach's alpha was used to check the reliability of scaled questions in the questionnaire. Chronbach's alpha values of all scaled questions were more than 0.7 which indicates that all the scaled questions have acceptable reliability.

Analysis and Discussion

Table 1: Opinion towards entrepreneurship education in present syllabus helps the students to think about sustainable entrepreneurship

	Frequency	Percent
Strongly Disagree	7	3.9
Disagree	14	7.7
Neutral	65	35.9
Agree	36	19.9
Strongly Agree	59	32.6
Total	181	100.0

Source: Primary data

The responses in the above table reveal that 35.9 percent of the students neither agree nor disagree with the present syllabus enough to think about sustainable entrepreneurship. At the same time, 32.6 percent of students strongly agreed that the present syllabus is enough to think about sustainable entrepreneurship. Around 11 percent of students disagreed that the present syllabus is not sufficient to think about sustainable entrepreneurship.

Table 2: Plan to start a sustainable enterprise in future

	Frequency	Percent
1 to 5 years after the graduation	64	35.4
5 years after graduation	63	34.8

Immediately after the graduation	15	8.3
Never	39	21.5
Total	181	100.0

Source: Primary data

Based on the above responses, we can realise that out of the students, 61 percent of students have a desire to start a sustainable enterprise, and 35.4 percent of students have a desire to start their sustainable enterprise within 1 to 5 years after their graduation. 34.8 percent of students enter into entrepreneurship 5 years after graduation. 21.5 percent of students don't have a plan to start a sustainable enterprise..

Table 3: Motivating factors to become a sustainable entrepreneur

Motivating factors	N	Mean	Std. Deviation	t	Sig.
Being your own boss	181	3.61	1.19	6.89	.000
Environmental consciousness	181	3.93	1.07	11.76	.000
Financial independence	181	3.707	1.0941	8.696	.000
Family support	181	3.702	1.0747	8.784	.000
To do something for society	181	3.884	1.1120	10.695	.000

Source: Primary data

The result of the motivating factors to be a sustainable entrepreneur is presented in Table 3. The result revealed that the significant highest mean score (M=3.934, S.D =1.07) was for the motivating factor 'Environmental consciousness.' The result indicated that environmental consciousness is the most influential motivating factor to become a sustainable entrepreneur. Subsequently, an intention to do something for the society (M=3.88) also influenced the start of sustainable entrepreneurship. All other factors, like financial independence, family support, etc., significantly influence the students to be sustainable entrepreneurs.

Table 4: Discouraging factors to take sustainable entrepreneurship as career options

Discouraging factors	N	Mean	Std. Deviation	t	Sig.
High risk	181	3.613	1.13	7.25	.000
Lack of experience	181	3.464	1.10	5.66	.000
Lack of fund	181	3.768	1.08	9.56	.000
Lack of business ideas	181	3.193	1.16	2.22	.000
Lack of support from family	181	3.039	1.16	0.45	.000

Source: Primary data

The result shown in Table 4 revealed that the higher significant discouraging factor was 'Lack of fund' (M=3.768). It shows that lack of funds is the most important hindrance to taking sustainable entrepreneurship as a career option. Then it was followed by high risk (M=3.61) of sustainable entrepreneurship. Factors like lack of experience, lack of business ideas, etc., were also significantly demotivating the students to be sustainable entrepreneurs.

Table 5: Skills required to be a successful sustainable entrepreneur

Skills Required	N	Mean	Std. Deviation	t	Sig.
Innovative	181	4.160	1.10	14.10	.000
Creative problem solving ability	181	4.099	1.11	13.25	.000
Forward thinking	181	4.122	1.08	13.86	.000
An ability to identify strategic opportunities	181	4.072	1.11	12.98	.000
Strong Leadership	181	4.149	1.07	14.34	.000
environmentally conscious behavior	181	4.055	1.12	12.57	.000
Social Responsibility	181	4.138	1.19	12.85	.000
Communication skill	181	4.227	1.11	14.73	.000

Source: Primary data

The most important skill required to be a successful entrepreneur was 'communication skill' (M=4.227, S.D=1.11) was significantly higher than the mean of the response scale three, $t(180) = 14.73$, $p=0.000$) based on the result of one sample t test. The result indicated that communication is the most important skill to become a sustainable entrepreneur. Secondly,

innovation (M=4.16) is the most required skill for sustainable entrepreneurship. All other skills are also highly significant to be a sustainable entrepreneur.

Table 6: Suggestions to encourage sustainable entrepreneurship education in commerce and management graduation

Suggestions	N	Mean	Std. Deviation	t	Sig.
Add internship and training programme in the curriculum	181	3.928	1.23	14.11	.000
Add more practical experience rather than theoretical knowledge	181	4.138	1.13	13.25	.000
Update the syllabus with present opportunities and support	181	3.989	1.25	13.86	.000
Promote talk on sustainable entrepreneurship	181	3.890	1.12	12.98	.000
Facilitate interaction with sustainable entrepreneurs	181	3.934	1.21	14.35	.000

Source: Primary data

The result presented in Table 6 depicted that students significantly demanded more practical experience rather than theoretical knowledge (M = 4.138) and the updating of existing syllabi by covering the latest opportunities and assistance and interaction with sustainable entrepreneurs (3.94). Apart from that internship and training program (3.928), a seminar on entrepreneurship was also significantly suggested by the students to encourage sustainable entrepreneurship.

Findings and Conclusion

The study found that the entrepreneurship education in present syllabus is not enough to help the students to think about sustainable entrepreneurship. They have a desire to start sustainable entrepreneurship within 1 to 5 years after their graduation because of the motivating factors like environmental consciousness, to do something for society, financial independence etc. Lack of fund and high risk are the most important discouraging factors. To be a successful entrepreneur, communication skills and innovations are highly essential. They suggested that the present syllabus should inculcate with more practical experience rather than theoretical knowledge, update the syllabus with present opportunities and support and also add internship and training programmes to the curriculum to encourage sustainable

entrepreneurship education in commerce and management graduation. We can motivate and inspire generations to the necessity of sustainable entrepreneurship through entrepreneurship education to some extent.

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The Mediating Role of Psychological Empowerment in the Relationship Between Transformational Leadership and Job Satisfaction Among Healthcare Professionals in Kerala.

Sarath Kumar S^{a)}, Dr. Annie Sam,^{b)}

*School of Management Studies, Vels Institute of Science, Technology and Advanced Studies
VISTAS, Chennai, India.*

^{a)} org.sarathkumar@gmail.com

^{b)} annie.sms@vistas.ac.in

Abstract

This study explores the role of transformational leadership in enhancing psychological empowerment and job satisfaction among healthcare professionals in Kerala, India. Data were collected from 306 administrative working professionals in private and government healthcare institutions to understand the interplay between these variables across different organizational settings. The analysis revealed no significant differences in job satisfaction, psychological empowerment, or transformational leadership levels between professionals in the private and government sectors. Correlation analysis revealed a strong positive relationship between transformational leadership, psychological empowerment, and job satisfaction, highlighting the crucial role of transformational leadership in fostering an empowered and satisfied workforce. Based on these comprehensions, the study recommends implementing focused leadership development programs and empowerment strategies to improve employee engagement and organizational outcomes in healthcare settings. Despite its contributions, the study acknowledges limitations, including its cross-sectional design and focus on a single region, which may affect the generalizability of findings. Future research using longitudinal and multi-regional approaches is suggested to build on these results and provide broader perspectives.

Keywords: Transformational Leadership, Psychological Empowerment, Job Satisfaction, Healthcare Professionals, Employee Satisfaction, Kerala.

Introduction

The healthcare sector significantly impacts a country's and society's progress, specifically in regions with more population density and diverse health challenges that demand effective management. Strong and effective leadership in healthcare is pivotal, as it directly affects organizational performance, employee wellbeing, and patient satisfaction (Avolio & Yammarino, 2013). Effective leadership demands administrative capabilities and requires the ability to motivate teams, adapt to dynamic environments, and sustain high-pressure operations in the organization. Transformational leadership is one of the most

efficient types of leadership, which fosters a shared vision and organizational commitment and has proven particularly relevant in the healthcare context (Bass, 1985).

Kerala is known as a "model state" in Indian healthcare and demonstrates remarkable achievements in health metrics such as accessibility of healthcare needs, life expectancy, and infant mortality (Ramankutty, 2020). The accessibility and quality of services provided by Kerala's healthcare system are widely appreciated because the system incorporates a standard public health infrastructure with an active private sector (Kutty, 2000). However, this system has some notable challenges, such as a doubled burden of diseases, employer shortages, and hectic administrative challenges that strain both sectors (Ministry of Health and Family Welfare, 2021). These challenges reduce job satisfaction among healthcare administrators, adversely affecting employee retention and working efficiency (Laschinger et al., 2004).

Job satisfaction is essential in healthcare administration; it impacts productivity, morale, and organizational climate (Herzberg, 1966). Administrators with less job satisfaction are more likely to experience burnout, lower retention, and reduced service quality. Effective leadership can positively contribute to better job satisfaction, particularly transformational leadership, a critical phenomenon that promotes job satisfaction by fostering purpose and engagement among employees (Mathieu et al., 2014; Zhang & Bartol, 2010). However, the mechanisms associated with transformational leadership and job satisfaction require further exploration, particularly in socio-cultural contexts like Kerala.

One key mechanism is psychological empowerment, which enhances employees' sense of competence, autonomy, and organizational impact (Spreitzer, 1995). Transformational leaders promote empowerment by valuing contributions, encouraging autonomy, and nurturing creativity (Thomas & Velthouse, 1990). Empowered employees exhibit higher job satisfaction and initiative (Afsar et al., 2019). While these dynamics are well-studied in corporate settings, evidence from healthcare contexts, particularly in developing regions like Kerala, remains limited.

This study examines the relationship between transformational leadership, psychological empowerment, and job satisfaction among 306 healthcare administrators across 40 public and private hospitals in Kerala. Findings aim to address knowledge gaps, offering insights for leadership strategies to enhance employee engagement and organizational sustainability in healthcare.

Methodology

Objectives

This study aimed to investigate the relationship between transformational leadership, psychological empowerment, and job satisfaction among healthcare administrators in Kerala. It also examined variations in transformational leadership, psychological empowerment, and job satisfaction based on the type of healthcare organization, such as private and public sectors.

Hypotheses

There will be a positive correlation between transformational leadership, psychological empowerment, and job satisfaction among healthcare administrators in Kerala.

There will be significant differences in transformational leadership, psychological empowerment, and job satisfaction based on the sector of healthcare administrators in Kerala.

Participants

The sample used purposive sampling to select 306 healthcare administrators from private ($n = 173$) and government ($n = 133$) hospitals in Kerala. Participants aged 25–55 years ($M = 38.7$, $SD = 7.9$) included males (58%) and females (42%) with at least one year of experience in healthcare administration. All participants provided informed consent before participation.

Procedure

Ethical clearance was obtained before data collection, and hospital authorities approved the study. Participants were briefed about the study's purpose, assured confidentiality, and asked to provide informed consent. Data collection spanned three months, using structured questionnaires administered online and in person. The process ensured respect for participants' schedules and adhered to ethical protocols, allowing withdrawal at any stage without consequences.

Instruments

Transformational leadership was measured using the Multifactor Leadership Questionnaire (MLQ-5X; Bass & Avolio, 1995), which showed high reliability ($\alpha = .92$). Psychological empowerment was assessed with Spreitzer's Psychological Empowerment Scale (1995), which demonstrated strong reliability ($\alpha = .89$). Job satisfaction was evaluated using Spector's Job Satisfaction Survey (1994), with excellent reliability ($\alpha = .94$). Demographic data were collected through a structured questionnaire.

Statistical Analysis

Data were analyzed using SPSS. Descriptive statistics summarized demographic and study variables. Pearson correlation explored relationships among key variables. The independent t-tests assessed group differences.

Results

Descriptive Statistics

The t-test analysis compared job satisfaction, psychological empowerment, and transformational leadership between employees in private and government healthcare institutions (Table 1). Results indicated no significant differences between the sectors for any of the variables. Job satisfaction was slightly higher among private sector employees ($M = 137.64$, $SD = 24.10$) compared to those in the government sector ($M = 134.05$, $SD = 25.96$), but this difference was not statistically significant ($t = 1.23$, $p = 0.217$). Similarly, psychological empowerment was marginally higher in the private sector ($M = 47.87$, $SD = 9.83$) than in the government sector ($M = 46.18$, $SD = 11.55$), with no significant difference ($t = 1.38$, $p = 0.177$). For transformational leadership, private sector employees reported a mean score of 68.50 ($SD = 10.28$) compared to 67.65 ($SD = 10.55$) for government employees, but this difference was also not significant ($t = 0.71$, $p = 0.478$). These findings suggest that the sector of employment does not significantly impact these variables among healthcare professionals.

Table 1 Comparison of Job Satisfaction, Psychological Empowerment, and Transformational Leadership Between Private and Government Healthcare Institutions						
	Type	N	Mean	Std. Deviation	T	p
Job satisfaction	Private	173	137.64	24.10	1.23	0.217
	Government	133	134.05	25.95		
Psychological empowerment	Private	173	47.87	9.830	1.38	0.177
	Government	133	46.18	11.55		
Transformational Leadership	Private	173	68.50	10.28	0.71	0.478
	Government	133	67.65	10.55		
NS: Not significant at .05 level						

Correlation Analysis

Table 2 presents the correlations between the key variables in the study: job satisfaction, MLQ (Multifactor Leadership Questionnaire), psychological empowerment, and transformational leadership. All correlations were statistically significant at $p < 0.01$, indicating strong relationships among the variables. Job satisfaction showed a robust positive correlation with transformational leadership ($r = .902$), MLQ ($r = .930$), and psychological empowerment ($r = .827$). Similarly, MLQ was highly correlated with transformational

leadership ($r = .966$) and psychological empowerment ($r = .847$). Additionally, psychological empowerment demonstrated a strong positive association with transformational leadership ($r = .786$).

Table 2
Correlation Between The Study Variables

	1	2	3	4
Job satisfaction	1			
MLQ	.930**	1		
Psychological empowerment	.827**	.847**	1	
Transformational Leadership	.902**	.966**	.786**	1

Note: $p < 0.01$ (two-tailed test)

Discussion

This study sheds light on the dynamic interplay between transformational leadership, psychological empowerment, and job satisfaction in healthcare administration. The absence of significant differences in these variables between private and government healthcare employees indicates a collective importance in fostering positive workplace outcomes, regardless of sector. These findings align with previous research that highlights the universal applicability of transformational leadership across diverse organizational contexts (Bass & Riggio, 2006). This consistency suggests that leadership and empowerment strategies are equally impactful in public and private healthcare settings.

The findings also revealed significant correlations among transformational leadership, psychological empowerment, and job satisfaction. This result supports previous research emphasizing leadership's pivotal role in enhancing personal and professional workplace outcomes. Transformational leadership behaviors, such as idealized influence, inspirational motivation, individualized consideration, and intellectual stimulation, foster employees' sense of purpose, motivation, and autonomy, all contributing to greater job satisfaction (Judge & Piccolo, 2004; Podsakoff et al., 1996). Recent studies have corroborated these findings, demonstrating that transformational leadership positively influences employee engagement, organizational commitment, and overall job satisfaction (Zhou et al., 2021; Luo et al., 2022).

This study highlighted that psychological empowerment plays a critical role in job satisfaction. This finding emphasizes that fostering employees' psychological factors, such as the perceptions of competence, autonomy, and meaning in their roles, is essential to enhancing intrinsic motivation and satisfaction (Spreitzer, 1995; Thomas & Velthouse, 1990). Recent literature further substantiates this, emphasizing that psychological empowerment improves job performance and organizational wellbeing (Kim & Beehr, 2021).

The findings of this study highlight the importance of transformational leadership in enhancing job satisfaction and psychological empowerment in healthcare settings. Healthcare organizations should prioritize leadership development initiatives to ensure the employees' psychological wellbeing and job satisfaction. Effective transformational leadership is the easiest way to improve job satisfaction, employee engagement, and organizational performance. Healthcare leaders, particularly those in administrative roles, must be equipped with the skills to inspire and motivate their teams, which can be achieved through targeted transformational leadership training programs. Such programs should focus on enhancing the competencies, including fostering trust, communicating a compelling vision, offering individualized support, and promoting intellectual stimulation. These skills are key to cherishing an empowering environment that boosts employee morale and overall job satisfaction. Similarly, there is a need to support a culture of psychological empowerment within healthcare organizations. When employees feel that their work is meaningful and their contributions are valued, they are likelier to experience greater job satisfaction and demonstrate higher commitment and performance. Providing autonomy in decision-making, offering opportunities for skill development, and fostering a sense of purpose in the workplace are essential components of psychological empowerment. Encouraging autonomy allows employees to take ownership of their tasks, leading to increased job satisfaction and higher levels of intrinsic motivation.

While the findings of this study provide significant insights, several limitations must be considered when interpreting the results. One key limitation is the cross-sectional design, which does not allow for establishing causal relationships between transformational leadership, psychological empowerment, and job satisfaction. Longitudinal studies are recommended to explore these variables' dynamic and reciprocal relationships over time. Another limitation is the focus on healthcare professionals, which may limit the generalizability of the findings to other sectors. Future studies should consider diverse occupational settings, such as education, finance, or technology, to determine whether the findings hold across various organizational contexts. Comparing the effects of transformational leadership and psychological empowerment in different sectors could provide valuable insights into the universal applicability of these leadership strategies. Additionally, it is beneficial to explore other variables that influence job satisfaction, such as organizational culture, team dynamics, or individual personality traits.

Conclusion

This study emphasizes the pivotal roles of transformational leadership and psychological empowerment in enhancing job satisfaction among healthcare professionals in Kerala. The findings demonstrate significant associations between transformational leadership behaviors, job satisfaction, and psychological empowerment, highlighting the need to cultivate leadership qualities that inspire, motivate, and empower employees. These results underscore the critical importance of transformational leadership practices and psychological empowerment as key drivers of positive workplace outcomes in healthcare settings. This is particularly relevant in the demanding and high-pressure healthcare environment, where employee satisfaction directly impacts organizational performance and the quality of patient care. Healthcare organizations can enhance job satisfaction and engagement among their workforce by focusing on leadership development and fostering empowering work environments. Future research should consider conducting longitudinal studies to validate these findings further and explore the evolving relationships between leadership, empowerment, and job satisfaction.

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DIGITAL ECONOMY AND E-COMMERCE TRENDS: SHAPING THE FUTURE OF GLOBAL BUSINESS

G.Revathi¹, A. Fayizah²

¹Vice Principal and Head in Dept. of Commerce, Aiman College of Arts and Science (W), Tiruchirppalli-21

²Students, .Aiman College of Arts and Science (W), Tiruchirppalli-21

Abstract

Unlocking Growth in the Digital Economy: E-Commerce Trends and Global Business Transformation". "The digital economy is the catalyst reshaping global commerce for a smarter tomorrow."This paper examines the key trends shaping the digital economy and their profound impact on the evolution of e-commerce. With the increasing digitization of industries, technological innovations, and changing consumer behaviors, e-commerce has become a central component of the global economy. The research explores the role of digital platforms, mobile commerce, AI-driven personalization, and cross-border e-commerce in driving economic growth and reshaping market dynamics. Key findings suggest that businesses must embrace digital transformation to remain competitive and meet the demands of a tech-savvy consumer base. Digital Economy and E-Commerce Trends involve investigating the relationship between technological advancements, economic shifts, and the growing impact of online commerce. The research should explore how digital transformation is reshaping industries, the evolution of e-commerce platforms, emerging trends, and the implications for businesses, consumers, and global markets.

Keywords: *Digital Transformation, E-commerce, Technological Advancements, Consumer Behaviour, Global Markets.*

Introduction

Unlocking Growth in the Digital Economy: E-Commerce Trends and Global Business Transformation". "The digital economy is the catalyst reshaping global commerce for a smarter tomorrow." The digital economy refers to the integration of digital technologies into economic activities. It encompasses all business, trade, and services conducted through digital platforms, including the Internet, mobile networks, and emerging technologies such as artificial intelligence, block chain, and IoT. The digital economy is reshaping industries, enhancing productivity, and creating new opportunities for economic growth and innovation.

Objectives

- Examine the trends driving the digital economy and their influence on e-commerce growth.
- Analyse the role of technologies like AI, blockchain, IoT, and mobile commerce in transforming global business.
- Identify challenges in adopting digital transformation and propose actionable solutions for businesses.
- Explore case studies to highlight the impact of digital platforms on small and large enterprises.

Scope

- Focuses on the integration of digital technologies into global business operations, especially e-commerce.
- Covers technological innovations, consumer behaviour trends, and market dynamics.
- Explores global impacts, with specific attention to cross-border e-commerce, mobile commerce, and AI-driven personalization.
- Targets key industries affected by digital transformation, including retail, logistics, and fintech.

Review of Literature

Digital Transformation and Economic Growth: OECD (2021): The digital economy has become a key driver of global GDP growth, with the integration of technologies like AI, block chain, and IoT fundamentally altering traditional business operations. The report

highlighted the accelerated adoption of digital platforms during the COVID-19 pandemic and their role in improving productivity and innovation.

The Rise of Mobile Commerce (M-Commerce): Statista (2021): Mobile commerce saw unprecedented growth, contributing over 70% to global e-commerce sales by 2023. This was fuelled by increased smartphone penetration, mobile-friendly platforms, and the popularity of features like "Buy Now, Pay Later" services, which enhanced accessibility and convenience for consumers.

Cross-Border E-Commerce Expansion: World Economic Forum (2022): Cross-border e-commerce has reshaped global trade, enabling SMEs to access international markets with ease. Platforms like Amazon and Alibaba have reduced barriers to trade, offering efficient payment systems and streamlined logistics, particularly benefiting emerging economies in Asia and Africa.

The Role of AI in E-Commerce Personalization: Deloitte (2022): AI has been a critical enabler of personalized customer experiences, with businesses leveraging AI to deliver tailored recommendations, dynamic pricing, and predictive analytics. These innovations improved customer engagement and increased conversion rates by as much as 30%, revolutionizing online shopping.

The Impact of IoT and 5G on Supply Chains: Ericsson (2023): IoT, in combination with 5G networks, has revolutionized e-commerce logistics by enabling real-time tracking and smarter supply chains. The report emphasized that faster connectivity and data sharing have significantly enhanced operational efficiency and improved customer experiences.

This paper reflects relevant to Examine the trends driving the digital economy and their influence on e-commerce growth, Analyse the role of technologies like AI, blockchain, IoT, and mobile commerce in transforming global business, identify challenges in adopting digital transformation, and propose actionable solutions for businesses.

Methodology

- **Research Design:** A qualitative approach combining secondary research (literature review) and case study analysis.
- **Data Sources:** Peer-reviewed journals, industry reports, and publicly available data from e-commerce platforms.

- **Analytical Tools:** Comparative analysis of e-commerce trends, impact assessment of technologies, and evaluation of case studies.
- **Scope of Case Studies:** Focused on Amazon (logistics innovation), Alibaba (cross-border e-commerce), and Shopify (small business enablement).

The Role of Digital Economy:

Cloud Computing: The backbone of digital businesses, allowing for scalable, cost-effective storage and computing power.

Big Data and Analytics: Leveraging large datasets for strategic decision-making, predictive analytics, and personalization.

Artificial Intelligence (AI) and Machine Learning: Automating processes, enhancing customer experiences, and improving business efficiencies.

Block chain: Enabling secure, transparent transactions and supporting innovations such as crypto currencies.

Digital Infrastructure and Connectivity: **5G Networks:** Enhancing the speed, reliability, and capacity of mobile networks, crucial for e-commerce, **IoT:** Connecting devices and enabling smarter supply chains and customer interactions.

Digital Payments Systems: The rise of digital wallets (e.g., PayPal, Apple Pay), crypto currencies (e.g., Bitcoin, Ethereum), and mobile payment solutions that facilitate online transactions.

E-Commerce Trends Shaping the Future

E-commerce trends are the evolving patterns, technologies, and strategies influencing online buying and selling. These trends highlight the ways businesses and consumers adopt digital tools to enhance shopping experiences, improve efficiency, and meet changing demands. Key trends include mobile commerce, personalized shopping, sustainable practices, and the rise of new payment systems like mobile wallets and cryptocurrencies.

Mobile Commerce (M-Commerce): Increasingly, consumers are shopping on mobile devices. The rise of smartphone penetration and mobile apps is shaping how users interact with e-commerce platforms. Trends such as "Buy Now, Pay Later" services and mobile-optimized websites are making mobile commerce more accessible and convenient.

Personalization and AI-Driven Experiences: AI and machine learning are enabling personalized customer experiences by analysing browsing patterns, preferences, and purchase

history. Dynamic pricing, customized product recommendations, and individualized marketing campaigns are improving customer engagement and driving sales.

Social Commerce and Influencer Marketing: Social media platforms like Instagram, Facebook, and TikTok are increasingly becoming shopping hubs. Influencer marketing is shaping consumer behaviour by promoting direct purchasing opportunities via social platforms.

Omnichannel Retailing: Retailers are merging online and offline channels to create seamless shopping experiences. Customers expect to be able to shop, pick up, or return items across multiple touchpoints. Integration of physical stores with e-commerce platforms enables businesses to extend their reach.

Subscription-Based Models: Subscription services for products (e.g., beauty boxes, streaming services) have been gaining popularity, providing consumers with convenience and businesses with recurring revenue streams.

Cross-Border E-Commerce: Global online shopping is growing, driven by consumers' increasing desire for international products. Platforms like Amazon and Alibaba are enabling international transactions, reducing barriers to cross-border trade.

Challenges in the Digital Economy and E-Commerce

Cybersecurity Concerns: With the increase in online transactions and data sharing, protecting consumer data and preventing cyber attacks is a critical challenge. Businesses must invest in robust cyber security measures to prevent fraud, data breaches, and loss of consumer trust.

Digital Divide: Not all consumers have access to the internet or the necessary digital tools for e-commerce. The digital divide is a significant challenge for businesses targeting global markets. Bridging this gap requires investment in infrastructure and offering alternative solutions for underserved populations.

Regulation and Compliance: Governments are increasingly focusing on regulating digital economies to ensure fair practices, data protection, and taxation. The evolving regulatory landscape, such as GDPR in Europe, has implications for how businesses operate online.

Supply Chain Challenges: E-commerce businesses are dependent on a smooth supply chain for timely delivery of products. Disruptions (e.g., pandemics, and geopolitical tensions) can affect inventory management and delivery times. The need for greater flexibility and local distribution systems is growing in response to these challenges.

Future Trends in the Digital Economy and E-Commerce

AI and Automation in E-Commerce: The continued integration of AI for customer service (chatbots, virtual assistants), automated warehouses, and data-driven decision-making will streamline e-commerce operations.

Augmented Reality (AR) and Virtual Reality (VR): AR and VR are transforming the online shopping experience by allowing customers to "try" products virtually before purchasing, enhancing decision-making and reducing returns.

Sustainability and Ethical Consumption: As consumers become more conscious of environmental impact, e-commerce businesses are exploring ways to reduce carbon footprints, promote sustainable practices, and offer eco-friendly products.

Voice Commerce (V-Commerce): The rise of voice assistants like Amazon Alexa and Google Assistant is opening new opportunities for voice-driven commerce, allowing users to place orders using voice commands.

Findings

- ✓ **Role of Digital Economy:** Digital platforms have enabled faster, scalable business models, creating opportunities for innovation and economic growth.
- ✓ **Technological Drivers:** AI, blockchain, and IoT are enhancing efficiency, personalization, and secure transactions.
- ✓ **Consumer Behaviour:** Increased adoption of mobile commerce and demand for personalized experiences are reshaping purchasing patterns.
- ✓ **Challenges:** Businesses face hurdles like cybersecurity risks, supply chain disruptions, and regulatory compliance.

The digital economy and e-commerce are increasingly intertwined, with technological innovations driving growth and transformation in global markets. Businesses must adapt to

changing consumer behaviors and technological advances to stay competitive in this dynamic environment.

Implications for Businesses: Companies must invest in digital tools, personalization technologies, and cyber security to thrive in an evolving digital landscape.

Recommendations for future work: Businesses should enhance customer experiences, optimize supply chains, and explore new business models like subscription services or social commerce.

Conclusion

During research in this title the digital economy and e-commerce have profoundly transformed global business from 2019 to 2023, offering unprecedented opportunities for growth and innovation. By leveraging technologies such as AI, blockchain, IoT, and mobile commerce, businesses have enhanced efficiency, personalization, and customer engagement. The rise of mobile commerce, cross-border e-commerce, and AI-driven trends has reshaped consumer behaviour and market dynamics, fostering scalable and agile business models.

However, challenges such as cybersecurity threats, regulatory complexities, and supply chain disruptions persist. To thrive in this evolving ecosystem, businesses must prioritize investments in digital tools, robust infrastructure, and sustainable practices. Future trends, including augmented reality, voice commerce, and ethical consumption, will further redefine the e-commerce landscape. Companies that embrace these innovations and adapt to shifting consumer demands will remain competitive and resilient in the global digital economy.

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Opportunities and Challenges in Digital Banking in India: An In-Depth Analysis

Meenakshi. K

III-B.Com (Accounting and Finance)

SRM Institute of Science and Technology (Deemed to be University)

Tiruchirappalli Campus.

Dr. R. Santhi

Assistant Professor, Department Of Commerce

Faculty Of Science And Humanities

SRM Institute Of Science And Technology, Tiruchirappalli Campus.

Abstract:

This paper explores digital banking, its significance, and the role it plays in transforming India's financial sector. Digital banking refers to the use of technology, such as mobile apps and online platforms, to provide banking services remotely, eliminating the need for physical bank visits. The paper will discuss the growing importance of digital banking in India, especially in providing financial services to people in rural and remote areas, where traditional banking infrastructure is limited. It highlights how digital banking has helped bridge the gap between urban and rural populations, enabling individuals to open accounts, transfer money, and access loans, thus promoting financial inclusion.

The paper will also examine the key benefits of digital banking, such as reduced transaction costs, faster processing times, and improved customer experiences. It has also contributed to greater financial transparency and opened new opportunities for financial products and services. However, challenges such as cybersecurity risks, digital literacy issues, and limited internet access in certain areas will also be addressed. These obstacles have slowed the widespread adoption of digital banking in India.

By analysing the current impact of digital banking on India's financial sector, the paper will explore the opportunities it presents and the challenges that need to be overcome to ensure its continued growth. The study will also suggest ways to improve digital banking infrastructure,

enhance security measures, and promote digital literacy, ensuring that digital banking reaches its full potential in India.

Keywords: *Digital Banking, Financial Inclusion, Online Banking, Technology, Cybersecurity*

"Review on Work Engagement and Organizational Strategies: Addressing Generational Diversity in the Multigenerational Workforce"- A Conceptual framework

Harshini J,
Research Scholar, Department of Commerce, Loyola College, Chennai

Dr A Xavier Mahimairaj,
Associate Professor and Research Guide, Department of Commerce, Loyola College, Chennai

Abstract

The study investigates the link between work engagement and organizational engagement across different generations, focusing on the impact of tailored strategies on employee retention and change management. It reveals that generational differences significantly influence workplace dynamics, with Baby Boomers prioritizing meaningful work and recognition, Generation X prioritizing work-life balance, and Millennial and Generation Z favoring extrinsic motivators like career growth and acknowledgment. The study also highlights generational variations in adapting to technological and organizational changes, with older generations showing greater resistance. The findings emphasize the importance of leadership behaviors, perceived organizational support, and tailored engagement strategies in fostering collaboration and inclusivity. Effective interventions include hybrid work models, cross-generational training programs, recognition systems, and personalized career development plans. By addressing generational disparities and leveraging workforce diversity, organizations can create inclusive environments that boost productivity and engagement.

Keywords : *Work Engagement, Organizational Engagement, Employee, Baby Boomers, Generation X,Y And Z*

Perception of Customers towards UPI Payments for Small Transactions

Mr. Sanket Kusnoor¹

Smt. Sunanda K²

Abstract

Unified Payments Interface (UPI) has revolutionized digital payments in India by providing a seamless and instant transaction platform. While UPI usage for large transactions has gained considerable attention, its adoption for small-value transactions is equally significant. This paper examines customer perception of UPI payments for small transactions, focusing on factors such as ease of use, trust, convenience, and transaction costs. A survey-based study was conducted to gather data, and the findings suggest that UPI is widely accepted for small transactions due to its speed and convenience, despite some concerns over technical glitches and privacy.

Keywords : UPI, Digital Payments, Small Transactions, Customer Perception, Fintech Etc..

Role of Risk Management and Corporate Governance in Financial Planning of Business reference to Prayagraj

Shraddha Srivastava^{*}, Research Scholar

Email- katyayani280816@gmail.com

Prof. Rajesh Kesari^{**}

Department of Management

Nehru Gram Bharati Deemed to be University, Prayagraj, India

Abstract: This paper explores the critical interplay between risk management and corporate governance in the financial planning of businesses in Prayagraj, a growing hub of small and medium scale enterprises (SMEs). By integrating existing literature with empirical data collected from local businesses, the study highlights the importance of governance structures and risk management frameworks in sustainable financial planning. The research identifies

key challenges, gaps , and opportunities while offering insights into the alignment of risk management practices with corporate governance principles.

The Impact Of Strategic Human Resource Management In Driving Organizational Performance

Shubhangi Gupta

Research Scholar (Department of Management) Of
Nehru Gram Bharati Deemed to be University

Abstract

In this day and age of dynamic working environment, Organization strives to attain a competitive edge to be a deep rooted their market presence. As we know Employees are the vital asset of organization, they act s a backbone and play a central role in achieving organization goals and conquering obstacles with outstanding performance. This research paper explores the multifaceted roles of employees in aiding organization to attain success and maintain their position in a competitive edge. This abstract delves into employee engagement and commitment, adaptability and resilience, skills and creativity, team work and collaboration through all these multifaceted roles they perform, all of which contributes to a sustainable competitive advantage by responsive to a changing market trends. This paper discuss about the contribution of employees in shaping an organizational success with by overcoming all the challenges with resilience. The study also focus on how organization foster a culture of positive and flexible work culture and make any more Human strategies to keep their employees motivated to enhance the growth and profitability because only a engaged ,satisfied ,highly motivated and committed employees will help the organization in navigating the complexities of the marketplace and stays a head as industry leaders .

Employees are the most essential element of an organization, driving its success, profitability, and competitive edge. Foster a positive work environment, valuing and recognizing employees as the most pivotal asset strengthens its relationship with the organization drive loyalty and commitment resulting in, overall growth and long term sustainability in the marketplace.

Keywords: *Employees, Multifaceted Role Of Employees, Employee Engagement And Commitment, Adaptability And Resilience.*

Digital Economy and E Commerce Trends

Dr.Smita Kochummen

Assistant Professor And Hod Of Commerce And Research Supervisor

St.Cyril's College,Adoor, Kerala, 691573

Smitakochummen@Gmail.Com 9847352883

Abstract

This paper explores the development of e-commerce and its impact on contemporary business practices. It discusses significant frameworks such as B2B and B2C, illustrating how digital technology has transformed consumer access and business operations. It also addresses challenges like cybersecurity and evolving consumer expectations, offering insights into how businesses can harness e-commerce for growth and competitive advantage in the digital age. The rapid expansion of e-commerce has revolutionized business operations, leading to the creation of various business models that cater to different market demands. The paper examines the role of technology in digital marketing, payment gateways, and logistics in the success of e-commerce. Additionally, it analyses the challenges and opportunities presented by these models, including cybersecurity issues, consumer behavior analytics, and the potential for global expansion.

Key words: E-Commerce, Business, Consumer

LEVERAGING BIG DATA ANALYTICS TO UNDERSTAND AND INFLUENCE CONSUMER DECISION-MAKING IN THE DIGITAL AGE

S. NOWFARA FATHIMA

Ph.D. Research Scholar in Commerce,
Sadakathullah Appa College (Autonomous), Tirunelveli.
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
E-mail: nowfanowfi.s@gmail.com ; **Phone:** 9500956410

M. AHAMED SHAFANA

Ph.D. Research Scholar in Commerce,
Sadakathullah Appa College (Autonomous), Tirunelveli.
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
E-mail: ahamedshafana2000@gmail.com ; **Phone:** 9344353655

Dr. M. N. MOHAMED ABUSALI SHEIK

Assistant Professor, Department of Commerce
Sadakathullah Appa College (Autonomous), Tirunelveli
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

ABSTRACT

The entire consumer decision-making process is multi-staged and includes the recognition of a need, searching for alternatives, and eventually deciding on a purchase. The process is influenced by a host of factors such as psychological, social, economic, and cultural. All these factors combine to shape the individual's preferences and behavior. Indeed, with rapid advances in digital technology, unlimited data is available to businesses as a result of data pouring down from various sources: social media, transactional systems, and virtually any behavior exercised online. Becoming an indispensable tool understanding and manipulating the consumer decision processes in the age of digital transformation has unleashed big data analytics as the probably most effective tool today for grasping and acting on the consumers' decisions. Data analytics has evolved as one of the major instruments through which consumer decision-making is analyzed and manipulated in this competitive industry. This paper has an objective to study the point of intersection between big data analytics and the consumer behavior. It aims at knowing how huge amounts of structured and unstructured data can actually be accessed for producing insights into customer preferences, purchasing patterns, and trends. When businesses apply advanced data-processing techniques, it can personalize marketing strategies, predict consumer trends, and improve products for customers. This paper emphasizes how big data may help to create better experiences for customers, enhance decision making, and ultimately boost customer loyalty by using quantitative techniques via structured questionnaire. Various Statistical tools were used for analysis. This paper also provides discussions on the complications and ethics in the big data

environment with respect to consumer decision making. The findings, by highlighting the need to understand how consumers behave deeply, show that big data analytics reveal huge potentialities for businesses, however, demanding both careful implementation and comprehension of the behaviors that drive consumer behaviour.

Keywords: Big Data Analytics, Consumer Decision Making, Consumer Behaviour Personalization.

Advancing Green Technology: Innovations for Sustainable Futures

Dr. A. Mariya Selvi

Assistant Professor of Commerce

St. Joseph's College (Autonomous), Trichy-2

Mail id: mariyaselvi.xavi@gmail.com

Abstract

Green technology and sustainable innovation have become critical in addressing the escalating environmental challenges posed by climate change, resource depletion, and pollution. This paper explores the pivotal role of green technologies in fostering a sustainable future through innovations in renewable energy, circular economy practices, sustainable agriculture, green manufacturing, and eco-friendly transportation systems. The study highlights advancements in clean energy technologies such as solar, wind, and hydrogen, alongside breakthroughs in waste management, water conservation, and carbon capture systems. It examines the integration of digital technologies, such as artificial intelligence and the Internet of Things, in enhancing resource efficiency and enabling smarter, more sustainable practices. By synthesizing recent research, case studies, and policy frameworks, this paper identifies key trends, challenges, and opportunities in the adoption of green technologies. It also emphasizes the importance of multidisciplinary collaboration among academia, industry, and policymakers to drive innovation and scale sustainable solutions globally. The findings underline the necessity of aligning economic growth with ecological preservation, fostering a resilient, low-carbon future for generations to come.

Key words: *Green Technology, Environmental Preservation, Human-Centric Design, AI-Powered Optimization,*

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN TODAY'S BUSINESS WORLD

Dr. S.GOPI,

Assistant Professor of Commerce, Jamal Mohamed College (Autonomous), Affiliated to Bharathidasan University, Trichy-20. E-mail ID:- sgopi@jmc.edu. Mobile Number:- 9095003364.

Dr. B. REVATHI,

Assistant Professor of Commerce, Urumu Dhanalakshmi College, Affiliated to Bharathidasan University, Trichy-19. Mobile Number:- 6380215125.

Abstract

Innovation is essential to staying ahead of the competition and providing customers with amazing shopping experiences in the constantly evolving landscape of e-commerce. Businesses are constantly looking for innovative ways to improve the e-commerce environment from immersive technologies and seamless payment solutions to Artificial Intelligence (AI) and personalisation. In this study, we are exploring the emerging technologies and innovations in the field of e-Commerce. This study also explores the application and impact of Artificial Intelligence (AI) on e-Commerce. The study used conceptual research methodology and used secondary sources of data collected from research articles, journals, magazines and other online sources. It was concluded that Artificial Intelligence and Machine Learning powered personalization, use of Augmented Reality and Virtual Reality, chatbots, block-chain technology use in securing transaction and supply chain, social commerce, drone delivery, e-wallet, etc. were amongst the recent innovations used in the e-Commerce. The artificial intelligence application can be seen from Google AI Cloud Platform, IBM Watson, BigML, Infosys Nia, etc. AI is also applied in the domain of product pricing and distribution. Multi-mode payments methods like e-wallet, UPI, etc. enhances user satisfaction.

Keywords: *E-Commerce, Innovations, Social Commerce, Artificial Intelligence (AI), M-Commerce.*

CSR ACTIVITIES TOWARDS GREEN HRM PRACTICES TO ENHANCE CORPORATE SUSTAINABILITY

Kanagalakshmi.L1, Preethika.D2

1 Assistant Professor., Management of studies, Madras University, Chepak Chenani - 600039

2 Research scholar, Management of Studies, Madras University, Chepak Chennai – 600039

ABSTRACT

The research explores the relationship between CSR and Green HRM to enhance the corporate sustainability. The study focuses on environmental consciousness being aware of recruitment, Training, and company culture. Green HRM is increasingly important for enhancing corporate sustainability branding. Companies that integrate green practices into their human resource management practices can gain a competitive advantage, attract environmentally conscious consumers, and build a positive brand image also maintains corporate sustainability. The study uses Snowball referral sampling where data is been collected from small group of participants, through questionnaire method.

Keywords – CSR, Green HRM, Corporate Sustainability

Customer Experience and the Strategic Role of Marketing in Bangalore: An Empirical Study

Mariyappan N

Assistant Professor, School of Commerce, Presidency University, Bangalore

Abstract:

This research examines the significant role of the marketing mix in shaping customer happiness within the realm of online buying. The marketing mix, including product, price, location, and promotion, serves as the fundamental foundation that allows firms to attract and keep consumers in the online marketplace. In the digital age, businesses must thrive by understanding how these marketing factors influence customer happiness, particularly since e-commerce has gained prominence. This research used a mixed-methods approach to gather both qualitative and quantitative data. The research establishes a theoretical framework for the links between marketing mix components and customer happiness in online purchasing via an extensive literature assessment. Subsequently, primary data is collected via focus groups and online surveys to get insights from real customers. One hundred replies were collected for this study project. R is used as statistical software. This study uses regression and correlation analysis as research methodologies.

DEEP DRIVE CONSUMER BEHAVIOUR TOWARDS SKIN CARE COSMETIC PRODUCTS IN TIRUCHIRAPALLI - A STUDY

Ms. B. Harini¹ and Dr. N. Rajamannar²

¹Ph.D Full Time Research Scholar, PG and Research Department of Commerce, Urumu Dhanalakshmi College , Affiliated to Bharathidasan university, Tiruchirapalli- 19, Tamil Nadu, India. E-mail ID:- shanthiharini97@gmail.com. Mobile Number: - 9788393956.

²Associate Professor and Research Supervisor, PG and Research Department of Commerce, Urumu Dhanalakshmi College , Affiliated to Bharathidasan university, Tiruchirapalli- 19, Tamil Nadu, India. E-mail ID: - vaishnaviraj67@gmail.com. Mobile Number: - 9486625559.

Abstract

The global trend of using skin care products is growing at accelerator rate. As a result of which number of skin care products are emerging as consumer options. The purpose of this study is to study consumer behaviour towards skin care cosmetic products. The study is about the purchasing pattern of people in and around Tiruchirapalli city. A self- designed questionnaire has been designed to collect the information from the respondent. Around 120 samples have been collected for this research. For identifying the purchasing behaviour of the consumer, the respondent was asked to rank the variables based on the Likert scale. The influence of social media on consumer behaviour is also analysed. The statistical analysis that has been done is regression. The insights gained will help the skincare marketers to develop the better growth strategy to sustain the market. This study provides the better understanding of how different variables influence purchasing behaviour.

Keywords: Consumer purchasing, Behaviour, Tiruchirapalli.

FINANCIAL LITERACY AMONG WOMEN IN INDIA: A REVIEW

Rarish P,

*Research Scholar, Department of Management Studies, Thavakkara Campus
Kannur University, rarish@gptcvandiperiyar.org*

Dr. Sajith M,

*Associate Professor & Research Guide, PG&Research Department of Commerce, Govt.
College, Mananthavady, Wayanad
sajithnairm@gmail.com*

Abstract

Women's empowerment is one of our nation's greatest challenges, and it can only be achieved by educating, empowering, and empowering women financially. Since a number of financial and economic changes have been implemented, the market's overall scope has expanded. The market is seeing a number of new financial products that are making it necessary for people to carefully manage and invest their money. In other words, financial planning is becoming essential for financial well being of an individual. The importance of financial literacy is still undervalued, particularly for women, even though the relevance of financial planning is widely recognized. Furthermore, little is known about the degree of financial literacy among Indian women. Hence, the need arises to understand in detail the issue of financial literacy among women in India. This paper is an attempt in this direction. Despite the fact that it is essential that women have the same authority as men to make financial decisions, many Indian women are unable to become financially literate due to a number of cultural, financial, psychological, and physical impediments. The government is taking initiatives for making the people more financially literate, yet there persists a lot of gap in the financial literacy level of men and women. Hence, more women specific financial literacy programs should be introduced and new universities should be established to make the women more literate. This would not only make the women more independent and empowered but would facilitate the growth of the whole nation.

Keywords: Financial Planning, Financial Literacy, Financial Inclusion, Women Empowerment.

Indian Digital Currency e-Rupee: Navigating Opportunities and Overcoming Challenges

Dr. Dharanesh S T

Assistant Professor of Political Science

Government First Grade College Kunigal – 572130

e-Mail: ddharaneshast@gmail.com

Abstract

The Reserve Bank of India (RBI) introduced, e-Rupee, India's Central Bank Digital Currency (CBDC), to supplement as real currency. It represents a revolutionary shift in the Indian financial ecosystem. Opportunities abound, including expanding financial inclusion by cutting transaction costs by boosting the effectiveness and security of both domestic and international payments. The e-Rupee can also fight the problem of counterfeit money and increase transparency, which will lessen corruption and illegal activity. Innovative uses like conditional transfers and targeted subsidies are made possible by its programmability, which also encourages the transition to a cashless economy.

The e-Rupee's implementation is not without difficulties, though. Important issues include preserving user privacy while offering transaction transparency, ensuring strong cybersecurity to fend off online attacks, and fostering public confidence in a totally digital monetary system. Obstacles include the high expenses of developing technological infrastructure and the requirement to inform the public about the use of digital currency. In order to balance innovation and financial stability and handle any shocks to conventional banking institutions, careful preparation is also required. The e-Rupee has the ability to completely transform India's financial sector by updating payment methods and resolving inefficiencies. But overcoming these obstacles via a staggered deployment, stakeholder cooperation, and proactive policy initiatives is what will make it successful. With strategic implementation, the e-Rupee can accelerate India's transition to a more inclusive and digital economy.

Key Words: *Reserve Bank Of India, Central Bank Digital Currency, E-Rupee, Currency, Economy*

“Leveraging IOT for Workforce Transformation: The Evolving Role of Technology in HR Practices and Upskilling Strategies”

Salomie Valantina Lawrence¹, Dr. K. Sankar Singh*

¹Research Scholar, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, (VISTAS), Chennai, Email: salomielawrence8910@gmail.com

* Corresponding Author, Assistant Professor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, Email:sankarsingh.sms@velsuniv.ac.in

Abstract

Internet of Things (IoT) has continued its growth massively, its increasing implementation in various sectors comes along with realignment in both job roles and the workforce. In this article, both academic literature and industry practices are discussed in order to reflect on the importance of Upskilling the workforce so as to be prepared for the transformations in IoT based jobs. The broad integration of IoT focuses on innovation, automation and appropriate collaboration between humans and machines, therefore higher levels of change will be needed in HR practices which integrates data along with employee development. Sustainability encourages demographic characteristics of proactiveness, self-motivation, and resilience, and work alongside lifelong learning to ensure that a constantly changing industry standard is met. MOOCs, Virtual Simulations and Boot camps can all be classified as innovative methods and technologies, and all of them have one thing in common, revolutionizing skill development by making it easier and more accessible. Fostering a well-equipped workforce for the future includes the use of multi-criteria decision-making methods, partnering with academic institutions as well and making use of predictive analytics. In the digital age, Industry 5.0 shifts its perspective to human-centered and emphasizes collaboration and specializations in cyber security. Also, ensuring the discussion of diversity, equity and inclusivity in this conversation helps in allowing for a more thorough approach towards encouraging workforce transformation. The findings in this report also highlight the idea of Upskilling as set out in the Sociotechnical Approach to Social Practices.

KEYWORDS : *Digital Transformation, Hr Practices, Inclusive Work Development, Upskilling Strategies, Workforce Transformation*

“THE STUDY ON AI-ENABLED FINANCIAL DECISIONS AMONG GEN-Z”

Devina Mariya Vincent
M.COM(International Finance),
Department of Professional Studies,
CHRIST(Deemed to be University)

Abstract

This research discusses how AI technology affects Gen Z's financial decisions. The generation born between 1997 and 2012 is called Gen Z. The focus is on how much of their financial decision-making is influenced by AI tools. We conduct structured interviews and surveys to learn why they use these tools and the advantages and disadvantages of depending on these tools to make decisions about finances. The study explores why so many people rely on AI tools to make financial decisions, from awareness about AI, access to AI, and comfort with technology to Risk reduction with technology. The aim is to offer policymakers, service providers, and educators insights on how they can develop strategies to meet the changing demand from Gen Z. Introducing AI into financial services will enable the tech-savvy generation to make informed financial decisions and in turn, stakeholders can better serve the tech-savvy generation. Finally, this study contains important recommendations for the improvement of AI-powered financial services, as well as how young people fuse technology and banking. Stakeholders could cater to the interests and behaviour of Generation Z by providing it the tools and resources required to manage wisely its finances.

Keywords: *Generation-Z (Gen Z), Artificial Intelligence (Ai), Financial Decision-Making, Tech-Savvy generation.*

SERVICE EXCELLENCE MATRIX IMPROVEMENTS AND CONTRIBUTIONS TO REVENUE GROWTH: A DETAILED STUDY ON EBITDA AND ARPOB AT KIMS ALSHIFA HOSPITAL

KC Priyan*, & Dr. Annie Sam**

School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, India.

priyanmha@gmail.com, b) annie.sms@vistas.ac.in

Abstract

This study titled "Service Excellence Matrix Improvements and Contributions to Revenue Growth" investigates the impact of strategic initiatives on financial performance, focusing on metrics such as EBITDA and ARPOB. Conducted within the healthcare sector, with a specific focus on KIMS Alshifa Hospital, a prominent healthcare institution renowned for its commitment to high-quality medical care, the research aims to analyse how improvements in service excellence directly influence revenue growth and operational efficiency. Key financial metrics like EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) & ARPOB (Average Revenue Per Occupied Bed) are scrutinized to understand the financial implications of enhancing service quality. The research is particularly relevant for healthcare organizations, including KIMS Alshifa Hospital, looking to optimize financial performance while maintaining exceptional standards of service delivery. By elucidating the connection between service quality improvements & financial metrics within the context of KIMS Alshifa Hospital, the findings aim to offer actionable insights for enhancing operational efficiency and revenue generation.

Key Words: *Service Excellence, Revenue Growth, Healthcare Leadership, Sustainability, Business Analytics*

Startup Ecosystems and Incubation: Initiatives & Challenges

Mr. Ansh Sameer Raju

Student, Department of Commerce (UG), Kristu Jayanti College,

Abstract

The Indian startup ecosystem has taken up a rapid pace and is now one of the biggest contributors to the country's economic growth. Both the Indian government as well as some private institutions have set provisions to foster entrepreneurship. Nevertheless, there are many hurdles that prevent startup companies from being successful. This paper investigates the current direction that startup development is taking in India with a special focus on policy efforts targeting startups and the barriers they encounter. Also, the paper explains how these barriers can potentially be removed.

Key Words: Start-Up, Entrepreneurship, Economic Growth, Private Institutions

The Fusion of Sustainability and Entrepreneurship in the Digital Age

DR.J. CHITHRALEGA

ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE COMPUTER
APPLICATION
S.A. COLLEGE OF ARTS & SCIENCE

Abstract

Venture and economic development are today being driven by entrepreneurship during the times of technological revolutions and liberalization. Nevertheless, for enduring viability and affluence, a manager must integrate sustainability criteria in his business operations. This paper focuses on the impact of sustainability and entrepreneurial development in the information age through examination of social, economical and the environmental prospects and realities. In doing so, the following paper presents a case study and provides recommendations on how , the modern-day enterprising entrepreneur can create sustainable business models that are highly profitable in today's rapidly technologizing world.

Keywords: Venture, Economic Development, Sustainability

The Impact of Digital Marketing on the Promotion of Eco-Friendly Products in Karnataka's Tourism Centres

M V Poorna Raghavendra*^a and H N Ramesh*^a

^a*Department of Studies in Master of Business Administration, Kuvempu University, Shankaraghatta- 577451, Karnataka, India*

Corresponding Authors:

M V Poorna Raghavendra (Email: poornaraghavendra.7@gmail.com and Phone No.: 9739269361) and H N Ramesh (Email: hnrameshku@gmail.com and Phone No.:9886130767)

Abstract

The growing concern for the environment has affected how consumers act in tourism. As people who travel worry more about their impact on nature, they want more products and services that are good for the environment. This study looks at how online marketing helps sell eco-friendly items in Karnataka's tourist spots, an area known for its diverse nature and rich culture. By looking at different online marketing methods like using social media, working with influencers, creating content, and making websites easy to find this study shows how these ways can get consumers interested and help make tourism last longer. The results show that when eco-friendly messages are part of online campaigns, it not only makes people like the brand more but also helps make tourism in Karnataka last longer. This article also talks about local businesses that have done well using online marketing to show off their eco-friendly efforts and looks at the problems they faced while doing this. In the end, this study shows how important online marketing is to help make tourism practices that last, and it tells those involved to try new ways that match with goals for the environment.

Keywords: *Eco-Friendly Products; Karnataka Tourism; Sustainable Marketing; Digital Marketing Strategies; Green Consumer Behavior; Sustainable Tourism.*

The Impact of Financial Anxiety on Fintech Usage Among Graduate Students: The Mediating Role of Financial Self-Efficacy

Varsha Joy*

* Mcom (IF) Student, Department of Professional Studies, Christ University, Bangalore.

Dr. Umasankar M**

**Associate Professor, Department of Professional Studies, Christ University, Bangalore.

Abstract

Financial anxiety plays a role in graduate students' use of fintech according to this analysis whereas financial self-efficacy stands as a moderating factor. According to the study financial anxiety produces negative impacts on fintech adoption yet financial self-efficacy works as a potential solution to this effect. This study employs a quantitative research approach to collect data from 300 graduate students via questionnaires as structural equation modeling determines the results. Important variables are financial anxiety (concern for future stability, present stress, lack of knowledge), financial self-efficacy (confidence in management, problem-solving, goal attainment), and fintech use (frequency, diversity, satisfaction) Preliminary results are anticipated to indicate a negative correlation between financial anxiety and fintech use, with financial self-efficacy playing a key mediating role. The study seeks to contribute to knowledge on psychological determinants of fintech adoption, offer insights to developers, and inform financial literacy initiatives.

Keywords: *Financial Anxiety, Fintech Usage, Financial Self-Efficacy, Graduate Students, Technology Adoption.*

The Role of Artificial Intelligence in Monitoring and Enhancing Workplace Mental Health.

G.Hanna bah,* Dr. Annie Sam**

School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, India

a) hannabah.guna@gmail.com, b) annie.sms@vistas.ac.in

Abstract

Technologies have become a revolutionary tool to support and improve employee wellbeing in reaction to growing issues including workplace anxiety, burnout, and stigma around mental health. Organisations can develop scalable, individualised, and easily accessible approaches to mental health and general wellness by incorporating cutting-edge digital technologies. Wearable tech, such as fitness trackers and smart watches with GPS, is essential for tracking physical health metrics like heart rate, activity levels, and sleep quality.

These indicators allow organisations to encourage preventive care while empowering employees to make knowledgeable health decisions. At the same time, employees can get on-demand stress management support via digital mental health platforms like as online counselling, teletherapy, and mindfulness applications. By identifying early indicators of burnout or anxiety through social pattern analysis, machine learning (AI) significantly improves mental health care. AI-powered solutions provide tailored interventions, such reminders to take breaks, mindfulness training, or therapeutic resources. Furthermore, virtual world (VR) solutions and gamified wellness campaigns are revolutionising employee involvement with health efforts by providing stress-relieving and immersive relaxing experiences. But putting these technologies into practice presents serious problems, such as data protection, moral dilemmas, and the requirement to keep human-cantered methods. Maximising impact requires striking a balance between organisational culture, compassionate leadership, and technology solutions. Through identifying early indicators of burnout or anxiety through social pattern analysis, machine learning (AI) significantly improves mental health care. AI-powered solutions provide tailored interventions, such reminders to take breaks, practice mindfulness, or therapeutic resources. Employee participation in health efforts is also being revolutionised by gamified programs for wellness and virtual world (VR) solutions, which provide stress reduction and immersive relaxing experiences. But putting these technologies into practice presents serious problems, such as data protection, moral

dilemmas, and the requirement to keep human-centered methods. Maximising impact requires striking a balance between organisational culture, compassionate leadership, and technology solutions.

“THE ROLE OF FINTECH IN MEDIATING THE IMPACT OF FINANCIAL LITERACY ON FINANCIAL WELL-BEING.”

Sangeerthana D*

* Mcom(IF) Student, Department of Professional Studies, Christ University, Bangalore.

Dr. Umasankar M**

**Associate Professor, Department of Professional Studies, Christ University, Bangalore.

Abstract

This research focuses on the little-understood role of fintech usage in mediating the relationship between financial literacy and financial well-being. It puts emphasis on how fintech may improve financial well-being and the importance of financial literacy in shaping financial behavior. The study used quantitative surveys to examine how financial literacy affects the impact of fintech on financial well-being, specifically with regard to demographic and regional differences. The findings will be useful for policymakers, fintech developers, and educators in advocating for integrating financial education with fintech solutions for the betterment of financial well-being and the formation of more equitable policies in financial inclusion.

Keywords: Financial Literacy, Financial Behavior, Fintech Apps, Financial Well – Being.

"The Role of Personalization in Online Travel Booking with Special Reference to MakeMyTrip"

Mr. Yash Renuka*

(Student-MBA-Gyanmanjari Innovative University)

yashrenuka1110@gmail.com

Dr. Mandeep Majmudar

(Assistant Professor- Management-Gyanmanjari Innovative University)

mandeepmajmudar@gmail.com

Abstract

This study explores the transformative impact of personalization on online travel booking platforms, with a specific focus on MakeMyTrip. Important personalization techniques that are essential for raising user pleasure, loyalty, and engagement include dynamic pricing, personalized recommendations, and customized itineraries. The results, which are based on in-depth surveys and industry research, show that personalization greatly increases consumer retention and brand loyalty in addition to streamlining booking procedures. The paper addresses important issues including data privacy, security, and cost-effectiveness while offering practical suggestions for putting ethical and successful personalization strategies into practice. The strategic significance of personalization as a catalyst for innovation in the travel sector is shown by this study. Online travel platforms may acquire a competitive edge in a market that is becoming more and more dynamic by utilizing cutting-edge technologies and customer-centric strategies to reinvent user experiences.

Keywords : *Personalization, Customized Itineraries, Dynamic Pricing, Customer Retention, Data Privacy, Travel Industry Innovation*

The Startup Ecosystem in India: A Comprehensive Analysis

Ms. Chitra.P.Narayan

E-mail: chitrapnarayan@gmail.com,

C.B. Bhandari Jain College

#84, Shankarpuram, K R Road

Bangalore

Abstract

India's startup ecosystem has emerged as one of the fastest-growing and most vibrant in the world, driven by innovation, government support, and a robust entrepreneurial spirit. This paper explores the current landscape of the Indian startup ecosystem, including a literature review, objectives, challenges, suggestions for improvement, and a review of recent developments. It provides a detailed analysis of the factors contributing to its growth, the hurdles it faces, and actionable strategies to ensure its sustainability and inclusivity.

THE TRANSFORMATIVE ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT: ADOPTION AND IMPACT

K. Nivethaa^{a)}, Dr. Annie Sam^{b)}

School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, India

^{a)} nivethaacardozak@gmail.com, ^{b)} annie.sms@vistas.ac.in

Abstract

Artificial Intelligence (AI) is growing as a transformative role in Human Resources Management (HRM) changing current practices and boosting innovation. This paper examines the adoption factors and the impact of AI in HR practices. Technology readiness, organizational preparation, managerial support, and data quality are important to successful AI deployment. The study identifies various benefits of AI in optimizing human resource functions: increasing productivity, reducing costs, and better decision-making. AI enhances productivity as the technology automates routine operations—such as screening resumes,

payroll processing, and interview scheduling—which free up employees working in HR on strategic decisions. AI-powered solutions go even further to help personalized staff training and data-driven performance appraisals for fairness and transparency. However, it underlines that advanced technology should be combined with human-centered approaches in the interest of retaining a healthy organizational culture. Despite its advantages, AI application in human resource management raises ethical concerns about bias in algorithms and data privacy. Addressing these issues requires strong governance and transparent policies. This study sheds light on the current state and potential of AI in HRM, in improving human resource procedures while adhering to ethical guidelines. This study has brought into light the present state and potentiality of AI in HRM for improving human resource procedures within a boundary of ethical guidelines, thereby helping business firms to smooth their HR activities, increasing productivity and developing a great workplace culture. The discussion based on findings gathered from secondary data websites, encourage firms for full implementation of AI, taking care that it supports and does not replace human jobs, paving the path for growing, adaptive, and human-centric approaches to HRM.

Keywords: Artificial Intelligence, Human Resources, Benefits, Impact, AI Adoption, AI Ethics

Growth of Small - Medium Enterprises at Global presence

Dr. R.Amsaveni * * Dr.S.Kokilavizhi *

Assistant Professor, Assistant Professor,

Department of Commerce (Finance) Department of Commerce (Finance)

NGM College, Pollachi NGM College, Pollachi

amsavenirm@gmail.com / Kokilavizhi26@gmail.com

Abstract

In an era defined by unprecedented global connectivity, the prospects for Small and Medium Enterprises (SMEs) to step into the international arena have never been more promising. As the world becomes increasingly interconnected, the potential for SMEs to expand both domestically and globally is boundless. This article delves into the essential requisites that empower SMEs on their journey toward domestic and export success. From navigating regulatory landscapes to mastering market research, securing financing to optimizing digital marketing, integrating technology to fostering skill development, we

explore the multifaceted approach that will make SMEs future-ready and capable of unlocking growth opportunities.

Keyword: Smes, Global Connectivity, Regulatory Considerations

THE IMPACT OF THE GIG ECONOMY ON YOUTH EMPLOYMENT: OPPORTUNITIES AND RISKS

Udhayageetha.V
Assistant Professor
Department of Commerce,
St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University)
Tiruchirappalli, India.
Email: udhayageetha_co2@mail.sjctni.edu
Mobile No: 9865181133

M.Shyam Prasath
III B.COM
St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University)
Tiruchirappalli, India.
Email: shyamprasath3824@gmail.com
Mobile No: 8056894563

Abstract

The gig economy transformed the labor market by offering increased flexibility which is highly favored by the younger generation. The gig economy has significantly changed the traditional work environment by bringing short-term and flexible arrangements. The percentage of workers in the gig economy is increasing in line with the number of businesses operating in the sector. This research aims to examine the possible advantages and disadvantages that young workers may experience while engaging in the gig economy. Furthermore, the study also examines the influence of the gig economy on the employment prospects, financial stability, skill acquisition, and career advancement of young individuals. This is achieved by researching how gig work may both enable and hinder the growth of skills, career progression, and productivity. Furthermore, it analyzes the consequences of the policy and proposes some tactics to mitigate the related risks.

Key words: *Gig Economy, Flexibility, Financial Stability, Skill Acquisition, Employment Opportunities and Risks.*

INTRODUCTION

The rise of the gig economy is changing how labor is organized, managed, and conceptualized. The gig economy is fueled by a variety of work arrangements, including freelance work, fixed-term contracts, and on-demand work, made possible by online marketplaces such as Uber, Upwork, and TaskRabbit (Kalleberg, 2009; Sundararajan, 2016). Gig workers, unlike regular employees, are often compensated for certain services or activities and enjoy greater autonomy. Also, there is no denying that the COVID-19 pandemic has changed the nature of labor and accelerated the rise of the gig economy. Gig workers have improved their skills and adopted new work practices to make a living. The gig economy has expanded 33% in 2020 – eight times faster than the US economy as a whole. The 10.1% of workers mostly rely on alternative arrangements such as contracting programs, freelancing work, on-call employment, temporary work, and other forms of alternative work, according to the Bureau of Labor Statistics (BLS) and the Contingent Worker Bonus. This means that by 2024, nearly 16.9 million people, including gig workers, will switch from regular employment to freelance work. This significant development underscores the important role of the gig economy in working life.

The gig economy provides a range of attractive prospects for young workers. The intrinsic flexibility of gig labor allows young persons to balance their jobs with other commitments, such as schooling or childcare, by granting them the ability to decide the quantity, location, and schedule of their work (Manyika et al., 2016). The flexibility of remote work is particularly appealing to the millennial and Gen Z groups, as they often value achieving a balance between work and personal life, as well as the ability to pursue numerous hobbies simultaneously (Ravenelle, 2019). Moreover, this gig economy represents an important source of income that may be very helpful to young people in terms of student loan repayment, developing financial independence, and care for other financial responsibilities.

Another merit of the gig economy is that it fosters an entrepreneurial mindset in young people. Through online platforms like Etsy and YouTube, young entrepreneurs can start and grow their businesses with low starting capital (Berger, 2018). These platforms further spur innovation and creativity. Through working on different types of gig projects, young workers can also build on their employability and prepare themselves for future career prospects. These tasks enable one to gain many different types of skill bases and experiences that help a worker to become more employable, according to Katz and Krueger. Such a diversity of

experience can be most helpful in a quickly changing work environment, with high appreciation for adaptability and lifelong learning.

On the other hand, various negative components are not absent in the gig economy. Unpredictability of one's income level is among the most important issues. While traditional labor usually provides stable and predictable income, gig labor does not. Therefore, it becomes difficult for young people to plan their finances and attain a long-term state of financial stability. Because most gig platforms are driven competitively, the wages have been known to differ substantially based on demand and other exogenous factors, which reduces wage rates to a great extent. This unpredictability is emphasized by the fact that many of these platforms are very competitive.

One further significant issue is that there are no traditional benefits associated with the job. In general, gig workers do not have access to essential benefits such as health insurance, retirement plans, paid vacation, and unemployment insurance, which are often provided to individuals who are employed in full-time, permanent roles (Berg, 2016). As a result of the absence of a safety net, young people who engage in the gig economy may be more vulnerable to hazards, particularly during times of economic instability or personal circumstances (Codagnone et al., 2016).

The gig economy can impede the development of a person's long-term career. The lack of clearly defined pathways for professional advancement in several gig occupations has the potential to relegate young people to low-paying, low-skilled positions with few opportunities for advancement (Katz & Krueger, 2019). Moreover, the transient nature of gig labor could cause issues for workers in developing a professional network and gaining a stable, long-term working record, which is typically highly respected by conventional employers (De Stefano, 2015).

While it is vital to take into consideration these potential challenges, it is also essential to fully appreciate the larger repercussions that the gig economy has on the employment of adolescents. Detailed knowledge of the possible benefits and difficulties related to gig labor is an important requirement for those who set legislation, those who teach, and young workers themselves. This paper discusses in detail some characteristics of the gig economy and its influence on adolescent employment. It also aims to suggest strategies that could help reduce the risks associated with the situation while at the same time optimizing the opportunities available.

OPPORTUNITIES

Flexibility and Autonomy

The gig economy offers a great level of flexibility that attracts younger people. It also allows them to customize their work schedules to fit their personal interests, educational commitments, and family responsibilities. With the freedom to decide when, where, and how much they work, young people can better balance their commitments (Manyika et al., 2016). Ravenelle (2019) argues that the capacity to adapt is a major benefit for Generation Z and millennials. Since they frequently strive to achieve a more favorable balance between work and personal life compared to previous generations. For instance, students might engage in gig employment to adjust their academic timetables, increasing their working hours during vacations and reducing them during examinations. This adaptability not only enables them to effectively manage their time but also provides them with the opportunity to gain work experience while studying. Similarly, contract labor can be utilized by young parents or caregivers to fulfill their familial obligations and generate income. Numerous young people find gig work to be an appealing alternative, as it is uncommon to have this level of autonomy over one's schedule in traditional full-time occupations.

Income Generation

The gig economy may be a vital source of income for young individuals. Gig labor provides those facing difficulties in obtaining traditional employment with a chance to earn money and attain financial independence (Berger, 2018). This is particularly relevant in countries with high rates of youth unemployment and a shortage of stable, full-time job prospects. Furthermore, gig work also represents an alternative income stream for people with full-time jobs. Young people specifically take on gig work to supplement their income and either pay down student loan debt or start on a path to saving money. The possibility of an additional income stream becomes ever more relevant as the financial landscape continues to evolve, and financial stability becomes much harder to achieve, particularly for young people at this moment in time (Katz, A. and Krueger, A., 2019).

Skill Development

Youths gain experience and knowledge related to a diverse range of skilled and professional work experiences through the practice of gig work, and these experiences will enhance stability in employment across several sectors for young people (Manyika et al., 2016).

Manyika et al. (2016) argue that the vast array of skills that can be gained in such a short amount of time can be particularly meaningful to youth who are still at the stage of their professional development where they are still exploring their interests and options professionally. For example, a young graphic designer might use Fiverr or Upwork platforms to work on freelance projects. Through these activities, young individuals can build a portfolio, gain practical experience working with a variety of clients, and enhance their capabilities as graphic designers. Alternatively, a young person interested in event planning could look for gig opportunities to plan a variety of events. They would be able to gain experience in logistics, budgeting, and client management. (Manyika et al., 2016).

Entrepreneurial Opportunities

The gig economy trains entrepreneurial spirits among young entrepreneurs to help them set up and develop their businesses with the least amount of start-up capital, through various platforms (Berger, 2018). Young entrepreneurs have a great opportunity to create and sell their products or services on a global scale using such online resources as Etsy, YouTube, or Patreon without having a large amount of money at hand. Youngsters who lack access to traditional financial institutions should not worry because entrepreneurship has been revolutionized. This is good for a young person because it encourages innovation and creativity hence giving them leeway in trying different ideas thus allowing them to grow at their own pace. Substantial knowledge can be derived from even running a business on a small scale which may impart vital skills like marketing, managing finances, and interacting with customers (Berger, 2018).

Diverse Work Experience

The gig economy provides young people with the chance to be involved in a wide range of work, which produces different and diverse experiences. This can particularly be useful in a labor market that is increasingly focusing on versatility and adaptability (Katz & Krueger, 2019). Taking up several freelance jobs enables young employees to gain diverse skill sets that make them more marketable among employers. For instance, one may simultaneously engage in freelance writing, ride-share driving, or tutoring among other many sidelines. These are unique positions requiring different qualifications and thus help build an all-round professional portfolio. Moreover, diversity can assist young workers in determining their areas of interest as well as their abilities; hence it affects their choices regarding future professions (Katz & Krueger, 2019).

Risks

Income Instability

Gig employment is commonly associated with income instability. According to Harris and Krueger (2015), gig work can produce earnings that are very unstable in contrast to regular employment where pay is usually constant. Young workers may find it difficult to make financial plans, save for the future or get credit for large purchases like houses and cars due to such unpredictability. Furthermore, income instability is exacerbated by the high competitiveness of several contract platforms which results from changes in platform algorithm, seasonal trends and demand (Berg, 2016). For instance, periods of increased demand might be experienced by a freelance writer followed by weeks without assignments or with very few ones. Consequently, this unsteady flow of income can lead to financial strain that makes it hard for freelancers to accumulate savings or meet their monthly obligations. Moreover, inability of gig workers to plan long-term finances and increasing economic insecurity are caused by lack of predictability over money (Harris & Krueger, 2015).

Lack of Employment Benefits

Gig workers usually lack access to the necessary benefits that come with permanent, full-time employment such as health insurance, retirement plans, paid leave and unemployment insurance (Berg, 2016), and this lack of a safety net can make young gig workers particularly vulnerable in times of economic crisis or personal need. For example, a gig worker falling ill might not be covered by health insurance nor may they have access to paid sick leave to substitute for lost **income (Codagnone et al., 2016)**. The absence of retirement benefits is also a major worry. In the absence of employer-provided pensions, young gig workers will have to save for their old age on their own dime, frequently with too little financial acumen and resources to manage such saving. This means that they run a high chance of becoming destitute in old age (Codagnone et al., 2016).

Limited Career Progression

The difficulty of many gigs is that they offer few avenues to progress through the ranks, and this implies that the youth becomes reserved for working in jobs that do not pay much and do

not require higher skills and knowledge (Katz & Krueger, 2019). The conventional job also provides employees an opportunity to progress through the ranks through promotions and opportunities to progress through professional development. Freelance work does not have a clear structure that can be utilized for the improvement of a person's scope of work and career progression. This can lead to a state of 'holding on' where the youth end up in a vicious cycle of fame-seeking temporary jobs with no opportunities for promotions or even advancements (De Stefano, 2015).

However, this sort of work relationship appears short term, which may mean that gig workers risk forking tough times in the future when it comes to building professional relations, as well as prolonged work history, which conventional employers value so much. This could mean that it leads to a lack of access to mentorship and education in a person's profession making it difficult to advance in one's job (De Stefano, 2015).

Worker Exploitation and Misclassification

Gig workers are unable to enjoy employee protections since they fall under independent contractors thus undergo possible exploitation (Berg, 2106). Freelancers are just outside workers and do not enjoy working demands and protection comparable with those of employees like provisions on wages, working hours, and fair dismissal. Hence, any misclassification of gig workers affects their down payment, long hours of work, and poor working conditions (Codagnone et al. , 2016).

Furthermore, some gig companies have been accused of using processes and filters that are unfair to the worker or employer and which make them work longer with the gig platform in order to stay relevant. This may result into a very stressful and unfair working environment in which the working conditions are largely determined beyond the employee input (Berg, 2016).

Isolation and Mental Health Issues

Consequently, since many gig work features can pose as drivers of social isolation and other mental problems, gig work can pose the following questions: Distinct from the traditional employment where people work together in a group or office, gig work is mostly done individually. Solitary may bring about feeling of dreariness and being an outsider from the working society (Manyika et al. , 2016).

Furthermore, constant pressure could be an issue because the agency has to get new sources of leads to maintain a steady income that should be not worrying in their case. Lack of dependable support system and the shortage of sufficient mental health provisions provided by employers may even decline such difficulties, leading to professional burnout and mental health troubles in the gig economy workers (Ravenelle, 2019).

Policy Implications

Exponential growth in the gig economy demands extended government interventions to harness effectively the potential benefits and mitigate the risks it poses to young employees. Policymakers should protect with legislation fair pay, job security, benefits, skill enhancement opportunities, and the very flexibility that makes gig work so attractive. The policy prescriptions that follow will provide a structured approach to tackle these concerns.

Regulation and Protection

Governments must ensure strict legal measures to prevent the misrepresentation of gig workers and give them the right wages, employment security, and all related facilities. This relates to changing the grouping of gig workers to afford them similar protections as traditional employees. At the moment, a large population of gig workers is considered independent contractors hence certain provisions such as health insurance, retirement schemes, and paid leave do not cost the employer (Berg, 2016). It can be ensured by creating a new category of workers for gig workers or sliding them back into the classification of employees which is suggested by Harris and Krueger (2015).

Also, it must be the law to set certain standards that the gig employees should be paid a minimum wage. It would also help curb income fluctuations and ensure that gig workers receive a reasonable amount for their work regardless of the fluctuations in the demand for services (Codagnone et al., 2016). This means that one needs to establish ways of implementing pay requirements that the gig platforms should adhere to, and this will require regular audits and penalties for non-compliance.

Policy intervention is vital in job security since it is one of the concerns. Administrations have the power to enact legislations that protect gig contractors against dismissals that are unfair and ensure the continuous supply of workforce. For example, it could be required that contracts with platforms should be at least of a given length or they should be informed in

advance that the contract is going to be terminated. This would help to allow gig workers to work with more stability and predictability in their job (Manyika et al., 2016).

Skill Development Programs

Therefore, to enhance productivity, and better the life of gig workers, there is a need for governments alongside institutions of learning to invest in skill development programs for the gig economy. These programs should cover areas of teaching and accreditation to enable the gig workers gain specializations that can help them secure better paying jobs or help them seek new secure employment if that is what they desire (Fabo et al., 2017). For example, coding boot camps, digital marketing courses and project management certification can give gig workers relevant skills that are highly valued in job market. These programs must be easily accessible and affordable, especially concerning online and part-time learning since gig workers have a flexible schedule. In addition, the partnerships with educational establishments may ensure the quality of training, which meets the needs of gig economy (Fabo et al., 2017). It should also mention that apprenticeship and the mentoring schemes are crucial in the process of profession formation. These programs thus offer real life exercise, tutorship and prospects for opportunity as supplied by experienced counterparts that may be difficult or nearly impossible for gig workers to find by their own. For instance, a new comer to the graph designation may benefit from training by an experienced designer, learning some of the best practices currently in the field, and or build a portfolio of high quality work (Manyika et al., 2016).

Social Safety Nets

Special attention should be paid to improving measures of social protection so that gig employment can cover risky employment forms related to instability and no benefits. Actually, the state should pay incremental attention to the enlargement of social security activities, for example, the unemployment insurance, compulsory health insurance and pension insurance for gig labor. This would afford a protection that would help gig workers to sustain their incomes when there are gaps due to seasonality, otherwise low demand or other problems (Ratti, 2017). For example, adopting portable benefits systems based on workers not employers may guarantee coverage for gig workers when moving from one engagement to the other. This

idea has been implemented in many sectors, and one of the sectors where it has been used is arts and entertainment business industry, and this innovation can, therefore, be transformed to fit the gig economy model (Ratti, 2017). These include simple benefits like medical care, pension, and vacation, among others, which give gig workers an assurance besides financial remuneration.

Besides, programmes regarding income guarantee can help to minimize the problem of financial insecurity experienced by gig workers. Such programs could involve the creation of the income smoothing accounts, through which a portion of a worker's wages during high demand seasons would be saved in order to sustain him/her during low demand seasons. This method assists to reduce income variation and ensure most of the workers in the gig economy have a stable foundation to support their income (Codagnone et al., 2016).

Legal and Institutional Frameworks

There is indeed a need for a rational and articulate legal and institutional architecture to address the different challenges unique to gig economy workers. This requires rethinking the present labor laws so that they reflect the nature of the gig economy and ensuring that gig economy workers have the tools to report their employers to the relevant legal authority in cases of abuse or unfair treatment. Formation of individual legal clinics or services for gig workers may equip them with the suitable devices as well as assistance in combating platform or client issues (Berg, 2016). Similarly, governments should actually promote collective bargaining and formation of workers' cooperatives in this form of work. In this way, organizing collectively and bargaining, gig workers would be able to protect their rights, guarantee equal pay, and improve their conditions at work. This technique is effective in different fields and the gig economy could modify its move and turn and be useful in the conventional taxi business (Codagnone et al., 2016).

Data Collection and Research

Government should assign considerable funds towards aspects of data collection and study concerning the gig economy to ensure the effective formulation of proper regulation. This includes data on their demographics, income level, the situations they find themselves in when employed, and the career progression of the workers. Perhaps, gaining and using the

current relevant data can help to define the specific needs and challenges of the gig workers and, therefore, develop more targeted policies (Manyika et al., 2016).

Longitudinal studies following the gig workers over time may be very helpful in learning more about the long-run effects of gig employment on income, career development, and general well-being. Besides, learning from successful policy interventions or how the best practices work in other countries could help devise effective modes of regulating and promoting the gig economy (Fabo et al., 2017).

International Cooperation

Global partnership is necessary to address existing and emerging issues that affect multiple states and ensure protection for gig workers around the world since the gig economy operates transnationally. Governments cannot remain isolated while creating rules and standards for gig work; thus, they need to work together. This scheme has the intended of make fair employment and protection of MWOS independent of their geography (Ratti., 2017). Data privacy and security policies established in international relations can protect the gig workers' private data from misuse by the gig platforms. Similarly, international cooperation in the process of harmonization of labor regulation could prevent the vigorous contest among countries to liberalize labor laws in a bid to entice gig platforms. To bring in fairness for all the workers, the respective governments can foster international relations (Manyika et al., 2016).

Conclusion

The gig economy embodies the generational shift in the nature of work, providing flexibility, financial independence, and entrepreneurial opportunity to young workers. All these advantages are off-set by major risks related to income instability, lack of employment benefits, and limited career progression. To really be able to realize the promise of the gig economy and reduce its drawbacks, intervention by policies at all levels will be required. Governments should implement regulations that ensure fair wage rates, job security, and access to benefits. Employability may be enhanced through skill development programs, and strengthening social safety nets would buttress financial stability. Other things include protective legal frameworks, collective bargaining, and enforcement of rights to avoid the exploitation of gig workers. Equally important to effective policymaking is comprehensive data sharing and cooperation at the international level. Such policies will ensure that the

policymakers have a balanced gig economy, where young workers benefit and broader economic growth is seen.

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A STUDY ON ANALYSIS OF NON-PERFORMING ASSETS AND ITS IMPACT ON THE KARNATAKA STATE CO-OPERATIVE APEX BANK LTD.

Ms. CHETANA.S. GIDDAPPANAVAR

ASSISTENT.PROFESSOR, DEPT OF MANAGEMENT,
ST. FRANCIS COLLEGE, KORMANAGALA, BANGALORE-34
E-mail: chetanasg1993@gmail.com Contact No: 7349098436

Ms. AISHWARYA.R

ASSISTANT PROFESSOR, DEPT OF MANAGEMENT,
ST. FRANCIS COLLEGE, KORMANAGALA, BANGALORE-34
E-mail: aishwaryaaishuramesh@gmail.com Contact No: 9738749076

Ms. SOUNDARYA.R

ASSISTANT PROFESSOR,
DEPT OF COMMERCE AND MANAGEMENT,
SURANA EVENING COLLEGE OF COMMERCE AND MANAGEMENT-04
E-mail: soundaryarameshsaroja@gmail.com, Contact No: 8618748448

Abstract

A countries growth and progress in all the sectors greatly depends upon strong banking sector. Indian banking sector consists of different types of banks like, public banks, private banks and co-operative banks etc. Banking business is associated with much risk such as liquidity risk, interest risk, market risk, credit risk, operational and management risk. Most important factor that affects banking industry is NPA. NPA has large impact on profitability of banks. the objective of the present study is to understand the level of NPA during pre-covid phase, covid phase and current financial year, its influence on financial position of the Karnataka State Co-operative Apex Bank Ltd, for this purpose primary data is collected from 10 branches situated in Bengaluru from April 2016 to march 2022. This paper attempts to examine the level of NPA and its impact on overall growth of cooperative bank. The study identified that there is gradual increase in the Gross and net NPA during the period; this directly impacted the profitability of Bank. It is identified through study during covid there is slight increase in NPA. Due to the initiative of Central Government and RBI announcing Moratorium policy, During the current financial year NPA of bank will show the same trend as before pandemic. It is suggested officials of bank to take serious measures on recovery to avoid negative impact on profits and to have competitive advantage.

KEY WORDS: GROSS NPA, NET NPA, Moratorium policy, profitability.

I. INTRODUCTION.

Non-Performing Assets (NPA) are one of the problems of banks globally as well as in India. In India the banking system comprises commercial and cooperative banks. Commercial banks command a major portion of assets in the banking system. Besides this some foreign and private banks are also working in India. Income recognition of banks till 1991(i.e. first phase of economic liberalization) was mainly on accrual basis as the main focus was on performance. The banking industry plays a critical role in the economy of our country. It grew in leaps and bounds and so is the complexity associated with it. Now a day's Loans measurement from time to time and recovery mechanism of NPA is a significant role in the banking industry. When a bank is not able to recover the loan given or not getting regular interest on such a loan, the flow of funds in the banking industry is affected. The issue of Non-Performing Assets has been discussed at length for the financial system all over the world. The dilemma of NPAs is not only distressing the banks but also the entire wealth of the country. In fact, the level of NPAs in Indian banks is nothing but a reflection of the state of health of the industry and trade. Providing credit for economic activities is the prime duty of banking. Lending is generally encouraged because it has the effect of funds being transferred from the system to productive purposes, which results in economic growth. However, lending also carries

a risk called credit risk, which arises from the failure of a borrower. Non-recovery of loans along with interest forms a major hurdle in the process of the credit cycle. These loans affect the bank's profitability on a large scale.

II. STATEMENT OF PROBLEM

- Lenders suffer a lowering of profit margins.
- Direct impact of NPA on profitability.
- Substantial loss of money to the banks.

III. REVIEW OF LITERATURE

Saha, M., and Zaman, A. (2021) In the past bank's NPAs were analyzed by many researchers in India and a good Saha, M., and Zaman, A. (2021) in their study titled Management of NPAs in Banks with special reference to UBI found that with the decrease in NPA level, Profitability of banks increased.

Hawaladar, I.T, Spulkar, C., Lokesh, A., Birau, R., Robegen, C. (2020) In their study analysing non-performing assets in agriculture loans. A case study in India concluded that there is no significant difference in pre and post sanction of agriculture loans and management of non-performing assets by banks. The willful default by borrowers and more NPAs in banks are due to debt waiver policies announced by political parties.

Jethwani, B., Dave, D., Ali, T., Phansalker, S., and Ahhirao, S. (2020) in their study Indian agriculture GDP and NPA: A regression model found that the repayment of farm loan adversely affects as factors like rural population, low export value of crop and low crop production for the year. It should be understood that the farm loan waivers cannot solve the problem.

Selvam, P. and Premnath S., (2020) In their study titled "Impact of coronavirus on NPA and GDP of Indian Economy" finds that the NPAs increased during the period and suggested that government should resolve pending cases quickly and stop mandatory landings which is the real problem segment.

Sharma S., Rathore D.S., and Prasad, J. (2019) They found that both in public & private sector banks the major reason for the NPAs is miss-utilisation of bank loans and poor recovery management. The NPAs are increasing in agriculture and industries. They suggested improving corporate governance for better operational and credit decisions.

Shiv Kumar, V. and Devenadhan, K.(2019) Done a study analyzing the factors implication of NPAs in SBI through factor analysis to be encountered. Researchers view that implication of NPAs are at a moderate level. It can be concluded that the loan asset management of SBI has put the right measures to address the bad effects of funding mismanagement and to resolve serious adverse effects of NPA.

Rana C., (2018) in his study titled "Management of NPA in context of Indian Banking system concluded that NPA impacts profitability, liquidity and results in Credit loss. There are two types of NPAs – gross NPA and net NPA. NPAs also Impact low yield on advances, adverse Impact on capital adequacy. As a preventive measure, he suggested stopping multiple financing and early recognition of the problem.

IV. OBJECTIVES OF THE STUDY

The present study has the following objectives

- Examine the level of NPA and its impact on overall growth of The Karnataka State cooperative Apex Bank Ltd., Pre Covid, During Covid and post Covid
- To identify the impact of NPA on profitability.
- To suggest the recommendations.

V. SCOPE OF STUDY.

- Present study is on The Karnataka State Co-operative Apex Bank Ltd.,
- Study is based on 5 years data, of 10 Branches.
- This paper focuses on Net NPA, Doubtful Asset Ratio & Net Profit Ratio.

VI. RESEARCH METHODOLOGY

The research is based on primary data, the study considered the financial position of The Karnataka State Co-operative Apex Bank Ltd, for this purpose data is collected from 10 branches situated at Bengaluru from Financial year 2016-2017 to 2021- 2022.

VII. RESEARCH DESIGN.

A. Data Collection

- The study is based on primary data collection by 10 branches of Karnataka State Co-operative Apex Bank Ltd from Financial year 2016-2017 to 2021- 2022.
- The data pertaining to study was collected through questionnaires from employees of the Bank.
- Average of 10 branches is considered for study.
- The source of data for this research also includes the literature published in various magazines, Journals, Books dealing with the current banking scenario and research papers.

B. Analytical Tools of Data Analysis.

1. Ratio Analysis

Ratio Analysis is a form of Financial Statement Analysis that is used to obtain a quick indication of a firm's financial performance in several key areas. The ratios are categorized as Short-term Solvency Ratios, Debt Management Ratios, Asset Management Ratios, Profitability Ratios, and Market Value Ratios.

2. Statistical tools for data analysis

Use of tables, Bar diagrams and column charts are done to compare the ratios of five financial years & interpret the analysis of the same.

VIII. DATA ANALYSIS & INTERPRETATION.

A. NET NPA RATIO.

$$\text{Net NPA Ratio} = \frac{\text{Net NPA}}{\text{Net Advances}} \times 100$$

Table:1.0

Year	Net NPA (Rs. In Lakhs)	Net Advances (Rs. In Lakhs)	Net NPA Ratios (%)
2016-17	51.8	1470.3	3.52
2017-18	62.6	1925.8	3.25
2018-19	41.8	2075.1	2.01
2019-20	48	1889.6	2.54
2020-21	117.8	2337.4	5.04
2021-22	91.2	2519	3.62

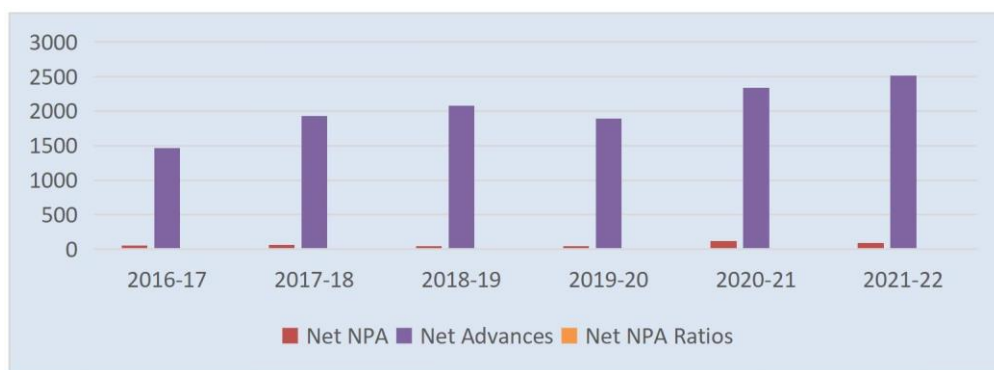


Chart 1. NET NPA RATIO

Analysis & Interpretation:

It can be noticed that during the year 2016 - 2019 Net NPA Ratio is showing decreasing trend, this was a phase of Pre Covid, Which indicates that Banks are able to Recover Loan amount at a higher rate every year. In Financial year 2019 - 2020 Net NPA ratio is 2.54 %, this was beginning of Pandemic. Banks started facing difficulty in recovery of loans this extended to Next Financial year (2020 - 2021) as a result of Lockdown most of Customers source of income deceased, this impacted repayment of EMI. To overcome this difficulty Central Government & RBI Announced Moratorium policy, as a result in the year 2020 -2021 Net NPA Ratio is slightly increased to 5.04%. In the next year i.e 2021 - 2022 ratio is reduced to 3.62%, which shows positive indication on Banks recovery rate post Covid.

B. DOUBTFUL ASSETS RATIO

$$\text{Doubtful Assets Ratio} = \frac{\text{Total Doubtful Assets}}{\text{Gross NPA}} \times 100$$

Table: 1.1

Year	Total Doubtful Assets (Rs. In Lakhs)	Gross NPA (Rs.InLakhs)	Doubtful Assets Ratio (%)
2016-17	26.2	56.462	50.58
2017-18	27.2	70.112	43.45
2018-19	19.2	48.07	45.93
2019-20	19.6	51.84	40.83
2020-21	17.6	128.402	14.94
2021-22	23.2	105.792	25.44

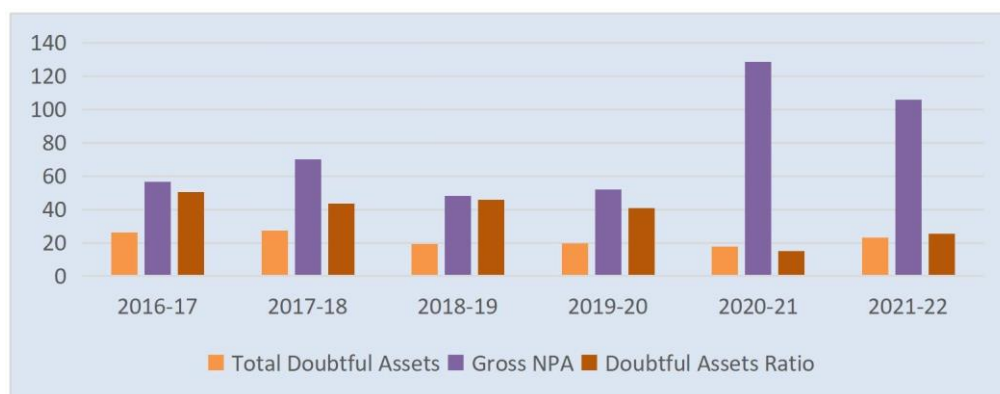


Chart 2. DOUBTFUL ASSETS RATIO

Analysis & Interpretation:

The above table indicates Doubtful assets ratio from 2016 -2017 to 2021 - 2022. Banks are successful in recovery of loans as chart shows decreasing trend in total Doubtful assets during 2016 to 2021. As decrease in Gross NPA and increase in Total doubtful asset in the year 2021 -2022 has lead to increase in Doubtful asset ratio. Banks should try increase recovery rate.

C. NET PROFIT RATIO

$$\text{Net Profit Ratio} = \frac{\text{Net Income}}{\text{Revenue}} \times 100$$

Table: 1.2

Year	Net Income (Rs. In Lakhs)	Revenue (Rs. In Lakhs)	Net Income Ratio (%)
2016-17	3	566.2	0.53
2017-18	28.8	614.8	4.68
2018-19	29.9	599.8	4.98
2019-20	32.56	610.6	5.33
2020-21	22.9	559.8	4.09
2021-22	53.04	517.2	10.26

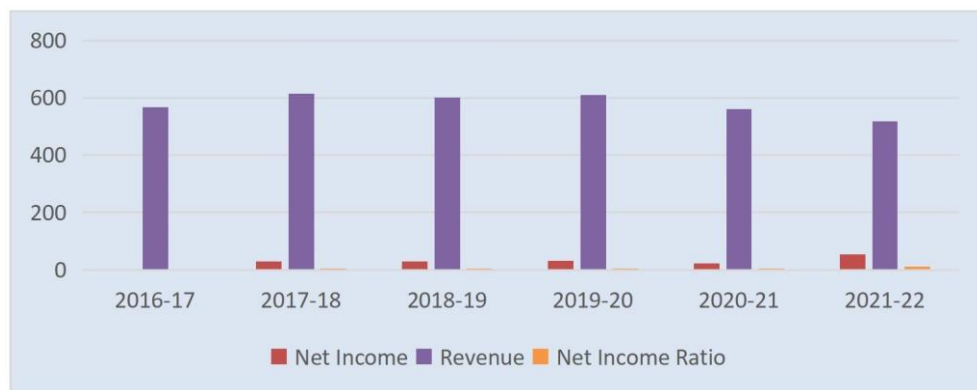


Chart 3. NET PROFIT RATIO

Analysis & Interpretation:

Net profit ratio shows proportion of Net incomes to Revenue, greater the ratio better it is. From the above table it is clear that Bank is having positive NP Ratio from 2016 -2017 to 2019-2020. During 2020 - 2021 due to Covid Pandemic there was negative impact on NP Ratio as it decreased to 4.09%. Post Covid in the year 2021 - 2022 Banks are successful in increasing NP Ratio. Which indicates progress in Banking sector.

MEASURES & RELIEF BY RBI IN RESPONSE TO COVID-19:

The measures announced by the RBI were primarily aimed boosting liquidity, expanding credit flow and easing the stress in the banking and financial services sector.

1. Repo Rate – RBI announced that it was cutting the repo rate by 75 bps, or 0.75% to 4.4. The Repo Rate was earlier 5.15; last being cut in October 2019.
2. Reverse Repo – The regulator also announced that it would cut the Reverse Repo rate by 90bps, or 0.90%. On a daily average, banks had been parking Rs 3 lakh crore with the RBI. The current reverse repo rate was 4%.
3. Loan Moratorium – In a massive relief for the middle class, the RBI Governor also announced that lenders could give a moratorium of 3 months on term loans, outstanding as on 1 March, 2020. This is applicable to All Commercial Banks including Regional, Rural, Small Finance, Co-Op Bank, All India Financial Institutions and NBFCs including Housing Finance and Microfinance.
4. CRR – The RBI also announced that the Cash Reserve Ratio (CRR) would be reduced by 100 bps, or 1%, to 3%. This would be applicable from March 28, and would inject Rs. 1,37,000 crores.
5. LTRO – The RBI will also undertake Long Term Repo Operations (LTRO); allowing further liquidity with the banks. The banks however are specified that this liquidity will be deployed in commercial papers, investment grade corporate bonds and non-convertible debentures.
6. Ease of Working Capital financing – Lenders were allowed lending to recalculate drawing power by reducing margins and/or by reassessing the working capital cycle for the borrowers. The RBI also specified that such a move would not result in asset classification downgrade.
7. Working Capital Interest – A Three-month interest moratorium shall also be permitted to all lending institutions.
8. Deferment of NSFR - The Net Stable Funding Ratio (NSFR), which reduces funding risk by requiring banks to fund their activities with sufficiently stable sources of funding was postponed to October 1, 2020. The NSFR was earlier supposed to be implemented by April 1, 2020.

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IMPACT OF LOAN MORATORIUM.

A. On Bank.

1. Moratorium increased loan Principal amount due to Restructuring of loan, Which lead to increase the profits.
2. Tenure of loan and EMI got increased.
3. Helped Bank reduce NPA during that period.

B. On customer.

1. Customers got relaxation up to 18 months for the repayment of loan.
2. It lead to increase in Principal and Interest amount.

IX. FINDINGS

The Karnataka State Cooperative Apex Bank Ltd. Is performing good in terms of profit year after year. It is even successful in reducing NPA till Covid Pandemic. Loan Moratorium policy by Central Government & RBI has help both Bank and its Customer in Recovery of loans. Doubtful assets are also showing decreasing trend till 2020 - 2021 as a result NPA is reduced. It is predicted that during current financial year (2022-2023) NAP of Bank would decrease & Profits would Increase as Progress in earnings of people in different sector post Covid.

X. SUGGESTIONS

To reduce NPA Bank has to do regular follow up to customers. Establishing a rigorous screening process before granting credit. Banks may resort to one-time settlement scheme or compromise settlement scheme. Initiative to be taken by Bank staff to improve deposits and advances as to increase profits.

XI. CONCLUSION

COVID-19 outbreak has hampered the Indian Banking operations and overall Banking sector. Not only banking sector but it has severely affected every industry across the globe. NPA plays vital role on performance and success of Banks. The operation of the bank is wide enough to cater to the needs of broad spectrum of the society and economy of India at large. Post Covid there is a need to bring in new policies and more efforts to recovery loans to have a better impact on profitability of Bank. COVID-19 has not much impacted Banks due to Moratorium policy but it has greatly effected Customer. Bank can expect During the current financial year NPA of bank will show the same trend as before pandemic.

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