



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
Deemed to be University u/s 3 of UGC Act, 1956  
**VADAPALANI**

# International conference on Reinventing Business Practices, Startups and Sustainability (ICRBSS) 2025



**Chief Editor**

*Prof.V. Sasirekha*

**Editors**

*Dr. M.N. Prabadevi*

*Dr.S. Vijayakanthan*

*Dr.N. Sarulatha*



# **International Conference on Reinventing Business Practices, Startups and Sustainability (ICRBSS) – 2025**

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

Deemed to be University u/s 3 of UGC Act, 1956

Vadapalani.

## **Editors**

Prof. V. Sasirekha

Dr.M.N. Prabadevi

Dr.S. Vijaykathan

Dr.N. Sarulatha

---

**Published by**



**International Conference on Reinventing Business Practices, Startups and Sustainability (ICRBSS) – 2025**

Copyright © 2025 by Bonfring

All rights reserved. Authorized reprint of the edition published by Bonfring. No part of this book may be reproduced in any form without the written permission of the publisher.

Limits of Liability/Disclaimer of Warranty: The authors are solely responsible for the contents of the paper in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are required to communicate such errors to the editors or publishers to avoid discrepancies in future. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Further, reader should be aware that internet website listed in this work may have changed or disappeared between when this was written and when it is read.

Bonfring also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.



**ISBN 978-81-984119-4-5**

**Bonfring**

NO. 1, KP Square,

Thiruvalluvar Street,

Villankurichi Rd, Ganapathy,

Coimbatore - 641 006. Tamil Nadu, India.

E-mail: [info@bonfring.org](mailto:info@bonfring.org)

Website: [www.bonfring.org](http://www.bonfring.org)

# Conference Committee

---

## CHIEF PATRONS

**Dr.T.R. Paarivendhar,**

Chancellor, SRMIST, India.

**Mr. Ravi Pachamuthu,**

Pro-Chancellor-Admin., SRMIST, India.

**Dr.P. Sathyanarayanan,**

Pro-Chancellor-Academics, SRMIST, India.

**Dr.R. Shivakumar,**

Chairman, SRMIST Ramapuram & Trichy, India.

**Ms. Harini Ravi,**

Director, Institutional Development, SRM Group, India.

## PATRONS

**Prof. C. Muthamizhchelvan,**

Vice Chancellor, SRMIST, India.

**Prof. S. Ponnusamy,**

Registrar, SRMIST, India.

**Prof. S. Ramachandran,**

Director-Academics, SRM Group, India.

## CONFERENCE CHAIR

**Prof. V. Sasirekha,**

Dean-FoM, SRMIST, VDP, India.

## ORGANISING SECRETARY

**Dr. M.N. Prabadevi,**

Associate Professor & Program Coordinator,

FoM-MBA, SRMIST, VDP, India.

## COORDINATORS

**Dr. N. Sarulatha,**

Assistant Professor, FoM-MBA, SRMIST, VDP, India.

**Dr.S. Vijaykathan,**

Assistant Professor, Faculty of Management, SRMIST Vadapalani, India.

# TABLE OF CONTENTS

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
2025053	Humane AI Pin: A Journey of Disappearing Technology, Innovation, Challenges and Future Prospects in Wearable <i>Bhavana Gupta Agarwal and Tripti Sharma</i>	1
2025068	Financial Inclusion – A Pathway to Development: An Empirical Study <i>N. Prithivi Raj and Dr.N. Zeenath Zarina</i>	6
2025069	Technology Enabled Workforce Transformation and Environmental Sustainable Business Practices: An Overview <i>V. Vijayavadivu</i>	9
2025071	Social Entrepreneurship and Environmental sustainability in Contemporary India <i>V. Vijayadevi</i>	12
2025077	Sustainability in Digital Banking through Building Consumer Trust with the Help of Fintech Innovations <i>B. Shruthi and Dr. Annet Pearl</i>	15
2025083	Nexgen Transformation: Innovation and Business Sustainability in the Fashion Industry <i>P. Santha Sorubini and Dr. Jayasree Krishnan</i>	20
2025097	The Impact of Personalized AI-Generated Content on Customer Engagement and Conversion Rates <i>K. Lakshmi, K. Vedanth Bhat and K. Padmavathi</i>	23
2025116	A Study on Green Banking Practices Adopted by the Private and Public Banks with Respect to Pallavaram <i>D. Suriya and Dr.N. Zeenath Zarina</i>	27
2025121	Leveraging Artificial Intelligence for Enhanced Sentiment Analysis in Financial Deposits <i>Dr.A.J. Anuradha and J. Sneha</i>	32
2025124	Exploring the Role of E-commerce Service Quality in Shaping Customer Satisfaction, Trust, and Loyalty <i>Dr.A.J. Anuradha and V. Monish Kumar</i>	37
2025126	Impact of Inflation on Investment Preferences in Chennai: A Shift towards Safer Assets <i>Achyut Krishnan and Dr.A.J. Anuradha</i>	42

2025127	Supply Chain and Distribution Network Redesign in the Manufacturing Industry <i>M. Infant Jerome and V. Jothi Francina</i>	46
2025129	The Impact of Employer Financial Wellness Program on Employee Financial Well-Being <i>P. Santhosh Kirubakaran and Dr.M. Menaka</i>	50
2025130	A Comparative Study between the Investing Patterns of Men and Women (18-40 Years) <i>K. Blessing and Dr. Nirmala Mohan</i>	54
2025133	Turning Data into Decisions: AI Applications in Finance, Healthcare, and E-Commerce <i>Dr.P.S. Ravitnej and M.P. Jignesh</i>	57
2025134	Analyzing Gen Z Consumers' Preferences and their Influence on Online Shopping Platforms <i>S. Swarnalatha and Dr.M. Kalaivani</i>	60
2025141	An Overview of Tamil Nadu Logistics Policy and Integrated Logistics Plan 2023: Current Trends and Future Directions <i>Sasha Jena, Maryam Saliha, D. Bala Murugan and A.R. Harihara Shanmugam</i>	64
2025155	Challenges Faced by Women Entrepreneurs from 2015-2022 <i>Dr.N. Smitha, A. Catherine and R. Saran Kumar</i>	69
2025156	Sustainable Power for Sustainable Growth <i>Dr. Hariharan Sundarabaskar and Samik Ghanshyambhai Patel</i>	73
2025159	Steering Loyalty – Investing Brand Fidelity in Automotive Industry <i>R. Thirukkumaran and Dr. Benita S. Monica</i>	80
2025162	Role of AI in Neuromarketing in the Indian Market <i>K. Lakshmi and M.V. Visesh</i>	83
2025164	Globalization's Effect on a Sustainable Indian Economy <i>Dr.R. Kanchana and Dr.M. Vimalarani</i>	86
2025173	Transforming Customer Engagement: The Role of AI (Artificial Intelligence) in Personalizing E-commerce Experiences <i>R. Madhubala and M.M. Mohamed Iliyas</i>	89
2025175	The Role of E-Marketing in Consumer Decision-Making: “The Evolving Impact of Mobile Commerce on Impulsive Buying Behavior in Online Shopping <i>Kalpana and Dr. Jayasree Krishnan</i>	92
2025176	A Study on Financing and Investment in Sustainable Innovation <i>P. Thevashanthini and S.A. Praveena</i>	95

2025177	Navigating the Future of Work and Workforce Transformation in IT Organizations <i>Ramadoss Aksshaya and Dr. Jayasree Krishnan</i>	100
2025181	Innovative Strategies for Green Energy Adoption IN SME'S: Challenges and Sustainable Growth in Manufacturing Sector <i>Solomon Woldekidan, Bayou Getahun, Dawit Negussie Belayhun, J. Shobitha and V. Sasikala</i>	103
2025183	Role of Innovative Digitalization and Artificial Intelligence in Sustainable Organizational Development <i>Ayushman Panda, Dr. Dhyana dipta Panda and Chandrlekha Rath</i>	106
2025194	A Study on the Perception of Customer Satisfaction and Re-purchase Intention in the E-retailing Shopping Environment <i>H. Rishikumar, J.R. Haarini, K. Gajalakshmi, P. Rahul and Dr.P. Krithika</i>	110
2025196	Green Washing: Challenges and Preventions <i>M.J. Sumaiah Shaheen and Kanakalakshmi</i>	113
2025220	Transforming Thiruvananthapuram's Startup Ecosystem: Driving Innovation and Sustainability Aligned with SDGs 8, 9, 12, & 17 <i>S. Remya Rani and Dr.R. Christina Jeya Nithila</i>	119
2025223	Leveraging Sustainable Supply Chains for Long-term Business Success: A Cross-Sectoral Case Study Analysis <i>Dr. Pooja Sharma</i>	123
2025231	Impact of Financial Literacy on Investment Decisions among Women Professionals <i>N. Bavatharani and Dr.A.J. Anuradha</i>	127
2025233	Building Foundations: Sustainable Education for School Students in the Modern Era <i>D. Padmalochini, G. Aishwarya and Dr. Shyamala</i>	133
2025236	Heart Cart: Revolutionizing Charity through Gift-Giving <i>R. Dyuthi</i>	137
2025238	An Analysis of Consumer Behavior and Influencing Factors in FMCG Purchases: Assessing Satisfaction Levels <i>Dr.G. Arasuraja and V. Subasini</i>	139
2025242	The Ethical Edge: How Gen Z's Values Drive Willingness to Pay More for Vegan Cosmetics <i>B. Berchmans, Dr. Deepa Ittimani Tholath and A. Jenifer Arockia Selvi</i>	145
2025243	Case Study: Management Decision Making at Starbucks <i>K.R. Vinothkumar</i>	148

2025244	The Future of E-Commerce: Trends Shaping Online Shopping <i>Mohammed Mukhtya Runnisa, S. Yamini and Dr.P. Yasodha</i>	152
2025249	Insurtech: Disruption in Insurance <i>P. Sai Tarun</i>	155
2025251	Assessing the Influence of Social Media Marketing on Consumer Purchase Decisions <i>Dr.E. Hemavathi</i>	158
2025254	Exploring Investor Preferences in Digital Gold: Insights into Investment Behavior <i>B. Nivetha and Dr.A.J. Anuradha</i>	163
2025261	Consumption Value and Purchase Intentions: A Study on Online Food Delivery Platforms <i>V. Daya Sankar, C. Vishal Giridhar, Sri Saranath Balu Kumarasamy, M. Vignesh, J. Hariharan and Dr.P. Krithika</i>	169
2025269	Exploring the Impact of Digital Transformation Myths on Organizational Decision-Making and the Role of Emerging Technologies in Overcoming Resistance <i>S.J. Mary Jasper and S. Suganya</i>	173
2025284	Customer Perception on Impact of Mobile Commerce <i>J. Aravind and Dr.M. Menaka</i>	177
2025309	Metrics for Selection of Suppliers Via Circular Economy <i>Dr. Sivakumar Kirubanandan, A.S. Arvind and Jonathan Hubert</i>	183
2025317	The Impact of Remote and Hybrid Work Models on Employee Engagement <i>Mutluri Pavani Devi</i>	186
2025321	Ecopreneurs: Startup's at the Heart of Sustainability <i>Dr. Shanthi Nachiappan</i>	189
2025080	Predicting Employee Attrition Through Engagement Metrics and Machine Learning Algorithms <i>C. P. S. Heno Merlin</i>	191
2025087	AI-Driven Recruitment: Transforming Hiring in the Digital Age - Past, Present, and Future <i>T. Kayalvizhiroja and Dr. Jayasree Krishnan</i>	194
2025234	Adapting To Automation: A Candidate's Perspective on The Growing Emphasis on Soft Skills in Recruitment Decisions <i>Ms. S. Bharani Lakshmi, T. Charumathi and G. Dharini</i>	197
2025300	Audience Demographics: Tailoring Influencer Campaigns for Different Social Media Audiences <i>Ms. S Bharani Lakshmi, B. V. Poojitha and S. G. Mahamitha</i>	200

# Nexgen Transformation: Innovation and Business Sustainability in the Fashion Industry

P. Santha Sorubini, Vels Institute of Science, Technology and Advanced Studies, India.

Dr. Jayasree Krishnan, Director, School of Management and Commerce, Vels Institute of Science, Technology and Advanced Studies, India.

**Abstract---** This research examines the crossroads of sustainability and innovation in fast fashion based on the use of cutting-edge technologies like IoT, AI, and recycling technology. It lists significant challenges such as economic sustainability, regulatory mandate, and consumer unawareness. Based on CBMs analysis, digitalization, and the RRR model, it stresses collaborations between stakeholders towards sustainable growth. The research also identifies constraints and suggests future work, i.e., blockchain for transparency.

**Keywords---** Nexgen Transformation, Business Sustainability, Fashion Industry.

## 1. Introduction

Fashion firms include integrated innovation with sustainability correlated to circular economy trend, advanced recycling capabilities, as well as decision-making by BI. Technology such as IoT, AI, and 3D thus increases efficiency, with social media and influencers building consumer engagement. Economics and material sustainability, coupled with regulatory pressures and awareness gaps, are some of the challenges. Circular strategies, green materials, and sustainable models need investment but promise future benefits. Companies leading the industry like Patagonia or Levi's put visibility on good sustainability practices and always underline collaboration for an impactful game-change.

## 2. Literature Review

Sustainability and fashion innovation have developed alongside digitalization, circular economy models, and green consumption efforts particularly amongst Gen Z (Grieco et al., 2023). Nevertheless, financial illiteracy creates barriers to responsible fashion choices (Contreras-Masse et al., 2024). Fast fashion is unsustainable for the environment which calls for circular business model practices accompanied by policies (Maratos, 2023; Professor N.S.K.A, 2024). Although eco-minded brands suffer from trust issues and financial struggles, digitalization and AI are facilitating sustainable behaviors (Hofmann et al., 2022; Mai & Yao, 2022). The circular economy is reliant upon brands (like Patagonia) that advocate for the successful long-term adoption and regulation of fashion (Guo, 2024). Future research should consider policy, education, and technology solutions to create a sustainable fashion industry.

## 3. Research Methodology

Using PCA (Principle Component Analysis) and K-means clustering, Grieco et al. (2023) identified four different consumer segments based on fashion consumption. For ecological impact, Contreras-Masse et al. (2024) developed sustainability equations. The taxonomy of different business models was explored, and the impact of legislation on fashion was researched (Schroedel, 2023; Maratos, 2023). Digitalization and circular supply chains were considered (Hardabkhadze, 2023; Thokal & Bara, 2024). Empirical models and qualitative research focused on consumer behaviour, ethical fashion, and innovation (Mai & Yao, 2022; Hofmann et al., 2022; Bharadwaj, 2023). There were case studies on new eco-innovation, recycling and arts-based approaches, and sustainability trends (Feber & Smit, 2023; Bhatnagar, 2022; Montenegro, 2020).

Table 1: Theories Used in Previous Literature

Theories Used	Frequency
RRR model	1
Industrial convergence theory	1
Stakeholder theory	1
Circular business models	2
The three-pillar model of sustainable development	1
Green Economy Theory	1

#### 4. Key Findings

Gen Z is becoming more conscious of sustainable fashion, with different degrees of engagement including eco-savers and fashionistas. The fashion industry is grappling with lack of consensus around what it means to be sustainable, including of-size considerations, circular economy principles, and in considering new advances in technology. Despite pressing consumer demand, consumer habits and utilization lag, leaving opportunities for policies, innovation, and partnerships to realize sustainability for fashion.

#### 5. Conclusion

In order to attain sustainability in fashion, a holistic mindset employing advanced technology, stakeholder collaboration and transparency is needed. Even though Generation Z's interest in ethical consumption has changed the fashion industry's facility for relating to consumer research, challenges remain, namely the sustainability of the economic model, ethics in consumption and sustainability itself. Future work ought to investigate whole-of-society strategies, and the prospect of advanced technologies such as Blockchain, to achieve long-term sustainability.

#### 6. Limitations and Future Research Directions

The objective of this study was to explore sustainable fashion in the EU, while emphasising the significance of future research exploring other spaces across the globe and better understanding the causal pathways between circular fashion and sustainability. Future research should address, for instance, the long-term influence of innovation, potentially with circular business and sustainable innovation models being used, and ethical sourcing of products through the use of digital platforms, that better demonstrate these links. Future research in this space should further draw greater emphasis on blockchain, and its use in transparent ethical value chains in particular, and clarify areas of focus such as, consumer behaviour in relation to technology-influenced decisions, organisational decision making processes, and establishing key performance indicators (KPI's) in response to trade offs for sustainability.

#### References

- [1] Bharadwaj, R. & AMC Engineering College Bangalore. (2023). Leveraging sustainability as a marketing strategy in the fashion industry: Techniques for Successful implementation [Journal-article]. International Journal for Multidisciplinary Research (IJFMR), 5(5), 1–3. <https://www.ijfmr.com/papers/2023/5/7539.pdf> (Original work published 2023).

- [2] Bhatnagar, S., & National Institute of Fashion Technology, Mumbai. (2022). Advances towards sustainable and Eco-Denim fashion. *International Journal for Multidisciplinary Research (IJFMR)*, 5(5), 23057599. <https://www.ijfmr.com/papers/2023/5/7599.pdf>
- [3] Contreras-Masse, R., Ochoa, A., Hernandez-Baez, I., Ronquillo, C., Garcia, H., & Torres-Escobar, R. (2024). The Sustainable Fashion Revolution considering Circular Economy and targeting Generation Z by reusing garments with Acrylan and Terlenka. <https://doi.org/10.61467/2007.1558.2024.v15i2.472>
- [4] Feber, N. L., & Smit, M. J. (2023). Fashion Companies Pioneering with Eco-Innovations in the Swedish Fashion Industry: Motivations, Resources, and Cooperation. *Circular Economy and Sustainability*, 3(4), 1885–1905. <https://doi.org/10.1007/s43615-022-00246-x>
- [5] Grieco, C., Fratarcangeli, C., & Morgante, A. (2023). Why is sustainable fashion so fashion? *New Business Models Conference Proceedings 2023*. Maastricht University Press. <https://doi.org/10.26481/mup.2302.35>
- [6] Guo, S. (2024). Circular Business Models in Sustainable fashion Brands: innovation, practice, and impact. *Journal of Humanities Arts and Social Science*, 8(1), 210–214. <https://doi.org/10.26855/jhass.2024.01.035>
- [7] Hardabkhadze, I. (2023). Synthesis of digital and humanitarian technologies in the problems of managing the fashion industry transformation processes. *Eastern-European Journal of Enterprise Technologies*, 3(13 (123)), 19–33. <https://doi.org/10.15587/1729-4061.2023.281174>
- [8] Hofmann, K. H., Jacob, A., & Pizzingrilli, M. (2022). Overcoming growth Challenges of sustainable ventures in the fashion Industry: A Multinational Exploration. *Sustainability*, 14(16), 10275. <https://doi.org/10.3390/su141610275>
- [9] Mai, J., & Yao, L. (2022, December 1). Research on the influence of digital transformation on the sustainable development of China's textile and apparel listed enterprises [Online forum post]. [sxyyl@bift.edu.cn](mailto:sxyyl@bift.edu.cn). <https://doi.org/10.4108/eai.9-12-2022.2327632>
- [10] Maratos, A. (2023). The fast fashion industry: Formulating the future of environmental change. *Pace Environmental Law Review*, 40(2), 391. <https://doi.org/10.58948/0738-6206.1873>
- [11] Montenegro, P. D. (2020). Towards A Ch'ixi Fashion: Building Sustainable Futures in the Present. In A MRP. Ryerson University.
- [12] Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global/international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830–858. <https://doi.org/10.1108/IMR-10-2018-0280>
- [13] Professor, N. S. K. A. (2024). Innovation and sustainable development in entrepreneurship. *SMS Journal of Entrepreneurship & Innovation*, 10(1), 69–81. <https://doi.org/10.21844/smsjei.v10i01.30006>
- [14] Salamzadeh, A., Paramba, J. N., Brandstrup, M., & Dana, L. (2023). 19 A sustainable business model for the fashion sector. In *De Gruyter eBooks* (pp. 237–250). <https://doi.org/10.1515/9783110795431-019>
- [15] Schroedel, S. (2023). The Sustainable Business Model Database: 92 Patterns That Enable Sustainability in Business Model Innovation. *Sustainability* 2023, 15, 8081. <https://doi.org/10.3390/su15108081>
- [16] Thokal, V., & Bara, A. B. (2024). Sustainable Strategies for Responsible Fashion: Adopting the reduce, reuse and recycle practices. *International Journal of Scientific Research In Engineering and Management*, 08(10), 1–7. <https://doi.org/10.55041/ijrem37962>