

First International Conference
on
Management Practices in AI Driven Business World

20th & 21st February 2025

Proof

Organised by
Department of Management Studies
St. Joseph's Institute of Technology
(St. Joseph's Group of Institutions)
OMR, Chennai - 600119.

Published by



First International Conference on Management Practices in AI Driven Business World

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 978-81-984119-2-1

Bonfring

NO. 1, KP Square,

Thiruvalluvar Street,

Villankurichi Rd, Ganapathy,

Coimbatore - 641 006. Tamil Nadu, India.

E-mail: info@bonfring.org

Website: www.bonfring.org

About College

St. Joseph's Institute of Technology is a higher education institution in OMR, Chennai, India, established in the year 2011, with 6 UG courses (B.E. - CSE, ECE, EEE & Mech. Engg., B.Tech. IT & B.Tech Artificial Intelligence and Data Science is offered from the year 2021. In PG course MBA is offered from the year 2022. Our college is affiliated to Anna University and approved by AICTE. The courses offered from the inception (B.E. - CSE, ECE & Mech. Engg. & B.Tech. IT) have been accredited by NBA in 2017 in the shortest span of 6 years.

About the Department

At St. Joseph's Institute of Technology, the Department of Management Studies was established in the year 2022, which got its autonomous status and is affiliated with Anna university. It offers a 2-year program with four semesters, where the students have the opportunity of dual specialization. Our Department of MBA responds to a felt need of the Indian Industry and derives satisfaction from field orientations in all its curriculum activities. Qualified faculties with good experience and classrooms equipped with an advanced learning ambience.

About the Conference

In the era of rapid technological advancement, artificial intelligence (AI) stands at the forefront of revolutionizing the way business and the commerce world operates. The conference theme "Management Practices in AI Driven Business World" encapsulates the spirit of proactively preparing for the transformative impact that AI will have on Business world over the next decade, the integration of AI technologies via Management practices is poised to redefine, reshape and revolutionize the business landscapes. The conference will delve into the foresight and strategic insights essential for the business organizations to navigate the ever-evolving intersection of business practices with AI technologies in the most effective manner. This international conference event provides a platform that brings in the symphony of industrial experts, thought leaders and the innovators to discuss and to explore the power and potential of AI. By throwing lights on the Management practices that the contemporary business firms practice to have an edge over others. This conference serves as the connecting bridge for all the attendees to gain valuable insights, exchange ideas and collaborate on strategies to harness the power of AI in driving business firms through the means of management practices.

Conference Objectives

- To identify and analyze the recent agile practices used by the corporates to tackle the ever-changing business landscape.
- To facilitate a platform to coalesce, discuss about the topic from different perspective for the benefit of the larger society.

Organizing Committee

CHIEF PATRON

Dr.B. Babu Manoharan M.A., M.B.A., Ph.D.

Chairman,

St. Joseph's Group of Institutions.

PATRONS

B. Shashi Sekar M.Sc

Managing Director,

St. Joseph's Group of Institutions.

S. Jessie Priya M.com

Executive Director,

St. Joseph's Group of Institutions.

Dr.S. Arivazhagan M.E., Ph.D.

Principal,

St. Joseph's Institute of Technology.

CONVENER

Dr. Priya Sethuraman

Professor & Head,

Department of Management Studies,

St. Joseph's Institute of Technology.

FACULTY COORDINATORS

Dr.G. Arasuraja

Associate Professor,

Department of Management Studies,

St. Joseph's Institute of Technology.

Dr.P. Prabakaran

Assistant Professor,

Department of Management Studies,

St. Joseph's Institute of Technology.

Proof

Message from the Chairman

Dr.B. Babu Manoharan, M.A., M.B.A, Ph.D.,

Chairman,

St. Joseph's Group of Institutions.

It is with great pride and immense pleasure that I extend my heartfelt congratulations to the Department of Management Studies for organizing its first International Conference. This milestone marks a significant achievement in our college's journey toward academic excellence, global collaboration, and innovative research.

The theme and scope of this conference reflect the Department's commitment to fostering critical dialogue, promoting interdisciplinary research, and addressing contemporary challenges in the field of management. By bringing together scholars, industry experts, researchers, and budding future managers from across the globe, this conference serves as a vibrant platform for the exchange of ideas and the cultivation of knowledge that transcends boundaries. I am confident that the deliberations and discussions that unfold during this conference will pave the way for meaningful insights, new perspectives, and long-lasting collaborations.

On behalf of the entire college community, I wish the Department and the Conference team resounding success.

Message from the Managing Director

Mr.B. Shashi Sekar, M.Sc.

Managing Director,

St. Joseph's Group of Institutions.

It gives me immense pleasure to convey my warmest greetings and best wishes to the Department of Management Studies on the occasion of its first International Conference. This landmark event reflects the department's growing academic stature and its commitment to fostering global dialogue in the ever-evolving domain of management education and research.

Conferences such as this are crucial platforms that encourage the exchange of innovative ideas, promote interdisciplinary collaboration, and contribute meaningfully to solving real-world challenges. I am proud that our institution is taking a significant step forward in creating such opportunities for scholars, researchers, and industry experts from around the globe.

May this conference serve as a catalyst for meaningful discussions, impactful research, and enduring academic partnerships.

Message from the Executive Director

Mrs.S. Jessie Priya, M.com.

Executive Director,

St. Joseph's Group of Institutions.

It is with great pride and enthusiasm that I extend my warm greetings to all participants, organizers, and guests of the first International Conference hosted by the Department of Management Studies. This significant initiative marks a new chapter in our college's pursuit of academic excellence, thought leadership, and global engagement.

In today's dynamic and complex world, the field of management plays a critical role in shaping resilient organizations and forward-thinking leadership. By bringing together distinguished scholars, industry practitioners, and young researchers from across the globe, this conference serves as a vibrant platform for intellectual exchange and collaborative exploration of new ideas.

Let this conference be the beginning of many more meaningful engagements that drive innovation, research, and progress. Wishing the conference great success and all delegates a productive and enriching experience.

Message from the Principal

It is a matter of immense pride and joy to witness the Department of Management Studies hosting its first International Conference. This event marks a significant milestone in our academic journey and stands as a testament to the department's unwavering commitment to fostering research, innovation, and global collaboration.

Conferences of this nature provide a vital platform for scholars, industry leaders, and students to come together, exchange knowledge, and explore emerging trends and challenges in the field of management. They serve not only to enhance academic discourse but also to inspire practical solutions that have real-world impact.

I extend my heartfelt congratulations to the organizing team for their tireless efforts and visionary leadership in bringing this prestigious event to life. I am confident that the discussions and deliberations held during this conference will contribute meaningfully to the advancement of management education and practice.

Message from the Head of the Department

Department of Management Studies.

It is with great pride and immense satisfaction that I welcome you all to the first International Conference organized by the Department of Management Studies. This conference marks a significant milestone in our department's journey, as we step onto a global platform to foster knowledge exchange, research collaboration, and meaningful dialogue in the field of management.

The theme of this conference reflects our commitment to addressing contemporary challenges and exploring innovative practices that are shaping the future of business and management. We are honoured to bring together academicians, researchers, industry experts, and students from across the world to share insights, ideas, and experiences that can lead to impactful solutions.

Organizing this international event has been a collective effort, and I am deeply grateful to our faculty members, students, and the organizing committee for their dedication and hard work. I also extend my heartfelt thanks to our college leadership for their continued encouragement and support.

Message from the Conference Coordinator

First International Conference – Department of Management Studies.

It is with great honor and enthusiasm that I welcome you all to the first International Conference organized by the Department of Management Studies. This event stands as a proud moment for us, representing months of planning, collaboration, and dedication to create a meaningful platform for academic and professional exchange.

The core objective of this conference is to bring together distinguished scholars, industry experts, researchers, and students from across the globe to engage in dialogue, share knowledge, and explore emerging trends and innovations in the field of management. We believe such gatherings are essential in nurturing critical thinking, fostering interdisciplinary research, and building a strong global academic network.

I would like to extend my sincere gratitude to our respected Chairman, Managing Director, Executive Director, and Principal for their constant support and guidance. A special note of thanks to all the speakers, delegates, paper presenters, and participants who have made this conference truly international in spirit and substance.

We hope this conference will be an enriching experience for all, inspiring new ideas, perspectives, and partnerships. Wishing everyone a successful and intellectually stimulating event.

Message from the Conference Coordinator

First International Conference – Department of Management Studies.

It is a matter of great joy and privilege to welcome all distinguished guests, speakers, participants, and delegates to the first International Conference organized by the Department of Management Studies. This conference is a significant step forward in our academic journey, aimed at fostering intellectual engagement, cross-border collaboration, and innovative thought in the realm of management.

This event reflects our department's dedication to providing a platform where knowledge meets experience, and where scholarly research converges with industry insights. The diverse themes explored in this conference will undoubtedly contribute to meaningful discussions, fresh perspectives, and future-focused solutions for real-world challenges.

Organizing an international event of this scale has been a deeply fulfilling experience. I sincerely thank our respected institutional leadership for their unwavering support and encouragement. I am also grateful to the organizing committee, faculty, student volunteers, and our valued contributors who have worked tirelessly to bring this conference to life.

To all our participants – may your engagement here be insightful, your connections enriching, and your experience truly memorable.

Proof

TABLE OF CONTENTS

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
ICMPAIDBW2501	The Influence of Artificial Intelligence and Automation on the Service Sector <i>K.R. Surendran and Dr.N. Santhosh Kumar</i>	1
ICMPAIDBW2502	AI-Driven Recruitment: Challenges and Opportunities in the Age of Automation <i>V. Prasanna Reddy and M. Vijay</i>	2
ICMPAIDBW2503	Industrial Harmony in the AI Age: Bridging Labour Law & Human Right Strategies <i>A.K. Sripraveena and D. Sanjaykumar</i>	3
ICMPAIDBW2504	AI in Human Resource Management: Enhancing Efficiency or Eroding the Human Element? <i>V. Hemavarthini and S. Abirami</i>	4
ICMPAIDBW2505	A Study of AI-Driven Social Media Marketing Approaches Enhancing Brand Loyalty <i>J. Rosemary and Dr.N. Kogila</i>	5
ICMPAIDBW2506	Employee Development Practices on Organizational Citizenship Behavior and Turnover Intentions in Automobile Industry, Tamil Nadu <i>Dr.R. Velanganni</i>	6
ICMPAIDBW2507	Assess the Efficacy of Training Initiatives Designed to Improve Cultural Awareness in the Workplace <i>A. Caroline Sofia and Dr.B. Premkumar</i>	7
ICMPAIDBW2508	The Relationship Between Emotional Intelligence, Digital Wellness, and Work-Life Harmony in the Post-Pandemic Era <i>P. Arthi Priya and Dr.N. Santhosh Kumar</i>	8
ICMPAIDBW2509	Consumer Perception Towards Green Products in the FMCG Sector of Kerala <i>Nimisha Balagopalan</i>	8

ICMPAIDBW2510	An Empirical Study on Evaluation of Portfolio with Reference to NSE <i>R. Nirmal Kumar and Dr.G. Rajesh Kumar</i>	9
ICMPAIDBW2511	Always Online, Always Exhausted: Examining the Ethical Implications of Influencer Burnout in the Digital Age <i>Rashmi Yadav</i>	10
ICMPAIDBW2512	A Study on Fashionista's Brand Perception and Buying Behaviour Among Higher Education Teachers in Bangalore <i>P.K. Swathi and Dr. Venkatesh S Amin</i>	11
ICMPAIDBW2513	Impact of Behavioural Factors, Financial Literacy, and Socio-Economic Status on Investment Decisions of Retail Investors in Chennai <i>A. Prabu and Dr.G. Aarthi</i>	11
ICMPAIDBW2514	Employees' Perception on AI Tools Used to Enhance Their Job Satisfaction <i>Dr.M. Rajasekar</i>	12
ICMPAIDBW2515	Innovative Training Programs that are Practiced with Reference to Insurance Sector in India <i>Dr. Shibe Rimo</i>	12
ICMPAIDBW2516	HR Manager's Role in Enhancing Employee Experience and Productivity with the Integration of Artificial Intelligence (AI) in the Workplace <i>Dr.B.R. Celia</i>	13
ICMPAIDBW2517	Employees' Perception of Work-Life Balance in the Year 2025 <i>Dr.V. Senthil Kumaran</i>	13
ICMPAIDBW2518	A Study on Employees' Perception Towards Implementing AI in the Organization's HR Practices <i>Dr.S. Rukmani Devi</i>	14
ICMPAIDBW2519	Usage of Artificial Intelligence in Predicting Employees Attrition <i>Dr.N. Legapriyadharshini</i>	14
ICMPAIDBW2520	Usage of AI Tools to Enhance Employees Engagement in the Workplace - With Reference to the IT Sector <i>Dr.R. Jayakarthik</i>	15

ICMPAIDBW2521	Retail Investors' Perception Towards Mutual Fund Investing in a View to Achieve Their Financial Freedom <i>Dr. Anitha Malisetty</i>	16
ICMPAIDBW2522	Employees' Perception Towards Implementation of AI Tools Modules to Enhance their Workplace Experience and Self – Motivation <i>Dr.C. Karpagham</i>	17
ICMPAIDBW2523	The Review of Stress Issues of ICICI Employees <i>Anupa Mistry and Dr.S. Praveen Kumar</i>	17
ICMPAIDBW2524	A Study on Consumer Behaviour Towards Various Factors Influencing the Purchase of FMCG Products and their Level of Satisfaction <i>S. Aishwarya and Dr.E.P. John</i>	18
ICMPAIDBW2525	The Influence of Mobile Commerce on Consumer Behavior and Payment Systems <i>Dr.P. William Robert</i>	18
ICMPAIDBW2526	A Comprehensive Bibliometric Analysis of Medical Tourism: Pre- and Post- Covid Perspectives <i>N. Dhanya Lakshmi and S. Vijayakanthan</i>	19
ICMPAIDBW2527	The Role of Social Media Influencer Marketing in Promoting Tourist Destinations <i>N. Dhanya Lakshmi and S. Vijayakanthan</i>	20
ICMPAIDBW2528	Internet Services and Penetration of E-Commerce Portals in India: Empirical Evidence Using Secondary Data <i>Dr. Sushma S Chawla</i>	20
ICMPAIDBW2529	Ethical Issues in Marketing: Challenges and Best Practices <i>Dr.R. Jayadurga</i>	21
ICMPAIDBW2530	Artificial Intelligence in Digital Marketing: Trends, Applications, and Future Prospects <i>Dr.S. Sara</i>	22
ICMPAIDBW2531	Digital Transformation for Sustainable Growth Using AI in Customer Relations Management <i>G. Sathyamoorthy and R. Selvamani</i>	23

ICMPAIDBW2532	Inception of Green Human Resource Management for the Tending of Organisation <i>S. Shalini and Dr.R. Sivakumar</i>	24
ICMPAIDBW2533	Consumer Buying Behavior in Durable Goods: A Theoretical Examination of Price and Quality Influences <i>Dr. ILA. Nakkeeran</i>	25
ICMPAIDBW2534	A Data-Driven Approach to Workplace Safety and Accident Prevention: Predictive Analytics in Human Resource Management <i>M. Mano Barathi, P.D. Chandrakantha and Dr. Arun Fred</i>	26
ICMPAIDBW2535	Teacher Efficacy and Their Career Satisfaction: The Mediating Effect of Teacher Engagement <i>M.V. Venus and Dr.P. Vijayalakshmi</i>	26
ICMPAIDBW2536	A Study on Optimizing Freight Cost Using Data Analysis <i>Dr.B. Selvakumar, T.T. Gayathri and R.V. Jeya Sudheksa</i>	27
ICMPAIDBW2537	Predicting Employee Behavioral Competencies and Risk Management Using Artificial Neural Networks: Task Analysis, Time Estimation, and Future Work Prediction <i>Gautham Praveen Ramalingam, G. Gerard Alex Ben and K. Sukkirtha</i>	28
ICMPAIDBW2538	Slow Tourism and Rural Development in Uttarakhand: A Phenomenological Investigation of Community Empowerment <i>Jitender Singh Bhandari</i>	29
ICMPAIDBW2539	Influence of Socio-Demographic Factors on Consumer Awareness and Perception of AI-Driven Cad Systems in Cancer Detection <i>S. Bharani Lakshmi, B.P. Sreeja and J. Savithajeni</i>	30
ICMPAIDBW2540	An Empirical Investigation into Ethical Marketing's Effectiveness in Preventing Consumer Manipulation <i>S. Bharani Lakshmi, H. Kruthika and C.B. Ramitha</i>	31
ICMPAIDBW2541	Sustainable Supply Chain Practices in Coffee Shops: A Chennai Perspective <i>Dr.V. Bini Marin and Dr.N. Arunfred</i>	32
ICMPAIDBW2542	Exploring the Trend of Independent Filmmaking in the Tamil Film Industry: A Conceptual Analysis Study <i>P. Peter Reuben and Dr.S. Chinnathambi</i>	33

ICMPAIDBW2543	The Role of Artificial Intelligence in Talent Acquisition and its Impact on Recruitment Effectiveness <i>G.P. Devishree and S. Juliet Silviya</i>	33
ICMPAIDBW2544	Strategic Decision-Making and Professional Development in the Era of Artificial Intelligence <i>Angel Petricia Vijayakumar and I. Nandhini</i>	34
ICMPAIDBW2545	Micro Financing and Venture Capital: a Pathway to Achieving Sustainable Development Goals (SDGs) <i>Tanushri Raj, Dr.P. Periasamy, Dr. Ravimohan Rajamohan and Deepak Rajagoplaan</i>	35
ICMPAIDBW2546	Consumers' Perception on Ethical Practices in Advertising on Social Media <i>Dr.R. Murali and Dhanush</i>	36
ICMPAIDBW2547	Work-Life Balance Management Practices in an AI-Driven Business World <i>G. John Lazarus, R. Richard Wurmbrand and Dr.J. Kavitha Selvaranee</i>	37
ICMPAIDBW2548	The AI Revolution: Transforming the Future through Innovation and Creativity in Startups and Entrepreneurship <i>Dr.K. Malarvizhi, G. Mahalakshmi and N. Pavithra</i>	38
ICMPAIDBW2549	Impact of Training Programs on Apprentices Performance <i>Dr.J. Prateeba Devi and K. Mahalakshmy</i>	39
ICMPAIDBW2550	Navigating Organizational Change in the Disruptive Era: A Bibliometric Perspective <i>S. Anisha Estherita and M. Kotteeswaran</i>	40
ICMPAIDBW2551	Emotional Intelligence: Improving Interpersonal Relationships, Decision-Making Skills and Stress Management Among Bank Employees <i>Anisha P. Gopal and V. Mobana Sundari</i>	41
ICMPAIDBW2552	Enhancing HR Tactics with Analytics <i>S. Akshaya and J. Mark Abinash</i>	42
ICMPAIDBW2553	Who Influence a Student Most? Parents, Friends or Teacher? <i>Dr.K. Malarvizhi, S. Bhavadharini and S. Krithika</i>	42
ICMPAIDBW2554	Employee Engagement: Strategies, Benefits, and Challenges <i>R. Ritheekasri, A. Sara and Dr.R. Muzhumathi</i>	43

ICMPAIDBW2555	The Impact of Leadership on Employee Productivity <i>A. Blaset Benniyol, S. Krishnan and Dr.G.H. Kerinab Beenu</i>	44
ICMPAIDBW2556	Sustainability and Ethical Marketing in the Digital Age <i>Dr.R. Muzhumathi, S. Amaresh and M. Vijayakumar</i>	45
ICMPAIDBW2557	Consumer Behaviour <i>Rony Thomas</i>	46
ICMPAIDBW2558	Consumers' Perception on Advertised Products vs. Products Sold in the Market <i>Dr.B. Selvakumar</i>	46
ICMPAIDBW2559	Investor Perception on Integration of Artificial Intelligence (AI) In Financial Services <i>Dr.R. Muzhumathi and S. Kishore</i>	47
ICMPAIDBW2560	The Transformation of Human Resource Management through Artificial Intelligence <i>Dr.S. Sinduja</i>	48
ICMPAIDBW2561	Employees' Perception on the Effect of Hybrid Work on Employee Productivity and Well-Being <i>Dr.A. Nirmal Raj, J. Sherine Deliketa and A. Pavithra</i>	49
ICMPAIDBW2562	A Study on the Role of Artificial Intelligence in Transforming Human Resource Management <i>M. Chelsia Bagyam and Dr.B. Selvakumar</i>	50
ICMPAIDBW2563	The Study on the Impact of AI Chatbots in Customer Support and Services <i>Dr.R. Kavitha, S.R. Priya Dharshini and S. Sandhya</i>	51
ICMPAIDBW2564	Breaking through or Breaking Out? The Glass Ceiling and Women's Work-life Balance with Reference to SDG – 5 <i>Dr.K. Shyamala, Pranitha and Akshaya</i>	52
ICMPAIDBW2565	A Case Study on Personalized Marketing Strategies based on Trend Centric Insights with Reference to Zomato <i>A. Hemadarshine and Dr.S. Krishnakumari</i>	53
ICMPAIDBW2566	Leveraging Quantum Computing for Advanced Web Analytics and Enhanced Conversion Rate Optimization (CRO) <i>V. Sathiyavani and Dr.S.P. Karuppiab</i>	54

ICMPAIDBW2567	Impact of Price and Promotional Strategies on Consumer Buying Behaviour for Ghee Products <i>Dr.K. Rajamani and R. Marieswari</i>	54
ICMPAIDBW2568	Content to Cart: The Impact of AI Driven Marketing on Herbal Product Purchases <i>Dr. Shyamala, S. Varshitha and S. Subitha</i>	55
ICMPAIDBW2569	Sustainable Business through Digital HRM: Balancing Employee Well-being and Organizational Growth <i>V. Nathiya and Dr.G. Rajini</i>	56
ICMPAIDBW2570	Adoption of Artificial Intelligence in Performance Management Systems: Key Influencing Factors and Adoption Rates <i>K. Nivethaa and Dr. Annie Sam</i>	57
ICMPAIDBW2571	AI Adoption in Talent Management through Upskilling to Ensure Sustainable Employment <i>Salomie Valantina Lawrence and Dr.K. Sankar Singh</i>	58
ICMPAIDBW2573	The Impact of Technology on Productivity: The Agile-Cyber Nexus <i>B. Sarojini and Dr.S.P. Karuppiab</i>	59
ICMPAIDBW2574	Employee Acceptance of HRIS Using UTAUT Model <i>Dr.R. Manimalar and J. Angeline Shaarliny</i>	60
ICMPAIDBW2575	Smart Supply Chain Management Using Six-Sigma <i>M. Rahul, M. Sri Divyaa and Dr.S.P. Karuppiab</i>	60
ICMPAIDBW2576	Strategic Risk Management: Enhancing Organisational Resilience in a Dynamic Environment <i>V. Suriya Prakash and Dr.S.P. Karuppiab</i>	61
ICMPAIDBW2577	ITC VS. Composition Scheme: A Small Business Guide in the GST ERA <i>Dr.B. Harini and Dr.S. Subramanian</i>	62
ICMPAIDBW2578	Advancing Financial Stability Monitoring through Deep Learning and Ai-Driven Risk Analysis <i>A. Annie Blessy Sweetlyne, S.S. Aishwarya, Dr.S.P. Karuppiab and Dr.K. Jawabar Rani</i>	63
ICMPAIDBW2579	Enhancing Employee Retention through Advanced HR Analytics with the Help of Power BI <i>S. Haripriya, G. Dinyadbarshini, Dr.S.P. Karuppiab and Dr.K. Jawabar Rani</i>	64

ICMPAIDBW2580	Artificial Intelligence in Lean Manufacturing: Digitalization with a Human Touch? <i>H. Haritha, P. Harishankar, Dr.S.P. Karuppiab and Dr.S. Ajit</i>	65
ICMPAIDBW2581	A Study on Consumers Attitude and Preferences towards Sustainable Clothing <i>N. Amina</i>	66
ICMPAIDBW2582	Analysis of Marketing Strategies of Handloom Industry Due to Technology Adoption in Devanga Tribes <i>K. Swathy</i>	67
ICMPAIDBW2583	An Analysis of Temperature Data Monitoring Device in Cold Chain Logistics at Pharmaceuticals Industry, Chennai <i>A. Barath</i>	68
ICMPAIDBW2584	The Smart Workforce: AI and the Evolution of Employment Trends - Predictive Analysis <i>Dr.K. Shyamala</i>	69
ICMPAIDBW2585	Happiness at Workplace – A Conceptual Understanding for Competitive Advantage for Organization <i>K.B. Inian and Dr. Prince Annadurai</i>	70
ICMPAIDBW2586	Exploring the Relationship between Employee Engagement and Work Performance: The Mediating Effect of Servant Leadership in Healthcare Sector <i>L. Hariharan</i>	70
ICMPAIDBW2587	Digital Marketing in the Age of Privacy: How Regulations Shape Strategy <i>S. Bharani Lakshmi, Y. Ezhilarasi and N. Kirthika</i>	71
ICMPAIDBW2588	From Cart to Kitchen: A Study of Pre and Post-purchase Consumer Behavior on Bigbasket <i>S. Bharani Lakshmi</i>	72
ICMPAIDBW2589	Antecedents of Online Shopping Satisfaction and its Impact on Repurchase Intention <i>T. Joe Harris</i>	73
ICMPAIDBW2590	Next Revolution and Upcoming Trends of Artificial Intelligent in Human Resource Management <i>V. Abinash and Dr.S. Bharathi Vasu</i>	73

ICMPAIDBW2591	AI in Entrepreneurial Development <i>S. Sanjay Kumar and D. Bhavani</i>	74
ICMPAIDBW2592	Digital Transformation in Business <i>S. Murugan and S. Grace Prasanna</i>	75
ICMPAIDBW2593	Artificial Intelligence (AI) in Digital Marketing <i>S. Arthi and Dr.D. Yuvaraj</i>	76
ICMPAIDBW2594	Marketing Trends Consumer Behaviour <i>S. Kirthika</i>	76
ICMPAIDBW2595	Digital Marketing <i>M. Pavithra</i>	77
ICMPAIDBW2596	Green Finance: A Boost to Indian Economy and Life <i>Dr. Priya Sethuraman, N.D. Aiswarya and B. Abirami</i>	77
ICMPAIDBW2597	Quality Assurance and Process <i>C. Arockia Praveen Kumar</i>	78
ICMPAIDBW2598	Asset-Liability Management (ALM): A Strategic Approach to Financial Stability <i>Dr. Priya Sethuraman and T. Sreenath</i>	78
ICMPAIDBW2599	A Study on Motional Intelligence of Employees in Workplace <i>A. Merwin Praisy</i>	79
ICMPAIDBW25100	The Role of Artificial Intelligence (AI) in Financial Risk Management <i>P. Hemanth Rao</i>	79
ICMPAIDBW25101	Gig Economy and Contract based Hiring <i>J. Manjula</i>	80
ICMPAIDBW25102	Analyzing Inventory Accuracy Issues in Quick-commerce: A Study on Zepto Chennai Stores <i>E. Naveen Iyappan</i>	81
ICMPAIDBW25103	Study of Mutual Fund as an Investment Avenue <i>K. Aishwarya</i>	82
ICMPAIDBW25104	A Study on Financial Institutions and Markets <i>Erin Rachel Diaz</i>	82

ICMPAIDBW25105	Comprehensive Review of Scams in Financial Sector over Past 25 Years <i>K. Aparna</i>	83
ICMPAIDBW25106	A Decade of Transformation: Analyzing Mergers and Acquisitions in the Indian Banking Sector (2013–2023) <i>K. Aravinthan</i>	83
ICMPAIDBW25107	Securing the Future: Enhancing Term Insurance Awareness in India <i>S. Charisma</i>	84
ICMPAIDBW25108	The Wars Revisited: A Comparative Analysis of Coca-Cola and Pepsi's Competitive Strategies <i>K. Joshua</i>	84
ICMPAIDBW25109	Impact of Trade Tensions on Global Stock Markets <i>P. Soundharya</i>	85
ICMPAIDBW25110	Empowering Financial Literacy and Inclusion through AI <i>R. Subha</i>	85
ICMPAIDBW25111	Comparative Study of Commodity Market & Equity Market <i>R. Sundaresan</i>	86
ICMPAIDBW25112	Comparative Analysis of India's Union Budget 2024 & 2025 <i>Yogalakshmi</i>	86
ICMPAIDBW25113	Influence of Blockchain Technology in Manufacturing Supply Chain and Logistics <i>W. Asbok</i>	87
ICMPAIDBW25114	A Study on Enhancing Operational Efficiency through Lean Management: A Strategy <i>H. Bisbal</i>	87
ICMPAIDBW25115	A Study on the Influence of SEO on Consumer Behaviour in E-Commerce <i>S. Chandru</i>	88
ICMPAIDBW25116	Strategic Human Resource Planning in the Era of Digital Transformation <i>K. Dhanalakshmi</i>	88

ICMPAIDBW25117	A Study of AI and Automation in Human Resource Management: Transforming the Future of HR <i>M. Dhilipan</i>	89
ICMPAIDBW25118	Impact of Communication Gaps on Organization Efficiency in Automobile Industry <i>J. Dhinakaran</i>	89
ICMPAIDBW25119	A Study on the Effect of User Generated Content on Brand Engagement <i>P. Gowthami</i>	90
ICMPAIDBW25120	Product Design and Development Management <i>S. Harish Natarajan</i>	90
ICMPAIDBW25121	A Study on the Impact of HR Chatbots on Recruitment and Employee Support <i>S. Rajameena</i>	91
ICMPAIDBW25122	Data - driven Insights for ALM Decision Making: A Machine Learning Perspective <i>G. Nagappan</i>	91
ICMPAIDBW25123	A Study on Retirement Planning of Salaried Employees Influenced by Financial Literacy <i>V. Aishwarya</i>	92
ICMPAIDBW25124	Optimizing Quality Control in Supply Chain Management <i>V.V. Aravindhan</i>	93
ICMPAIDBW25125	Employee Welfare in Corporate Culture <i>Abijah Giffy</i>	94
ICMPAIDBW25126	Employee Engagement and Retention <i>N. Dinya</i>	95
ICMPAIDBW25127	The Role of Predictive Analytics in Financial Risk Management <i>R. Dinesh</i>	96
ICMPAIDBW25128	Impact of Work Life Balance on Employee Performance <i>L. Lokeshwari</i>	97

ICMPAIDBW25129	Navigating the Complexities of BPO in Manufacturing: Challenges and Opportunities <i>A. Joseph Santhosh</i>	98
ICMPAIDBW25130	Cost-effective Waste Management in Manufacturing: Boosting Profits through Sustainability <i>R. Dhanananth</i>	99
ICMPAIDBW25131	The Green Marketing Revolution: Strategies for Sustainable Brand Success <i>E. Indhu</i>	100
ICMPAIDBW25132	A Study on HR Analytics in Modern Era: Transforming the Human Resource Management <i>Nantha Balaa</i>	101
ICMPAIDBW25133	Strategies to Minimize Expired Product Wastage in Quick Commerce: A Study on Zepto Chennai Stores <i>R. Saravanan</i>	102
ICMPAIDBW25134	A Study on Optimising Putaway and Stocking Processes to Improve Inventory Management <i>A.R. Sembiyavelan</i>	103
ICMPAIDBW25135	A Study on the Impact of Digitalization on Employee Performance <i>B. Sriram</i>	104
ICMPAIDBW25136	An Analytical Study on Organizational Citizenship Behaviour among Employees at Chennai Port Authority <i>G. Anju</i>	105
ICMPAIDBW25137	A Study on the Effectiveness of Online Recruitment at ALLDIGI Tech Limited <i>K. Anu</i>	106
ICMPAIDBW25138	An Analytical Study on Challenges and Opportunities in Reverse Logistics at Freedom Shipping Agencies <i>J. Dhinesh Sundar</i>	107
ICMPAIDBW25139	An Analytical Study on Loss Aversion and its Influence on Investment Decision-making at GMMCO Limited <i>E. Emmanuel Dhas</i>	108

ICMPAIDBW25140	A Study on Role of Futures and Options in Hedging Stock Market Risk <i>A. Pradeep Ajay</i>	109
ICMPAIDBW25141	A Study on Consumer Behaviour and Sales Promotion at Aavin <i>S. Sri Swetha</i>	110
ICMPAIDBW25142	A Study on the Impact of Training and Development Initiatives on Employee Growth at Hotel Green Park <i>M. Sureka</i>	111
ICMPAIDBW25143	A Study on Recruitment and Selection at Team Pro HR and It Services PVT Limited <i>S. Vijay</i>	112
ICMPAIDBW25144	Data Privacy in HR: Managing Employee Information Securely <i>K. Sowmya</i>	113
ICMPAIDBW25145	Impact of Merger and Acquisitions on Shareholder's Wealth in Indian Manufacturing Sector <i>S. Ashika</i>	114
ICMPAIDBW25146	Impact of Digital Payments on Small Business <i>J. Judi Swana</i>	115
ICMPAIDBW25147	Role of Interest Rate Swaps in Managing Market Risk in Indian Banks <i>P. Deepak</i>	116
ICMPAIDBW25148	A Comparative Analysis of Kitkat and Dairy Milk Competitive Strategy <i>V. Abikesh</i>	117
ICMPAIDBW25149	A Comprehensive Analysis of ESG Rating: Sectoral Variation in India <i>B. Abirami</i>	118
ICMPAIDBW25150	Consumer Behaviour and Its Impact on Market Strategies <i>H. Mahesh Bhoopathy</i>	119
ICMPAIDBW25151	A Study on Forecasting NSE Nifty Index Using Global Equity Market Trends <i>L. Rajkumar</i>	120

ICMPAIDBW25152	The Capital Structure Decisions of Banks in Asian Countries: A Comparative Analysis <i>C. Sangeetha</i>	121
ICMPAIDBW25153	Equity Derivatives: A Study on Derivatives Market in Financial Market <i>S. Dhanasri</i>	122
ICMPAIDBW25154	An Analysis of Consumer Behavior and Influencing Factors in FMCG Purchases: Assessing Satisfaction Levels <i>V. Subasini</i>	123
ICMPAIDBW25155	A Study on Role of AI in Talent Acquisition and Recruitment Process <i>D. Subha</i>	124
ICMPAIDBW25156	A Study on the Effective Strategies for Promoting a Positive Workplace Environment <i>S. Samson Atvetter</i>	125
ICMPAIDBW25157	From Traditional to Digital: The Evolution of Marketing Strategies <i>Pushparaj</i>	126
ICMPAIDBW25158	Impact of Organizational Culture on Employee Retention in Higher Education Institutions <i>D.V. Priyanka</i>	127
ICMPAIDBW25159	A Study on Patient Satisfaction and its Impact on Brand Loyalty at MGM Healthcare, Malar Hospital, Chennai <i>M. Anto Ferdine</i>	128
ICMPAIDBW25160	A Study on the Role of Customs House Agents in Facilitating Export Operations: A Case Study of Unique Line <i>G. Arish Ragavenderan</i>	129
ICMPAIDBW25161	A Study on Green Human Resource Management and Its Role in Enhancing Organizational Sustainability at Teceze Consultancy Services Private Limited <i>B.H. Brishma</i>	130
ICMPAIDBW25162	A Study on the Effectiveness of Omnichannel Marketing Strategy in Samsung: A Case of Disha Communications Private Limited <i>U. Hemavathi</i>	131

ICMPAIDBW25163	A Study on the Impact of Work-life Balance on Employee Retention at Aadasteck <i>S. Janani Sri</i>	132
ICMPAIDBW25164	A Study on Financial Risk Management and Related Concepts at Irai Agrocitv, Dindigul <i>J. Kalvin Antony</i>	133
ICMPAIDBW25165	A Study on Receivables Management at Kostal India Pvt. Ltd <i>J. Viswanath</i>	134
ICMPAIDBW25166	A Comprehensive Comparative Analysis of Equity Funds and Debt Funds Over the Past 15 Years (2010–2024) <i>R. Priyanka</i>	135
ICMPAIDBW25167	Digital Depression – Analysis and Tools to Overcome <i>Dr.R. Nandhini</i>	136

Proof

The Influence of Artificial Intelligence and Automation on the Service Sector

K.R. Surendran, Research Scholar, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu, India. E-mail: sr2073@srmist.edu.in

Dr.N. Santhosh Kumar, Associate Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu, India. E-mail: santhosn@srmist.edu.in

Abstract--- The rapid advancement of artificial intelligence (AI) and automation is transforming the service sector, reshaping how businesses operate and deliver value to customers. AI technologies, such as machine learning, natural language processing, and robotics, are streamlining operations, enhancing efficiency, and enabling personalized services at scale. Automation, particularly in customer service, data analysis, and process management, is reducing operational costs and increasing productivity. However, the widespread adoption of AI and automation also raises concerns regarding job displacement and the need for reskilling the workforce. While some jobs are at risk, new opportunities are emerging in areas like AI maintenance, data analysis, and customer relationship management. This paper explores both the positive and negative impacts of AI and automation on the service sector, examining how businesses can leverage these technologies to stay competitive while addressing the challenges they present for employees and society as a whole.

Keywords---- Artificial Intelligence, Automation, Service Sector, Productivity, Societal Impact.

AI-Driven Recruitment: Challenges and Opportunities in the Age of Automation

V. Prasanna Reddy, IV Year Student, Crescent School
of Law, Tamil Nadu, India.

M. Vijay, IV Year Student, Crescent School of Law,
Tamil Nadu, India. E-mail: vj2342094@gmail.com

Abstract--- This paper explores the transformative impact of Artificial Intelligence (AI) on recruitment and selection processes, showcasing how AI-powered tools are redefining talent acquisition strategies. As organizations strive to identify, attract, and hire top talent efficiently, AI emerges as a pivotal force, offering innovative solutions that streamline workflows and enhance decision-making. The study examines cutting-edge AI tools, including HireVue, LinkedIn Talent Solutions, XOR, and Entelo widely utilized by prominent companies such as Amazon, Unilever, and Goldman Sachs. These tools revolutionize candidate sourcing, engagement, and assessment through features like video interviews, chatbots, predictive analytics, and diversity-focused hiring. The paper highlights their efficacy in reducing recruitment time, minimizing biases, and improving overall candidate experience. A detailed analysis delves into the management approaches and varying recruitment and selection strategies employed across industries. The research critically evaluates the financial and temporal investments required for implementing AI in recruitment, alongside the challenges organizations face, such as algorithmic biases and ethical concerns. Furthermore, this study adopts a practical comparative approach, contrasting traditional methods with AI-driven processes to illuminate the tangible benefits and potential drawbacks. By examining these advancements, the paper offers valuable insights into the evolving dynamics of recruitment and the role of AI in shaping future workforce management.

Keywords--- No Bias, Efficient Selection, Predictive Analytics.

Industrial Harmony in the AI Age: Bridging Labour Law & Human Right Strategies

A.K. Sripraveena, BBA LLB-(Hons) III -Year,
Crescent School of Law, B.S. Abdur Rahman Crescent
Institute of Science and Technology, Tamil Nadu,
India.

D. Sanjaykumar, BBA LLB-(Hons) III -Year, Crescent
School of Law, B.S. Abdur Rahman Crescent Institute
of Science and Technology, Tamil Nadu, India.

Abstract--- The swift incorporation of Artificial Intelligence (AI) into industrial processes is transforming the workplace dynamics, redefining conventional employment structures and posing new difficulties for Human Resource Management (HRM). This paper examines how HRM plays a pivotal role in fostering workplace harmony in the AI driven era by coordinating changing labour laws with organisational practices. It examines the effects of AI on workforce composition, job security, and employee rights, emphasizing the importance of proactive HR strategies to address these challenges.

The study explores the legal ramifications of automation, including laws pertaining to gig labour, data privacy, and worker displacement and offers a framework for HR professional to ensure compliance while preserving employee trust and satisfaction. By integrating labor legislation with HR procedures, companies can establish an ethical and inclusive workplace that strikes a balance between employee welfare and technology development. By offering actionable recommendations, the paper aims to guide organisations in leveraging AI while sustaining industrial peace and fostering long-term organisational resilience.

Keywords--- Labour Laws, AI, HRM, Workplace Harmony, Job Security, Data Protection.

AI in Human Resource Management: Enhancing Efficiency or Eroding the Human Element

V. Hemavarthini, 4th Year of BBALLB, B.S Abdur
Rahman Crescent Institute of Science and Technology
(Crescent School of Law), Vandalur, India.
E-mail: hemavarthiniv18@gmail.com

S. Abirami, 4th Year of BBALLB, B.S Abdur Rahman
Crescent Institute of Science and Technology
(Crescent School of Law), Vandalur, India.
E-mail: abiramisivanesan91@gmail.com

Abstract--- The incorporation of Artificial Intelligence (AI) into Human Resource Management (HRM) is transforming traditional HR functions, significantly enhancing operational efficiency, data processing, and decision-making. AI technologies are increasingly applied in areas such as recruitment, performance management, employee training, and talent development.

However, as AI becomes more widely adopted in HRM, concerns emerge about its potential to diminish the human aspect that is vital for cultivating strong employee relationships and organizational culture. This paper examines the dual impact of AI on HRM, highlighting both its potential to improve efficiency and the risks it poses to human-centric HR practices.

A thorough literature review was conducted to assess existing research on AI's role in HRM. The findings underscore the complexities of AI's influence on HRM, revealing both the opportunities for improvement and the risks to the human element of HR practices. This study contributes to the current literature by offering a more nuanced perspective on AI's impact on HRM. The research emphasizes the importance for HR professionals and organizational leaders to thoughtfully evaluate the implications of AI adoption and create strategies to mitigate its negative effects. By doing so, organizations can capitalize on AI's benefits while maintaining the human-centred approach crucial to HRM.

Keywords--- AI Opportunities, Talent Development, AI Risks, Performance Management, Recruitment.

A Study of AI-Driven Social Media Marketing Approaches

Enhancing Brand Loyalty

J. Rosemary, Ph.D Research Scholar, Department of
Commerce, B.S. Abdur Rahman Crescent Institute of
Science and Technology, Chennai, Tamil Nadu, India.
E-mail: rosemary_commerce_jan2024@crescent.education

Dr.N. Kogila, Assistant Professor [Sr. Gr], Department of
Commerce, B.S. Abdur Rahman Crescent Institute of
Science and Technology, Chennai, Tamil Nadu, India.
E-mail: kogila@crescent.education

Abstract--- Artificial intelligence (AI) has completely changed social media marketing, allowing companies to design more individualized, interesting, and successful campaigns. This study investigates how AI-powered social media marketing strategies might increase customer brand loyalty. Businesses may evaluate customer behavior, enhance content distribution, and create meaningful interactions that connect with their target audience by utilizing AI technologies like machine learning, natural language processing, and predictive analytics.

To better understand customer impressions, the study looks at important AI-driven tactics such sentiment analysis, chatbots for real-time interaction, and tailored content suggestions. Additionally, it assesses how well these tactics work to increase client retention, cultivate emotional bonds, and establish trust. To evaluate the effect of AI tools on brand loyalty, the study uses a mixed methods approach that includes both quantitative surveys and qualitative interviews with consumers and marketing experts.

According to research, AI improves customer experience by providing timely, pertinent, and customized material, as well as by speeding up response times and raising the caliber of customer support. However, the report also identifies some obstacles that might affect customer trust, such ethical considerations and data privacy issues. With the help of this research, marketers can better understand AI's promise and overcome its drawbacks to create enduring, more robust brand-consumer interactions.

Keywords--- Social Media, Marketing, Artificial Intelligence.

Employee Development Practices on Organizational Citizenship Behavior and Turnover Intentions in Automobile Industry, Tamil Nadu

Dr.R. Velanganni, Crescent School of Law,

BS Abdur Rahman Crescent Institute of Science and Technology,

Vandalur, Chennai, India.

E-mail: velanganni.vf@crescent.education

Abstract--- Employee turnover intention refers to the withdrawal from the company. The turnover intention is directly related to the overall job satisfaction of the employees of the organization. Greater job satisfaction means a lower employee turnover rate and Lesser job satisfaction means a greater employee turnover rate. This research aims to investigate how employee development practices can influence the employee's intentions to leave the company. This research is important because it will explore employees' expectations about various employee development practices available to them, as it is generally known that a majority of organizations have reduced spending on the employee development practices. In this research, a descriptive research method is adopted which will target the population of the Automobile industry mainly the employees belonging to Tamil Nadu firms. The method used is the survey questionnaire and there are four district participants involved. The findings of this research suggested that, once the employee development practices are provided the employee is estimated to stay with the organization for more than 5 years. The findings of this research also revealed that, when the employees are provided with employee development practices, they had increased opportunities and a raise in their organizational citizenship behavior which can again be a critical factor in the lower employee turnover rate. Lastly, this research also suggested that when proper employee development is provided greater prevalence was given to overall job satisfaction.

Keywords--- Training and Development, Job Satisfaction, Turnover Intention, Employee Development, and Organizations.

Assess the Efficacy of Training Initiatives Designed to Improve Cultural Awareness in the Workplace

A. Caroline Sofia, Research Scholar, Faculty of
Management, SRM Institute of Science and
Technology, Kattankulathur, Chengalpattu District,
Tamil Nadu, India.

Dr.B. Premkumar, Associate Professor, Faculty of
Management, SRM Institute of Science and
Technology, Kattankulathur, Chengalpattu District,
Tamil Nadu, India.

Abstract--- The efficacy of training initiatives designed to enhance cultural awareness in the workplace is evaluated in this study. In order to improve employee engagement, reduce biases, and enhance collaboration, it is imperative to cultivate an inclusive environment as organizations become more diverse. The study assesses the efficacy of a variety of cultural awareness training programs by examining their influence on employee attitudes, behaviors, and intercultural communication abilities. The study investigates the impact of these programs on organizational culture, inclusivity, and potential challenges, including resistance to change and insufficient long-term impact, through surveys, interviews, and case studies. The results indicate that cultural awareness training can enhance communication and comprehension among employees; however, its efficacy is contingent upon the profundity of the training, the dedication of leadership, and the continuous reinforcement of learning. These programs can be enhanced by incorporating them into broader diversity and inclusion strategies and offering ongoing learning opportunities.

Keywords--- Cultural Awareness, Workplace Diversity, Training Initiatives, Inclusivity, Organizational Culture, Workplace Dynamics.

The Relationship between Emotional Intelligence, Digital Wellness, and Work-life Harmony in the Post-pandemic Era

P. Arthi Priya, Research Scholar, Faculty of Management, SRMIST, Kattankulathur, Chengalpattu District, Tamil Nadu, India.

Dr.N. Santhosh Kumar, Associate Professor, Faculty of Management, SRMIST, Kattankulathur, Chengalpattu District, Tamil Nadu, India.

Abstract--- The post-pandemic era has transformed workplace dynamics, emphasizing the need for emotional intelligence (EI), digital wellness, and work-life harmony. As remote and hybrid work models become mainstream, employees face increased digital fatigue, blurred work-life boundaries, and emotional stress. This review explores the intricate relationship between EI, digital wellness strategies, and sustainable work-life balance. Emotional intelligence—encompassing self-awareness, empathy, and emotional regulation—plays a critical role in managing digital overload and fostering resilience. Digital wellness initiatives, including mindful technology use, boundary-setting, and organizational support, mitigate burnout and enhance productivity. The interplay between these factors influences employee engagement, mental well-being, and overall job satisfaction. By synthesizing empirical studies and theoretical perspectives, this paper highlights best practices for organizations to cultivate emotionally intelligent leadership, promote digital well-being, and redefine work-life integration in an increasingly digitalized world. Future research directions and policy recommendations for optimizing workplace well-being are also discussed.

Keywords--- Emotional Intelligence, Work Life Harmony, Emotional Stress.

Consumer Perception towards Green Products in the FMCG Sector of Kerala

Nimisha Balagopalan, Assistant Professor,

Providence Women's College, Kerala, India.

E-mail: nimi8585@gmail.com

Abstract--- Consumer perception of green products in the fast-moving consumer goods (FMCG) sector has been one of the significant areas of interest due to growing environmental concerns and awareness about sustainability. This study focuses on the factors influencing consumer perception of green products in Kerala, specifically on environmental consciousness, health benefits, pricing, brand trust, and availability. Consumers have a positive attitude toward sustainable products, but challenges such as their higher costs, limited accessibility, and skepticism over green claims prevent customers from switching in a large proportion. It therefore aims to present the importance of creating awareness through focused campaigns, policy support, and targeted industry intervention for influencing sustainable consumption patterns. This is helpful for businesses and marketers who are interested in promoting the adoption of green products in Kerala's FMCG market with their policy-maker partners.

Keywords--- Green Products, Consumer Perception, FMCG, Sustainability, Kerala, Eco-friendly Consumption.

An Empirical Study on Evaluation of Portfolio with Reference to NSE

R. Nirmal Kumar, Assistant Professor, Department of
Management Studies, Meenakshi College of
Engineering, Tamil Nadu, India.

Dr.G. Rajesh Kumar, Associate Professor,
Department of Business Administration, Government
Arts College for Men, Tamil Nadu, India.

Abstract--- Portfolio is the combination of two or more stocks. Nowadays, many investors are looking for returns higher than those investments in deposits, so they are planning to investment in stocks. The problem is that the Investors are not getting the return as per their expectation due to lack of proficiency and lack of analytical skills. In some situations investors are losing their principal amount even without getting any return. In this paper, we considered five stocks each from IT and Banking Industry based on the total volume of shares traded in the National Stock Exchange. The primary aim of this research is to determine the risk, return, volatility and Trend analysis of selected stocks. The period of study is last five financial years from April 2019 to March 2024. Through this study we determined that only HDFC bank and Kotak Bank shows downtrend whereas other Banking stocks and IT stocks shows uptrend. We also found that HCL Tech and SBI yields the higher return among the IT and Banking Industry respectively.

Keywords--- Beta, Moving Average, Nifty.

Proof

Always Online, Always Exhausted: Examining the Ethical Implications of Influencer Burnout in the Digital Age

Rashmi Yadav, Research Scholar, ITM University,
New Raipur Chhattisgarh, India.
E-mail: rasyad89@gmail.com

Abstract--- The rise of social media influencers has reshaped digital marketing and personal branding, making influencer marketing a dominant force in the online economy. However, this shift has introduced significant ethical concerns, particularly regarding influencer burnout. This study examines the psychological and ethical implications of the relentless pressure influencers face to maintain engagement, meet brand expectations, and navigate algorithm-driven platforms. The demands of continuous content creation often led to mental health issues such as anxiety, depression, and chronic exhaustion, raising questions about the sustainability of the influencer profession.

This research explores the role of social media platforms, brands, and audiences in fostering an exploitative digital work culture. Influencers operate in a high-stakes environment where visibility and success depend on algorithmic favor, constant engagement, and commercial partnerships. Through surveys, in-depth interviews, and content analysis, this study investigates the ethical dimensions of influencer burnout, including the lack of industry regulations, the commodification of personal identity, and the pressures of parasocial relationships.

To mitigate these challenges, this study advocates for ethical interventions such as platform-level mental health policies, greater transparency in brand collaborations, and algorithmic reforms that prioritize well-being over engagement metrics. By addressing these issues, this research contributes to the broader conversation on ethical digital labor practices, emphasizing the need for a healthier and more sustainable influencer economy. Ultimately, this study calls for collective responsibility from platforms, brands, and audiences to support influencers' mental well-being while ensuring authenticity and fairness in digital marketing.

Keywords--- Influencer Burnout, Digital Labor, Social Media Ethics, Mental Health, Algorithmic Pressure, Online Marketing, Parasocial Relationships.

A Study on Fashionista's Brand Perception and Buying Behaviour among Higher Education Teachers in Bangalore

P.K. Swathi, Research Scholar (Part Time), Srinivas University, Mangalore; Assistant Professor, Kristu Jayanti College of Law, Bangalore, India.

Dr. Venkatesh S Amin, Professor, Institute of Management and Commerce, Srinivas University, India.

Abstract--- The study aims to investigate the brand perception and buying behavior of Fashionista among higher education teachers in Bangalore. With the fashion industry's rapid evolution, understanding consumer preferences and perceptions has become crucial for brands to stay competitive. This research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data from a sample of higher education teachers. The findings reveal significant factors influencing brand perception, including quality, brand image, and price sensitivity. Additionally, the study explores buying behavior patterns, highlighting the frequency of purchases, preferred buying channels, and the impact of promotions. The results provide valuable insights for Fashionista to effectively tailor their marketing strategies, enhancing brand loyalty and customer satisfaction within this demographic.

Keywords--- Brand Perception, Buying Behavior, Fashionista, Higher Education Teachers, Bangalore, Fashion Industry, Consumer Preferences, Marketing Strategies, Brand Loyalty, Customer Satisfaction.

Impact of Behavioural Factors, Financial Literacy, and Socio-Economic Status on Investment Decisions of Retail Investors in Chennai

A. Prabu, Assistant Professor, Department of Management Studies, RRASE College of Engineering, Vanchuvancherry, Padappai, India.
E-mail: aprabutnj@gmail.com

Dr.G. Aarthi, Assistant Professor, School of Law, SRM Institute of Science and Technology, Kattankulathur, India.
E-mail: aarthig2@srmist.edu.in

Abstract--- The current study aims to examine whether investment decisions are positively influenced by financial literacy, behavioral factors, and socio-economic characteristics. A descriptive research methodology was employed to explore these relationships. The study focuses on analyzing the financial literacy, investment decisions, socio-economic traits, and behavioral factors of retail investors in Chennai. The sample size consists of 246 retail investors actively involved in making investment decisions. The research utilized SPSS 25 and AMOS 23 as statistical tools to conduct frequency distribution, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM). The findings of the study highlight the critical role of socio-economic status (SE) in shaping investment decisions, with behavioral factors (BF) also playing a significant, though lesser, role. Financial literacy (FL), while important, does not show a direct significant impact on investment decisions in this model. This suggests that socio-economic factors and individual behavior are key drivers of investment decisions, while financial literacy may have indirect or contextual influences.

Keywords--- Behavioral Factors (BF), Financial Literacy (FL), Socio-economic (SE) and Investment Decisions (ID).

Employees' Perception on AI Tools Used to Enhance their Job Satisfaction

Dr.M. Rajasekar, MCA, M.Tech, Ph.D, Associate Professor,

Department of Computer Applications,

Saveetha College of Liberal Arts and Sciences,

SIMATS, Chennai, India. E-mail: rajasekar.sclas@saveetha.com

Abstract--- The integration of Artificial Intelligence (AI) tools in workplaces has significantly transformed job roles, workplace efficiency, and employee satisfaction. This study examines employees' perceptions regarding the use of AI tools to enhance job satisfaction in 2025. A sample size of 125 employees from diverse industries was surveyed to analyze their views on the benefits, challenges, and overall effectiveness of AI in improving job experiences. The findings suggest that AI tools contribute positively to work efficiency, job engagement, and career development while also raising concerns about job security, data privacy, and technological dependency. The study concludes with recommendations for a balanced AI adoption strategy that prioritizes both employee well-being and organizational growth.

Keywords--- Artificial Intelligence, Job Satisfaction, Employee Perception, Workplace Automation, AI Ethics.

Innovative Training Programs that are Practiced with Reference to Insurance Sector in India

Dr. Shibe Rimo, Professor,

Department of Business Administration,

Saveetha College of Liberal Arts and Sciences,

Thandalam, India.

Abstract--- The Indian insurance sector has great opportunity and now it's in the hands of the business firms of how they approach the potential markets, in this particular context training of executive and managers plays an important role. This paper works explains about one of the latest and an innovative training program that are been followed in few insurance companies. This particular paper throws lights on why the insurance companies need to adopt these particular innovative training programs and its advantages. Thus enforcing the insurance companies or the business firms' needs to be successful it has to adopt innovative Training Programs in order to reach their customers in an effective manner.

Keywords--- Insurance Sectors, Risk Cover Training Program.

HR Manager's Role in Enhancing Employee Experience and Productivity with the Integration of Artificial Intelligence (AI) in the Workplace

Dr.B.R. Celia, Professor, Saveetha College
of Liberal Arts and Sciences, SIMATS,
Thandalam, Chennai, India.

Abstract--- The "new normal" era has made remote work the new standard, increasing the importance of artificial intelligence (AI). The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) is transforming traditional HR functions. This paper explores the evolving role of HR managers in enhancing employee experience and productivity through AI implementation. It involves integrating AI into daily functions, personalizing employee experiences, and emphasizing collaboration between humans and machines. The study emphasizes the importance of HR managers in facilitating this integration, ensuring ethical considerations, and maintaining a balance between technological efficiency and the human touch. This paper provides an in-depth analysis of how HR managers can leverage AI to improve employee experience and productivity, aligning closely with your research interests. The study uses a sample of 50 employees from diverse industries to examine the impact of AI tools on HR practices and employee outcomes. The findings reveal that HR managers play a pivotal role in integrating AI, ensuring ethical implementation, and driving organizational transformation. Recommendations for improving AI adoption in HR practices are provided.

Keywords--- Artificial Intelligence, Employee Experience and Productivity.

Employees' Perception of Work-life Balance in the Year 2025

Dr.V. Senthil Kumaran, Professor,
Saveetha College of Liberal Arts and Sciences,
Chennai. India. E-mail: senthilkumaran.mba@gmail.com

Abstract--- Work-life balance (WLB) has become an increasingly critical issue in contemporary workplaces, especially as organizations adapt to new working models post-pandemic. This study explores employees' perceptions of work-life balance in the year 2025, considering the impact of technological advancements, remote work policies, and organizational support. Using a sample of 125 employees from diverse industries, this research employs a mixed-method approach, combining surveys and interviews. The findings highlight key factors influencing WLB, including flexibility, workload management, employer support, and work-life conflict. The study provides recommendations for organizations to foster a healthier work-life balance for their employees.

Keywords--- Work-life Balance (WLB), Pandemic, Employs.

A Study on Employees' Perception towards Implementing AI in the Organization's HR Practices

Dr.S. Rukmani Devi, Assistant Professor - Senior Grade,
Computer Science Department,
Saveetha College of Liberal Arts and Sciences,
SIMATS Deemed to be University, Tamil Nadu, India.
E-mail: rukmanibaveshnambi@gmail.com

Abstract--- The integration of Artificial Intelligence (AI) into Human Resource (HR) practices is transforming the way organizations manage talent acquisition, performance evaluation, and employee engagement. This study examines employees' perceptions regarding AI implementation in HR practices within organizations. A sample size of 150 employees from various industries was surveyed to assess their views on the benefits, challenges, and ethical considerations of AI in HR functions. While AI offers numerous advantages, including efficiency and cost reduction, employees' perceptions play a critical role in determining its successful implementation. This study explores employees' attitudes towards AI in HR, focusing on their acceptance levels, concerns, and perceived benefits. The findings reveal that while AI enhances efficiency and decision-making, employees express concerns regarding job security, data privacy, and algorithmic biases. The study concludes with recommendations for a balanced AI adoption strategy that considers both technological advancements and employee well-being.

Keywords--- Artificial Intelligence, Human Resource Management, Employee Perception, AI Ethics, HR Practices.

Usage of Artificial Intelligence in Predicting Employees Attrition

Dr.N. Legapriyadharshini, M.Sc., M.C.A., M.Phil., Ph.D.,
Associate Professor, Department of Computer Applications,
Saveetha College of Liberal Arts and Sciences,
SIMATS, Chennai, India.

Abstract--- Employee attrition has become a critical challenge for organizations globally, impacting workforce stability, productivity, and profitability. Artificial Intelligence (AI) has emerged as a transformative tool in predicting employee attrition, enabling organizations to identify patterns, understand root causes, and implement proactive retention strategies. This research paper explores the role of AI in predicting employee attrition by examining the methodologies, algorithms, and applications currently utilized in this domain. Through an in-depth review of literature and case studies, the paper highlights the effectiveness of AI-driven predictive models, ethical considerations, and the challenges organizations face when implementing these technologies. The findings underscore the potential of AI in optimizing human resource practices and fostering a more engaged and stable workforce.

Keywords--- AI, Human Resource Managers, Employees & Attrition.

Usage of AI Tools to Enhance Employees Engagement in the Workplace - With Reference to the IT Sector

Dr.R. Jayakarhik, Professor and Head,

Department of Computer Science,

Saveetha College of Liberal Arts & Sciences – SIMATS, India.

Abstract--- Employee engagement is a critical driver of organizational success, particularly in the fast-paced IT sector where innovation and productivity are paramount. This study investigates the role of Artificial Intelligence (AI) tools in enhancing employee engagement within IT organizations. Using a mixed-methods approach, data were collected from 258 IT employees via structured questionnaires and in-depth interviews. The research explores how AI-driven solutions—ranging from automated feedback systems and sentiment analysis to personalized learning platforms—affect engagement levels, job satisfaction, and overall workplace dynamics. Findings suggest that while AI tools can significantly enhance engagement by facilitating real-time feedback and personalized development, challenges related to transparency, data privacy, and human oversight remain. Implications for HR practitioners and technology developers are discussed, alongside recommendations for integrating AI tools to foster a more engaged and dynamic workforce.

Keywords--- Artificial Intelligence, IT Sector, AI Tools.

Proof

Retail Investors' Perception towards Mutual Fund Investing in a View to Achieve their Financial Freedom

Dr. Anitha Malisetty,

Vice Principal and Associate Professor,

Department of Business Administration,

Guru Nanak College, Chennai, India.

Abstract--- This research paper examines the perception of retail investors towards mutual fund investing as a means to achieve financial freedom. A sample size of 321 retail investors was surveyed to analyze their awareness, preferences, risk tolerance, and investment objectives. The study explores key factors influencing mutual fund investments and provides insights into how investors perceive their financial future through these instruments. Additionally, it investigates the role of financial literacy, past investment experiences, and market sentiment in shaping investment decisions. The research employs both qualitative and quantitative methodologies to offer a comprehensive understanding of investor behavior. The findings reveal that while a significant portion of investors view mutual funds as a viable tool for financial independence, concerns related to volatility, lack of financial knowledge, and trust issues in fund management persist. The study offers recommendations for financial advisors, policymakers, and fund managers to enhance investor participation and confidence in mutual funds through education initiatives, simplified investment procedures, and transparent financial disclosures. These insights contribute to the broader discourse on improving retail investor engagement in mutual fund investments as a path to financial freedom.

Keywords--- Retail Investors, Mutual Funds, Financial Freedom, Investment Perception, Risk Tolerance.

Employees' Perception towards Implementation of AI Tools Modules to Enhance their Workplace Experience and Self – Motivation

Dr.C. Karpagham, Assistant Professor,
Department of Management Studies,
St. Joseph's Institute of Technology, Chennai, India.

Abstract--- This research paper explores employees' perceptions of the implementation of Artificial Intelligence (AI) tools in the workplace and their impact on work experience and self-motivation. With AI increasingly being integrated into various professional domains, understanding its reception among employees is crucial. This study examines the advantages, challenges, and psychological effects of AI adoption, highlighting how these tools influence employee motivation and productivity. The rapid advancement of AI has brought significant changes to modern workplaces, influencing work processes, job roles, and employee engagement. AI-powered tools are designed to automate repetitive tasks, optimize decision-making, and improve efficiency, but their adoption also raises concerns about job security, skill redundancy, and workplace dynamics. This study seeks to assess employees' perspectives, analyzing how AI influences their daily work experiences, career aspirations, and intrinsic motivation. Findings from surveys and interviews conducted across diverse industries will be analyzed to provide insights into AI's dual role as a facilitator and disruptor. The study also presents recommendations for organizations to ensure a balanced and ethical AI integration that promotes a positive employee experience.

Keywords--- AI Tools, Workplace Experience, Employee Perception, Self-Motivation, Technology Adoption.

The Review of Stress Issues of ICICI Employees

Anupa Mistry, Research Scholar, School of Commerce
and Management, Bharath Institute of Higher
Education and Research, Chennai, India.

Dr.S. Praveen Kumar, Dean and Professor, School of
Commerce and Management, Bharath Institute of
Higher Education and Research, Chennai, India.

Abstract--- This article is review of stress problems faced by ICICI employees, the reason to address stress issue because it's very leading challenge suffered by employees. The study mainly focuses on what measures ICICI employers taken to reduce this problem. The method of research is review of existing research article from online and offline mode, theoretical data collection and represents in detail. An employee of ICICI Company faced various stress factors such as work environment, organizational challenges, customer-centric stressors, work-life balances, these different factors are given in many of the sourced literature. The value of this study is state complete information which is required for every organization and a unavoidable challenge for every employee's life, retention of employees for longer period of time its important for employers provide some sessions or leisure time that will helpful from workplace burnouts.

Keywords--- Work Environment, Work-Life, Stress Issue, Organizational Challenges.

A Study on Consumer Behaviour towards Various Factors Influencing the Purchase of FMCG Products and their Level of Satisfaction

S. Aishwarya, II MBA, SRM Valliammai Engineering
College, SRM Nagar, Kattankulathur, Tamil Nadu,
India.

Dr.E.P. John, Assistant Professor (Sr.G), SRM
Valliammai Engineering College, SRM Nagar,
Kattankulathur, Tamil Nadu, India.

Abstract--- This study emphasizes that consumer behaviour plays a major role towards the purchase of fast moving consumer goods. This study also provides insight on various factors influencing the behaviour of the customers towards the purchase of FMCG products. The purchase of FMCG had become an integral part of the live hood of consumers. Consumers are piled up with hundreds of products and brands on a daily basis. This study was carried out by identifying various factors influencing the behaviour of the customers towards purchasing the FMCG. The research design used in this study was Descriptive research design. This study was conducted in Chennai with the sample size of 250 collected through convenience sampling method. The structured questionnaire was used for measuring the independent and dependent variables of the study. The main objective of this research study is to explore the consumer behaviour towards of various factors (Socio-Demographic factor, Product awareness, Product Attributes, Personal factors) influencing the purchase of FMCG products and their level of satisfaction in Chennai city.

Keywords--- Consumer Behaviour, FMCG Goods, Demographic Factors, Personal Factors Product Attributes.

The Influence of Mobile Commerce on Consumer Behavior and Payment Systems

Dr.P. William Robert, Associate Professor,
Saveetha School of Management,
Saveetha Institute of Medical and Technical Sciences,
Chennai, India. E-mail: william29robert@gmail.com

Abstract--- Mobile Commerce (M-Commerce) refers to financial transactions conducted through mobile telecommunications networks, enabling seamless trade beyond physical boundaries. Like E-Commerce, M-Commerce operates across various models, including Business-to-Business (B2B), Business-to-Consumer (B2C), and Person-to-Person (P2P) transactions. It encompasses two primary segments: Mobile E-Commerce, where consumers purchase goods without direct physical interaction, and Mobile Trade, where consumers visually assess products and services before making payments via mobile networks. This study explores key factors influencing the adoption of M-Payment systems and evaluates the suitability of J2ME technology in developing efficient and secure mobile payment solutions. Additionally, a market overview is presented to outline potential opportunities and challenges in the evolving landscape of M-Commerce.

Keywords--- Mobile Commerce, Business-to-Consumer, Person-to-Person, M-payment.

A Comprehensive Bibliometric Analysis of Medical Tourism: Pre- and Post- Covid Perspectives

N. Dhivya Lakshmi, Research Scholar, Faculty of
Management, SRMIST - Vadapalani Campus,
Chennai, India. E-mail: dn4212@srmist.edu.in

S. Vijayakanthan, Assistant Professor, Faculty of
Management, SRMIST - Vadapalani Campus,
Chennai, India. E-mail: vijayaks1@srmist.edu.in

Abstract--- Introduction: Medical tourism has gained significant attention in recent years as a global phenomenon. It involves individuals traveling across borders to receive medical treatment, seeking higher quality care, cost savings, or access to specialized procedures. However, the COVID-19 pandemic has had a profound impact on the healthcare industry and international travel, affecting medical tourism in numerous ways.

Objective: This study aims to conduct a comprehensive bibliometric analysis of medical tourism research in both pre- and post-COVID scenarios. By examining the existing literature, we aim to identify key trends, research gaps, and the impact of the pandemic on medical tourism.

Methodology: To ensure comprehensive coverage of relevant scholarly publications, data for analysis were collected from PubMed, Lens, and Dimensions databases. To conduct the analysis, we have utilized VOSviewer®, a widely recognized software tool for bibliometric analysis. Analytic techniques, including performance analysis and science mapping, were applied. The analysis will include bibliometric indicators such as authorship patterns, publication trends, citation networks, and keyword co-occurrence analysis.

Results and Discussion: The findings of this study will provide insights into the evolution of medical tourism research over time, highlighting the most influential authors, institutions, and countries involved in this field. Furthermore, the analysis will shed light on the main research themes and emerging topics within medical tourism. Additionally, we will compare and contrast the pre and post-COVID scenarios to understand how the pandemic has affected medical tourism and identify potential areas for future research.

Conclusion: This bibliometric analysis will contribute to the existing body of knowledge on medical tourism, offering a comprehensive understanding of the research landscape and highlighting the implications of the COVID-19 pandemic on this industry. The findings will be valuable for policymakers, healthcare providers, researchers, and industry stakeholders involved in shaping the future of medical tourism.

Keywords--- Healthcare, Pandemic, Medical Tourism.

The Role of Social Media Influencer Marketing in Promoting Tourist Destinations

N. Dhivya Lakshmi, Research Scholar, Faculty of Management, SRMIST - Vadapalani Campus, Chennai, India. E-mail: dn4212@srmist.edu.in

S. Vijayakanthan, Assistant Professor, Faculty of Management, SRMIST - Vadapalani Campus, Chennai, India. E-mail: vijayaks1@srmist.edu.in

Abstract--- Purpose: The article aims to highlight the role of influencers in promoting tourist destinations.

Design/Methodology/Approach: The study used elements of the systematic literature review method, case studies, synthesis, and logical reasoning.

Findings: The literature review indicates that research on influencer marketing for promoting tourist destinations is highly significant. Social media influencers not only have the ability to showcase various locations but also play a crucial role in redefining travel trends. Destinations that were once considered hidden gems are now being highlighted, while popular hotspots are experienced from a new perspective. This trend has a broad impact across various industries, prompting businesses, the hospitality sector, and local economies to adapt in order to meet the changing preferences shaped by social media influencers.

Practical Implications: The analysis reveals a limited number of publications on this topic, indicating a need for further investigation in both practical and research contexts.

Originality/Value: This paper presents original research focusing on influencer marketing for the promotion of tourist destinations, an area that is still in its early stages of development. The findings of this analysis may be valuable to both academics and practitioners, particularly to government and local authorities involved in promoting tourist destinations.

Keywords--- Social Media, Influencer Marketing, Promotion, Tourism, Tourist Destinations.

Internet Services and Penetration of E-Commerce Portals in India: Empirical Evidence Using Secondary Data

Dr. Sushma S Chawla, Assistant Professor,
Department of BBA, Sri Kanyaka Parameswari Arts and
Science College for Women, Chennai, India.

Abstract--- The growth of Internet services has created a revolution in the field of E-Commerce, which has played a Pivotal role in emphasizing the impact of accessibility and the growth of online retail platforms. The research relies on secondary data including Industry analyses E-Commerce statistics and reports provide empirical evidence of the evolving trends in online shopping and digital transaction. The growing penetration of smart phones, affordable data plans makes online shopping easily accessible even in remote and rural areas. The findings of the study indicate a positive correlation between the widespread availability of internet services and increasing number of E-Commerce users in India.

Keywords--- E-Commerce, Retail Platforms, Digital Transaction.

Ethical Issues in Marketing: Challenges and Best Practices

Dr.R. Jayadurga,

Assistant Professor, Department of MBA,

Prince Shri Venkateshwara Padmavathy Engineering College,

Ponmar, India. E-mail: shri.goodday@gmail.com

Abstract--- Marketing is a fundamental aspect of business strategy, playing a crucial role in influencing consumer decisions and driving economic growth. However, ethical dilemmas in marketing have emerged as a critical concern, as deceptive and exploitative practices can lead to significant reputational, legal, and financial repercussions for businesses. This paper explores the most prevalent ethical issues in marketing, including false advertising, manipulative pricing, data privacy concerns, stereotyping, greenwashing, and unfair competitive practices along with different cases. Additionally, it examines the ethical challenges posed by influencer marketing, corporate social responsibility (CSR), and targeted marketing to vulnerable populations. Through an in-depth analysis of real-world case studies such as Volkswagen's emissions scandal, Facebook's data privacy breaches, and the Fyre Festival fraud, this study highlights the impact of unethical marketing practices and the measures companies have taken to rectify their missteps. The paper further discusses best practices that businesses can adopt to align marketing strategies with ethical standards, ensuring transparency, consumer trust, and long-term sustainability. By promoting integrity, accountability, and responsible business practices, ethical marketing fosters a more equitable marketplace and strengthens brand-consumer relationships.

Keywords--- Ethical Marketing, Consumer Trust, Transparency, Social Responsibility, Privacy, False Advertising, Greenwashing, Data Protection, Corporate Social Responsibility (CSR), Influencer Marketing, Competitive Practices.

Artificial Intelligence in Digital Marketing: Trends, Applications, and Future Prospects

Dr.S. Sara, Associate Professor,

Head - Department of MBA,

Prince Shri Venkateshwara Padmavathy Engineering College,

Ponmar, India. E-mail: saraselva111@gmail.com

Abstract--- Artificial Intelligence (AI) is revolutionizing digital marketing by enabling businesses to optimize strategies, enhance customer experiences, and improve decision-making processes. AI-driven technologies such as machine learning, natural language processing, and predictive analytics allow marketers to analyze vast amounts of data, identify patterns, and create highly personalized marketing campaigns. AI enhances efficiency in content creation, social media engagement, customer service automation, and programmatic advertising, helping businesses to increase conversion rates and return on investment. The rise of AI-powered chatbots, recommendation engines, and predictive consumer behavior modeling has reshaped how brands interact with their audiences. Furthermore, AI plays a crucial role in improving search engine optimization (SEO), social media marketing, and email marketing automation. Despite its advantages, AI in marketing also raises ethical concerns, including data privacy, algorithmic bias, and over-reliance on automation, which require careful regulation and responsible implementation. This paper explores current AI-driven marketing trends, key applications, and future prospects, highlighting the benefits and challenges businesses face in adopting AI technologies. It provides insights into how AI is redefining digital marketing, ensuring that businesses stay competitive in an ever-evolving digital landscape.

Keywords--- Artificial Intelligence, Digital Marketing, Machine Learning, Personalization, Predictive Analytics, Marketing Automation, Consumer Behaviour, Chatbots, Future Trends, Big Data, Programmatic Advertising, SEO, Data Privacy, AI Ethics.

Digital Transformation for Sustainable Growth Using AI in Customer Relations Management

G. Sathyamoorthy, Assistant Professor,
(Research Scholar), Faculty of Management Studies,
Dr. MGR Educational & Research Institute,
Chennai, India.

R. Selvamani, Associate Professor, Faculty of
Management Studies, Dr. MGR Educational &
Research Institute, Chennai, India.

Abstract--- **AI - Driven Customer Relations Management (CRM)** Businesses constantly seek innovative ways to understand, engage, and retain customers. AI-powered customer Relationship Management (CRM) software facilitates this by blending artificial intelligence and customer relationship management. This breakthrough addition to sales software promises to transform how companies interact with their clientele.

Artificial intelligence (AI) has emerged as a corner stone to improve customer relations management. It helps marketers to build better products, deliver faster, more relevant contents to the customers, and audience's preference for more personalized customer experiences across all channels. It helps customers better understand their product and interacts with their brand associates.

It creates what types of messaging will resonate most effectively. As more companies invest in AI-powered products, customers expect more transparency around how these technologies work and look for privacy. AI is used in various ways, from improving website navigation to using computer vision to create more targeted ads. AI is integrated into many digital marketing tools marketers use daily. It can help them with things like social media management, graphic design, content creation, and keyword research.

AI in customer relations management enhances efficiency through data analysis, personalization, and automation. It optimizes ad targeting, predicts consumer behavior, and improves customer experience, ultimately leading to more effective and targeted marketing strategies.

AI in customer relations management empowers businesses by enhancing targeting, personalization, and automation. It optimizes ad placements, analyzes user behavior for tailored content, and streamlines customer interactions, ultimately boosting efficiency and ROI.

Keywords--- CRM, Data Analysis, Automation, ROI.

Inception of Green Human Resource Management for the Tending of Organisation

S. Shalini, Research Scholar, Department of
Management Studies, Sri Manakula Vinayagar
Engineering College, Puducherry, India.
E-mail: shal192000@gmail.com

Dr.R. Sivakumar, Associate Professor, Department of
Management Studies, Sri Manakula Vinayagar
Engineering College, Puducherry, India.
E-mail: shiva12may@gmail.com

Abstract--- The term ‘Green Human Resource Management’ is often used to refer to the contribution of human resource policies and practices towards the broader corporate environmental agenda of protection and preservation of natural resources.

Two essential elements have to be considered about Green Human Resource: environmentally friendly human resource practices and the preservation of knowledge capital.

The impact of our daily activities on the environment and the desire to go green has expanded from just individuals to organizations. More organizations are volunteering to operate in a more environmentally responsible way.

The Green Human Resource Management is based on green movement related to protection of environment and save the planet Earth from future disasters caused by the organizations in order to achieve their sole objective of profit maximization.

The Green Human Resource Management will play an important role in industry to promote the environment related issues by adopting it, in management philosophy, human resource policies and practices, training people and implementation of laws related to Environment Protection.

The dynamically developing market economy has been a witness to a growing interest in the concept of business management involving conscious activities oriented not only at financial profits and economic aspects but also at broadly understood social and ecological interests. Such an approach, termed sustainable development, is becoming an imperative in the contemporary world, hence the decision processes of entrepreneurs tend to be more and more often guided by the principles of environmental corporate responsibility. Eco-oriented management is performed exclusively by employees with positive attitudes towards the environment, green competencies, and responsible for the environmental consequences of their actions.

Therefore, human resource management oriented at supporting the implementation of the principles of ecological development and the development of environmentally-friendly attitudes of employees referred to as Green Human Resource Management plays an unprecedented role in environmental performance. Green Human Resource Management is a novel approach to the performance of the human resource function within organizations – one where environmental contexts constitute the foundation of all initiatives. This involves the application of human resource policies in order to promote the sustainable use of company resources, to support ecology and development of ecological sensitivity in workers. This is because ecological awareness of employees and managers is key to the operations of any company complying with the concept of sustainability.

This paper seeks to attempt simplified reflections on the concept of Green Human Resource that is a great concept which helps to sustain our environment and if worked on that have a great potential to serve initially the individuals then to the society and largely on the environment along with the business. The paper just focuses to explore the basics of this concept such as the meaning of the green human resource, reasons for moving towards greening, importance of green human resource, greening of human resource functions and requirements and the findings of some green human resource studies done in past by great researchers.

Green Human Resource is an incorporation of human resource management and natural resource for the sustainability of environmental and use of natural resources in an effective manner. The incorporate of Green Human Resource practices into human resource practices helps to find out where the company stands in launching green projects, build eco-advantage culture, to determine environment issues and try to solve through human resource and the adoption of environment management system into business strategy.

Keywords--- Sustainable Growth, Environment Friendly, Recent Trends in green Human Resource Management, Performance Management, Green Tasks, Green Training.

Consumer Buying Behavior in Durable Goods: A Theoretical Examination of Price and Quality Influences

Dr. ILA. Nakkeeran, Assistant Professor,
Department of Corporate Secretaryship and Accounting &
Finance SRM Institute of Science and Technology,
Kattankulathur, Chengalpattu, Chennai, India.

Abstract--- At any point of time Understanding consumer preference is really a hectic job for marketers, Since the nature of consumer behaviour is complex and dynamic, marketers have to constantly keep tracking the consumers to understanding their behaviour. Marketers trying hard to push the products to the consumers or pull the consumer towards the product by using various techniques. One such technique is price discount. Perception on Price and quality attributes of the product is sensitive for both consumers and the marketers because there is a significant relationship between price and the quality of the products. This study explores the consumer response in respect to the price promotional technique used by the sellers.

Keywords--- Consumers Perception, Consumer Behaviour, Durable Goods, Threshold Point, Promotional Techniques.

A Data-Driven Approach to Workplace Safety and Accident Prevention: Predictive Analytics in Human Resource Management

M. Mano Barathi, Master of Business Administration
Student, SRM Institute of Science and Technology,
Kattankulathur, Chennai, India.

Dr. Arun Fred, Assistant Professor, SRM Institute of
Science and Technology, Kattankulathur, Chennai, India.

P.D. Chandrakantha, Master of Business Administration
Student, SRM Institute of Science and Technology,
Kattankulathur, Chennai, India.

Abstract--- This research delves into identifying the major cause of road accidents using advanced data analysis and predictive modeling techniques and also by developing statistical models. By Examining the Adas data provided Identify the patterns, insights using machine learning techniques. The study also explores innovative solutions, including modifications in the alert system and, aimed at providing Statistical reports for enhancing overall road safety.

Keywords--- Advanced Driver Assistance System (ADAS), Statistical Models, Machine Learning Techniques, Unsupervised Learnings.

Teacher Efficacy and their Career Satisfaction: The Mediating Effect of Teacher Engagement

M.V. Venus, Student, Stella Maris College, Cathedral
Road, Poes Garden, Chennai, Tamil Nadu, India.
E-mail: venuss0309@gmail.com

Dr.P. Vijayalakshmi*, Assistant Professor, Stella Maris
College, Cathedral Road, Poes Garden, Chennai,
Tamil Nadu, India.
E-mail: pvijaya@stellamariscollege.edu.in

Abstract--- Teachers' career satisfaction refers to the personal assessments of their own career experiences, which is a vital component of career success in the labour market. The two critical factors influencing career satisfaction are teacher efficacy and their engagement level with students. This study examines the relationship between teacher efficacy, teacher engagement, and career satisfaction. The research was conducted among 106 school teachers in Southern India. The data was collected using well-structured questionnaires and analysed through multiple regression analysis using SPSS software. The findings indicate that teacher efficacy significantly predicts teacher engagement and career satisfaction. Furthermore, the results suggest a potential mediation effect, where teacher engagement serves as a mediator between teacher efficacy and career satisfaction. This indicates that higher teacher efficacy fosters greater teacher engagement with students, which ultimately enhances their career satisfaction. These findings highlight the importance of fostering both the engagement level of teachers and their efficacy in improving career fulfillment. This study provides valuable insights to schools to promote a positive work environment that builds highly efficient teachers supporting their well-being and career success.

Keywords--- Teacher, Efficacy, Engagement, Career Satisfaction, Career Success.

A Study on Optimizing Freight Cost Using Data Analysis

Dr.B. Selvakumar, Assistant Professor, Department of
Management Studies, Easwari Engineering College,
Chennai, India.

E-mail: selvakumar.b@eec.srmrmp.edu.in

R.V. Jeya Sudheksha, II Year MBA Student,
Department of Management Studies,
Easwari Engineering College, Chennai, India.

E-mail: sudheksharavi@gmail.com

T.T. Gayathri, II Year MBA Student, Department of
Management Studies, Easwari Engineering College,
Chennai, India. E-mail: gayu17thiyagu@gmail.com

Abstract--- This study explores how businesses use data analytics to optimize freight costs, a crucial aspect of supply chain management. The complexity of global trade and rising transportation costs have led to a growing interest in data analytics as a strategic tool for cost reduction and performance improvement. The study focuses on the use of analytics tools in freight management, data-driven decision-making, and the impact of digital transformation on cost reduction. Supply chain experts were surveyed to understand their experiences with tracking techniques, freight cost optimization, difficulties, and analytical tool investment. Results showed that software programs like SAP, Oracle Transportation Management, and Power BI are essential for increasing freight cost effectiveness. However, adoption obstacles like poor training, lack of visibility, and reliance on outdated cost-tracking techniques persist. The study suggests that companies must invest in sophisticated analytical solutions and personnel up skilling to improve decision-making skills. The study aims to provide organizations with a data-driven view on freight cost management to optimize operations and achieve cost efficiency.

Keywords--- Freight Cost Management, Data Analysis, Supply Chain, Digital Transformation.

Predicting Employee Behavioral Competencies and Risk Management Using Artificial Neural Networks: Task Analysis, Time Estimation, and Future Work Prediction

Gautham Praveen Ramalingam, Research Scholar,
Syed Ammal Engineering College, Ramanathapuram,
Tamil Nadu, India.

Orcid: <https://orcid.org/0009-0002-3829-8685>

G. Gerard Alex Ben, Advanced Software Engineer,
Light and Wonder, Chennai, Tamil Nadu, India.

K. Sukkirtha, Research Scholar, College of
Engineering, Guindy, Chennai, Tamil Nadu, India.

Abstract--- Effective risk management and employee protection are critical elements for ensuring productivity, reducing burnout, and optimizing workforce performance in any organization. Traditional approaches often rely on basic metrics, such as time spent on tasks or task completion rates, which may not capture the full complexity of employee performance. This paper proposes an advanced framework leveraging Artificial Neural Networks (ANN) to evaluate and predict employee behavioral competencies with respect to task execution. By analyzing key factors such as task details, task level, allocated time, expected completion time, and actual time taken, the model seeks to identify discrepancies between expected and real performance.

The main objective of this study is to predict the future workload for an individual based on their current task performance, allowing for a more accurate estimation of future demands. Additionally, the model offers personalized suggestions for improvement, aimed at enhancing task completion efficiency and minimizing risk exposure. By considering the relationship between task complexity, time management, and individual performance, the paper provides an innovative approach to managing work schedules, identifying potential stressors, and ensuring overall employee well-being. Through the integration of neural network-based predictive analytics, this research presents a novel method to guide managers in making data-driven decisions for workforce planning, workload distribution, and risk mitigation. The findings aim to help organizations not only better understand and protect their employees but also optimize task allocation to meet both individual and organizational goals effectively.

Keywords--- Risk Management, Behavioral Competencies, Artificial Neural Networks (ANN), Task Analysis, Time Estimation, Workload Prediction, Performance Evaluation, Predictive Analytics, Employee Performance, Task Completion Time, Work Allocation.

Slow Tourism and Rural Development in Uttarakhand: A Phenomenological Investigation of Community Empowerment

Jitender Singh Bhandari,

Research Scholar,

IMS Unison University,

Dehradun, Uttarakhand, India.

Abstract--- This study aims to understand the experiences and perceptions of key stakeholders involved in slow tourism initiatives in Uttarakhand, India, and how these initiatives contribute to the empowerment of rural communities in the region. Slow tourism, which emphasizes sustainability and cultural authenticity, has the potential to support the economic development of rural areas and promote self-reliance among local communities. Data were collected through in-depth interviews with community members, local tourism entrepreneurs, government officials, and participant observation of slow tourism initiatives in Uttarakhand. The findings suggest that slow tourism can provide a source of income and employment opportunities for residents while promoting the conservation of natural and cultural resources. Additionally, the involvement of community members in the planning and decision-making processes related to tourism development is crucial for the success and sustainability of slow tourism initiatives. These initiatives can also contribute to a sense of pride and ownership in the community and increase cultural exchange and understanding between residents and tourists. Overall, this study highlights the potential of slow tourism to empower rural communities in Uttarakhand through economic development and community engagement, while promoting sustainable and inclusive tourism in the region.

Keywords--- Slow Tourism, Rural Communities, Uttarakhand, Empowerment, Self-Reliance, Interpretive Phenomenological Analysis.

Influence of Socio-Demographic Factors on Consumer Awareness and Perception of AI-Driven Cad Systems in Cancer Detection

S. Bharani Lakshmi, Assistant Professor, Department
of Commerce, SDNB Vaishnav College for Women,
Chennai, Tamil Nadu, India.

J. Savithajeni, III B. Com General SFS - D Batch,
SDNB Vaishnav College for Women, Chennai,
Tamil Nadu, India.

B.P. Sreeja, III B. Com General SFS - D Batch,
SDNB Vaishnav College for Women, Chennai,
Tamil Nadu, India.

Abstract--- The swift incorporation of Artificial Intelligence (AI) into the healthcare sector, especially in the realm of cancer detection via Computer-Aided Detection (CAD) systems, has attracted significant interest. Nevertheless, the degree of consumer awareness and perception of these technologies fluctuates, often shaped by socio-demographic factors. This research endeavors to examine how socio-demographic variables—such as age, gender, education, income, occupation, and geographic location—affect consumer awareness and perception of AI-driven CAD systems in cancer detection. Utilizing a structured questionnaire, data was gathered from a diverse group of respondents. Descriptive statistics, Chi-square tests, and rank tests were employed to scrutinize the connections between socio-demographic factors and both awareness and perception of AI-driven CAD systems. The study underscores the necessity for customized communication strategies to enhance public comprehension and acceptance of AI in healthcare, particularly among underrepresented demographic groups. These results highlight the significance of accounting for socio-demographic diversity when introducing AI technologies in healthcare to ensure equitable access and well-informed decision-making. This investigation adds to the expanding body of knowledge on AI adoption in healthcare and provides valuable insights for policymakers, healthcare providers, and AI developers to address consumer concerns and boost the effectiveness of AI-driven CAD systems in cancer detection.

Keywords--- Computer-Aided Detection, Healthcare, Cancer Detection.

An Empirical Investigation into Ethical Marketing's Effectiveness in Preventing Consumer Manipulation

S. Bharani Lakshmi, Assistant Professor, Department
of Commerce, SDNB Vaishnav College for Women,
Chennai, Tamil Nadu, India.

C.B. Ramitha, III B. Com General SFS - D Batch,
SDNB Vaishnav College for Women, Chennai,
Tamil Nadu, India.

H. Kruthika, III B. Com General SFS - D Batch,
SDNB Vaishnav College for Women, Chennai,
Tamil Nadu, India.

Abstract--- In today's cutthroat business world, ethical marketing has become more important than ever. Companies have to find the right balance between persuading customers and avoiding manipulation. As businesses work hard to draw in and keep customers, paying attention to ethical issues in marketing has become a top priority. Ethical marketing means promoting products and services in a way that is honest, clear, and respects consumer rights. This approach aims to build trust and create lasting relationships with customers, instead of using sneaky tactics that might bring quick success but can harm customer trust in the long run.

Consumer manipulation, which can show up as misleading ads, false promises, or taking advantage of people, raises serious ethical questions. These manipulative tactics not only hurt consumers but can also ruin a brand's reputation and lead to legal trouble. On the other hand, ethical marketing tries to make sure that marketing practices follow ethical guidelines and respect consumer freedom, leading to more responsible and sustainable business actions. This research looks at how ethical marketing can stop consumer manipulation. By studying how ethical marketing affects what customers think, how they act, and how much they trust a brand, this study aims to give businesses valuable advice on how to use ethical strategies to avoid manipulation and build positive relationships with customers.

Keywords--- Ethical Marketing, Manipulation, Consumer.

Sustainable Supply Chain Practices in Coffee Shops: A Chennai Perspective

Dr.V. Bini Marin, Assistant Professor, Faculty of
Management, SRM Institute of Science and
Technology, Ramapuram, Chennai, India.

Dr.N. Arunfred, Assistant Professor, Faculty of
Management, SRM Institute of Science and
Technology, Kattankulathur, Chennai, India.

Abstract--- In India, the coffee shop industry plays a crucial role in national economic and social development. These establishments, ranging from roadside stalls to urban cafés, contribute significantly to employment, tourism, and community engagement. Small coffee units situated at street corners, highways, and commercial areas have become an integral part of daily life, offering affordable beverages and fostering a unique cultural experience. In recent years, the growing coffee culture has driven entrepreneurial ventures, creating opportunities for startups while strengthening the agricultural sector by providing a stable market for coffee farmers.

Despite their economic significance, many small coffee shops face operational challenges, particularly in supply chain management. Issues such as excessive waste, spoilage of raw materials, and inefficient inventory control often threaten their sustainability. Given their limited financial and technological resources, adopting data-driven approaches becomes essential for long-term survival. This paper explores the role of predictive analytics in optimizing supply chain efficiency, reducing waste, and enhancing sustainability in coffee shops across Ramapuram, Chennai. By leveraging predictive models, these businesses can forecast demand, streamline procurement, and ensure product freshness, thereby improving profitability and minimizing environmental impact.

The study highlights how sustainable supply chain practices can support small coffee businesses in adapting to market fluctuations while promoting responsible resource utilization. Implementing advanced analytics and sustainable sourcing strategies will not only benefit individual coffee shop owners but also strengthen the overall coffee ecosystem, fostering economic resilience and environmental consciousness. The findings emphasize the urgent need for small coffee businesses to integrate technological innovations to enhance sustainability and long-term market competitiveness.

Keywords--- Coffee Shop, Supply Chain Management, Sustainability, Entrepreneurship.

Exploring the Trend of Independent Filmmaking in the Tamil Film Industry: A Conceptual Analysis Study

P. Peter Reuben, Research Scholar, School of Management, Hindustan Institute of Technology and Science, Kelambakkam, Tamil Nadu, India.
E-mail: rp.23702004@student.hindustanuniv.ac.in

Dr.S. Chinnathambi, Associate Professor, School of Management, Hindustan Institute of Technology and Science, Kelambakkam, Tamil Nadu, India.
E-mail: chinnats@hindustanuniv.ac.in

Abstract--- The Tamil film industry, traditionally dominated by big-budget productions and mainstream cinema, is witnessing a significant shift with the emergence of independent filmmaking. This trend is characterized by a new wave of filmmakers who bring fresh perspectives, innovative storytelling techniques, and a focus on socially relevant themes. Independent filmmakers in Tamil Nadu are leveraging digital technologies, crowdfunding platforms, and alternative distribution channels to produce and promote their films outside the conventional studio system. This article explores the driving factors behind this movement, the challenges faced by independent filmmakers, and the impact of their work on the broader Tamil film industry. Through interviews with key players and analysis of notable independent films, the article sheds light on how this trend is reshaping the cinematic landscape of Tamil Nadu.

Keywords--- Tamil Film Industry, Independent Filmmakers, Cinematic Landscape.

The Role of Artificial Intelligence in Talent Acquisition and its Impact on Recruitment Effectiveness

G.P. Devishree, Stella Maris College, Cathedral Road, Poes Garden, Chennai, Tamil Nadu, India.
E-mail: devishreegp0910@gmail.com

S. Juliet Silviya, Stella Maris College, Cathedral Road, Poes Garden, Chennai, Tamil Nadu, India.
E-mail: julietsilviya@stellamariscollege.edu.in

Abstract--- Artificial Intelligence (AI) is revolutionizing talent acquisition by automating recruitment, reducing hiring time, and enhancing decision-making. AI-driven tools assist in sourcing, resume screening, assessment, interview scheduling, and engagement, making hiring more efficient and data-driven. This study examines AI's impact on recruitment effectiveness, using a descriptive research design with data from 108 employees of HR Solutions Pvt Ltd, Chennai, analysed through correlation and regression techniques. The findings indicate a strong positive relationship between AI adoption and recruitment effectiveness, particularly in candidate sourcing and engagement. AI-powered tools expand the talent pool and enhance candidate interactions. However, AI-driven assessment and diversity hiring require human intervention for soft skill evaluation and unbiased hiring. Regression analysis confirms AI's efficiency but highlights challenges like bias and data privacy. Organizations must balance automation with human oversight, refine assessment tools, and ensure ethical AI practices. Future research should explore AI's long-term impact on strategic hiring.

Keywords--- Artificial Intelligence, Talent Acquisition, Recruitment Effectiveness.

Strategic Decision-making and Professional Development in the Era of Artificial Intelligence

Angel Petricia Vijayakumar, Department of Computer
Science and Engineering, St Joseph's Institute of
Technology, Chennai, Tamil Nadu, India.
E-mail: angelpetricia@gmail.com

I. Nandhini*, School of Electrical and
Communication, Vel Tech Rangarajan Dr. Sagunthala
R and D Institute of Science and Technology,
Avadi, Chennai, Tamil Nadu, India.
E-mail: drnandhini@veltech.edu.in

Abstract--- The past decade has witnessed an unprecedented transformation in organizational operations across sectors, catalyzed by two significant factors: the accelerated digital adoption following the COVID-19 pandemic and the rapid advancement of artificial intelligence (AI) technologies. This paradigm shift has fundamentally altered traditional work mechanisms across education, healthcare, employment, and management domains. While these technological disruptions present significant challenges for human resource management and workforce adaptation, AI simultaneously offers compelling opportunities for organizational enhancement. These include advanced planning capabilities, data-driven strategic decision-making, personalized professional development frameworks, and operational cost optimization. This research aims to conduct a comprehensive analysis of artificial intelligence's potential in transforming organizational operations through dual pathways: enhancing executive decision-making processes and facilitating workforce development. Specifically, the study examines how AI systems can augment management capabilities by identifying technical competency gaps among employees and fostering a dynamic learning environment. By investigating the synergy between AI-driven decision support and continuous professional development, this research seeks to demonstrate how these technological interventions can significantly strengthen management effectiveness and organizational performance.

Keywords--- Decision Making with AI, Continuous Performance Improvement with AI, AI Era.

Micro Financing and Venture Capital: A Pathway to Achieving Sustainable Development Goals (SDGs)

Tanushri Raj, I Year MBA, Saveetha Engineering College, Chennai, Tamil Nadu, India.

Dr.P. Periasamy, Assistant Professor, Saveetha Engineering College, Chennai, Tamil Nadu, India.

Dr. Ravimohan Rajamohan, Assistant Professor, Saveetha Engineering College, Chennai, Tamil Nadu, India.

Deepak Rajagopalan, Assistant Professor, Saveetha Engineering College, Chennai, Tamil Nadu, India.

Abstract--- Micro financing and venture capital play critical roles in supporting entrepreneurial ventures and economic growth. While micro financing provides small-scale financial assistance to low-income individuals and small businesses, venture capital focuses on funding high-growth startups with significant potential. This paper explores the opportunities and challenges associated with both financing mechanisms, highlighting their impact on business development, financial inclusion, and economic sustainability. Additionally, the paper examines how micro financing and venture capital contribute to achieving the United Nations' Sustainable Development Goals (SDGs), particularly in areas such as poverty reduction, gender equality, innovation, and economic growth. The paper also discusses regulatory frameworks and emerging trends in the sector.

Keywords--- Micro Financing, Venture Capital, Small Businesses.

Proof

Consumers' Perception on Ethical Practices in Advertising on Social Media

Dr.R. Murali*, Professor, Department of Management
Studies, St. Peter's College of Engineering and
Technology, Avadi, Chennai, India.
E-mail: drmurali@spcet.ac.in

Dhanush, Professor, Department of Management
Studies, St. Peter's College of Engineering and
Technology, Avadi, Chennai, India.

Abstract--- In recent years, social media has emerged as a dominant platform for advertising. However, concerns regarding ethical advertising practices have become increasingly relevant. This paper examines consumers' perception of ethical practices in social media advertising, exploring factors such as transparency, authenticity, data privacy, and social responsibility. Through an analysis of existing literature and survey-based findings, the study aims to understand the extent to which ethical advertising influences consumer trust and purchasing decisions.

The research delves into how ethical concerns, such as misleading content, hidden sponsorships, and the use of consumer data without consent, impact user engagement with brands. Additionally, it explores how ethical advertising can foster positive brand perception, leading to increased consumer loyalty and advocacy. With a growing emphasis on corporate social responsibility, consumers are becoming more critical of deceptive or manipulative marketing tactics, preferring brands that align with their ethical values. By analysing the evolving consumer attitudes and regulatory frameworks, this study provides insights into the best practices for ethical advertising on social media and their implications for businesses and policymakers.

Keywords--- Advertising, Ethics, Unethical Advertising, Social Media.

Work-Life Balance Management Practices in an AI-Driven Business World

G. John Lazarus, 1st MBA, Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu, India.
E-mail: gudishajohn24@karunya.edu.in

Dr.J. Kavitha Selvaranee, Assistant Professor, Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu India. E-mail: kavithaselvaranee@karunya.edu

R. Richard Wurmbrand, 1st MBA, Karunya School of Management, Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu India.
E-mail: richardwurmbrand24@karunya.edu.in

Abstract--- The rapid integration of Artificial Intelligence (AI) into the business landscape has revolutionized Human Resource Management (HRM) practices, particularly in the realm of work-life balance. This research paper explores the sub-themes of HRM in the context of work-life balance management within AI-driven organizations. As AI technologies automate routine tasks and enhance decision-making processes, they simultaneously reshape workplace dynamics, employee expectations, and organizational cultures. This study investigates how AI-driven tools and systems influence work-life balance, focusing on key HRM practices such as flexible work arrangements, employee well-being programs, and performance management. Additionally, the paper examines the challenges and opportunities presented by AI in fostering a harmonious work-life equilibrium, including the potential for increased productivity, remote work capabilities, and the risk of overwork due to constant connectivity. By analysing case studies and empirical data, this research aims to provide actionable insights for HR professionals and organizational leaders on leveraging AI to promote sustainable work-life balance practices in the modern business world. The findings underscore the importance of ethical AI implementation, employee-centric policies, and adaptive HR strategies to navigate the complexities of the AI-driven workplace while ensuring employee satisfaction and organizational success.

Keywords--- AI-driven Organizations, Employee Expectations, Flexible Work Arrangements, Constant Connectivity, Ethical AI Implementation.

The AI Revolution: Transforming the Future through Innovation and Creativity in Startups and Entrepreneurship

Dr.K. Malarvizhi, Assistant Professor, Department of Commerce-SFS, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai, Tamil Nadu, India.

N. Pavithra, B.COM (General) SFS - D Batch, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai, Tamil Nadu, India.

G. Mahalakshmi, B.COM (General) SFS - D Batch, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai, Tamil Nadu, India.

Abstract--- This paper analysis the use of Artificial Intelligence (AI) in Entrepreneurship. The AI application has a diverse and multidimensional, with significant impact and various industries. Artificial Intelligence has the power to transform industries and societies, bringing about profound changes in various aspects of life. This paper focuses on identifying key trends, drivers and challenges in AI adoption and to examine the potential application of AI in addressing complex global challenges. The methodology used in this paper for research are Convenience sampling and tools like chi square, T-test, F-test.

Keywords--- Artificial Intelligence, Chi Square, T-test, F-test.

Proof

Impact of Training Programs on Apprentices Performance

Dr.J. Prateeba Devi, Assistant Professor (Sr. Gr.),
Mepco School of Management Studies,
Mepco Schlenk Engineering College, Sivakasi, India.

K. Mahalakshmy, 2nd Year MBA Student,
Mepco School of Management Studies,
Mepco Schlenk Engineering College, Sivakasi, India.

Abstract--- This project focuses on “Impact of Training programs on Apprentices Performance”. This will be conducted to study the opinion of apprentices regarding the theoretical training programs they have attended, then to know the opinion of apprentices regarding the practical training programs they have attended, then to identify the most effective method of training program attended by the apprentices and to know the impact of training programs on apprentices job performance. The population for this survey is 750 from the apprentices of automobile industries. The tools used for analysis are average mean ranking and regression. To identify the opinion of apprentices related to the training programs average mean ranking is used. Then regression tool is used to identify the relationship between training programs and Apprentices performance. The study found that, according to apprentices opinion, among the theoretical training program, 5S concept stands out as the most effective and among the practical training program the cab trim assembly operation training is considered the most impactful, then it was found that apprentices consider practical training programs to be more effective than theoretical training program and it also found that there is an impact of training programs on apprentices’ performance based on their opinion. This study provides valuable insights into how the training programs have the impact on apprentices performance.

Keywords--- Training Program, Theoretical Training, Practical Training, Apprentices Performance, Automobile Industry.

Navigating Organizational Change in the Disruptive Era: A Bibliometric Perspective

S. Anisha Estherita, Research Scholar,

School of Management Studies,

Vels Institute of Science, Technology and Advanced
Studies, (VISTAS), Chennai, India.

E-mail: anishaestherita6@gmail.com

M. Kotteeswaran*, Associate Professor,

School of Management Studies,

Vels Institute of Science, Technology and Advanced
Studies (VISTAS), Chennai, India.

E-mail: kotteeswaran.sms@vistas.ac.in

Abstract--- Organizational change has become an important field of study in management and Organizational behaviour due to constant changes and requirement for adapting to the continuously shifting environment. This study provides insights into the major concepts, significant authors, fundamental works, and developing research topics in the subject of Organizational change through a bibliometric analysis of the literature. Using a large dataset of academic publications from reliable academic database named Scopus, this analysis maps the intellectual structure and development of the Organizational change literature using bibliometric tools such as co-citation analysis, keyword analysis, and author analysis. This study adds to a better understanding of the complex field of Organizational change research by synthesizing and visualizing the interconnected network of research themes, theoretical frameworks, and empirical investigations. The bibliometric analysis's conclusions have significant significance for academics, professionals, and decision-makers who want to understand and participate in the current conversation around Organizational change management.

Keywords--- Bibliometric Analysis, Change Management, Organizational Change.

Emotional Intelligence: Improving Interpersonal Relationships, Decision-making Skills and Stress Management among Bank Employees

Anisha P. Gopal, Faculty of Management,
SRM Institute of Science and Technology,
Kattankulathur, Tamil Nadu, India.
E-mail: anisha2218@gmail.com

V. Mohana Sundari, Faculty of Management,
SRM Institute of Science and Technology,
Kattankulathur, Tamil Nadu, India.
E-mail: mohanas1@srmist.edu.in

Abstract--- Emotional intelligence (EI) has emerged as a critical component impacting employee performance and organizational effectiveness across a variety of industries, including banking. It is a crucial variable in determining employee performance, interpersonal connections and organizational productivity. This research does a literature analysis on employees' emotional intelligence in nationalized banks, examining its impact on job satisfaction, stress management, customer service quality and teamwork. The banking sector, which is distinguished by high-pressure conditions, frequent customer encounters and the requirement for quick decision-making, necessitates a high level of emotional control and adaptability. The unique operational challenges faced by banks such as high customer interaction and performance pressures make EI an essential attribute for employees. The review integrates the available findings on the impacts of EI regarding improving the skill of employees about managing emotions and solving workplace conflict, productivity under challenge situations. The study investigates the emotional intelligence of employees in banks, emphasizing its importance in improving interpersonal connections, making better decisions and managing work-related stress. The study brings together findings from studies undertaken last few years, concentrating on the elements like self-awareness, self-regulation, motivation, empathy, and social skills and their impact on employee performance.

Keywords--- Emotional Intelligence, Nationalized Banks, Employee Performance, Organizational Culture, Workplace Stress.

Enhancing HR Tactics with Analytics

S. Akshaya, Department of MBA, Easwari
Engineering College, Chennai, India.
E-mail: 310623631004@eec.srmrmp.edu.in

J. Mark Abinash, Department of MBA, Easwari
Engineering College, Chennai, India.
E-mail: 310623631049@eec.srmrmp.edu.in

Abstract--- Organizations are increasingly using data analytics to optimize human resource (HR) management strategies in the quickly changing business environment of today. This investigates how HR procedures can incorporate advanced analytics to improve decision-making, boost worker productivity, and match organizational objectives with human capital. By looking at important topics like employee engagement, performance management, talent acquisition, and retention, the study shows how data-driven methods can offer more in-depth understanding, forecast patterns, and expedite HR procedures. The study demonstrates the transformative potential of analytics in forming proactive HR strategies and cultivating a more resilient and agile workforce through case studies and empirical data.

Keywords--- HR Analytics, Workforce Planning, Performance Management.

Who Influence a Student Most? Parents, Friends or Teacher?

Dr.K. Malarvizhi, Assistant Professor, Department of
Commerce - SFS, Shrimathi Devkunvar Nanalal Bhatt
Vaishnav College for Women, Chromepet, Chennai,
Tamil Nadu, India.

S. Krithika, B.COM (General) SFS - D Batch,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College
for Women, Chromepet, Chennai, Tamil Nadu, India.

S. Bhavadharini, B.COM (General) SFS - D Batch,
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College
for Women, Chromepet, Chennai, Tamil Nadu, India.

Abstract--- This study aims to explore and analyze the various factors that influence students' lives, with a particular focus on the role of parents, teachers, and friends to identify the key influences on students' decisions, interests, and career choices, and how these influences shape their academic and social lives. Education plays a vital role in shaping a student's personality and future career prospects. Parents help students by giving advice, support, and building their confidence and dreams. Teachers influence students by improving their teaching, encouraging growth, and creating a positive classroom. Friends support students emotionally, share ideas, motivate them, and help shape their goals in school and life. This study reveals that Parents are the greatest influencing person as compared to teachers and friends in providing emotional support and guidance in career decisions.

Keywords--- Influence, Emotional Support, Guidance.

Employee Engagement: Strategies, Benefits, and Challenges

R. Ritheekasri, Department of Management Sciences,
Velammal Engineering College, Surapet, Chennai,
Tamil Nadu, India.

Dr.R. Muzhumathi, Department of Management
Sciences, Velammal Engineering College, Surapet,
Chennai, Tamil Nadu, India.

A. Sara, Department of Management Sciences,
Velammal Engineering College, Surapet, Chennai,
Tamil Nadu, India.

Abstract--- Employee engagement is a critical factor in organizational success, influencing productivity, job satisfaction, and overall workplace morale. This research paper explores the concept of employee engagement, its significance, key drivers, benefits, and challenges faced by organizations in fostering a highly engaged workforce. Through an in-depth literature review and case studies, the paper provides insights into best practices and strategies for improving employee engagement. The study highlights how effective leadership, workplace culture, recognition, career development, and work-life balance contribute to enhanced engagement levels. Additionally, it examines the consequences of disengagement, including decreased performance, high turnover rates, and low employee morale. By analyzing various engagement models and empirical data, this research aims to provide actionable recommendations for organizations to build and sustain an engaged workforce. The findings emphasize that organizations investing in engagement initiatives tend to outperform their competitors, leading to sustainable growth and employee well-being. Future research directions include exploring the impact of digital transformation, remote work, and generational differences on employee engagement.

Keywords--- Employee Engagement, Strategies, Benefits.

The Impact of Leadership on Employee Productivity

A. Blaset Benniyol, Department of Management Sciences, Velammal Engineering College, Surapet, Chennai, India.

Dr.G.H. Kerinab Beenu, Professor, Department of Management Sciences, Velammal Engineering College, Surapet, Chennai, India.

S. Krishnan, Department of Management Sciences, Velammal Engineering College, Surapet, Chennai, India.

Abstract--- Effective leadership plays a crucial role in shaping employee productivity, job satisfaction, and organizational success. This research paper explores the relationship between leadership styles and employee productivity, examining how various leadership approaches influence motivation, engagement, and performance. Through an in-depth literature review and case studies, this study identifies key leadership traits and strategies that contribute to an optimal work environment. Additionally, it discusses challenges organizations face in implementing effective leadership and provides recommendations for fostering leadership that enhances employee productivity.

The study delves into different leadership models, including transformational, transactional, servant, autocratic, and democratic leadership, highlighting their impact on workplace efficiency and employee morale. It also investigates the importance of communication, transparency, employee empowerment, and recognition in maintaining a high-performing workforce. Furthermore, this paper analyzes common obstacles organizations encounter when implementing effective leadership strategies, such as resistance to change and balancing authority with employee autonomy.

By examining both theoretical and empirical evidence, this research provides insights into best practices that can enhance leadership effectiveness. Organizations that invest in leadership development programs and foster a culture of trust, inclusivity, and continuous learning are more likely to achieve long-term success. Future research directions should focus on evolving leadership trends, including the role of remote work, technological advancements, and cross-cultural leadership approaches in improving employee productivity.

Keywords--- Leadership, Employee Productivity, Organizational Success.

Sustainability and Ethical Marketing in the Digital Age

Dr.R. Muzhumathi, Assistant Professor, Department
of Management Sciences, Velammal Engineering
College, Tamil Nadu, India.

M. Vijayakumar, MBA Student, Department of
Management Sciences, Velammal Engineering
College, Tamil Nadu, India.

S. Amaresh, MBA Student, Department of
Management Sciences, Velammal Engineering
College, Tamil Nadu, India.

Abstract--- The digital age has revolutionized the marketing landscape, creating new opportunities for brands to reach and engage consumers across the globe. However, with this increased connectivity, there has also been a significant shift in consumer expectations. Modern consumers are more aware of social, environmental, and ethical issues, and they increasingly demand that brands align with these values. Through a combination of theoretical insights and practical examples, this research delves into the growing importance of sustainability—defined as the responsible management of resources, social equity, and environmental protection—and ethical marketing, which emphasizes honesty, transparency, and fairness. The study highlights the ways in which digital platforms, including social media, websites, and online advertising, have become powerful tools for brands to communicate their sustainability and ethical practices, providing consumers with access to information and fostering greater accountability.

The paper also addresses the challenges that brands face in implementing sustainable and ethical marketing practices, including issues such as green washing, regulatory concerns, and the potential for consumer skepticism. Despite these challenges, the research demonstrates that brands that successfully integrate these practices into their strategies can differentiate themselves in the marketplace, build stronger customer relationships, and ultimately drive long-term business success.

This study contributes to a deeper understanding of the intersection between digital marketing, sustainability, and ethics, offering valuable insights for marketers, businesses, and policymakers aiming to navigate the evolving digital landscape. The findings also underscore the growing influence of digital platforms in promoting responsible marketing practices and the need for brands to prioritize transparency and authenticity in their communications.

Keywords--- Sustainability, Ethical Marketing, & Challenges.

Consumer Behaviour

Rony Thomas, Teacher,
Department of Commerce,
Sun Beam Institution, Walajapet,
Chennai, Tamil Nadu, India.

Abstract--- In modern era customer is the king of the market. Buying behaviour is an important factor which determines the demand of a product. As society progresses, individuals are no longer confined to static roles or predictable patterns. Instead, they are embracing dynamic identities and multifaceted desires, making it a captivating challenge for businesses to understand and cater to their ever - changing needs. Researchers analyse the penchant of the customers in selection of product. In this paper it is proposed to discuss the behaviour of consumers to the selection of product and application of Artificial Intelligence for the consumer behaviour analysis.

Keywords--- Buying Behaviour, Penchant, Artificial Intelligence.

Consumers' Perception on Advertised Products vs. Products Sold in the Market

Dr.B. Selvakumar, Assistant Professor,
Department of Management Studies,
Easwari Engineering College,
Chennai, India. E-mail: selvakumar.b@eec.srmrmp.edu.in

Abstract--- Advertising plays a crucial role in shaping consumer expectations and purchase decisions. However, a significant disparity often exists between how products are presented in advertisements and their actual quality or performance in the market. This study explores consumers' perceptions of this gap, analyzing factors such as advertising strategies, consumer trust, and purchasing behavior.

Through a detailed literature review, surveys, and case studies, this research assesses how misleading advertisements impact consumer satisfaction, brand credibility, and long-term loyalty. Additionally, the study investigates how consumer demographics, past experiences, and industry regulations influence perceptions of advertising reliability. Findings indicate that while advertisements can enhance product appeal and boost sales, misleading claims often result in dissatisfaction, negative word-of-mouth, and diminished trust in brands. The study concludes with recommendations for ethical marketing practices and enhanced regulatory oversight to ensure accurate representation of products in advertising.

Keywords--- Consumer, Product, Market.

Investor Perception on Integration of Artificial Intelligence (AI) in Financial Services

Dr.R. Muzhumazthi, Assistant Professor,
Velammal Engineering College, Surapet, Chennai,
Tamil Nadu, India.

S. Kishore, 2nd Year MBA,
Velammal Engineering College, Surapet, Chennai,
Tamil Nadu, India.

Abstract--- The integration of Artificial Intelligence (AI) in financial services has revolutionized investment strategies, risk management, and customer interactions. This paper explores investor perceptions regarding AI-driven financial services, analyzing the benefits, challenges, and future implications. A survey-based approach is utilized to assess investor confidence, trust, and adoption of AI tools in financial decision-making. The study finds that while AI enhances efficiency and accuracy, concerns regarding data security, ethical implications, and transparency persist. Additionally, the research highlights the role of AI in algorithmic trading, robo-advisory services, fraud detection, and credit risk assessment, emphasizing how these technologies are shaping modern financial landscapes. Despite AI's capabilities in improving decision-making and operational efficiency, investor trust remains a critical factor in its widespread adoption. Addressing ethical concerns, regulatory compliance, and enhancing AI transparency are essential for fostering investor confidence and ensuring responsible AI integration in financial services.

Keywords--- Artificial Intelligence, Financial Services, Investor Perception, Machine Learning, Risk Management, AI Adoption.

The Transformation of Human Resource Management through Artificial Intelligence

Dr.S. Sinduja, Assistant Professor,

Department of Management Studies,

Dr. M.G.R. Educational and Research Institute,

Maduravoyal, Chennai, India.

Abstract--- The advent of Artificial Intelligence (AI) has revolutionized traditional Human Resource (HR) functions, enhancing efficiency, decision-making, and employee experience. This paper provides an in-depth examination of the impact of AI on various HR processes, including recruitment, performance management, employee engagement, and learning & development. A comprehensive review of existing literature and case studies highlights the benefits, challenges, and future implications of AI in HR.

The paper explores the applications of AI in HR, including AI-powered recruitment tools, AI-enabled performance management, AI-driven employee engagement and retention, and AI-powered learning and development. The benefits of AI in HR, such as improved efficiency, enhanced decision-making, and improved employee experience, are discussed. The challenges and ethical considerations associated with AI adoption in HR, including data privacy concerns, bias in algorithms, and resistance to technological change, are also examined.

The paper concludes that AI integration in HR processes offers significant potential for efficiency and strategic decision-making. However, organizations must address challenges and ethical concerns to maximize AI's benefits. A balanced approach that combines AI technology with human intuition will define the future of HRM. The paper provides recommendations for HR professionals and organizations seeking to leverage AI in HR, including the need for a comprehensive AI strategy, ongoing training and development, and a focus on ethics and transparency.

Keywords--- Artificial Intelligence, Human Resource Management, Recruitment, Performance Management, Employee Engagement, Learning & Development.

Employees' Perception on the Effect of Hybrid Work on Employee Productivity and Well-being

Dr.A. Nirmal Raj, Head of the Department,
Department of Management Sciences,
Velammal Engineering College, Surapet, Chennai,
Tamil Nadu, India.

A. Pavithra, PG Student, Department of Management
Sciences, Velammal Engineering College, Surapet,
Chennai, Tamil Nadu, India.

J. Sherine Deliketa, PG Student, Department of
Management Sciences, Velammal Engineering College,
Surapet, Chennai, Tamil Nadu, India.

Abstract--- The rise of hybrid work models has transformed traditional workplace dynamics, impacting employee productivity and well-being. This study explores employees' perceptions of hybrid work and its influence on their efficiency, job satisfaction, and mental health. Using a quantitative research approach with a sample size of 200 employees from various industries, the study investigates the benefits and challenges associated with hybrid work. Findings indicate that hybrid work enhances work-life balance and autonomy but presents challenges in collaboration and communication. Additionally, the study highlights how factors such as job role, industry type, and organizational culture affect employees' adaptability to hybrid work. The research further explores the implications of hybrid work on long-term employee engagement, motivation, and career development. Recommendations for improving hybrid work policies, including strategies for maintaining productivity, fostering a positive workplace culture, and supporting employee well-being, are discussed. The study contributes to the growing discourse on flexible work arrangements and offers practical insights for organizations seeking to optimize hybrid work models.

Keywords--- Hybrid Work, Employee Productivity, Employee Well-Being, Work-Life Balance, Remote Work.

A Study on the Role of Artificial Intelligence in Transforming Human Resource Management

M. Chelsia Bagyam, II Year MBA Student,
Department of Management Studies,
Easwari Engineering College, Chennai, India.
E-mail: chelsia912002@gmail.com

Dr.B. Selvakumar, Assistant Professor,
Department of Management Studies,
Easwari Engineering College, Chennai, India.
E-mail: selvakumar.b@eec.srmrmp.edu.in

Abstract--- Artificial Intelligence (AI) is revolutionizing Human Resource Management (HRM) by enhancing efficiency, accuracy, and decision-making in various HR functions. This paper explores how AI-driven tools are reshaping recruitment, employee engagement, performance management, and learning & development. AI-powered recruitment software enables HR professionals to automate candidate screening, reducing bias and improving hiring quality. Chatbots and virtual assistants enhance employee experience by providing real-time assistance, while predictive analytics aid in workforce planning and talent retention strategies.

Despite its advantages, AI integration in HR also raises ethical concerns, including data privacy, algorithmic bias, and the potential loss of human touch in HR functions. The study highlights best practices for balancing AI-driven automation with human-centric HR approaches. Through case studies and industry insights, this paper provides a roadmap for HR professionals to leverage AI effectively while maintaining ethical and inclusive workplaces.

This research concludes that AI is not a replacement for HR professionals but a strategic tool that enhances decision-making, streamlines HR operations, and fosters a more agile and data-driven HR function. Future trends indicate an increased collaboration between AI and HR to create personalized employee experiences and drive business success.

Keywords--- Human Resource Management, Performance Management, Learning & Development.

The Study on the Impact of AI Chatbots in Customer Support and Services

Dr.R. Kavitha, M.Com., M.B.A., M.Phil., P.hD.,

Assistant Professor, Department of B.Com

(Accounting and Finance), Shrimathi Devkunvar

Nanalal Bhatt Vaishnav College for Women, Chennai,

India.

S. Sandhiya, II B.Com (Accounting and Finance),

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College

for Women, Chennai, India.

S.R. Priya Dharshini, II B.Com (Accounting and

Finance), Shrimathi Devkunvar Nanalal Bhatt

Vaishnav College for Women, Chennai, India.

Abstract--- Artificial Intelligence (AI) has revolutionized customer service, with AI-powered chatbots playing a crucial role in automating responses, reducing operational costs, and improving efficiency. The purpose of this study is to examine how AI chatbots are perceived, evaluate and pinpoint their impact in customer support and services. Convenience sampling method was adopted with a sample size of 120 respondents. Weighted average method, percentage analysis, factor analysis, and chi-square test were applied for analysing the data. The findings of the chi-square test revealed no association between gender and the frequency of chatbot use, suggesting that men and women utilize them in comparable ways. According to a percentage analysis, women and people under 20 are the biggest users of AI chatbots, indicating that younger generations favour AI-powered communication. However, the weighted average method highlighted a major limitation: chatbots lack the capability to handle complex or emotional customer issues effectively, requiring human intervention in such cases. Despite their advantages in cost efficiency and availability, AI chatbots need improvements in emotional intelligence and problem-solving to enhance user satisfaction.

Keywords--- AI Chatbots, Customer Support and Services.

Breaking through or Breaking Out? The Glass Ceiling and Women's Work-life Balance with Reference to SDG – 5

Dr.K. Shyamala, Associate Professor, Department of Commerce, S.D.N.B. Vaishnav College for Women, Chromepet, Chennai, India.

Akshaya, Student, Department of Commerce, S.D.N.B. Vaishnav College for women, Chromepet, Chennai, India.

Pranitha, Student, Department of Commerce, S.D.N.B. Vaishnav College for women, Chromepet, Chennai, India.

Abstract--- The concept of the "glass ceiling" has long been used to describe the invisible barriers that hinder women's career advancement, particularly into leadership and executive roles. While women have made significant strides in the workforce, they continue to face challenges in achieving both professional success and personal fulfilment. This paper explores the intersection of the glass ceiling and women's work-life balance, examining how structural barriers, gender norms, and workplace policies impact career progression and overall well-being. It also considers whether women are breaking through these limitations or opting to break out of traditional career paths in pursuit of greater flexibility and fulfilment. By analysing organizational strategies, societal expectations, and personal choices, this study aims to shed light on the evolving landscape of women's careers and the need for more inclusive and supportive workplace environments.

Keywords--- Glass Ceiling, Work-Life Balance, Gender Inequality, Career Advancement, Women in Leadership, Workplace Policies.

A Case Study on Personalized Marketing Strategies based on Trend Centric Insights with Reference to Zomato

A. Hemadarshine, MBA-I Year, School of
Management Studies, Sathyabama Institute of Science
and Technology, Chennai, India.
E-mail: hemadarshine@gmail.com

Dr.S. Krishnakumari, Assistant Professor, School of
Management Studies, Sathyabama Institute of Science
and Technology, Chennai, India.

Abstract--- The study entitled “Personalized Marketing Strategies based on AI insights with reference to Zomato”. In the age of digital transformation and technology driven Business landscape, businesses try to grab the customer attention and preference towards their goods or service through tailored service and marketing domain is of no exception to that. The concept of personalized marketing is a strategy used by businesses to create one-to-one connection and communication with their targeted group based on real-time data of their preference and behaviour. This strategy is been adopted by “Zomato” since its inception and grown better over years with data driven business scenario. When referring to personalization it’s not about including name of the customer in email or providing targeted print ads, things beyond that like resonating with consumer preference and behaviour and delivering engaging content. “Zomato” Indian based multi-national company while establishing in 2008, it was a simple restaurant search and food directory platform, in later part it’s been a leading online food delivery platform and has grasped personalised marketing strategies to create tailored and custom-made experience for its user base. This study focuses on personalised marketing strategies based on AI insights employed by Zomato uses data to connect to their target audience with their target message. This study delves into and provides valuable insights into the effectiveness of personalized marketing of Zomato and relevant field of food delivery industries, provide intakes for other organizations seeking to enhance and switch to personalized marketing.

Keywords--- Zomato, Personalised Marketing, Tailored, Target Audience and Message.

Leveraging Quantum Computing for Advanced Web Analytics and Enhanced Conversion Rate Optimization (CRO)

V. Sathiyavani, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: sathiyavani4444@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: karups2013@gmail.com

Abstract--- Web analytics helps businesses improve Conversion Rate Optimization (CRO) by tracking user behavior and optimizing strategies. Traditional computing struggles with processing large real-time data efficiently, limiting insights. Quantum computing offers a solution by enabling faster data analysis, uncovering patterns, and enhancing decision-making. With quantum-powered web analytics, businesses can improve A/B testing, predictive analytics, and personalized marketing, leading to better engagement and higher conversions. It also strengthens fraud detection and cybersecurity, ensuring safer transactions. Despite challenges like cost and integration, advancements in quantum cloud computing are making it more accessible. This paper explores how quantum computing can transform CRO and business growth, giving companies a competitive edge in the digital era.

Keywords--- Web Analytics, Quantum Computing, CRO, A/B Testing, Predictive Analytics, Personalization, Data Processing, Cybersecurity, Business Growth, Quantum Cloud Computing.

Impact of Price and Promotional Strategies on Consumer Buying Behaviour for Ghee Products

Dr.K. Rajamani, Associate Professor, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India.
E-mail: rajamanik@mepcoeng.ac.in

R. Marieswari, 2nd Year PG Student, Mepco School of Management Studies, Mepco Schlenk Engineering College, Sivakasi, Tamil Nadu, India.

Abstract--- Customer behaviour is greatly influenced by price and marketing strategies, particularly in the competitive and culturally significant ghee industry. This study examines the effects of various marketing initiatives, price cuts, and promotions on consumer preferences, brand loyalty, and sales of ghee products. It looks on how price sensitivity, seasonal promotions, bundling, and free samples affect consumers' opinions of value and quality. The study also highlights how customer behaviour is influenced by psychological factors related to purchasing, such as perceived urgency and savings. By understanding how successful these initiatives are, businesses may improve their price plans, improve their advertising tactics, and strengthen their market position in the cutthroat ghee industry.

Keywords--- Consumer Behaviour, Price Sensitivity, Promotions, Pricing Strategies, Promotions.

Content to Cart: The Impact of AI Driven Marketing on Herbal Product Purchases

Dr. Shyamala, Associate Professor, Department of Commerce, S.D.N.B. Vaishnav College for Women, Chromepet, Chennai, India.

S. Subitha, Department of Commerce, S.D.N.B. Vaishnav College for Women, Chromepet, Chennai, India.

S. Varshitha, Department of Commerce, S.D.N.B. Vaishnav College for Women, Chromepet, Chennai, India.

Abstract--- The integration of Artificial Intelligence (AI) in digital marketing has revolutionized consumer purchasing behavior, particularly in the herbal products industry. This study explores the role of AI-driven marketing strategies—such as personalized recommendations, predictive analytics, and chatbot assistance—in influencing consumer decision-making and driving herbal product sales. Through data-driven content creation and targeted advertising, AI enhances customer engagement, improves brand trust, and streamlines the purchase journey from initial interest to final transaction. Additionally, this research examines the effectiveness of AI-powered tools in analyzing consumer preferences, optimizing e-commerce experiences, and addressing challenges related to misinformation and product credibility. The findings suggest that AI-driven marketing not only boosts sales but also fosters customer loyalty and market expansion within the herbal product sector. This study provides insights into how businesses can leverage AI technologies to enhance digital marketing strategies and improve consumer experiences in the growing herbal products market.

Keywords--- AI-driven Marketing, Herbal Product Purchases, Personalized Recommendations, Predictive Analytics, Chatbot Assistance, Consumer Behavior, Digital Marketing, e-commerce Optimization.

Sustainable Business through Digital HRM: Balancing Employee Well-being and Organizational Growth

V. Nathiya*, Research Scholar, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, (VISTAS), Chennai, Tamil Nadu, India.

Dr.G. Rajini, Professor-MBA & Director-MoUs, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai, Tamil Nadu, India.

Abstract--- In the era of digital transformation, organizations are increasingly adopting Digital Human Resource Management (Digital HRM) to enhance efficiency, employee engagement, and overall business sustainability. This study explores how Digital HRM contributes to sustainable business growth by balancing employee well-being and organizational development. The study examines the relationship between Digital HRM, employee well-being, and organizational growth through empirical analysis, highlighting key factors such as technological integration, knowledge sharing, and digital competence. A quantitative research approach was employed in this study. Structured questionnaires were used to collect primary data from employees in the industrial and IT sectors. The study employed statistical tools such as Correlation, Regression to analyze the relationship between DHRM, Employee well being and organizational growth. The study reveals that Employee well-being improves as Digital HRM reduces work-related stress through automation, minimizing repetitive tasks and workload pressure. Enhanced communication fosters transparency and engagement, creating a supportive work environment. Data-driven decision-making ensures personalized employee support, addressing concerns proactively. Additionally, knowledge sharing promotes skill development and career growth, increasing job satisfaction and motivation. Collectively, these factors contribute to better work-life balance, reduced burnout, and higher overall well-being. From an organizational perspective, Digital HRM enhances competitive advantage by improving adaptability, talent retention, and operational efficiency. The study underscores the need for customized digital strategies and targeted training to accommodate varying experience levels.

Keywords--- Digital HRM, Organizational Growth, Sustainable Business, Employee Well being, Technology.

Adoption of Artificial Intelligence in Performance Management Systems: Key Influencing Factors and Adoption Rates

K. Nivethaa, School of Management Studies,
Vels Institute of Science, Technology and Advanced
Studies (VISTAS), Chennai, India.
E-mail: nivethaacardozak@gmail.com

Dr. Annie Sam, School of Management Studies,
Vels Institute of Science, Technology and Advanced
Studies (VISTAS), Chennai, India.
E-mail: annie.sms@vistas.ac.in

Abstract--- The adoption of Artificial Intelligence (AI) in performance management systems is transforming how organizations evaluate, monitor, and enhance employee performance. This study explores the key factors influencing AI adoption in performance management and examines current adoption rates across industries. Using a descriptive research approach, the study relies on secondary data sources, including industry reports, academic literature, and market surveys. Findings highlight critical drivers such as technological readiness, organizational culture, cost considerations, and regulatory concerns. Additionally, the research identifies barriers to adoption, including ethical challenges such as data privacy issues, bias, transparency and integration challenge. By analysing adoption trends, this study provides valuable insights into the growing role of AI in optimizing performance management practices. Organizations must balance automation with human judgment to ensure equitable evaluations and foster employee trust. The findings contribute to a deeper understanding of how AI adoption is shaping modern workforce management and offer guidance for organizations considering AI-driven performance solutions.

Keywords--- AI Adoption, Performance Management, Ethical Challenges, Automation, Benefits, Adoption Rates.

AI Adoption in Talent Management through Upskilling to Ensure Sustainable Employment

Salomie Valantina Lawrence, Research Scholar,
School of Management Studies, Vels Institute of
Science, Technology and Advanced Studies,
(VISTAS), Chennai, India.
E-mail: salomielawrence8910@gmail.com

Dr.K. Sankar Singh*, Assistant Professor,
School of Management Studies, Vels Institute of
Science, Technology and Advanced Studies (VISTAS),
Chennai, India.
Email: sankarsingh.sms@velsuniv.ac.in

Abstract--- The rapid adoption of Artificial Intelligence AI in Talent Management is reshaping workforce dynamics, initiating the need for continuous Upskilling to ensure sustainable employment. The Bibliometric study analyses the existing body of knowledge on Ai driven strategies, focusing on research trends, citation patterns and emerging themes. Through meta-analysis of scholarly database, this study identifies key drivers, challenges and implications of AI adoption for workforce sustainability. The meta-analysis consolidates quantitative insights program significantly enhance employee adaptability, productivity and retention. Research indicates that organisations leveraging AI-Powered training modules witness a 40-60% improvement in workforce efficiency. However, gaps exists in aligning corporate learning initiatives with evolving AI-driven job requirements, leading to skill mismatches. The study also uses cluster analysis categorizes the literature into three major themes. Research in this cluster emphasizes the role of AI in reshaping job roles, with personalized learning pathways emerging as a dominant strategy. It focus on how continuous learning, micro- credentialing and competency-based models facilitate workforce adaptability. This cluster examines the role of policy interventions, employer investment and technological infrastructure in supporting AI-driven Upskilling. Findings underscore the critical need for organisations to integrate AI-driven workforce development strategies mitigate skill unmodernised and foster long-term employability. The Study contributes to ongoing discussion on AI and human capital sustainability, providing actionable insights for policymakers, HR leaders and researchers.

Keywords--- AI Adoption, Talent Management, Upskilling, Workforce Sustainability, Bibliometric, Meta-Analysis, Cluster Analysis.

The Impact of Technology on Productivity: The Agile-Cyber Nexus

B. Sarojini, Department of MBA, St Joseph's College
of Engineering, OMR, Chennai, Tamil Nadu, India.
E-mail: sarojinibaskaran158@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: karups2013@gmail.com

Abstract--- The rapid advancements in technology have significantly transformed the landscape of productivity in operational processes. As industries navigate an era of digital transformation, the integration of agile frameworks with AI, IoT, cloud computing, and block chain is streamlining workflows, enhancing decision-making, and driving automation at an unprecedented scale. This study explores the Agile-Cyber Nexus, analyzing its profound impact on sectors such as manufacturing and logistics. By integrating agile frameworks with cutting-edge cyber tools, organizations can enhance their adaptability, streamline workflows, and foster a culture of continuous improvement. This paper examines case studies from various industries, illustrating how agile-cyber integration drives productivity gains, reduces operational bottlenecks, and promotes resilience in the face of evolving challenges. The findings underscore the importance of leveraging technology to achieve operational excellence and sustain competitive advantage.

Keywords--- Operational Efficiency, Technology Integration, Productivity Enhancement, Cyber Innovation, Digital Transformation, Workflow Optimization.

Proof

Employee Acceptance of HRIS Using UTAUT Model

Dr.R. Manimalar, Head & Assistant Professor,
Stella Maris College, Chennai, India.

J. Angeline Shaarlincy, IInd Year Student, MA (HRM),
Stella Maris College, Chennai, India.

Abstract--- The adoption of Human Resource Information Systems (HRIS) is crucial for enhancing the efficiency and effectiveness of human resource management (HRM) within organizations. This study investigates employees' acceptance of HRIS using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The research examines key determinants such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and employees' behavioral intentions influence actual usage of HRIS. A descriptive research design was employed, with data collected through surveys from employees of Evergreen Enviro Engineering Company. Findings indicate a strong positive relationship between employee acceptance and HRIS usage, while age does not significantly affect HRIS adoption. The study highlights the need for organizations to implement strategies that support HRIS adoption, including effective training programs and managerial encouragement.

Keywords--- Employee Acceptance, HRIS Usage, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intentions.

Smart Supply Chain Management Using Six-Sigma

M. Rahul, Department of MBA, St. Joseph's College
of Engineering, OMR, Chennai, Tamil Nadu, India.
E-mail: mrahul18122003@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: karups@gmail.com

M. Sri Divyaa, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: sridivyaamohan@gmail.com

Abstract--- This research focuses on optimizing operational efficiency and customer satisfaction in e-commerce and business processes through smart supply chain management with six-sigma in action. Firstly, it explores strategies for optimizing last-mile delivery operations, a critical component of e-commerce logistics. By streamlining delivery processes, e-commerce companies can significantly enhance customer satisfaction and loyalty. Additionally, this research presents a framework for improving customer satisfaction using the Six Sigma methodology. Six Sigma is a data-driven approach that aims to eliminate defects and variations in business processes. By applying Six Sigma principles, organizations can systematically identify and address customer pain points, leading to enhanced satisfaction and loyalty. Furthermore, this research examines the application of Six Sigma methodology in reducing cycle time and costs in business processes. By leveraging Six Sigma tools and techniques, organizations can optimize their processes, eliminate waste, and achieve significant cost savings.

Keywords--- E-commerce Logistics, Last-mile Delivery, Six Sigma, Customer Satisfaction, Operational Efficiency, Process Optimization.

Strategic Risk Management: Enhancing Organisational Resilience in a Dynamic Environment

V. Suriya Prakash, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: suryaprakashluck@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: karups@gmail.com

Abstract--- In today's fast-paced and interconnected world, organisations face numerous strategic risks that can impact their survival and success. Strategic risk management is critical to enhancing organisational resilience and navigating the complexities of a dynamic environment. This explores the principles and best practices of strategic risk management, including risk identification, risk assessment, and risk mitigation. Our research highlights the importance of integrating strategic risk management into organisational strategy and decision-making processes. We examine the role of leadership, culture, and governance in promoting a risk-aware culture and enhancing organisational resilience. The findings of this research emphasize the need for organisations to adopt a proactive and forward-looking approach to strategic risk management. By doing so, organisations can proactively identify and mitigate potential threats, capitalise on opportunities, and achieve their strategic objectives. Furthermore, the study highlights the importance of continuous monitoring and review of strategic risks, as well as the need for organisations to foster a culture of risk awareness and accountability. By adopting a strategic risk management approach, organisations can enhance their resilience, sustainability, and competitiveness in a dynamic environment.

Keywords--- Strategic Risk Management, Organisational Resilience, Dynamic Environment, Risk Identification, Risk Assessment, Risk Mitigation.

ITC VS. Composition Scheme: A Small Business Guide in the GST ERA

Dr.B. Harini, Guest Faculty, Professor and Director,
School of Management Studies, Dwaraka Doss
Goverdhan Doss Vaishnav College, Tamil Nadu
Open University, Chennai, Tamil Nadu, India.

Dr.S. Subramanian, Guest Faculty, Professor and
Director, School of Management Studies, Dwaraka
Doss Goverdhan Doss Vaishnav College, Tamil Nadu
Open University, Chennai, Tamil Nadu, India.

Abstract--- Businesses operating under the GST framework have the flexibility to choose between the Input Tax Credit (ITC) system and the Composition Scheme, each offering distinct advantages tailored to different operational needs. The ITC mechanism enables businesses to offset taxes paid on purchases against their tax liabilities on sales, fostering tax neutrality, transparency, and efficient financial management. On the other hand, the Composition Scheme offers a simplified taxation process with a fixed tax rate based on turnover, specifically designed to ease compliance, and reduce costs for small enterprises. While ITC supports regulatory compliance and ensures optimal cash flow management, the Composition Scheme encourages economic growth by simplifying tax processes and fostering entrepreneurial ventures. Small businesses must carefully analyze the benefits and limitations of both options, considering factors such as turnover, operational scale, and compliance capabilities. Consulting with seasoned tax professionals can provide invaluable guidance in navigating the complexities of these choices, ensuring strategic alignment with business goals.

Keywords--- GST Compliance, Tax Neutrality, Entrepreneurial Growth, Financial Management, Simplified Taxation.

Advancing Financial Stability Monitoring through Deep Learning and Ai-Driven Risk Analysis

A. Annie Blessy Sweetlyne, Department of MBA,
St. Joseph's College of Engineering, OMR, Chennai,
Tamil Nadu, India. E-mail: anniesweetlyn@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: karups2013@gmail.com

S.S. Aishwarya, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: aishwaryasrinivasan002@gmail.com

Dr.K. Jawahar Rani, Department of MBA,
St. Joseph's College of Engineering, OMR, Chennai,
Tamil Nadu, India. E-mail: jawaharrani@gmail.com

Abstract--- In order to avoid economic crises, it is essential to monitor financial stability. Though they have limits in capturing complicated linkages and nonlinear dynamics in financial data, traditional methods rely on statistical models and expert opinion. In order to enhance early warning systems, this research suggests a unique deep learning framework for financial stability monitoring that makes use of neural network developments. To evaluate enormous datasets of financial indicators and spot possible hazards, our method integrates convolutional neural networks (CNNs) with long short-term memory (LSTM) networks. The outcomes of our experiments show that our deep learning model performs better than conventional techniques in financial crisis prediction, exhibiting higher accuracy and early warning indicators. Policymakers and regulators can take proactive steps to avert economic downturns thanks to this research's contribution to the creation of more efficient financial stability monitoring systems.

Keywords--- Deep Learning, Financial Stability, Early Warning Systems, Convolutional Neural Networks, Long Short-term Memory Networks, Financial Crisis Prediction, Risk Analysis, Machine Learning, Financial Regulations, Financial Data Analytics.

Enhancing Employee Retention through Advanced HR Analytics with the Help of Power BI

S. Haripriya, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: sharipriya0701@gmail.com

G. Divyadharshini, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: divyagopi2619@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's
College of Engineering, OMR, Chennai, Tamil Nadu,
India. E-mail: karups2013@gmail.com

Dr.K. Jawahar Rani, Department of MBA,
St. Joseph's College of Engineering, OMR, Chennai,
Tamil Nadu, India. E-mail: jawaharrani@gmail.com

Abstract--- The future of HR management is increasingly data-driven, addressing key challenges like employee retention, burnout, and mental health. Traditional HR methods are often reactive, but tools like Power BI enable a proactive approach through predictive and prescriptive analytics. Power BI helps HR forecast employee turnover, identify contributing factors, and recommend actionable solutions. Its customizable dashboards track employee journeys, while mental health and stress analytics support well-being initiatives. By leveraging these insights, HR can make informed decisions, enhance employee engagement, and improve retention, ultimately creating a more satisfied and stable workforce.

Keywords--- HR Management, Data-Driven Analytics, Employee Retention, Burnout, Mental Health, Power Bi, Predictive Insights, Actionable Solutions, Dashboards, Engagement, Workforce Stability.

Artificial Intelligence in Lean Manufacturing: Digitalization with a Human Touch?

H. Haritha, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India.
E-mail: harithaharirdas@gmail.com

P. Harishankar, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: harishankar89036@gmail.com

Dr.S.P. Karuppiah, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: karups2013@gmail.com

Dr.S. Ajit, Department of MBA, St. Joseph's College of Engineering, OMR, Chennai, Tamil Nadu, India. E-mail: ajits@stjosephs.ac.in

Abstract--- The integration of Artificial Intelligence (AI) in lean manufacturing has the potential to revolutionize production processes, enhance efficiency, and reduce waste. However, the increasing reliance on digital technologies raises concerns about the impact on human workers and the potential loss of traditional skills. This paper explores the intersection of AI and lean manufacturing, examining how digitalization can be implemented with a human touch. We discuss the opportunities and challenges of AI adoption in lean manufacturing, including improved process optimization, predictive maintenance, and quality control. We also highlight the importance of upskilling and reskilling workers to work alongside AI systems, ensuring that the benefits of digitalization are shared by all stakeholders. Our research provides insights into the future of lean manufacturing, where AI and human expertise collaborate to create a more efficient, effective, and sustainable production environment.

Keywords--- Artificial Intelligence, Lean Manufacturing, Digitalization, Human-Centric Approach, Machine Learning, Operational Excellence, Quality Control, Smart Manufacturing, Human-Machine Collaboration, Manufacturing Execution System (MES).

A Study on Consumers Attitude and Preferences towards Sustainable Clothing

N. Amina,

MBA - Student,

Saveetha School of Management,

Tamil Nadu, India.

Abstract--- The increasing emphasis on sustainability has resulted in a considerable shift in customer preferences within the textile sector. This study looks at consumer attitudes and purchase habits regarding sustainable apparel in Chennai, with a specific emphasis on natural fibers including cotton, silk, wool, and linen. The study investigates major elements that influence customer decisions, such as environmental consciousness, ethical considerations, fabric quality, durability, and price sensitivity. Furthermore, it examines demographic variables such as age, gender, education, and income to determine their impact on sustainable clothing adoption. The study adopts a quantitative research methodology, using data collected from a varied customer base in Chennai. The findings show that younger consumers (18-34 years old), notably women with higher educational qualifications and income levels, have a bigger preference for sustainable apparel. Ethical considerations, product quality, and social influences all have a substantial impact on purchase decisions, while hurdles such as high costs, restricted availability, and competition from synthetic alternatives prevent widespread adoption. The survey also emphasizes the importance of marketing and awareness initiatives in affecting customer attitudes, with a sizable proportion of respondents recognising the influence of advertising and peer recommendations.

Given these findings, the study emphasizes the need for strategic interventions, such as awareness campaigns, regulatory support, and industry alliances, to increase consumer engagement with sustainable fashion. The findings have important implications for brands, politicians, and industry stakeholders seeking to build a more sustainable and environmentally conscious textile market in Chennai and beyond.

Keywords--- Sustainable Clothing, Industry Stakeholders, Textile Market.

Analysis of Marketing Strategies of Handloom Industry Due to Technology Adoption in Devanga Tribes

K. Swathy, MBA – Student,
Saveetha School of Management,
Tamil Nadu, India.

Abstract--- The handloom textile industry is a significant source of income and employment for many rural workers of devanga tribes in kerala. Marketing of handloom products became very difficult because of changing tastes and preferences of customers, tough competition from power loom fabrics, lack of support from the government and other reasons. However, it faces tough competition from power loom textile industries, resulting in wage discrimination and decreased profit margins. Technology adoption has become obligatory for the survival of the industry. The technological adoption is a must for the new market opportunities and fulfill customer demands, which leads to improved business opportunities. This study aims to measure the technical adoption of the handloom textile industry in kerala. An exploratory research design is applied to evaluate the Marketing procedures and practices in the study area through the help of technology adoption.

Keywords--- Marketing Strategies, Handloom Industry, Handloom Products.

Proof

An Analysis of Temperature Data Monitoring Device in Cold Chain Logistics at Pharmaceuticals Industry, Chennai

A. Barath, MBA – Student,
Saveetha School of Management,
Tamil Nadu, India.

Abstract--- Maintaining the integrity of temperature-sensitive pharmaceuticals is vital for ensuring both product efficacy and adherence to Good Distribution Practices (GDP). This research assesses the efficiency of temperature data monitoring devices within cold chain logistics in the pharmaceutical sector in Chennai. It explores the role of real-time environmental monitoring, data logger thermometers, and IoT-integrated systems in enhancing the cold chain process. Real-time monitoring systems facilitate immediate identification of temperature fluctuations, thus preventing spoilage and ensuring compliance with regulations through automated notifications. Data logger thermometers deliver continuous temperature tracking during both storage and transportation, thereby increasing reliability and minimizing potential risks. Furthermore, the incorporation of IoT-based sensors, cloud analytics, and automated monitoring technologies enhances cold chain efficiency, decreases waste, and bolsters compliance with industry standards. Through empirical data analysis and case studies, this study demonstrates how advanced temperature monitoring solutions reduce product loss, enhance operational efficiency, and improve financial outcomes. The results provide valuable insights into best practices for employing monitoring technologies to guarantee product safety, minimize waste, and encourage sustainability in pharmaceutical cold chain logistics.

Keywords--- Cold Chain Logistics, Good Distribution Practices, Data Monitoring Device.

The Smart Workforce: AI and the Evolution of Employment Trends - Predictive Analysis

Dr.K. Shyamala, Associate Professor,
Department of Commerce,
S.D.N.B. Vaishnav College for Women,
Chromepet, Chennai, Tamil Nadu, India.

Abstract--- The rapid advancement of Artificial Intelligence (AI) is transforming the global job market, reshaping employment trends, and redefining workforce dynamics. This study explores how AI-driven predictive analytics can forecast future job market trends, identify emerging career opportunities, and highlight the impact of automation on employment. By leveraging machine learning algorithms, big data analysis, and labour market intelligence, AI provides valuable insights into skill demand, job displacement risks, and industry growth patterns. The research examines both the benefits and challenges associated with AI-driven job forecasting, including workforce adaptability, reskilling requirements, and ethical concerns related to automation. Furthermore, it discusses how AI can be integrated into strategic workforce planning to bridge skill gaps and enhance career development. The findings underscore the importance of continuous learning and adaptive strategies for employees and organizations to stay relevant in an AI-driven economy. Ultimately, this study contributes to the growing discourse on the future of work, emphasizing the need for proactive policies and education reforms to align human capital with technological advancements.

Keywords--- Artificial Intelligence (AI), Predictive Analytics, Job Market Trends, Workforce Automation, Skill Gap Analysis, Future Employment.

Happiness at Workplace – A Conceptual Understanding for Competitive Advantage for Organization

K.B. Inian, Research Scholar, Department of Social Work, Madras Christian College, Chennai & Assistant Professor, Department of Social Work, Madras School of Social Work, Chennai, India.

Dr. Prince Annadurai, Associate Professor, Department of Social Work (Aided), Madras Christian College, Chennai, India.

Abstract--- Work has become integral part of Human Beings. Individual spend most of the waking hours at workplace. The impact an individual or an employee has on work is very high. There is an important need to keep the employee mental health a priority in organization. Organization worldwide spend huge amount in maintain the employee happy. Research studies show employee productivity significantly increases when employee is happy. This article aims to explore the concept of Happiness at workplace, its importance, significance. How it will add value to the organization. The article will help the readers to understand the concept of happiness and it will help to transfer these emotions at workplace. Happiness at workplace is an emerging area in the field of organizational studies, unfortunately it is not given proper attention in the organization. This paper will emphasize the background of the happiness and orient the managers on the variables that impact the happiness of employee at workplace.

Keywords--- Happiness at Workplace, Employee Mental Health, Productivity.

Exploring the Relationship between Employee Engagement and Work Performance: The Mediating Effect of Servant Leadership in Healthcare Sector

L. Hariharan, MBA - Student,
Saveetha School of Management,
Tamil Nadu, India.

Abstract--- This study examines the relationship between employee engagement and work performance in the healthcare sector, emphasizing the mediating role of servant leadership. Employee engagement is known to enhance work performance, yet the processes through which engagement leads to improved outcomes remain underexplored. This research suggests that servant leadership—focused on supporting and developing employees—acts as a mediator, strengthening the impact of engagement on performance. A quantitative approach will be used to collect data from healthcare professionals to test the proposed model. The findings aim to highlight how servant leadership can amplify the benefits of employee engagement, fostering a positive work environment and improving performance. This study will offer valuable insights for healthcare managers seeking to improve organizational effectiveness by leveraging leadership styles that prioritize employee well-being.

Keywords--- Work Performance, Servant Leadership, Healthcare Sector.

Digital Marketing in the Age of Privacy: How Regulations Shape Strategy

S. Bharani Lakshmi, Assistant Professor, Department
of Commerce, SDNB Vaishnav College for Women,
Tamil Nadu, India.

N. Kirthika, III B.Com General SFS - D Batch,
SDNB Vaishnav College for Women, Tamil Nadu,
India.

Y. Ezhilarasi, III B.Com General SFS - D Batch,
SDNB Vaishnav College for Women, Tamil Nadu,
India.

Abstract--- Digital marketing's rise has transformed business-consumer interactions but also brought data privacy and regulatory compliance challenges. This study explores how privacy regulations are transforming digital marketing strategies, focusing on their impact on critical practices such as data collection, targeted advertising, consumer consent, and personalization. By analyzing the evolving regulatory landscape and its influence on marketing tactics, the study aims to identify the strategies businesses are adopting to balance effective digital marketing with regulatory compliance. It also assesses the effectiveness of privacy-compliant marketing techniques, such as contextual advertising and first-party data strategies, in maintaining customer engagement while adhering to legal frameworks. For this purpose, a descriptive research was conducted in Chennai city. Respondents were chosen based on simple random sampling technique. The collected data was analyzed using statistical tools. This study offers insights for marketers and policymakers on navigating the intersection of digital marketing and data privacy, ultimately contributing to a sustainable and privacy-conscious digital ecosystem.

Keywords--- Digital Marketing, Privacy.

From Cart to Kitchen: A Study of Pre and Post-purchase Consumer Behavior on Bigbasket

S. Bharani Lakshmi, Assistant Professor,
Department of Commerce,
SDNB Vaishnav College for Women,
Tamil Nadu, India.

Abstract--- The rapid growth of online grocery shopping in India has transformed the retail landscape, with BigBasket emerging as a leading platform. This study investigates the pre and post-purchase consumer behaviour of BigBasket users, focusing on factors such as convenience, product variety, quality assurance, and customer service. By understanding these dynamics, the research aims to provide valuable insights for both academics and practitioners in the field of e-commerce and consumer behaviour. The main goal of this investigation was to scrutinize the pre and post-purchase consumer behavior concerning online grocery products, specifically referencing BigBasket. Secondary aims included gauging customer satisfaction levels with products bought from BigBasket and dissecting pre and post-purchase consumer behavior in relation to demographic elements. To achieve these objectives, a descriptive research approach was employed, utilizing a convenience sampling technique. The study encompassed 122 participants, and data collection was facilitated through a structured questionnaire. The gathered data underwent analysis using statistical methods such as the chi-square test, correlation analysis, Kruskal-Wallis H test, and Friedman rank test. The study's findings highlighted that the convenience of shopping from home was a crucial factor influencing consumers' pre-purchase decisions. BigBasket's intuitive website and mobile app were instrumental in attracting and retaining customers. The wide array of products available on BigBasket's platform was also highly appreciated by consumers.

Keywords--- Bigbasket, Pre-purchase, Post-purchase.

Antecedents of Online Shopping Satisfaction and its Impact on Repurchase Intention

T. Joe Harris, MBA - Student,
Saveetha School of Management,
Tamil Nadu, India.

Abstract--- The emergence of the digital economy has transformed consumer behavior, making online shopping immensely convenient and readily accessible. This research focuses on the essential factors influencing online shopping satisfaction, exploring the importance of website design, product quality, service excellence, and secure payment methods. Utilizing a mixed-methods approach in conjunction with structural equation modeling, the study identifies crucial elements that enhance satisfaction and examines their impact on repeat purchase behavior. The results offer valuable insights for e-commerce businesses aiming to improve customer retention, build loyalty, and maintain a competitive advantage in a swiftly changing market. By addressing consumer expectations and reducing obstacles, the research provides a framework for refining the online shopping experience, ensuring alignment with the evolving demands of customers. These insights contribute to a deeper understanding of satisfaction dynamics and their role in fostering sustained growth within the e-commerce sector.

Keywords--- e-commerce Sector, Online Shopping, Repurchase Intention.

Next Revolution and Upcoming Trends of Artificial Intelligent in Human Resource Management

V. Abinash,
I Year MBA Student,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Dr.S. Bharathi Vasu,
Professor, MBA Department,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Abstract--- The integration of Artificial Intelligence (AI) in Human Resource Management (HRM) is revolutionizing workforce operations, from recruitment to employee engagement and performance management. The next revolution in AI-driven HRM will focus on hyper-personalization, predictive analytics, ethical AI, and automation of complex decision-making. AI-driven chatbots, machine learning algorithms, and natural language processing (NLP) are enhancing talent acquisition, employee experience, and retention strategies. Additionally, AI-powered workforce analytics will enable data-driven decision-making, improving HR efficiency and strategic workforce planning. However, challenges such as ethical concerns, data privacy, and bias in AI algorithms must be addressed. Future trends will emphasize explainable AI, emotional intelligence in AI, and AI-powered reskilling initiatives to align with evolving workforce dynamics. The transformation of HRM through AI will not only streamline processes but also foster a more inclusive and efficient work environment.

Keywords--- Artificial Intelligence, Human Resource Management, AI in HRM, Workforce Analytics, Predictive Analytics, AI-driven Recruitment, Employee Engagement, Ethical AI, Explainable AI, AI-powered Automation.

AI in Entrepreneurial Development

S. Sanjay Kumar, MBA,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

D. Bhavani, Assistant Professor,
Department of Management Studies,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Abstract--- Introduction: Artificial Intelligence (AI) is transforming many sectors, and entrepreneurship is no exception. AI can help entrepreneurs create, manage, and grow their businesses by offering solutions that make processes more efficient and effective. From identifying business opportunities to improving customer service, AI is becoming an essential tool for modern entrepreneurs. This project explores how AI plays a significant role in entrepreneurial development.

AI's Role in Entrepreneurial Development:

- 1. Idea Generation and Market Research:** Entrepreneurs need to understand the market and customer needs before starting a business. AI-powered tools can analyze large amounts of data to identify trends, customer behavior, and gaps in the market. This helps entrepreneurs come up with ideas that have high potential for success.
- 2. Business Planning and Strategy:** Once an idea is formed, AI can assist in planning and creating strategies. AI-driven analytics can predict market trends, customer preferences, and even financial outcomes, enabling entrepreneurs to make better decisions.
- 3. Automating Routine Tasks:** Managing a business involves many repetitive tasks, such as inventory management, scheduling, and customer support. AI tools can automate these tasks, saving entrepreneurs time and allowing them to focus on more creative and strategic activities.
- 4. Customer Engagement:** AI-powered chatbots and virtual assistants can handle customer inquiries, provide product recommendations, and offer 24/7 support. This improves customer experience while reducing the workload on human staff.
- 5. Marketing and Sales:** AI can help entrepreneurs optimize their marketing strategies by analyzing data on customer preferences, behaviors, and demographics. With AI tools, entrepreneurs can run targeted ad campaigns, track customer responses, and predict which products will sell best.
- 6. Financial Management:** AI tools can also assist in financial management by automating accounting, managing cash flow, and predicting future financial needs. AI can alert entrepreneurs to potential financial issues before they become serious problems.

Benefits of AI for Entrepreneurs:

- **Cost Efficiency:** AI reduces the need for a large workforce, lowering operational costs.
- **Increased Productivity:** Automation of routine tasks boosts overall productivity and frees up time for strategic planning.

- **Better Decision-Making:** AI provides valuable data insights that help entrepreneurs make informed decisions.
- **Scalability:** With AI, businesses can scale operations quickly and efficiently without compromising quality.

Conclusion: AI is a powerful tool for entrepreneurs, helping them manage and grow their businesses more efficiently. By leveraging AI, entrepreneurs can enhance their decision-making, improve customer service, and increase their business's profitability. As technology continues to evolve, AI will likely play an even more significant role in shaping the future of entrepreneurship.

Keywords--- Entrepreneurial Development, Predict Market Trends, Customer Preferences.

Digital Transformation in Business

S. Murugan, MBA Student,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

S. Grace Prasanna,
Assistant Professor, MBA Department,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Abstract--- Digital transformation has become a crucial driver of business success, reshaping industries through the integration of advanced technologies. This process involves leveraging digital tools such as artificial intelligence, cloud computing, big data analytics, and the Internet of Things (IoT) to enhance operational efficiency, customer experience, and business models. Companies that embrace digital transformation gain a competitive advantage by improving decision-making, increasing agility, and fostering innovation. However, challenges such as cybersecurity risks, cultural resistance, and implementation costs must be addressed to maximize its benefits. This paper explores the impact of digital transformation on businesses, highlighting key strategies, challenges, and future trends shaping the digital economy.

Keywords--- Digital Transformation, Drivers, Strategies, Challenges, Outcomes, Future Directions.

Artificial Intelligence (AI) in Digital Marketing

S. Arthi, I Year MBA Student,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Dr.D. Yuvaraj, Professor & Head,
MBA Department,
Anand Institute of Higher Technology,
Kazhipattur, Chennai, Tamil Nadu, India.

Abstract--- Artificial Intelligence (AI) is transforming the digital marketing landscape by enabling businesses to deliver personalized, data-driven, and highly efficient marketing strategies. This presentation explores the role of AI in digital marketing, highlighting its applications in customer segmentation, predictive analytics, chatbots, AI-powered content creation, automated ad targeting, benefits and challenges in the implementations. By leveraging machine learning and deep learning, AI enhances user experience, improves customer engagement, and drives higher conversion rates. It will also discuss the impact of AI on consumer behaviour, the ethical challenges associated with AI-driven marketing, and the future trends shaping the industry and also illustrate how companies successfully integrate AI to optimize their marketing efforts and stay competitive. AI can be strategically implemented to enhance marketing effectiveness and drive business growth in the digital era.

Keywords--- Artificial Intelligence (AI), Digital Marketing, Machine Learning, Real Time & Social Media.

Marketing Trends Consumer Behaviour

S. Kirthika, I MBA,
MNM Jain Engineering College,
Tamil Nadu, India.

Abstract--- Consumer behavior refers to the study of individuals' decision-making processes and the actions they take in purchasing and using goods and services. It involves understanding the psychological, social, and cultural factors that influence consumer choices. This field integrates various disciplines, including psychology, sociology, economics, and marketing, to explain why and how consumers make purchasing decisions. The study of consumer behavior is crucial for businesses and marketers to develop effective strategies, anticipate market trends, and enhance customer satisfaction. By examining the behavioral patterns of consumers, organizations can gain valuable insights into consumer loyalty, brand preferences, and the impact of digital technologies, ultimately leading to more informed decision-making and competitive advantages in the marketplace.

Keywords--- Consumer Behaviour, Psychology, Sociology, Economics.

Digital Marketing

M. Pavithra, I MBA,
MNM Jain Engineering College,
Tamil Nadu, India.

Abstract--- Digital marketing is the promotion of products and services using online platforms and digital technologies. It includes various strategies such as search engine optimization (SEO), social media marketing (SMM), email marketing, content marketing, and pay-per-click (PPC) advertising. With the rise of the internet and smartphones, digital marketing has become a cost-effective and powerful tool for businesses to reach a global audience, engage customers, and drive sales. Unlike traditional marketing, digital marketing allows real-time data tracking, personalized advertising, and direct customer interaction. This paper explores the importance, strategies, and impact of digital marketing, highlighting how businesses can leverage it to increase brand awareness, customer engagement, and profitability in the modern digital world.

Keywords--- Digital Marketing, Search Engine Optimization, Social Media Marketing.

Green Finance: A Boost to Indian Economy and Life

Dr. Priya Sethuraman, Professor, Department of
MBA, St. Joseph's Institute of Technology,
Tamil Nadu, India.

B. Abirami, II MBA, Department of MBA,
St. Joseph's Institute of Technology, Tamil Nadu,
India.

N.D. Aiswarya, II MBA, Department of MBA,
St. Joseph's Institute of Technology, Tamil Nadu,
India.

Abstract--- Green financing refers to the financial products and services such as investments, credit and loans that are used for funding environmental friendly and sustainable development oriented initiatives. The estimated expenditure on green projects and schemes this fiscal is set to be Rs.2.234 crores higher than the money raised through bonds. This in itself can help us realize the importance of booming green finance growth in our nation. Green finance plays a pivotal role in achieving a sustainable economic growth. The guilt of ruining the resources can be withdrawn. It gives everyone a superior feeling of being kind and wise. Hence, recognizing the importance of green finance by our country's wise has indeed been beneficial to us in the present, which we expect to see that growth extend itself to the future.

Keywords--- Indian Economy and Life, Green Finance, Funding Environmental.

Quality Assurance and Process

C. Arockia Praveen Kumar, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Quality assurance (QA) is a critical component in various industries, ensuring that products and services meet predefined standards. This paper explores the fundamentals of quality assurance, its methodologies, process optimization, and its impact on organizational success. It delves into industry best practices, case studies, and future trends in quality assurance. Quality Assurance (QA) is a systematic approach to ensuring that products and services meet predefined quality standards and customer expectations. It involves implementing standardized processes, continuous monitoring, and improvement methodologies to enhance efficiency and reliability. QA focuses on defect prevention rather than defect detection, employing tools like Six Sigma, Total Quality Management (TQM), and ISO standards to optimize production and service delivery. The QA process encompasses various stages, including planning, execution, evaluation, and corrective actions to maintain consistency and compliance with industry regulations. Effective QA strategies improve customer satisfaction, reduce waste, and increase organizational credibility. This paper explores the significance of QA, key methodologies, and their impact on overall business operations, emphasizing its role in fostering a culture of continuous improvement.

Keywords--- Quality Assurance, Quality Management, Business Operations.

Asset-Liability Management (ALM): A Strategic Approach to Financial Stability

Dr. Priya Sethuraman, Professor, Department of
MBA, St. Joseph's Institute of Technology,
Tamil Nadu, India.

T. Sreenath, II MBA, Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Asset-Liability Management (ALM) is a crucial financial strategy that ensures an organization's long-term financial stability by managing risks related to liquidity, interest rates, and market fluctuations. This paper explores ALM's role in strategic financial planning, risk mitigation, and overall sustainability in financial institutions and corporations. The study examines methodologies, challenges, and emerging trends in ALM, providing a comprehensive understanding of its significance in today's dynamic financial environment.

Keywords--- Asset-Liability Management, Financial Institutions, Risk Mitigation.

A Study on Motional Intelligence of Employees in Workplace

A. Merwin Prais, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Emotional Intelligence (EI) is the pivotal ability to recognize, understand, manage, and influence emotions within oneself and others, serving as the cornerstone of effective interpersonal dynamics in professional settings. In the workplace, EI plays a vital role in fostering harmonious teamwork, inspiring transformative leadership, informing astute decision-making, and cultivating a positive, inclusive, and productive organizational culture. Employees endowed with high EI are instrumental in creating a conducive work environment, facilitating open communication, and driving enhanced productivity, ultimately contributing to the overall success and well-being of the organization.

Keywords--- Motional Intelligence, Harmonious Teamwork, Conducive Work Environment.

The Role of Artificial Intelligence (AI) in Financial Risk Management

P. Hemanth Rao, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Artificial intelligence (AI) has become a major trend in the financial industry in recent years. AI offers a range of benefits for financial institutions, including improved accuracy, efficiency, effectiveness, and compliance. In financial risk management, AI is used to analyze financial data and market trends to identify and manage risks, as well as generate accurate risk reports. This research aims to explore the role of AI in financial risk management through a literature review. The findings show that AI can enhance the speed of risk detection, improve effectiveness and efficiency in risk management processes. Theoretically, AI brings a paradigm shift in technology-based risk management and contributes to the development of financial risk management theories.

Keywords--- Artificial Intelligence, Financial Risk Management, Financial Institutions.

Gig Economy and Contract based Hiring

J. Manjula, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Gig Workers include independent freelancers, workers via online platforms, workers supplied by contract firms, call workers on demand, and temporary workers. The phrase "gig economy" describes a labour market where freelance or contract work dominates over full-time employment. In the gig economy, individuals typically work on a temporary, flexible basis, often as independent contractors, or freelancers, rather than being employed by a single employer. Workers, consumers, and business entities make up the gig economy. The gig economy serves as a link between unemployed people and full-time employment. Digital platforms do the labour in our economy.

One of the primary attractions of the gig economy is the flexibility it offers workers. They can choose when, where, and how much they want to work, allowing for greater work life balance and the ability to pursue multiple sources of income simultaneously. Technology improvements, shifting work choices, and the emergence of digital platforms, among other things, have all contributed to the significant growth of the gig economy in India.

The key implications of the gig economy on HRM practices in India are talent acquisition and recruitment, workforce planning and management, legal and compliance considerations, flexibility and cost optimisation, innovation and specialised expertise, and workforce diversity and inclusion. As a result, HRM practices have had to adapt in order to effectively manage the workforce in this new paradigm. In order to embrace the gig economy, HR departments must modify their recruitment tactics, put flexible workforce management practices into place, and deal with significant legal issues. While large enterprises can benefit from the gig economy in terms of cost reduction, innovation, and worker diversity, they must also overcome the difficulties brought on by this changing labour market.

Keywords--- Gig Economy, HRM Practices, Changing Labour Market.

Analyzing Inventory Accuracy Issues in Quick-commerce: A Study on Zepto Chennai Stores

E. Naveen Iyappan, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Quick commerce has revolutionized the retail industry by enabling ultra-fast deliveries, but maintaining inventory accuracy remains a significant challenge. This study analyze inventory accuracy issues in Zepto's Chennai stores, identifies key factors contributing to discrepancies, and proposes solutions to enhance operational efficiency. Through a combination of data analysis, store audits, and employee interviews, the research aims to uncover gaps in inventory management, such as stock mismatches, shrinkage, and technological limitations. The findings will help optimize inventory control strategies, reduce errors, and improve fulfillment accuracy, ensuring a seamless customer experience in the fast-paced quick commerce sector. Furthermore, the study examines the role of automated inventory management, barcode/RFID technology, and operational best practices in mitigating discrepancies. By analyzing trends and case studies, the research aims to propose strategic interventions to enhance inventory accuracy, reduce losses, and improve fulfillment efficiency. The findings and recommendations from this study will provide valuable insights for quick commerce companies striving to optimize their inventory management practices and enhance customer satisfaction in a highly competitive market.

The rapid expansion of quick commerce (Q-commerce) has revolutionized last-mile delivery, offering ultra-fast fulfillment of customer orders. However, maintaining inventory accuracy remains a critical challenge for Q-commerce platforms like Zepto, particularly in high-demand urban markets such as Chennai. This study aims to analyze inventory accuracy issues in Zepto's Chennai stores by identifying key discrepancies between recorded and actual stock levels. The research explores factors contributing to inaccuracies, including demand unpredictability, stock shrinkage, operational inefficiencies, and technological limitations. Through a combination of qualitative and quantitative methods, this study investigates the impact of inventory mismanagement on order fulfillment, customer satisfaction, and overall supply chain efficiency. The findings will provide insights into best practices and technological advancements that can enhance inventory accuracy, leading to improved operational performance in Q-commerce.

Keywords--- Quick-commerce, Zepto Chennai Stores, Q-commerce.

Study of Mutual Fund as an Investment Avenue

K. Aishwarya, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- The dynamic financial landscape offers a myriad of investment avenues, among which mutual funds have gained significant popularity for both novice and seasoned investors. This paper aims to explore mutual funds as a viable investment option, evaluating their benefits, risks, and overall performance in comparison to traditional investment avenues. The study delves into the structure and functioning of mutual funds, providing insights into the various types (equity, debt, hybrid) and the factors influencing their growth and risk. Additionally, the paper will analyze the role of mutual funds in portfolio diversification, their cost-efficiency, and the impact of market volatility on their returns. By examining historical data and case studies, this research aims to offer a comprehensive understanding of how mutual funds function in different market conditions and their long-term investment potential. The findings will provide a framework for investors to make informed decisions and optimize their investment strategies through mutual funds, fostering financial growth while managing risk.

Keywords--- Investment Avenue, Portfolio Diversification, Mutual Funds.

A Study on Financial Institutions and Markets

Erin Rachel Diaz, II MBA,
Department of MBA,
St. Joseph's Institute of Technology,
Tamil Nadu, India.

Abstract--- Financial institutions and markets are essential pillars of the global financial system, facilitating economic growth, capital allocation, and risk management. Financial institutions, including banks, insurance companies, pension funds, and investment firms, act as intermediaries by mobilizing savings and providing credit to businesses and individuals. Financial markets, comprising money markets and capital markets, enable the trading of financial assets such as stocks, bonds, and derivatives, ensuring liquidity and price discovery. A well-functioning financial system enhances economic stability by reducing information asymmetry, lowering transaction costs, and promoting efficient resource allocation. However, financial markets are also prone to volatility and systemic risks, necessitating regulatory frameworks to maintain stability and investor confidence. This paper explores the structure, functions, and interdependence of financial institutions and markets, analyzing their role in economic development and the challenges they face in an evolving financial landscape.

Keywords--- Financial Institutions, Stocks, Economic Development.

Comprehensive Review of Scams in Financial Sector over Past 25 Years

K. Aparna, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This comprehensive review examines major financial scams in the past 25 years, focusing on their impact on the global financial system, regulatory shortcomings, and the broader economic consequences. Key cases, including the Harshad Mehta scam, the Satyam fraud, the 2008 global financial crisis, and recent Ponzi schemes, are analyzed in detail. The study highlights the role of weak governance, lack of transparency, and insufficient regulatory oversight in facilitating these scandals. It also explores the reforms and preventive measures implemented in response, offering insights into how stronger frameworks and better financial literacy can mitigate future risks in the financial sector.

Keywords--- Financial Scams, Economy etc.

A Decade of Transformation: Analyzing Mergers and Acquisitions in the Indian Banking Sector (2013–2023)

K. Aravinthan, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study examines mergers and acquisitions (M & As) in the Indian banking sector from 2013 to 2023, highlighting their impact on financial stability, operational efficiency, and market dynamics. Key cases, including SBI's merger with associate banks and HDFC-HDFC Bank integration, are analyzed. The paper explores regulatory frameworks, strategic motivations, and challenges in consolidation. Findings reveal that M&As have strengthened banking resilience, improved capital adequacy, and enhanced customer service, though integration complexities remain a significant concern.

Keywords--- Mergers and Acquisitions, Impact etc.

Securing the Future: Enhancing Term Insurance Awareness in India

S. Charisma, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study explores the importance of term insurance in India, analyzing awareness levels, misconceptions, and adoption barriers. It highlights the role of financial literacy, digital outreach, and regulatory initiatives in promoting term insurance. Strengthening awareness can enhance financial security, ensuring better protection for individuals and families against unforeseen risks.

Keywords--- Insurance, Literacy etc.

The Wars Revisited: A Comparative Analysis of Coca-Cola and Pepsi's Competitive Strategies

K. Joshua, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study revisits the enduring rivalry between Coca-Cola and Pepsi, analyzing their competitive strategies across branding, marketing, pricing, and product innovation. It explores key advertising campaigns, market positioning tactics, and global expansion efforts that have shaped their dominance in the beverage industry. The paper examines how both brands have adapted to changing consumer preferences, technological advancements, and sustainability trends. Additionally, it highlights the role of mergers, acquisitions, and distribution networks in their competitive landscape. The findings underscore the importance of strategic differentiation, customer engagement, and innovation in maintaining market leadership amid evolving industry challenges.

Keywords--- Strategy, Branding etc.

Impact of Trade Tensions on Global Stock Markets

P. Soundharya, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study explores the impact of trade tensions on global stock markets, analyzing how escalating trade disputes, tariffs, and geopolitical uncertainty influence investor sentiment and market volatility. By examining key events such as the US-China trade war and Brexit, the paper assesses the short-term and long-term effects on stock market performance across major economies. It highlights how trade tensions disrupt supply chains, alter foreign investment flows, and impact corporate earnings. The research further discusses the role of market anticipation, government policies, and international cooperation in mitigating the adverse effects of trade-related conflicts on global financial markets.

Keywords--- Trade, Market Volatility.

Empowering Financial Literacy and Inclusion through AI

R. Subha, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study explores the transformative role of artificial intelligence (AI) in enhancing financial literacy and inclusion. AI-driven tools, such as chatbots, robo-advisors, and personalized financial education platforms, are bridging gaps in financial awareness and accessibility. By analyzing AI's impact on underserved populations, digital banking, and automated financial planning, this paper highlights its potential to democratize financial services. It also examines challenges, including data privacy, algorithmic bias, and regulatory concerns. The findings emphasize that AI-driven financial solutions can empower individuals with better decision-making, fostering economic growth and financial well-being on a global scale.

Keywords--- Financial Literacy, Economic Growth etc.

Comparative Study of Commodity Market & Equity Market

R. Sundaresan, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study provides a comparative analysis of the commodity and equity markets, examining their structure, risk factors, investment strategies, and market dynamics. While the equity market represents ownership in companies, the commodity market deals with physical assets like gold, oil, and agricultural products. The paper explores price determinants, volatility patterns, regulatory frameworks, and investor behavior in both markets. It highlights how global events, inflation, and economic cycles impact these markets differently. The study also assesses diversification benefits and risk management techniques, offering insights into how investors can strategically allocate assets between commodities and equities for optimal portfolio performance.

Keywords--- Commodity Market, Risk Factors etc.

Comparative Analysis of India's Union Budget 2024 & 2025

Yogalakshmi, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study conducts a comparative analysis of India's Union Budgets for 2024 and 2025, focusing on key policy shifts and fiscal strategies. The 2024 budget emphasized productivity and resilience in agriculture, aiming to transform agricultural research and promote natural farming. In contrast, the 2025 budget introduced significant tax reforms, including raising the income tax exemption threshold to ₹12 lakh, aiming to stimulate domestic demand and ease the cost of living. Both budgets reflect the government's evolving priorities in response to economic challenges and opportunities.

Keywords--- Budget, Agriculture.

Influence of Blockchain Technology in Manufacturing Supply Chain and Logistics

W. Ashok, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Blockchain technology is revolutionizing the manufacturing supply chain and logistics sector by enhancing transparency, security, and efficiency. This study explores the influence of blockchain in mitigating challenges such as fraud, inefficiencies, and lack of traceability in global supply chains. By leveraging decentralized and immutable ledgers, blockchain ensures real-time tracking of goods, reduces operational costs, and improves trust among stakeholders. The integration of smart contracts further automates processes, streamlines transactions, and minimizes disputes. This paper also examines real-world applications, benefits, and potential barriers to adoption in the industry. The findings suggest that blockchain adoption can significantly improve supply chain resilience, efficiency, and compliance, paving the way for a more robust and secure logistics network.

Keywords--- Blockchain, Supply Chain.

A Study on Enhancing Operational Efficiency through Lean Management: A Strategy

H. Bishal, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Lean Management is a systematic approach focused on minimizing waste while maximizing value in business operations. This paper explores the strategic implementing of Lean Management principles to enhance operational efficiency across various industries. By identifying inefficiencies, streamlining processes, and fostering a culture of continuous improvement, organizations can achieve higher productivity, cost reduction, and improved customer satisfaction. The study highlights key Lean methodologies such as Kaizen, 5S, Value Stream Mapping, and Just-in-Time, demonstrating their impact on operational performance. Furthermore, challenges in Lean adoption and strategies for overcoming them are discussed. The findings suggest that a well-planned Lean strategy leads to sustainable business excellence and competitive advantage.

Keywords--- Lean Management, Operational Efficiency.

A Study on the Influence of SEO on Consumer Behaviour in E-Commerce

S. Chandru, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Search Engine Optimization (SEO) plays a crucial role in shaping consumer behaviour in e-commerce by influencing how users discover, engage with, and trust online businesses. This study examines the impact of SEO strategies—such as keyword optimization, content relevance, and website performance—on consumer decision-making, purchase intent, and brand perception. By analysing user search patterns and behavioural responses to search engine rankings, this research highlights how effective SEO enhances visibility, credibility, and conversion rates in online retail. The findings suggest that businesses investing in SEO not only attract more qualified traffic but also build stronger consumer trust and loyalty. The study concludes that SEO is a critical factor in the success of e-commerce businesses, significantly affecting consumer choices and market competitiveness.

Keywords--- Search Engine Optimization, Consumer Behaviour, e-commerce.

Strategic Human Resource Planning in the Era of Digital Transformation

K. Dhanalakshmi, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- In the era of digital transformation, organizations must rethink their human resource (HR) strategies to remain competitive. Strategic Human Resource Planning (SHRP) has evolved beyond traditional workforce management to incorporate digital tools, data analytics, and artificial intelligence. This paper explores the impact of digital transformation on HR planning, highlighting key trends such as automation, remote work, upskilling, and HR analytics. It examines how organizations can align their workforce strategies with technological advancements to enhance efficiency, agility, and employee engagement. The research also discusses challenges such as digital skills gaps, resistance to change, and data security concerns. By leveraging strategic HR planning, businesses can create a future-ready workforce that thrives in a digital-first environment.

Keywords--- Strategic HR Planning, Digital Transformation, Workforce Analytics, Automation, Upskilling, Future of Work.

A Study of AI and Automation in Human Resource Management: Transforming the Future of HR

M. Dhilipan, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Artificial Intelligence (AI) and automation are revolutionizing Human Resource Management (HRM), transforming traditional HR functions into data-driven, efficient, and strategic processes. This study explores the impact of AI and automation on key HR functions such as recruitment, employee engagement, performance management, and workforce planning. It highlights how AI-driven analytics, chatbots, and machine learning algorithms enhance decision-making, reduce biases, and improve employee experiences. Additionally, the research addresses challenges such as ethical concerns, data privacy, and the potential displacement of HR roles. By examining real-world applications and emerging trends, this study provides insights into how organizations can leverage AI and automation to create a more agile and innovative HR ecosystem.

Keywords--- Artificial Intelligence, HR Automation, Workforce Analytics, Digital HR, AI in Recruitment, Future of Work.

Impact of Communication Gaps on Organization Efficiency in Automobile Industry

J. Dhinakaran, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Effective communication is crucial for organizational efficiency, especially in the automobile industry, where complex supply chains, production processes, and cross-functional collaboration are essential. This study examines the impact of communication gaps on operational efficiency, productivity, and decision-making within automobile companies. It explores common challenges such as misinterpretation of information, delays in communication, and lack of coordination between departments. The research highlights how these gaps can lead to production inefficiencies, increased costs, and decreased employee morale. Furthermore, the study discusses strategies to bridge communication gaps through digital tools, improved leadership practices, and streamlined information-sharing processes. By addressing these challenges, organizations can enhance teamwork, optimize workflows, and improve overall performance in the highly competitive automobile sector.

Keywords--- Communication Gaps, Organizational Efficiency, Automobile Industry, Workplace Collaboration, Digital Communication, Productivity.

A Study on the Effect of User Generated Content on Brand Engagement

P. Gowthami, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- User-Generated Content (UGC) has emerged as a powerful tool for enhancing brand engagement in the digital era. This study examines the impact of UGC on consumer interaction, trust, and loyalty toward brands. By analyzing various forms of UGC—such as customer reviews, social media posts, and influencer collaborations—this research explores how consumer-driven content influences brand perception and purchasing decisions. The study also investigates the role of authenticity, social proof, and community engagement in shaping brand-consumer relationships. Additionally, potential challenges, including brand control over content and the risk of negative UGC, are discussed. The findings highlight the importance of leveraging UGC as a strategic marketing tool to enhance customer engagement, build brand advocacy, and drive business growth.

Keywords--- User-Generated Content, Brand Engagement, Digital Marketing, Social Proof, Consumer Trust, Online Communities.

Proof

Product Design and Development Management

S. Harish Natarajan, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Product design and Development management plays a crucial role in creating innovative, high-quality, and market-ready products. This research explores the methodologies, tools, and strategies that enhance the efficiency of product design and development. It examines the integration of customer needs, technological advancements, and cost-effectiveness in the design process. Key focus areas include ideation, prototyping, testing, and iterative improvements, alongside project management frameworks like Agile and Stage-Gate. Additionally, the study highlights the significance of cross-functional collaboration among designers, engineers, marketers, and supply chain managers. Effective product development requires balancing creativity, functionality, and manufacturability while ensuring sustainability and regulatory compliance. The findings aim to provide best practices for optimizing product lifecycle management, reducing time-to-market, and increasing competitive advantage in dynamic industries.

Keywords--- Product Design, Development Management.

A Study on the Impact of HR Chatbots on Recruitment and Employee Support

S. Rajameena, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- HR chatbots are revolutionizing the recruitment and employee support landscape by leveraging artificial intelligence (AI) to automate repetitive tasks, optimize efficiency, and enhance user experiences. These intelligent virtual assistants are designed to streamline HR operations, improving accuracy and engagement while reducing operational costs. This paper provides an in-depth analysis of HR chatbot implementation, exploring their role in transforming recruitment processes and employee assistance. It examines key benefits such as improved candidate engagement, reduced hiring time, 24/7 employee support, and enhanced personalization of HR services. Furthermore, this study discusses the challenges posed by HR chatbot integration, including data privacy concerns, technical limitations, and the potential displacement of HR personnel. Through a comprehensive literature review and real-world case studies, this research evaluates the long-term impact of HR chatbots on organizational HR strategies, workforce dynamics, and their potential to shape the future of HR management in a technology-driven era.

Keywords--- HR Chatbots, Artificial Intelligence, Recruitment Automation, Employee Support, Chatbot Efficiency, Talent Acquisition, Employee Engagement.

Data - driven Insights for ALM Decision Making: A Machine Learning Perspective

G. Nagappan, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This research investigates the role of data-driven insights in Asset and Liability Management (ALM) decision-making, emphasizing the application of machine learning (ML) techniques. The study explores the integration of ML algorithms with financial data to enhance decision-making in ALM processes, focusing on improving risk management, liquidity forecasting, and asset allocation. By leveraging historical and real-time data, this paper aims to demonstrate how machine learning can generate predictive models to guide strategic financial decisions, thereby optimizing portfolio management and enhancing financial stability. The findings of this research are expected to offer a practical framework for financial institutions seeking to adopt advanced data analytics tools for ALM.

Keywords--- Machine Learning, Asset and Liability Management, Machine Learning Perspective.

A Study on Retirement Planning of Salaried Employees Influenced by Financial Literacy

V. Aishwarya, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This study explores the role of financial literacy in shaping the retirement planning behavior of salaried employees. It examines how financial knowledge, investment awareness, and risk assessment impact long-term financial preparedness. The research highlights key factors such as income levels, saving habits, pension schemes, and financial education in determining employees' ability to secure a stable post-retirement life. Findings suggest that individuals with higher financial literacy tend to make informed decisions regarding savings, investments, and retirement benefits, leading to better financial security. The study also emphasizes the need for structured financial education programs to enhance awareness and encourage proactive retirement planning among salaried professionals.

Keywords--- Retirement Planning, Financial Literacy, Investment Awareness, Pension Schemes.

Proof

Optimizing Quality Control in Supply Chain Management

V.V. Aravindhan, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- The optimization of quality control (QC) in supply chain management (SCM) has become a critical factor for ensuring operational efficiency, minimizing costs, and enhancing customer satisfaction in today's increasingly globalized and complex business environment. This study explores various methods and strategies for improving quality control processes within the supply chain, with a specific focus on identifying key factors that influence the effectiveness of quality management systems across multiple stages of the supply chain.

The research begins by reviewing existing literature on quality control and its role in SCM, highlighting the importance of maintaining high-quality standards in procurement, production, and distribution. It identifies key quality metrics such as defect rates, cycle times, and product conformity as critical performance indicators. The study then examines various quality control tools and techniques including Six Sigma, Total Quality Management (TQM), Statistical Process Control (SPC), and Lean management practices, assessing their application in different sectors of the supply chain.

Furthermore, this study investigates the integration of technology and data analytics in modern quality control systems, with a particular emphasis on the use of real-time monitoring, automation, and predictive analytics. The role of artificial intelligence (AI) and machine learning (ML) in enhancing the accuracy and efficiency of QC processes is explored, along with their potential to reduce human error, improve decision-making, and streamline workflows.

Through case studies of organizations that have successfully implemented optimized QC practices, the research identifies the critical success factors for achieving sustained improvements. These factors include strong supplier relationships, cross-functional collaboration, employee training, and the development of a robust feedback loop to continuously improve the system. Additionally, the study explores the challenges faced by organizations in managing quality control across geographically dispersed supply chains and recommends strategies to mitigate risks associated with global supply chain networks.

The findings suggest that an integrated, data-driven approach to quality control, supported by advanced technologies and effective communication among supply chain partners, can significantly enhance quality outcomes, reduce costs, and improve overall supply chain performance. The study concludes with a set of actionable recommendations for organizations looking to optimize their quality control processes, which include adopting a continuous improvement mindset, leveraging digital tools, and fostering collaboration across the supply chain.

Keywords--- Quality Control, Supply Chain Management, Optimization, Six Sigma, Total Quality Management, Data Analytics, Artificial Intelligence, Predictive Analytics, Continuous Improvement.

Employee Welfare in Corporate Culture

Abijah Gifty, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Employee welfare in corporate culture is a crucial aspect that influences the overall productivity, morale, and retention of employees within an organization. This study aims to explore the intersection of employee welfare programs and corporate culture, investigating how well-implemented welfare strategies can enhance both employee satisfaction and organizational success. Employee welfare refers to a broad spectrum of initiatives designed to improve the working conditions, benefits, and personal well-being of employees, while corporate culture encompasses the shared values, practices, and behaviours that characterize an organization.

The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather insights from employees across various industries. The survey assesses the effectiveness of welfare programs such as health benefits, work-life balance initiatives, professional development opportunities, and mental health support. Interviews with HR managers and organizational leaders help to provide a deeper understanding of the role of corporate culture in shaping and promoting these welfare initiatives.

Key findings reveal that organizations with a strong and supportive corporate culture tend to have more successful employee welfare programs, which in turn lead to higher levels of job satisfaction, reduced turnover rates, and improved employee engagement. However, the study also highlights challenges such as insufficient communication about available welfare benefits, a lack of personalization in welfare programs, and the disconnect between organizational culture and welfare policies.

The study concludes that a well-integrated approach to employee welfare, aligned with the corporate culture, not only enhances the quality of life for employees but also contributes to the long-term sustainability of the organization. The research emphasizes the importance of fostering a positive corporate culture that prioritizes employee well-being and recommends strategies for organizations to better integrate welfare programs into their cultural frameworks.

Keywords--- Employee Welfare, Corporate Culture, Employee Satisfaction, Job Retention, Organizational Success, Mental Health Support, Employee Benefits.

Employee Engagement and Retention

N. Divya, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study explores the relationship between employee engagement and retention within organizational settings, focusing on how various factors contribute to an employee's decision to stay with or leave a company. Employee engagement, defined as the emotional commitment employees have toward their organization, is closely tied to job satisfaction, motivation, performance, and, ultimately, retention rates. This study adopts a multi-faceted approach, drawing on quantitative data from surveys and qualitative insights from interviews with employees across diverse industries.

The research identifies key drivers of engagement, including effective leadership, opportunities for professional growth, work-life balance, recognition, and organizational culture. It also explores the role of intrinsic and extrinsic rewards in fostering engagement, as well as how these factors differ across demographic variables such as age, gender, and tenure. Additionally, the study delves into the consequences of disengagement, highlighting its negative impact on productivity, morale, and turnover rates.

Through a series of statistical analyses, the study establishes a strong correlation between high levels of employee engagement and improved retention, suggesting that organizations with engaged employees experience lower turnover rates and higher overall satisfaction. The findings also indicate that employee retention strategies that emphasize engagement are more successful in maintaining a committed workforce than those based solely on financial incentives.

This study contributes to the existing literature on human resource management by providing a comprehensive understanding of how engagement impacts retention. The results offer valuable insights for managers, HR professionals, and organizational leaders, enabling them to implement targeted strategies to enhance engagement and reduce employee turnover. Ultimately, this research underscores the importance of fostering a culture of engagement, where employees feel valued, supported, and motivated to remain with the organization for the long term.

Keywords--- Employee Engagement, Employee Retention, Job Satisfaction, Leadership, Organizational Culture, Turnover, Professional Growth, Recognition, Motivation.

The Role of Predictive Analytics in Financial Risk Management

R. Dinesh, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In today's volatile financial markets, effective risk management is essential for ensuring the stability and growth of financial institutions. Predictive analytics has emerged as a crucial tool in this context, enabling financial managers to forecast potential risks and make informed decisions. This study investigates the role of predictive analytics in enhancing financial risk management practices, focusing on its application to credit risk, market risk, and operational risk. By leveraging advanced data analysis techniques such as machine learning, time-series analysis, and stochastic modelling, financial institutions can proactively identify, assess, and mitigate risks before they materialize.

The research explores various predictive models, such as logistic regression, decision trees, and neural networks, in predicting financial distress and forecasting market fluctuations. Additionally, it examines how big data, artificial intelligence, and real-time analytics contribute to more accurate risk assessments and quicker responses to emerging threats. A key aspect of this study is the exploration of how these predictive models improve risk classification, asset management, and regulatory compliance. Through case studies and empirical data analysis, this paper highlights the practical applications of predictive analytics in mitigating losses, improving decision-making processes, and enhancing overall financial resilience.

The study further discusses the challenges and limitations of integrating predictive analytics into traditional risk management frameworks, including data quality issues, model interpretability, and the need for continuous model refinement. The findings underscore the importance of adopting a hybrid approach that combines both quantitative models and expert judgment in financial risk management.

Keywords--- Predictive Analytics, Financial Risk Management, Credit Risk, Market Risk, Operational Risk, Machine Learning, Machine Learning, Stochastic Modelling, Big Data, Artificial Intelligence, Real-time Analytics, Risk Classification, Asset Management, Regulatory Compliance.

Impact of Work Life Balance on Employee Performance

L. Lokeshwari, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Concept of work-life balance (WLB) has emerged as a critical factor influencing employee performance in contemporary organizational settings. With the increasing demand for professional output and the simultaneous need for personal well-being, employees face growing challenges in maintaining a balance between work responsibilities and personal life. This study investigates the influence of work-life balance on employee performance, focusing on aspects such as job satisfaction, productivity, motivation, stress reduction, and organizational commitment. The research employs a mixed-methods approach, utilizing both qualitative and quantitative techniques to gather comprehensive data from employees in diverse industries, including technology, healthcare, and education. The study explores the relationship between work-life balance practices (such as flexible working hours, remote work options, and wellness programs) and key performance indicators (KPIs) such as task efficiency, quality of work, absenteeism, and overall engagement.

Key findings from the study reveal that organizations that prioritize work-life balance tend to see improved employee performance. Specifically, employees with flexible work schedules and access to remote work report higher levels of job satisfaction and lower levels of stress, which in turn enhance their productivity and work quality. Furthermore, positive work-life balance practices are linked to increased employee engagement, lower turnover rates, and higher organizational commitment. The study also identifies that work-life balance is not solely dependent on individual choices but is significantly influenced by organizational culture and leadership practices. Supportive management, clear communication, and a focus on employee well-being are crucial in fostering a work environment that promotes a healthy work-life balance.

This research highlights the importance of designing policies that support work-life integration and demonstrates how such policies contribute to the long-term success of organizations by improving employee performance and fostering a motivated, healthy, and engaged workforce. The study also suggests future research directions, including exploring the role of technology in facilitating work-life balance and how generational differences affect perceptions of work-life balance.

Keywords--- Work-life Balance, Employee Performance, Job Satisfaction, Productivity, Motivation, Employee Engagement, Stress Reduction, Absenteeism, Organizational Commitment, Telecommuting, Flexible Working Hours, Remote Work, Leadership, Employee Well-being, Organizational Culture.

Navigating the Complexities of BPO in Manufacturing: Challenges and Opportunities

A. Joseph Santhosh, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Business Process Outsourcing (BPO) has become a transformative strategy for various industries, including manufacturing, as companies increasingly seek cost-efficiency, access to specialized expertise, and streamlined operations. This study explores the complexities and opportunities associated with BPO in the manufacturing sector, focusing on the challenges faced by companies in integrating outsourced services and the potential advantages that can be leveraged through strategic partnerships.

The research identifies several key challenges, including the difficulty in managing communication across time zones, ensuring the quality of outsourced services, and maintaining data security and intellectual property protection. Additionally, the study examines the cultural and operational differences between in-house teams and BPO providers, which can lead to integration issues and operational inefficiencies. Furthermore, the volatility of global supply chains and geopolitical risks can exacerbate the challenges of managing outsourced processes.

On the other hand, the study highlights the potential opportunities that BPO offers to manufacturing companies. By outsourcing non-core activities, such as customer support, logistics, and administrative tasks, firms can focus on their core competencies and innovation. BPO enables companies to scale operations efficiently, access cutting-edge technologies, and benefit from the expertise of third-party service providers. Furthermore, the flexibility and agility provided by outsourcing models allow manufacturers to adapt more effectively to fluctuating market demands and optimize resource allocation.

This study employs a qualitative approach, utilizing interviews with industry professionals, case studies, and secondary research to provide a comprehensive analysis of BPO in manufacturing. By understanding the intricacies of BPO adoption, this research offers practical insights for manufacturing companies seeking to navigate the challenges and capitalize on the opportunities presented by outsourcing.

Keywords--- Cultural Integration, Risk Management, Manufacturing Industry, Operational Efficiency, Supply Chain Management, Outsourcing Challenges, Global Sourcing.

Cost-effective Waste Management in Manufacturing: Boosting Profits through Sustainability

R. Dhanananth, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- In the manufacturing industry, waste management plays a pivotal role in reducing operational costs while enhancing sustainability. As global attention on environmental impacts increases, manufacturers are increasingly seeking cost-effective strategies to manage waste efficiently. This paper explores the integration of waste management practices that not only reduce waste production but also promote recycling, reusing materials, and optimizing resource use. By adopting sustainable practices such as lean manufacturing, circular economy models, and waste-to-energy technologies, businesses can decrease disposal costs, enhance productivity, and improve their overall environmental footprint. The findings suggest that investing in waste management infrastructure and fostering a culture of sustainability within organizations leads to long-term financial gains, positioning manufacturers as industry leaders committed to environmental responsibility. This study emphasizes the synergy between environmental sustainability and profitability, highlighting the direct benefits for manufacturing companies willing to embrace innovative waste management strategies.

Keywords--- Waste Management, Manufacturing Sustainability.

The Green Marketing Revolution: Strategies for Sustainable Brand Success

E. Indhu, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- The Green Marketing Revolution refers to the shift in consumer expectations and business strategies towards sustainability and environmental responsibility. In today's increasingly eco-conscious marketplace, consumers are more likely to support brands that demonstrate a genuine commitment to environmental sustainability. This paper explores the strategies companies can adopt to leverage green marketing as a key driver for sustainable brand success. Green marketing includes not only the promotion of eco-friendly products but also the integration of sustainable practices across all aspects of a business, from product design and manufacturing to supply chain management and marketing communications. Successful green marketing strategies include transparent messaging, eco-labeling, ethical sourcing, and environmental certifications, all of which help build consumer trust and loyalty. The paper also discusses the potential pitfalls of greenwashing, where brands falsely portray themselves as environmentally friendly, and the importance of authenticity and accountability in green marketing efforts. Ultimately, businesses that prioritize sustainability and embrace green marketing are better positioned to differentiate themselves, increase profitability, and cultivate long-term success in the modern, environmentally-conscious economy.

Keywords--- Green Marketing, Sustainable Branding.

A Study on HR Analytics in Modern Era: Transforming the Human Resource Management

Nantha Balaa, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Human Resource (HR) analytics, also known as people analytics or workforce analytics, has emerged as a transformative tool in the modern era of Human Resource Management (HRM). This data-driven approach leverages technology, big data, and statistical models to gain insights into employee performance, engagement, retention, and other HR-related functions. The study explores the evolving role of HR analytics in shaping strategic decisions and improving organizational performance. By collecting, analyzing, and interpreting data related to recruitment, employee satisfaction, training, and performance management, HR professionals can make more informed, objective decisions that align with business goals. The paper delves into the key methodologies and tools of HR analytics, highlighting how they enable HR managers to predict trends, identify gaps, optimize talent acquisition, and enhance employee experience. Moreover, it discusses the challenges and ethical considerations involved, such as data privacy concerns and the potential for bias in algorithms. As organizations increasingly recognize the importance of human capital, HR analytics has become an indispensable asset, fostering a culture of continuous improvement and helping businesses adapt to the dynamic needs of the workforce. This study emphasizes how HR analytics can transform traditional HR functions into strategic, data-backed decision-making processes that contribute to long-term organizational success.

Keywords--- HR Analytics, People Analytics.

Strategies to Minimize Expired Product Wastage in Quick Commerce: A Study on Zepto Chennai Stores

R. Saravanan, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- The rapid growth of quick commerce (q-commerce) has reshaped the retail landscape, offering consumers fast delivery services for groceries and everyday essentials. However, one of the significant challenges faced by q-commerce businesses is the wastage of expired products. This study focuses on Zepto, a prominent player in the quick commerce space in Chennai, and explores strategies to minimize expired product wastage in their stores. The paper investigates the root causes of product expiration, such as inventory mismanagement, inefficient stock rotation, and overstocking, and evaluates the impact of these factors on profitability and sustainability. By analyzing current practices and operational inefficiencies, the study identifies key strategies that can be employed to reduce wastage, including the implementation of smarter inventory management systems, real-time tracking of product shelf life, demand forecasting, and better supplier coordination. The research also examines the role of employee training, customer awareness, and the potential for partnerships with local charities to redistribute near-expiry products. Additionally, the study highlights the importance of adopting sustainable practices, which not only minimize waste but also improve brand image and customer loyalty. The findings provide practical insights and recommendations for q-commerce platforms like Zepto to enhance their operations, reduce waste, and align with growing consumer expectations for sustainability in the retail sector.

Keywords--- Quick Commerce (Q-Commerce), Expired Product Wastage.

A Study on Optimising Putaway and Stocking Processes to Improve Inventory Management

A.R. Sembiyavelan, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Effective inventory management is a critical factor in the success of any business, particularly in industries that rely on large-scale warehousing and distribution. A key component of inventory management is the putaway and stocking process, which refers to how goods are stored in a warehouse after being received. Optimizing these processes is essential to improving inventory accuracy, reducing storage costs, and enhancing overall operational efficiency. This study focuses on the strategies and techniques that businesses can adopt to optimize putaway and stocking processes, with the ultimate goal of improving inventory management. The research examines various factors that impact the efficiency of these processes, including warehouse layout design, the use of automated systems, real-time tracking technologies, and data-driven decision-making. The paper explores how businesses can implement best practices such as dynamic slotting, intelligent routing, and predictive analytics to enhance inventory visibility and minimize stockouts or overstocking. Additionally, it highlights the role of employee training, performance metrics, and the integration of advanced technologies such as RFID and machine learning in streamlining putaway and stocking tasks. The findings suggest that by optimizing putaway and stocking procedures, businesses can achieve a more efficient inventory flow, reduce handling time, and improve order fulfillment, leading to cost savings and improved customer satisfaction.

Keywords--- Inventory Management, Putaway Process.

A Study on the Impact of Digitalization on Employee Performance

B. Sriram, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Digitalization has revolutionized the workplace, transforming the way organizations operate and employees perform their tasks. This study explores the impact of digitalization on employee performance, focusing on how digital tools, technologies, and processes influence productivity, engagement, and job satisfaction. The research examines the adoption of digital platforms, automation, cloud computing, and collaboration tools, and how these innovations enhance employee efficiency and performance across various industries. It also explores the challenges and potential drawbacks, such as the digital skills gap, increased work pressure, and the risk of burnout due to constant connectivity. The paper discusses the role of leadership in driving successful digital transformation initiatives and fostering a culture of continuous learning to help employees adapt to new technologies. By analyzing both positive and negative impacts, the study provides a comprehensive view of how digitalization shapes employee performance and offers recommendations for organizations to maximize its benefits while mitigating associated challenges. The findings highlight that when managed effectively, digitalization can lead to significant improvements in employee performance, organizational agility, and overall business success.

Keywords--- Digitalization, Employee Performance.

An Analytical Study on Organizational Citizenship Behaviour among Employees at Chennai Port Authority

G. Anju, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Organizational Citizenship Behaviour (OCB) is increasingly recognized as a valuable aspect of human resource management due to its role in enhancing workplace effectiveness. These are discretionary behaviours by employees that go beyond formal job responsibilities and foster a cooperative and productive work environment. In public sector enterprises like the Chennai Port Authority, where coordination and teamwork are essential, OCB plays a vital role in ensuring smooth operations. This study explores the extent and influence of OCB among employees at Chennai Port Authority, focusing on the five core dimensions—altruism, conscientiousness, sportsmanship, courtesy, and civic virtue. The objective is to assess the prevalence of these behaviours and determine the factors that influence them.

A descriptive research design was adopted using both quantitative and qualitative data. A structured questionnaire was used to gather responses from 100 employees, measured on a five-point Likert scale. Additionally, interviews with HR personnel and departmental heads provided insights into organizational culture. The findings showed high levels of altruism and conscientiousness, reflecting employees' willingness to help others and act responsibly. Courtesy and sportsmanship were moderately present, while civic virtue—related to active involvement in organizational affairs—was less visible. Demographic factors like age, tenure, and leadership support were found to impact OCB levels.

The study concludes that OCB significantly contributes to team effectiveness, improved morale, and operational success at Chennai Port Authority. Departments with stronger OCB reported better communication and collaboration. However, limited recognition of extra-role behaviours and rigid structures were cited as barriers. The study recommends acknowledging OCB in performance appraisals, encouraging participative leadership, and creating a culture of recognition. Encouraging OCB can help public sector organizations build more engaged, proactive, and resilient workforces aligned with long-term goals.

Keywords--- Organizational Citizenship Behaviour, Chennai Port Authority, Altruism, Conscientiousness, Public Sector HR, Employee Engagement, Workplace Culture, Civic Virtue.

A Study on the Effectiveness of Online Recruitment at ALLDIGI Tech Limited

K. Anu, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- The rise of digital platforms has revolutionized the recruitment landscape, making online hiring an essential tool for modern organizations. This study focuses on evaluating the effectiveness of online recruitment practices at Alldigi Tech Limited, a company operating in a dynamic digital environment. With increasing competition for talent, organizations must adopt fast, efficient, and candidate-friendly recruitment methods. The core objective of this research is to assess how well the online recruitment process at Alldigi Tech meets organizational needs, attracts the right candidates, and supports a positive hiring experience. The study also examines the strategic reasons behind adopting online recruitment, including cost-effectiveness, broader reach, and streamlined processes.

A descriptive research design was adopted for this study, and primary data was collected through structured questionnaires distributed among job applicants and HR professionals at Alldigi Tech. The questionnaire focused on user experience, efficiency of the hiring process, challenges faced, and overall satisfaction levels. Secondary data was gathered from company records, recruitment analytics, and industry reports. The findings reveal that online recruitment has significantly reduced the time-to-hire and improved access to a wider talent pool. However, challenges such as system-related technical glitches, lack of personalized engagement, and limited assessment of soft skills were reported. Despite these limitations, most respondents acknowledged the convenience and speed of the online application process.

The study concludes that online recruitment is largely effective at Alldigi Tech Limited, especially in handling high-volume applications and reducing administrative workload. To further improve the process, the study recommends the incorporation of AI-driven tools for resume screening, interactive communication platforms for engagement, and hybrid models that combine virtual and human interaction. Overall, the research emphasizes the importance of continuously enhancing the online recruitment experience to ensure alignment with organizational goals and candidate expectations, ultimately contributing to improved talent acquisition and retention strategies.

Keywords--- Online Recruitment, Talent Acquisition, E-Recruitment, Digital Hiring Process, Candidate Experience, Alldigi Tech, Human Resource Management.

An Analytical Study on Challenges and Opportunities in Reverse Logistics at Freedom Shipping Agencies

J. Dhinesh Sundar, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Reverse logistics, the process of moving goods from their final destination for the purpose of return, repair, remanufacturing, recycling, or disposal, has become increasingly important in today's supply chain strategies. For logistics and shipping companies like Freedom Shipping Agencies, effectively managing reverse logistics can offer a competitive edge by reducing waste, improving customer satisfaction, and optimizing resource utilization. This study aims to analyze the challenges and opportunities associated with reverse logistics operations at Freedom Shipping Agencies, with a focus on understanding key pain points in processes such as product returns, handling damaged goods, and regulatory compliance, while also identifying areas for value creation and efficiency improvement.

The research follows a descriptive and analytical approach, using both primary and secondary data sources. Primary data was collected through structured questionnaires and interviews with logistics managers, warehouse staff, and operations executives at Freedom Shipping Agencies. The study revealed several challenges, including high transportation and handling costs, lack of skilled personnel, poor infrastructure for returns management, and inconsistent coordination between vendors and clients. Additionally, regulatory constraints and limited use of technology were identified as barriers to streamlining the reverse logistics flow. Despite these hurdles, the study also highlighted emerging opportunities such as increasing demand for sustainable logistics, the potential to recover value from returned products, and scope for digital transformation to automate tracking and reduce delays.

The findings underscore the importance of integrating reverse logistics into the core supply chain strategy of the organization. The study recommends adopting technology-driven solutions like reverse logistics software, real-time tracking systems, and predictive analytics to reduce operational inefficiencies. Moreover, establishing partnerships with third-party logistics providers (3PLs), investing in employee training, and developing eco-friendly return practices could further strengthen the reverse logistics network. By addressing the current gaps and leveraging available opportunities, Freedom Shipping Agencies can turn reverse logistics from a cost center into a value-generating function, thereby enhancing both operational sustainability and customer satisfaction.

Keywords--- Reverse Logistics, Supply Chain Management, Freedom Shipping Agencies, Logistics Challenges, Return Management, Operational Efficiency, Sustainable Logistics, 3PL, Digital Supply Chain.

An Analytical Study on Loss Aversion and its Influence on Investment Decision-making at GMMCO Limited

E. Emmanuel Dhas, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In the realm of behavioral finance, loss aversion stands out as a critical psychological bias that significantly impacts investment decision-making. Loss aversion refers to the tendency of individuals to prefer avoiding losses rather than acquiring equivalent gains, often leading to irrational or overly cautious financial decisions. This study focuses on evaluating how loss aversion affects investment choices made by employees and decision-makers at GMMCO, a leading heavy machinery and equipment solutions provider. The objective is to understand the depth of this behavioral trait, identify its presence among investors within the organization, and explore its implications for both personal and corporate investment strategies.

The research employs a quantitative approach, collecting primary data through a structured questionnaire distributed among GMMCO employees who are actively involved in or knowledgeable about investment practices. The survey is designed to measure risk perception, emotional response to losses, and decision patterns under uncertainty. The study also examines factors such as age, income, investment experience, and financial literacy to determine their influence on loss-averse behavior. The findings reveal that a significant portion of respondents exhibit strong aversion to losses, often preferring safer investment options even when higher returns are possible with manageable risks. This cautious mindset sometimes leads to underperformance or missed opportunities in both personal portfolios and strategic business investments.

The study concludes that loss aversion plays a substantial role in shaping investment decisions at GMMCO, highlighting the need for better financial awareness and behavioral training. It recommends that the company organize workshops on behavioral finance to help employees recognize and manage cognitive biases. Encouraging a data-driven, rational approach to investment—supported by financial modeling and scenario analysis—can mitigate the effects of loss aversion. Ultimately, aligning investment decisions with long-term strategic goals rather than short-term emotional reactions can help GMMCO and its stakeholders achieve more balanced and profitable financial outcomes.

Keywords--- Loss Aversion, Behavioral Finance, Investment Decisions, Risk Perception, GMMCO, Investor Psychology, Cognitive Bias, Financial Behavior.

A Study on Role of Futures and Options in Hedging Stock Market Risk

A. Pradeep Ajay, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- The volatility and unpredictability of the stock market present significant risks to investors, necessitating the use of advanced financial instruments for risk management. Among these, futures and options—key components of the derivatives market—serve as effective tools for hedging against stock market fluctuations. This study explores the strategic role of futures and options in minimizing exposure to market risks and enhancing portfolio protection. The research aims to examine how these instruments are utilized by investors and traders to safeguard against price volatility, while also evaluating their impact on investment outcomes and risk appetite.

The study adopts a descriptive and analytical research design, collecting primary data from retail investors, traders, and financial advisors through structured questionnaires and interviews. Secondary data from financial reports, derivative trading platforms, and academic journals further support the analysis. The findings indicate that while a majority of active investors are aware of derivatives, only a portion of them effectively use futures and options for hedging purposes. The complexity of derivatives, lack of financial literacy, and perceived risk of leverage discourage widespread usage. However, experienced investors and institutional players leverage these instruments to lock in prices, protect portfolios, and speculate strategically.

The study concludes that futures and options, when used appropriately, are powerful hedging mechanisms that can reduce losses during market downturns. To increase the adoption of these instruments, the study recommends strengthening investor education, promoting risk management strategies, and simplifying access to derivative trading tools. The research highlights the need for regulatory support, training programs, and awareness campaigns to help investors understand the risk-reward dynamics of derivative instruments. Ultimately, the study reinforces that a well-informed use of futures and options can significantly contribute to achieving financial stability in volatile markets.

Keywords--- Futures, Options, Derivatives, Stock Market Risk, Hedging, Risk Management, Investor Behavior, Portfolio Protection, Financial Instruments.

A Study on Consumer Behaviour and Sales Promotion at Aavin

S. Sri Swetha, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Consumer behaviour plays a pivotal role in shaping the marketing strategies of organizations, particularly in the fast-moving consumer goods (FMCG) sector. This study aims to explore the relationship between consumer behaviour and sales promotion strategies at Aavin, a leading dairy brand in Tamil Nadu. With increasing competition in the dairy industry, understanding how consumers respond to various promotional tools—such as discounts, free samples, combo offers, and loyalty schemes—is crucial for retaining customers and increasing market share. The objective of the research is to assess consumer preferences, buying patterns, and the effectiveness of sales promotion techniques in influencing purchase decisions.

The study adopts a descriptive research design, utilizing both primary and secondary data. Primary data was collected through structured questionnaires distributed among Aavin customers across different age groups, income levels, and locations. The responses were analyzed to evaluate the influence of promotional strategies on brand awareness, customer loyalty, and frequency of purchase. Secondary data from sales reports and marketing literature provided insights into existing promotional practices at Aavin. The findings reveal that while Aavin enjoys strong brand loyalty due to product quality and affordability, consumer responsiveness to promotions varies based on demographics and buying frequency. Younger consumers are more responsive to offers and digital promotions, whereas older consumers value consistent quality and traditional branding.

The study concludes that sales promotion plays a supportive but not dominant role in shaping consumer behaviour at Aavin. To maximize impact, the company should adopt a segmented marketing approach by customizing promotional strategies for different consumer groups. Recommendations include integrating digital marketing for tech-savvy customers, enhancing point-of-sale promotions, and improving visibility in competitive urban markets. The study highlights the importance of aligning promotional efforts with evolving consumer expectations and emphasizes that a combination of trust, value, and targeted offers can enhance Aavin's competitiveness and consumer engagement in the dairy market.

Keywords--- Consumer Behaviour, Sales Promotion, Aavin, Dairy Industry, Buying Patterns, Customer Loyalty, FMCG Marketing, Promotional Strategies.

A Study on the Impact of Training and Development Initiatives on Employee Growth at Hotel Green Park

M. Sureka, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In the hospitality industry, where service quality directly impacts customer satisfaction and business sustainability, training and development (T&D) initiatives play a critical role in enhancing employee performance and long-term career growth. This study aims to evaluate the impact of training and development programs on employee growth at Hotel Green Park, a reputed name in the hospitality sector. The research focuses on how structured training modules, skill development workshops, and continuous learning efforts contribute to improving employee competencies, motivation, and overall productivity. The objective is to understand the effectiveness of T&D initiatives in fostering professional development and retaining talent in a dynamic and service-driven environment.

The study employs a descriptive research design and gathers primary data through structured questionnaires distributed among various categories of hotel staff, including front office personnel, housekeeping, kitchen staff, and management trainees. Interviews with HR managers and departmental heads supplement the data with qualitative insights. The analysis focuses on key areas such as training effectiveness, employee satisfaction, skill enhancement, and career advancement opportunities. The findings reveal that most employees at Hotel Green Park view training programs as beneficial and career-enabling. However, gaps were identified in the areas of program frequency, personalization of content, and follow-up assessments, indicating scope for improvement in aligning training with individual growth paths.

The study concludes that well-structured and continuous training efforts significantly enhance employee confidence, service quality, and role-specific expertise at Hotel Green Park. To maximize impact, the hotel is advised to adopt a more strategic training framework, including needs-based training, feedback-driven improvements, and integration of digital learning tools. By prioritizing employee development, Hotel Green Park can strengthen its workforce, improve job satisfaction, and build a more committed and future-ready team. The research reaffirms that investing in employee growth through T&D not only benefits individuals but also drives organizational excellence in the competitive hospitality industry.

Keywords--- Training and Development, Employee Growth, Hospitality Industry, Hotel Green Park, Skill Enhancement, Career Development, Human Resource Development, Employee Engagement.

A Study on Recruitment and Selection at Team Pro HR and It Services PVT Limited

S. Vijay, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Recruitment and selection are critical components of Human Resource Management, directly influencing an organization's ability to attract and retain top talent. This study explores the recruitment and selection practices at Team Pro HR and IT Services Pvt. Ltd., a growing HR solutions provider that caters to various sectors, including IT, BPO, and consulting. The objective of the study is to assess the effectiveness of their recruitment strategies, the criteria used in the selection process, and how these practices contribute to meeting the organization's talent acquisition goals. It also aims to identify the challenges faced by the HR department in sourcing suitable candidates and aligning the recruitment process with organizational needs.

The study adopts a descriptive research methodology, using primary data collected through questionnaires and interviews with HR professionals, recruiters, and selected employees of Team Pro. Secondary data such as company HR manuals, job descriptions, and recruitment performance reports support the findings. The analysis reveals that the company uses a combination of traditional and modern hiring methods, including job portals, employee referrals, social media outreach, and campus recruitment. However, challenges like candidate dropouts, skill mismatches, and limited employer branding were noted as areas needing attention. The selection process typically involves multiple screening rounds, aptitude tests, and technical interviews to ensure a good fit between job roles and candidate capabilities.

The study concludes that while Team Pro's recruitment and selection system is structured and evolving, it requires greater emphasis on strategic planning, employer branding, and data-driven hiring decisions. Recommendations include integrating AI-based applicant tracking systems (ATS), refining job descriptions, and building stronger candidate engagement throughout the hiring cycle. The research underscores the importance of continuous evaluation and improvement in recruitment processes to build a high-performing workforce and maintain a competitive edge in the HR and IT services industry.

Keywords--- Recruitment, Selection Process, Talent Acquisition, Team Pro HR, Human Resource Practices, Hiring Strategy, Candidate Screening, Employer Branding.

Data Privacy in HR: Managing Employee Information Securely

K. Sowmya, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In today's digital landscape, organizations collect, store, and process vast amounts of employee data, making data privacy a critical component of Human Resource Management (HRM). Protecting sensitive employee information is essential to maintaining trust, ensuring compliance with legal regulations, and preventing potential security breaches. This paper explores the significance of data privacy in HR, highlighting the risks associated with data leaks, unauthorized access, and cyber threats. The study delves into various legal and regulatory frameworks governing employee data protection, including the General Data Protection Regulation (GDPR), the Health Insurance Portability and Accountability Act (HIPAA), and region-specific labor laws. Compliance with these regulations is essential for organizations to avoid legal penalties and reputational damage. Furthermore, the paper examines the key challenges faced by HR departments in managing employee data securely. These challenges include inadequate cybersecurity measures, lack of employee awareness, insider threats, and evolving technological risks. To mitigate these risks, organizations must adopt robust security measures such as data encryption, multi-factor authentication, role-based access control, and secure cloud storage solutions.

Additionally, HR professionals play a crucial role in ensuring data privacy by implementing best practices such as conducting regular audits, establishing clear data retention policies, and providing employee training on data protection. The study also emphasizes the importance of ethical data handling, transparency in data collection, and ensuring that employees have control over their personal information. By adopting a proactive approach to data privacy, organizations can foster a secure work environment, build employee confidence, and enhance overall operational efficiency. As technology continues to evolve, HR departments must continuously update their data protection strategies to address emerging cybersecurity threats and regulatory changes.

Keywords--- Data Privacy, Employee Information Securely, General Data Protection Regulation.

Impact of Merger and Acquisitions on Shareholder's Wealth in Indian Manufacturing Sector

S. Ashika, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study investigates the impact of mergers and acquisitions (M&A) on shareholder wealth within the dynamic landscape of the Indian manufacturing sector. In an era of increasing globalization and competitive pressures, M&A activities have become crucial strategies for corporate restructuring, expansion, and achieving synergistic advantages. This research employs a rigorous methodology combining event study analysis and financial performance evaluation to comprehensively assess the effects of M&A transactions on shareholder value. The event study methodology is utilized to measure abnormal returns accruing to shareholders around the announcement and completion dates of M&A deals, providing insights into market reactions and the perceived value creation potential. Furthermore, the study delves into the analysis of pre- and post-M&A financial performance indicators, including profitability, efficiency, and leverage ratios, to identify the realized operational and financial synergies. A key aspect of this research is the examination of the influence of payment methods (cash vs. stock) on shareholder returns, recognizing that the choice of consideration can significantly impact shareholder perceptions and wealth creation. The study also considers the broader economic context in which M&A transactions occur, acknowledging that macroeconomic conditions can play a moderating role in the success and value generation of these deals. By analysing a sample of M&A transactions in the Indian manufacturing sector over a specific period, this research aims to disentangle the complex interplay of factors driving shareholder wealth creation or destruction in the context of M&A activity. The findings contribute to a deeper understanding of the motivations behind M&A, the realization of synergies, and the implications for corporate valuation and managerial decision-making. Ultimately, this study offers valuable insights for stakeholders, including investors, managers, and policymakers, seeking to optimize M&A outcomes and enhance shareholder value in the Indian manufacturing sector.

Keywords--- Mergers and Acquisitions, Shareholder Value, Manufacturing Sector.

Impact of Digital Payments on Small Business

J. Judi Swana, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study examines the influence of digital payment on small business. The adoption of digital payments has transformed the way small businesses operate, offering faster transactions, improved financial transparency, and increased customer convenience. With the rise of mobile wallets, Unified Payments Interface (UPI), and online banking, small businesses can now conduct cashless transactions efficiently, reducing dependency on physical currency. Digital payments enhance cash flow management, minimize theft and fraud risks, and enable businesses to expand their customer base beyond geographical limitations.

However, challenges such as cybersecurity threats, transaction fees, and digital literacy barriers still hinder widespread adoption. This paper explores the impact of digital payments on small businesses, examining both the benefits and challenges while analyzing real-world examples of businesses that have successfully integrated digital payment systems. Additionally, it discusses the future of digital transactions and their role in promoting financial inclusion and economic growth.

Keywords--- Digital Payments, Small Businesses, UPI, Mobile Wallets, Financial Inclusion, Cashless Economy, Financial Transparency.

Role of Interest Rate Swaps in Managing Market Risk in Indian Banks

P. Deepak, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Interest rate risk remains one of the most significant components of market risk faced by Indian banks, especially in an era of economic uncertainty and volatile financial markets. Interest rate swaps (IRS) have emerged as critical instruments in the risk management toolkit of banks, providing a means to hedge against unfavorable interest rate movements. This paper explores the role of interest rate swaps in managing market risk in Indian banks, analyzing their effectiveness, usage trends, regulatory framework, and challenges.

The study begins by delineating the nature of market risk in the banking sector, particularly emphasizing interest rate exposure due to mismatched asset-liability profiles. It then introduces the mechanics of interest rate swaps, with a focus on their application in converting fixed-rate liabilities to floating-rate liabilities (and vice versa), thus enabling better alignment with market expectations and risk appetite.

Further, the paper investigates empirical data from select public and private sector banks in India to understand the adoption and performance of IRS in recent years. Regulatory insights from the Reserve Bank of India (RBI) are also examined, highlighting how policy evolution has influenced swap usage. The role of derivatives market infrastructure, counterparty credit risk, and transparency issues in the Indian context are critically discussed.

The study finds that while interest rate swaps offer significant potential in mitigating market risk, challenges persist in terms of liquidity, valuation complexities, and risk modeling. The effectiveness of IRS as a hedging tool is also contingent on the banks' internal risk management practices and the robustness of their treasury operations.

The paper concludes by recommending policy measures and risk governance practices to enhance the strategic use of interest rate swaps in Indian banks, with a view to strengthening financial stability and promoting prudent market risk management.

Keywords--- Interest Rate Swaps, Market Risk, Risk Management, Indian Banks, Derivatives, Interest Rate Risk, Asset-Liability Management, RBI, Financial Instruments, Treasury Operations.

A Comparative Analysis of Kitkat and Dairy Milk Competitive Strategy

V. Abikesh, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- In the intensely competitive Indian chocolate industry, brands like KITKAT (by Nestlé) and Dairy Milk (by Cadbury, now owned by Mondelez International) have dominated consumer preferences and market share for decades. This paper presents a comparative analysis of the competitive strategies adopted by KITKAT and Dairy Milk, exploring how both brands have leveraged product innovation, pricing, marketing, and distribution to build strong brand identities and customer loyalty in the Indian market.

The analysis is grounded in Porter's Generic Strategies framework and uses a mix of qualitative and quantitative methods to examine market positioning, promotional tactics, pricing strategies, and consumer engagement efforts. KITKAT has traditionally positioned itself as a crisp, break-time snack, emphasizing functionality, value, and convenience through slogans like "Have a break, have a KITKAT." On the other hand, Dairy Milk has cultivated an emotional connect with consumers, anchoring its campaigns in warmth, generosity, and celebrations with its iconic tagline "Kuch Meetha Ho Jaaye."

The study investigates how both brands have adapted to evolving consumer tastes, digital marketing trends, and increased health consciousness. It also explores product diversification efforts such as new flavors, limited editions, and packaging innovations. Market data, including sales trends, advertising expenditures, and consumer perception surveys, are utilized to evaluate the effectiveness of these strategies.

Findings suggest that while Dairy Milk leads in emotional appeal and volume sales, KITKAT excels in product convenience and brand recall. Dairy Milk's broader product portfolio and premium sub-brands have helped it penetrate diverse consumer segments, whereas KITKAT's consistency and global branding give it a competitive edge in certain niches.

The paper concludes that both brands employ differentiated strategies tailored to their brand personalities and target demographics. Strategic recommendations are made for sustaining competitiveness amid rising local and international competition, including emphasis on digital engagement, health-conscious product development, and hyper-local marketing.

Keywords--- Competitive Strategy, KITKAT, Dairy Milk, Chocolate Industry, Brand Positioning, Marketing Strategy, Consumer Behavior, Product Innovation, India, Porter's Framework.

A Comprehensive Analysis of ESG Rating: Sectoral Variation in India

B. Abirami, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Environmental, Social, and Governance (ESG) factors have become essential indicators of sustainable and responsible business practices, influencing investor decisions and corporate strategies globally. In India, the growing emphasis on ESG performance has led to increased adoption of ESG disclosures and ratings across sectors. This paper provides a comprehensive analysis of ESG ratings with a focus on sectoral variations in India, aiming to identify patterns, challenges, and implications for stakeholders including investors, regulators, and corporations.

The study begins by outlining the conceptual framework of ESG, detailing how ESG ratings are derived and the methodologies used by rating agencies operating in India. It further explores regulatory developments such as SEBI's Business Responsibility and Sustainability Reporting (BRSR) framework, which has accelerated ESG disclosures among listed companies.

Using data from leading ESG rating agencies and financial databases, the paper conducts a comparative assessment of ESG scores across key sectors such as energy, manufacturing, information technology, banking and finance, and consumer goods. The analysis reveals significant sectoral disparities, with sectors like information technology and financial services generally receiving higher ESG scores due to strong governance practices and relatively lower environmental footprints. In contrast, energy and heavy manufacturing sectors often score lower, primarily due to high carbon emissions and complex environmental and social challenges.

Case studies of high- and low-performing companies in each sector are presented to understand the underlying factors driving ESG performance. The paper also examines investor sentiment and capital flow trends toward ESG-compliant companies in India, suggesting a growing alignment between ESG ratings and investment decisions.

Challenges in the Indian context—such as inconsistencies in ESG metrics, lack of standardization in disclosures, and greenwashing concerns—are critically evaluated. The paper concludes by recommending measures to strengthen ESG integration across sectors, including capacity building, enhanced regulatory oversight, and the development of sector-specific ESG guidelines.

Keywords--- ESG Ratings, Sectoral Analysis, India, Sustainable Finance, Corporate Governance, Environmental Impact, Social Responsibility, SEBI, BRSR, Investment Trends.

Consumer Behaviour and Its Impact on Market Strategies

H. Mahesh Bhoopathy, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Understanding consumer behaviour is fundamental to formulating effective market strategies in today's dynamic and competitive business environment. This paper examines the evolving patterns of consumer behaviour and analyzes their direct and indirect impact on marketing strategies adopted by businesses across sectors. As consumer preferences become increasingly nuanced—driven by factors such as digital transformation, economic conditions, cultural influences, and environmental awareness—marketers must continuously adapt their strategies to remain relevant and competitive.

The study explores key psychological, social, and cultural determinants of consumer behaviour, including motivation, perception, learning, attitude formation, social class, and lifestyle. The paper emphasizes the shift toward experience-driven consumption and the increasing influence of digital channels, particularly social media and e-commerce platforms, on purchase decisions.

By analyzing case studies and market data from sectors such as FMCG, retail, automotive, and digital services, the research highlights how companies have restructured their marketing strategies in response to changing consumer patterns. For instance, the rise of health-conscious consumers has led food brands to rebrand and reformulate products, while sustainability concerns have driven innovation in packaging and supply chains.

The paper also evaluates the role of data analytics and customer relationship management (CRM) in gaining deeper insights into consumer preferences, enabling personalized marketing and improved customer engagement. Strategies such as segmentation, targeting, and positioning (STP) are discussed in the context of behavioural trends, with special attention to generational differences (e.g., Gen Z vs. Millennials) and urban-rural consumption divides in India.

Further, the research underscores the growing importance of trust, authenticity, and corporate values in shaping consumer loyalty. The paper concludes by offering strategic recommendations for businesses to develop agile and consumer-centric marketing strategies—emphasizing continuous market research, technological adoption, and ethical branding as pillars of long-term success.

Keywords--- Consumer Behaviour, Market Strategy, Buying Decision, Customer Engagement, Digital Marketing, Brand Loyalty, Segmentation, Personalization, India, Customer Insights.

A Study on Forecasting NSE Nifty Index Using Global Equity Market Trends

L. Rajkumar, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Forecasting stock market indices is a critical area of financial research, aiding investors, analysts, and policymakers in making informed decisions. This paper focuses on the forecasting of the NSE NIFTY 50 Index by analyzing and incorporating trends from major global equity markets, such as the S&P 500 (USA), FTSE 100 (UK), Nikkei 225 (Japan), and Hang Seng Index (Hong Kong). The aim is to examine the extent of global market interdependence and assess how movements in these indices can serve as predictors for NIFTY's short- and medium-term trends.

The study adopts a quantitative approach, leveraging time-series econometric models including Vector Autoregression (VAR), Granger Causality Tests, and ARIMA, as well as machine learning techniques like Random Forest and LSTM (Long Short-Term Memory) neural networks. Historical data from 2010 to 2024 is used to train and test the models. Correlation and regression analyses are employed to measure the strength and nature of relationships between NIFTY and global indices, considering macroeconomic variables such as interest rates, inflation, and crude oil prices as control factors.

Initial findings reveal that the NIFTY index demonstrates significant short-term correlation with the S&P 500 and moderate association with Asian markets like Nikkei and Hang Seng, particularly during periods of high global volatility. Granger causality results suggest that movements in US and UK markets can be used to predict short-term shifts in NIFTY, supporting the hypothesis of global market integration.

The study also evaluates the predictive power of machine learning algorithms and finds that hybrid models, combining statistical and AI-based approaches, outperform traditional methods in terms of accuracy and responsiveness.

The paper concludes with insights into the implications of global market linkages for Indian investors and policymakers, recommending the use of multi-market signals for portfolio optimization, risk management, and economic forecasting. It also highlights the growing need for real-time analytics and AI-based models in stock market forecasting.

Keywords--- NSE NIFTY, Stock Market Forecasting, Global Equity Markets, S&P 500, FTSE 100, Nikkei 225, Granger Causality, Machine Learning, LSTM, Financial Modelling, Market Integration.

The Capital Structure Decisions of Banks in Asian Countries: A Comparative Analysis

C. Sangeetha, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Capital structure decisions are vital for banks, given their critical role in financial intermediation and economic stability. Unlike non-financial firms, banks face unique regulatory, risk, and operational environments that influence their capital structure choices. This paper presents a comparative analysis of the capital structure decisions of banks across selected Asian countries, including India, China, Japan, South Korea, and Indonesia. The objective is to understand the determinants of leverage in the banking sector and how macroeconomic, regulatory, and institutional differences shape financing decisions.

The study is grounded in key capital structure theories such as the Trade-Off Theory, Pecking Order Theory, and the Market Timing Hypothesis, examining their applicability in the banking context. Using panel data from listed commercial banks across the five countries over the period 2010–2023, the paper employs fixed effects regression models to analyze the impact of variables such as profitability, asset size, liquidity, tax shield, risk, and regulatory capital requirements on leverage ratios.

Findings indicate substantial variation in capital structure decisions across countries. In Japan and South Korea, banks exhibit relatively conservative leverage, influenced by stringent regulatory oversight and mature financial systems. In contrast, banks in emerging economies like India and Indonesia tend to rely more heavily on debt, reflecting underdeveloped capital markets and higher growth opportunities. Chinese banks, operating within a state-dominated financial framework, show distinct capital structures driven by policy directives and government influence.

The paper also explores the impact of Basel III norms and other regional regulatory reforms on capital adequacy and risk-weighted asset allocation. Additionally, the role of corporate governance and ownership structure is examined, especially in countries with a strong presence of government or family ownership in banks.

The study concludes with policy recommendations to optimize capital structure decisions, enhance risk management, and improve financial resilience. It emphasizes the importance of a tailored regulatory approach, considering the heterogeneity in market development, risk appetite, and institutional frameworks across Asian banking systems.

Keywords--- Capital Structure, Banks, Leverage, Asian Countries, Basel III, Trade-Off Theory, Pecking Order Theory, Regulatory Capital, Bank Governance, Financial Stability.

Equity Derivatives: A Study on Derivatives Market in Financial Market

S. Dhanasri, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- Equity derivatives play a crucial role in modern financial markets by providing investors with tools for risk management, speculation, and price discovery. These financial instruments derive their value from underlying assets such as stocks, indices, or interest rates. The derivative market enhances liquidity, enables efficient capital allocation, and contributes to financial stability. However, it also poses risks, including market volatility and regulatory challenges. This study explores the significance of equity derivatives in financial markets, highlighting key products such as forwards, futures, options, and swaps. It examines the roles of market participants—hedgers, speculators, and arbitrageurs—and discusses the impact of derivatives on market efficiency and economic growth. Additionally, the research delves into emerging trends, including cryptocurrency derivatives, AI-driven trading, and sustainable finance instruments. By analyzing the opportunities and risks associated with derivatives, this paper aims to provide insights into their evolving role in the global financial system. A well-regulated and transparent derivative market can enhance economic resilience while mitigating systemic risks.

Keywords--- Equity Derivatives, Risk Management, Financial Markets.

An Analysis of Consumer Behavior and Influencing Factors in FMCG Purchases: Assessing Satisfaction Levels

V. Subasini, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Consumer behavior plays a crucial role in the purchasing decisions of Fast-Moving Consumer Goods (FMCG). This study aims to analyze the key factors influencing consumer behavior in FMCG purchases and assess their satisfaction levels. With FMCG products being an essential part of everyday life, consumers are exposed to a wide array of brands and products, making purchasing decisions complex.

The research employs a descriptive research design, with data collected from 250 respondents in Chennai through the convenience sampling method. A structured questionnaire was used to examine both independent and dependent variables. The study focuses on key influencing factors, including socio-demographic characteristics, product awareness, product attributes, and personal factors, to understand their impact on consumer purchase behavior and satisfaction levels. The findings aim to provide valuable insights into consumer preferences, helping businesses tailor their marketing strategies effectively.

Keywords--- Consumer Behaviour, FMCG, Demographic Factors, Personal Factors and Product Attributes.

A Study on Role of AI in Talent Acquisition and Recruitment Process

D. Subha, Final Year MBA,
St. Josephs Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- This research review examines the integration of Artificial Intelligence (AI) into talent acquisition and recruitment processes has significantly transformed the way organizations attract, evaluate, and hire candidates. AI-driven tools enhance efficiency by automating repetitive tasks such as resume screening, interview scheduling, and initial candidate engagement, thereby reducing the time-to-hire and improving the overall candidate experience. Additionally, AI-powered algorithms can help mitigate bias in recruitment by focusing on objective qualifications and skills. Predictive analytics, behavioral assessments, and automated interview platforms further optimize the hiring process by providing deeper insights into candidates' potential success, soft skills, and cultural fit. Despite the advantages, challenges such as algorithmic bias, privacy concerns, and the need for a balance between AI and human judgment remain. This study explores the transformative impact of AI on recruitment, evaluates the benefits and challenges of its application, and offers recommendations for organizations aiming to leverage AI technologies effectively while maintaining fairness and transparency in the hiring process.

Keywords--- Artificial Intelligence (AI) in Recruitment, Talent Acquisition, Predictive Analytics, Bias Mitigation.

A Study on the Effective Strategies for Promoting a Positive Workplace Environment

S. Samson Atvetter, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- A positive workplace environment plays a crucial role in enhancing employee productivity, job satisfaction, and organizational success. This study explores the most effective strategies that contribute to building and sustaining a healthy, inclusive, and engaging work culture. By analyzing both theoretical frameworks and practical case studies, the research identifies key elements such as open communication, employee recognition, teamwork, leadership support, and work-life balance as essential components of a positive environment. The study also highlights the role of mental well-being initiatives and diversity and inclusion practices in improving employee morale and reducing turnover. Through qualitative and quantitative methods, this research aims to provide actionable insights for HR professionals and organizational leaders seeking to foster a workplace culture where employees feel valued, motivated, and empowered.

Keywords--- Positive Workplace Environment, Employee Engagement, Diversity and Inclusion, Organizational Culture.

Proof

From Traditional to Digital: The Evolution of Marketing Strategies

Pushparaj, Final Year MBA,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- The evolution of marketing strategies has undergone significant transformation, particularly with the rise of digital technologies. From traditional marketing approaches such as print advertisements, television, and direct mail, the landscape has shifted towards more dynamic and interactive digital platforms. The advent of the internet, social media, search engines, and mobile technologies has radically changed how businesses engage with consumers. This shift has brought about the need for businesses to adapt their strategies, focusing on customer-centric models that utilize data analytics, personalized content, and real-time engagement. The digital age has made it possible for marketers to reach a global audience more effectively while offering a more measurable and cost-efficient way of targeting potential customers. This paper explores the journey of marketing strategies from traditional to digital, analyzing the impact of technological advancements, the role of social media, and the future trends that are shaping modern marketing practices.

Keywords--- Traditional Marketing, Digital Marketing, Marketing Evolution, Social Media, Consumer Engagement, Data Analytics, Personalization, Technology in Marketing, Marketing Strategies, Digital Transformation.

Impact of Organizational Culture on Employee Retention in Higher Education Institutions

D.V. Priyanka, Final Year MBA,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- The study looks into the impact of organisational culture on employee retention in higher education institutes (HEIs). According to a review of the literature, the issue of culture in relation to employee retention has not been addressed much particularly among higher education institutes. The study employs all cultural model because limited efforts have been made to investigate the impact of each type of culture that has an impact on employee retention. The findings reveal that supportive leadership, transparent communication, opportunities for professional growth, and a sense of belonging contribute positively to retention. The study provides actionable recommendations for cultivating a culture that promotes long-term employee commitment. Organizational culture plays a pivotal role in shaping the dynamics of employee retention, particularly in higher education institutions where employee engagement, satisfaction, and commitment are key to institutional success.

Keywords--- Employee Retention, Supportive Leadership, Professional Growth, Long Term Employee Commitment, Employee Engagement.

Proof

A Study on Patient Satisfaction and its Impact on Brand Loyalty at MGM Healthcare, Malar Hospital, Chennai

M. Anto Ferdine, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In today's competitive healthcare environment, patient satisfaction plays a vital role in determining a hospital's reputation, success, and patient retention. This study, titled "*A Study on Patient Satisfaction and Its Impact on Brand Loyalty at MGM Healthcare, Malar Hospital, Chennai*", explores the influence of patient satisfaction on brand loyalty in a hospital setting.

The research aims to assess how service quality factors—such as medical care, staff responsiveness, communication, infrastructure, cleanliness, and follow-up services—contribute to overall satisfaction and influence patients' loyalty. A descriptive research design was adopted, and primary data was collected through a structured questionnaire distributed to patients at MGM Malar Hospital. Statistical tools like correlation and regression analysis were used to determine the strength of the relationship between satisfaction and loyalty.

Findings reveal a strong positive correlation: patients with higher satisfaction levels showed a greater likelihood of revisiting the hospital and recommending it to others. Trust and emotional connection were also found to mediate this relationship. The study concludes that patient satisfaction is not just a service quality metric but a strategic lever for building long-term loyalty in healthcare.

This research provides valuable insights for healthcare marketers and hospital administrators aiming to enhance brand loyalty by focusing on patient-centered strategies.

Keywords--- Patient Satisfaction, Brand Loyalty, Healthcare Marketing, Service Quality, Hospital Branding, MGM Healthcare, Chennai.

A Study on the Role of Customs House Agents in Facilitating Export Operations: A Case Study of Unique Line

G. Arish Ragavenderan, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In global trade, smooth and efficient export operations are vital for business success. Customs House Agents (CHAs) play a key role in facilitating these operations by ensuring compliance with export regulations and managing critical documentation processes. This study, *"A Study on the Role of Customs House Agents in Facilitating Export Operations: A Case Study of UniqueLine,"* examines how CHAs support and influence export efficiency in the organization.

The research focuses on understanding the CHA's involvement in customs clearance, cargo handling, coordination with government bodies, and documentation. A descriptive research design was used, with data collected through interviews and questionnaires from export professionals and CHA representatives at UniqueLine.

Findings reveal that CHAs significantly impact the timeliness and accuracy of export processes. Their knowledge of procedures, ability to handle regulatory complexities, and proactive communication contribute to reducing delays and enhancing operational efficiency. UniqueLine's partnership with experienced CHAs has improved its export performance and customer satisfaction.

This study highlights the strategic value of CHAs in the export process and recommends strengthening collaboration, embracing digital tools, and offering regular training for continued effectiveness in export logistics.

Keywords--- Customs House Agent, Exports, UniqueLine, Export Documentation, Customs Clearance, International Trade, CHA Role, Regulatory Compliance.

A Study on Green Human Resource Management and Its Role in Enhancing Organizational Sustainability at Teceze Consultancy Services Private Limited

B.H. Brishma, Final Year MBA Student,
St. Joseph's Institute of Technology,
Chennai, Tamil Nadu, India.

Abstract--- With rising concerns over climate change and environmental degradation, organizations are increasingly adopting sustainable practices across their operations. Green Human Resource Management (GHRM) has emerged as a strategic tool that integrates environmental management into HR policies to promote eco-friendly behavior among employees. This study, *"A Study on Green Human Resource Management and Its Role in Enhancing Organizational Sustainability at Teceze,"* explores how GHRM practices contribute to long-term sustainability within the organization.

The objective of the study is to analyze the implementation of GHRM practices—such as green recruitment, green training, paperless communication, and environmental performance evaluations—and their influence on the organization's ecological and economic performance. The research also investigates employee awareness and engagement in sustainability initiatives driven by HR policies at Teceze.

A descriptive research methodology was used. Data was collected using structured questionnaires and interviews with HR professionals, managers, and employees at Teceze. The findings indicate that incorporating GHRM practices has led to increased environmental awareness, reduced resource consumption, and improved employee morale. Practices like digital onboarding, flexible work arrangements, and energy-conscious workplace behavior have supported Teceze's goals of reducing its environmental footprint.

The study concludes that GHRM is not only a corporate responsibility initiative but also a driver of innovation and employee engagement. It recommends further investment in green training programs, eco-friendly technologies, and regular audits of environmental performance to sustain these efforts. By aligning HR strategy with environmental goals, Teceze is better positioned to achieve both ecological responsibility and long-term competitiveness.

This research contributes to the growing body of knowledge on sustainable HRM practices and provides actionable insights for organizations aiming to embed sustainability into their workforce strategies.

Keywords--- Green Human Resource Management, Sustainability, Teceze, Green HR Practices, Organizational Sustainability, Eco-Friendly HR Policies, Employee Engagement, Green Recruitment, Environmental Management.

A Study on the Effectiveness of Omnichannel Marketing Strategy in Samsung: A Case of Disha Communications Private Limited

U. Hemavathi, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In the current digital age, consumers interact with brands through multiple platforms—online, offline, mobile, social media, and in-store. To ensure a seamless and consistent customer journey, companies are increasingly adopting omnichannel marketing strategies. This study, “A Study on the Effectiveness of Omnichannel Marketing Strategy in Samsung: A Case of Disha Communications Private Limited,” evaluates how Disha Communications implements Samsung’s omnichannel campaigns and their impact on customer engagement and brand performance.

The objective of this study is to assess the effectiveness of omnichannel efforts—such as digital advertising, in-store promotions, social media marketing, and e-commerce integration—executed by Disha Communications for Samsung. It further investigates how these strategies influence customer behavior, brand loyalty, and overall campaign ROI.

A descriptive research approach was adopted. Primary data was collected through surveys of Samsung customers and interviews with marketing professionals at Disha Communications. Secondary data included campaign reports, performance analytics, and market trend analysis. The study analyzed key areas such as channel coordination, messaging consistency, personalization, and customer satisfaction.

Findings suggest that Samsung’s omnichannel approach, coordinated by Disha Communications, has enhanced brand recall, increased cross-platform conversions, and strengthened customer relationships. Customers appreciated the flexibility to switch between channels—such as researching products online and purchasing in-store—with consistent experiences across touchpoints.

The study concludes that an integrated omnichannel marketing strategy improves customer experience, drives sales, and enhances competitive advantage. It recommends leveraging AI-driven personalization, optimizing content for each platform, and continuously monitoring consumer touchpoints to enhance campaign effectiveness. Disha Communications' role in maintaining consistency and timely execution is found to be critical in achieving these outcomes.

This research offers practical insights for marketing agencies and brand managers aiming to optimize omnichannel strategies in a rapidly evolving digital marketplace.

Keywords--- Omnichannel Marketing, Samsung, Disha Communications, Integrated Strategy, Customer Journey, Digital Marketing, Brand Loyalty, Cross-Platform Campaigns, Consumer Engagement, Marketing Effectiveness.

A Study on the Impact of Work-life Balance on Employee Retention at Aadasteck

S. Janani Sri, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Work-life balance has become a vital element in modern human resource management, especially as employees seek meaningful careers without compromising personal well-being. Organizations that promote work-life balance often experience better employee satisfaction and lower attrition rates. This study, "*A Study on the Impact of Work-Life Balance on Employee Retention at Aadasteck*," explores how maintaining a healthy balance between professional and personal life influences employee retention within the organization.

The objective of the research is to assess the work-life balance practices followed at Aadasteck, identify employee perceptions toward those practices, and analyze how they affect the decision to stay or leave the organization. The study focuses on flexible work arrangements, workload management, leave policies, and employee wellness initiatives.

A descriptive research design was used for this study. Primary data was gathered through structured questionnaires and interviews with employees across different departments. Secondary data sources included HR policy manuals and employee exit data. The analysis reveals a positive correlation between effective work-life balance practices and employee retention. Employees who feel supported in managing their work and personal commitments exhibit higher levels of job satisfaction, engagement, and loyalty.

The findings also highlight key stressors such as long working hours, lack of flexibility, and unclear expectations, which lead to employee dissatisfaction and increased turnover intentions. On the other hand, initiatives like remote work options, wellness programs, and time-off flexibility have shown a strong impact on retaining talent.

The study concludes that work-life balance is a critical driver of employee retention in knowledge-based industries like IT. Aadasteck can enhance its retention strategy by regularly reviewing its policies, encouraging open communication, and creating a culture that respects personal boundaries. This research serves as a useful reference for HR professionals aiming to reduce attrition while improving employee well-being.

Keywords--- Work-Life Balance, Employee Retention, Aadasteck, Human Resource Management, Flexible Work, Employee Satisfaction, Workplace Stress, Organizational Culture, HR Practices, Employee Engagement.

A Study on Financial Risk Management and Related Concepts at Irai Agrocity, Dindigul

J. Kalvin Antony, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- In today's uncertain business environment, financial risk management has become an essential practice for organizations to safeguard their stability and long-term success. This study, "*A Study on Financial Risk Management and Related Concepts at IRAI Agrocity, Dindigul*," explores the risk management practices adopted by the company to mitigate financial uncertainties arising from credit risk, liquidity risk, market fluctuations, and operational challenges.

The primary objective of the study is to understand the financial risks faced by IRAI Agrocity, assess the tools and techniques used to manage these risks, and evaluate their effectiveness in maintaining financial resilience. It also examines how the company identifies, measures, and controls exposure to various financial risks in a dynamic agri-based business environment.

A descriptive research design was followed. Primary data was collected through interviews and structured questionnaires with the finance team and key decision-makers at IRAI Agrocity. Secondary data included annual financial reports, risk assessment frameworks, and internal control documentation. The analysis focused on risk identification methods, hedging strategies, credit evaluation policies, and contingency planning.

Findings reveal that IRAI Agrocity faces significant exposure to price volatility in agricultural commodities, delayed payments from clients, and seasonal cash flow fluctuations. The company uses a combination of budgeting controls, diversification, and conservative credit policies to manage risks. However, the study also identifies gaps in formal risk documentation and the need for advanced tools like scenario analysis and financial derivatives.

The study concludes that a structured financial risk management system improves decision-making, enhances investor confidence, and strengthens operational continuity. It recommends the adoption of a formal risk management policy, staff training on risk awareness, and digital tools for real-time financial monitoring.

This research serves as a practical reference for agri-business firms and finance professionals aiming to integrate risk management into their strategic planning process.

Keywords--- Financial Risk Management, IRAI Agrocity, Credit Risk, Liquidity Risk, Market Risk, Risk Mitigation, Agribusiness Finance, Risk Assessment, Hedging Strategies, Financial Controls.

A Study on Receivables Management at Kostal India Pvt. Ltd

J. Viswanath, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- Receivables management is a crucial component of working capital management, directly impacting a company's liquidity, profitability, and overall financial health. This study, "*A Study on Receivables Management at Kostal India Pvt. Ltd.*," aims to analyze the effectiveness of the company's credit and collection policies and their influence on cash flow and operational efficiency.

The primary objective of this study is to assess how well receivables are managed at Kostal India, focusing on aspects like credit terms, customer evaluation, aging of receivables, collection efficiency, and bad debt management. The study also examines the balance between maintaining customer relationships and minimizing financial risks arising from delayed payments.

A descriptive research methodology was adopted, with data collected through interviews with finance executives and analysis of company records, including accounts receivable reports, aging schedules, and credit policy documents. The study identifies key performance indicators such as average collection period, debtor turnover ratio, and days sales outstanding (DSO) to evaluate receivables performance.

Findings indicate that while Kostal India follows a structured credit policy, challenges such as delayed payments, high DSO, and dependency on a few large clients can impact cash flows. However, regular follow-ups, credit checks, and incentive-based payment terms have helped improve collections over time.

The study concludes that effective receivables management is vital for sustaining liquidity and avoiding bad debts. It recommends tighter credit monitoring, the use of automated billing systems, and periodic reviews of customer creditworthiness. The research offers actionable insights for finance managers to enhance cash conversion cycles and mitigate credit risks.

Keywords--- Receivables Management, Kostal India, Working Capital, Credit Policy, Collection Efficiency, Debtor Turnover, Financial Management, Days Sales Outstanding, Cash Flow, Accounts Receivable.

A Comprehensive Comparative Analysis of Equity Funds and Debt Funds Over the Past 15 Years (2010–2024)

R. Priyanka, Final Year MBA Student,

St. Joseph's Institute of Technology,

Chennai, Tamil Nadu, India.

Abstract--- This study presents a comprehensive comparative analysis of equity funds and debt funds over the past 15 years (2010–2024), focusing on their performance, risk-return profiles, and suitability for various investor segments. Equity funds, known for their higher risk and potential for capital appreciation, are evaluated against debt funds, which typically offer more stable but lower returns. The research utilizes historical NAV data, benchmark indices, and key performance metrics such as CAGR, standard deviation, Sharpe ratio, and drawdown analysis. Macro-economic factors—including interest rate movements, inflation trends, and market cycles—are also considered to contextualize fund performance. Findings reveal that while equity funds have significantly outperformed debt funds in the long term, they exhibit much higher volatility and drawdowns during economic downturns. Conversely, debt funds have shown resilience and consistency, making them preferable for risk-averse investors or those with shorter investment horizons. The study concludes with insights on portfolio diversification, suggesting optimal asset allocation strategies based on investor goals and risk tolerance. This comparative framework serves as a practical guide for retail investors, financial advisors, and policymakers aiming to understand the dynamic interplay between equity and debt instruments in the Indian mutual fund landscape.

Keywords--- Comparative Analysis, CAGR, Mutual Fund Landscape.

Digital Depression – Analysis and Tools to Overcome

Dr.R. Nandhini, Deputy Director,
CDOE, AMET Deemed to be University,
Tamil Nadu, India.

Abstract--- Digital depression is a contemporary mental health challenge, arising from the pervasive influence of technology and social media on individual's emotional well-being. This phenomenon is characterized by symptoms such as increased feelings of loneliness, anxiety and decreased self-esteem. Often triggered by excessive screen time, online comparison, and cyberbullying. This research explores the multifaceted causes and effects of digital depression, emphasizing its prevalence among adolescents and young adults.

The study synthesizes insights from psychological, sociological and technological perspectives to identify actionable strategies for overcoming digital depression. Key interventions discussed include promoting digital mindfulness, fostering healthy online habits, and encouraging community-driven initiatives to reduce toxicity. Additionally, the research highlights the role of parents, educators and policymakers in creating an emotionally supportive digital ecosystem.

By examining evidence-based approaches such as cognitive-behavioral therapy (CBT), digital detox program, and the integration of emotional intelligence training into educational curricula, the paper advocates for a holistic approach to mitigating the impact of digital depression. The findings aim to empower individuals and communities to navigate the digital landscape with resilience, fostering mental well-being in an increasingly connected world.

Keywords--- Digital, Depression, Psychology, Mental Health Challenge, Cognitive-Behavioral Therapy.
