

INTERNATIONAL CONFERENCE ON BUSINESS, INNOVATION AND SUSTAINABILITY IN DIGITAL ERA (AAC-iCON-2023)

Book of Abstracts

Editor

Dr. Preeti Gupta



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

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ALLIANCE UNIVERSITY

Alliance University was founded with an ambition to serve society with education and research and promote a global outlook that defines the future trajectory of its students.

Since its inception in 2010, Alliance University has been a forerunner in higher education, calling out to the new generation of scholars, engineers, scientists, artists, people in business, social reformers helping to shape and transform societies and communities through and beyond, around the world.

Currently, that trailblazing spirit makes Alliance University, one of the most sought-after universities in the world, featuring top-ranked academic programmes such as Alliance School of Business, Alliance College of Engineering and Design, Alliance School of Law, and Alliance Ascent College, and newly commencing Alliance School of Liberal Arts.

Nestled in the serenity of 'green' campus in Bengaluru, Alliance University is a leader in global education, with world-

class infrastructure, state of the art laboratories, international visiting faculty, exchange programmes with leading universities in the US, UK, and European Union, and linkages with Research Labs across the world.

Alliance University takes its role as an instrument of transformational impact seriously and has a vast network of alumni who have gone on to succeed across professions, from the sciences to the arts and government, throughout the world. Education at Alliance University is designed to inspire our students to become critical thinkers and to lead and change the world.

Rated among the best private universities in India, Alliance University provides a rigorous, demanding education to a diverse student community. The University has baccalaureate concentrations, postgraduate offerings, doctoral degree programmes, and several professional certificate programmes that channel its students' creativity to further knowledge and twenty-first-century skills, challenge the status quo, and deliver impact.

Alliance University counts among its faculty, top talents, recipients of the highest scholastic honors from around the world, and visionaries committed to informing and innovating the current paradigms and pushing the envelope to make a better world, going beyond what might be expected of a university.

ALLIANCE ASCENT COLLEGE

Alliance Ascent College, a constituent college of Alliance University, provides a high-quality academic environment with dedicated teaching staff and recognized strength in applied research underpinned by outstanding support of the university. The objective is to provide students with the knowledge and skills to become successful business leaders as well as responsible social stewards. Alliance Ascent College provides opportunities for graduates to pursue management education with passion and confidence. The faculty members at AAC augment their teaching with the latest research that helps to update stakeholders on the recent trends and thrives for excellence in research and development, promotes research in the various fields of management and provide reference to community to formulate relevant policies and build a strong network of alumni and industry to interact with.

ABOUT THE CONFERENCE

International Conference on "Business, Innovation and Sustainability in Digital Era" aims at capturing the role of changing business, innovations, and sustainability in the current dynamic business environment. The Conference seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges are encountered and innovative solutions adopted with respect to different functional areas under management in the digital era. Today business organizations are required to adapt themselves to cutting-edge technology to ensure their sustainability. They are required to harness their resources and redefine obsolete models to implement new technologies in the business processes such as customer-focused applications, business-critical production and logistics management or financial solutions, among others. Businesses in all sectors are facing a situation where technology is changing the landscape around them, transitioning from the back room

of an organization into the hands of customers, employees, and society.

In this backdrop, Alliance Ascent College is conducting a two-day International Conference on 'Business, Innovation and Sustainability in Digital Era'. The conference endeavors to create a forum for academicians, researchers, industry leaders to share their ideas and research findings and address contemporary issues and challenges in business and industry. Additionally, it attempts to propagate a research centric culture in various domains of management as well as interdisciplinary and allied fields both in Indian and Global context.

Objective of the Conference

The broad objective is to provide a forum to share information and experiences between researchers, academicians, industry experts, consultants, and authorities in the field of business, innovation, digital transformation, and sustainability.

- The Objective of knowledge sharing shall be achieved through:
- To examine the rapid technological change and evaluate the strategies and tools that support Global Digital Transformation.
- To encourage and enhance research on Innovations in Business that ensure sustainability in Digital Era.
- To promote discussion that stimulates the exchange of ideas and innovative thinking among researchers, development practitioners and policymakers.
- To provide an opportunity and platform for researchers and organizations to share knowledge and discussion.

CONFERENCE COMMITTEE

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Message from Pro-Chancellor

The business environment over time has evolved, and with the advent of cutting-edge technologies, there is a renewed definition for business sustenance. While being customer centric is imperative, adapting to emerging technologies to harness resources and reimagine operations through innovative methods and techniques whilst focusing on data-based decisions is the need of the hour for organizations to remain competitive.

The global digital transformation has changed lives for the better. While some may argue that technology has its share of woes, it certainly has enhanced the standards of living across geographies. Businesses world over need to ensure that both products and services that are offered at the marketplace are uniquely positioned, provide tangible benefits to the end user while allowing technology to be at the very center of all business interactions. While we as educationists have the responsibility of shaping graduates to be future ready, it is equally upon us to create organized avenues for pertinent discussions and exchange

of ideas on varied disciplines, and business innovation and sustenance in the digital era is most definitely a critical area that requires the best minds - be it policy makers, practitioners, researchers, academics, or business honchos- to come together and discuss the way ahead.

The International Conference on Business Innovation and Sustainability in the Digital Era, organized and hosted by the Alliance Ascent College, a constituent college of Alliance University, aims to create a forum for industry leaders, subject matter experts, academics, and researchers to share their work and address contemporary issues that affect business innovation and sustainability. I congratulate the team for their efforts and hope that this conference will bring forth insights and ideas that will pave way for business excellence in the future. I also would like to express my gratitude to the researchers for developing an exploratory mindset, conducive for open discussions and acceptance of myriad perspectives and I am confident that the book of abstracts is the window to explore further about business excellence in the digital era.

Best Wishes
Abhay G. Chebbi
Pro-Chancellor
Alliance University



Message from Vice-Chancellor

It is my pleasure to welcome you to the International Conference on Business Innovation and Sustainability in Digital Era organized by Alliance Ascent College, Alliance University.

The Conference aims to discuss the latest trends, challenges, and opportunities in the fields of business innovation and sustainability in the digital age; evolving theories, concepts, and models in general; as well as practical issues and innovative solutions with regard to various functional areas under management in the digital era.

Businesses across various sectors are faced with circumstances in which technology is transforming the environment around them, advancing from the back room of an organization into the hands of customers, employees, and society.

As we navigate through this ever-changing world, the integration of digital technology in businesses has become increasingly crucial in ensuring sustainability and growth. This

conference provides a platform for scholars, researchers, and practitioners to exchange ideas, insights, and best practices in the areas of business innovation and sustainability.

Having an exciting line-up of keynote and plenary sessions, panel discussions, and paper presentations, the conference will not only provide a forum for knowledge sharing but also foster meaningful partnerships and collaborations that will contribute to the advancement of the field.

The conference proceedings, a compilation of articles on various topics across a broad spectrum of subjects, including but not limited to digital transformation, sustainable business practices, social responsibility, and corporate governance will assist the participants in accomplishing remarkable heights in their research pursuits and other endeavours.

I congratulate the editorial team and hope that the proceedings will serve as a vital resource for scholars, researchers, and practitioners to engage in meaningful discussions, exchange innovative ideas and best practices, and collaborate towards advancing the field.

Prof (Dr.) Anubha Singh
Vice Chancellor
Alliance University, Bengaluru



Message from the Director

It is my pleasure to welcome you to the “International Conference on Business, Innovation and Sustainability in a Digital Era’ organised by Alliance Ascent College, Alliance University. The conference brings together experts and scholars from various fields to share their research and experiences on the intersection of business, innovation, and sustainability in a digital era. I would like to share with you the abstracts of the diverse and exciting research that will be presented.

As a Director of the Institute, I am delighted to see the incredible research contributions from around the globe that are represented in this book. This compilation of abstracts is a testimony to the exceptional dedication and hard work put in by researchers, academicians, and industry experts.

In today's rapidly evolving business landscape, digital technologies have become an integral part of the way we conduct business. It has transformed the way we communicate,

collaborate, and conduct transactions. Innovation and sustainability are critical factors in business development and the digital era presents unprecedented opportunities and challenges. The abstracts presented in this book reflect the global effort to address these challenges and explore innovative solutions that promote sustainable business practices.

I would like to express my sincere appreciation to all the authors, reviewers, and organizers who have contributed their time and expertise to make this conference a success. I hope this book inspires you and stimulates discussions that lead to innovative solutions for sustainable business practices.

Prof (Dr.) Ramanna Shetty
Director - Alliance Ascent College
Alliance University, Bengaluru



Message from the Editor

Sustainability in recent years is generally understood to be the convergence of environmental, social, and governmental aspects of how businesses thrive. It has become one of the key areas of focus, and organizations have been stressing on acknowledging the same. Companies across the globe have been tweaking their policies to implement the key elements of sustainability into their business practices.

In the last two decades, technology has played an important role in strategic management by forming a crucial element of business innovation and competitive advantage. Therefore, in the current era of digital transformation, business sustainability can be leveraged through a productive yet sustainable use of technology.

International Conference on Business, Innovation and Sustainability in Digital Era (AAC-iCON, 2023), driven by the objective of knowledge sharing - through its forum of

academicians, researchers, and industry leaders - seeks to further innovation and sustainability in the current dynamic business environment, more so through the use of technology. Receiving papers contextualising innovative ideas and methodologies was an absolute pleasure. It was profoundly mind-bending to review research questions coming in from a wide array of tracks. Organizing an engaging and intellectually stimulating conference has not only refined existing concepts but also helped focus our attention on certain key issues in the field. As we look forward to a decade of change in business operations encouraged by human intelligence and technological advancements, we hope to walk into an era of sustainable practices in all walks of life.

I earnestly anticipate that the conference provides new insights and drives home futuristic learning. I would also like to extend my heartfelt gratitude to the leadership team, the editorial team, and the organising committee for helping me come up with this thought-provoking and informative international conference.

Prof (Dr.) Preeti Gupta
Deputy Director - Alliance Ascent College
Alliance University, Bengaluru

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Keynote Speaker

Mr. Manav Goel

Tech Lead for the Climate team at Meta Machine Learning at Facebook, USA

DIGITAL INNOVATION FOR A SUSTAINABLE FUTURE: HARNESSING THE POWER OF TECHNOLOGY TO TACKLE CLIMATE CHANGE

In this keynote speech, Manav, the Climate Tech Lead at Meta will share insights and strategies for leveraging technological innovation to address the pressing challenges of sustainability in the digital era. The speaker will highlight the importance of using data, analytics, and emerging technologies to drive sustainable growth and reduce carbon emissions and will showcase real-world examples of companies and organizations that are leading the way in sustainable digital innovation. Topics covered will include the emerging and transformative role of artificial intelligence and evolving machine learning capabilities in driving sustainable business practices, the importance of cross-industry collaboration and the critical role that policy and regulation play in supporting sustainable innovation across the globe. Through the lens of his personal and professional experience, he will inspire and challenge the audience to think differently about the relationship between humans, digital technology, and sustainability, and to embrace the opportunities presented to individuals and businesses by the transition to a low-carbon digital economy. Whether you are a business leader,

technologist, or sustainability advocate, this keynote speech will provide valuable insights and practical guidance for driving sustainable innovation and building a better future for humanity and the planet.

Keywords: Climate Change, Sustainability, Digital Innovation



Keynote Speaker

Mr. Mohit Gopal

Mr. Mohit Gopal has over 25 years of professional experience across various sectors and is currently the Chief Operating Officer of PayU Payments in India where he has worked in various capacities since 2017.

THE UTILITY OF SUSTAINABILITY IN FINTECH INNOVATION

When one shortens and simplifies the words Financial and Technology we get Fintech, which refers to the industry that uses technology, data and insight (whether AI or otherwise) to compete with more traditional methods of delivering Financial Services.

The rapid growth in Fintech has been due to a combination of enablers which range from Infrastructure (low-cost internet and IOT enabled devices, near-universal availability of bandwidth and mobile networks, lower-cost computing power etc.), Newer Technologies (Cloud Computing, Blockchain, Artificial Intelligence and Machine Learning, Big Data etc.), Consumer Demand (Increase in time and spends online, the rise of conversational commerce, familiarity and greater trust in digital systems), Government Support (Especially from the perspective of promoting Financial Inclusion and digitizing transactions), Regulatory and Legal/Privacy Frameworks.

Fintech Firms tend to either complement existing Banks, Insurance Companies and other Traditional

Financial Services firms or disrupt them altogether. In many cases, they combine a bit of both strategies. Enlightened and Sophisticated Regulators and Governments like to balance the benefits of greater efficiency, financial inclusion and usage of newer methods and technologies against the risk of excessively disrupting financial systems to the point of local or generalized failures.

As Fintech firms predominantly tend to be Venture Capital funded, they run relatively high risks of failure until they reach the scale necessary for their operating models to turn profitable. During this period, as they are often founded by young entrepreneurs who might lack experience working with regulated businesses, the risk of misunderstanding regulatory intent remains ever-present.

Driven by both the opportunity (a large market primed for disruption) and their own aspirations and capital structure (Venture Capital funded companies tend to have a 5–7-year investment window), Fintech Firms have a strong desire to “*Scale and Sell*”. This seems to conflict with the concept of Sustainability, whose core concept is that “*the Present shouldn't compromise the Future*”.

As Sustainability looks to balance social well-being, Environmental Protection with stable and equitable Economic Growth, it is often mistakenly thought that the additional costs incurred in a Sustainability charter do not reap benefits in the short term apart from virtue signaling (or even Greenwashing) to Consumers and Governments.

In reality, Sustainability is closely tied to the concept of efficiency and reduction of waste (not necessarily environmental, but also wasteful processes, flows and systems). Fintech firms that adopt Sustainability as a core ethos are likely to write cleaner (and reusable) code, use

microservices better, adopt native hybrid cloud computing strategies, invest in the appropriate technologies at the appropriate time, motivate employees more, stay on the right side of regulatory intent and thus gain competitive advantages and cost efficiencies which will help reinforce the theme that “*Sustainability helps Fintech Scale faster and Sell for more*”.

Keywords: Fintech, Sustainability, Payments, India, Cloud Computing, Greenwashing, Artificial Intelligence, Machine Learning, Venture Capital, Virtue Signaling

Panel Speaker

Dr. Belal Mahmoud AlWadi

Founder & Vice president of Jordanian Association for Entrepreneurship.

Assistant Professor of Entrepreneurship and Innovation at the Al-Zaytoonah University of Jordan and the Co-Founder of MLAMI business solutions.

THE CURRENT SITUATION OF BUSINESS, ENTREPRENEURSHIP, INNOVATION, DIGITAL TRANSFORMATION IN THE ARAB WORLD: BETWEEN REALITY THEORIES AND FUTURE APPLICATIONS

In recent years, the Arab world has seen significant changes in terms of business, entrepreneurship, innovation, and digital transformation. Several Arab countries have made significant progress in developing their economies and diversifying their economies away from their traditional reliance on oil and gas. As a result, a new generation of entrepreneurs, startups, and innovation-driven businesses has emerged.

The Arab world has the highest rate of early-stage entrepreneurship activity among all regions worldwide, according to the Global Entrepreneurship Monitor (GEM) 2020/2021 report, with a total early-stage entrepreneurship rate of 16.1%. Furthermore, the report found that 34% of adults in the Arab world saw good opportunities to start

a business, while 20% believed they possessed the necessary skills and experience.

In the Arab world, digital transformation has been a key driver of growth. The Arab world's e-commerce market was estimated to be worth \$48 billion in 2020, with a projected increase to \$90 billion by the end of 2023. Furthermore, the COVID-19 pandemic has accelerated the region's adoption of digital technologies, with businesses and consumers alike turning to digital channels to conduct their activities.

In the Arab world, innovation and entrepreneurship are also flourishing. Several Arab countries have established innovation and entrepreneurship hubs to help startups develop by providing infrastructure, mentorship, and funding. The United Arab Emirates, for example, has established several innovation hubs, such as the Dubai Future Accelerators, the Dubai Technology Entrepreneurship Centre, and the Abu Dhabi Global Market's Innovation Centre. Similarly, Saudi Arabia has launched several initiatives to support the development of startups, including the Misk Innovation Accelerator and the King Abdullah University of Science and Technology (KAUST) Innovation Fund.

In recent years, several Arab startups have made significant strides, attracting significant investments and expanding their operations globally. Careem, a Dubai-based ride-hailing company, was acquired by Uber in 2019 for \$3.1 billion, making it the Middle East's largest technology acquisition. Similarly, in 2018, the UAE-based cybersecurity startup DarkMatter raised \$400 million, making it the largest startup funding round in Arab history.

Several notable entrepreneurship and innovation events take place in the Arab world, including the ArabNet Digital Summit, the Arab Innovation Academy, and the RiseUp Summit. These events bring together entrepreneurs, investors, and thought leaders from all over the world to showcase the most recent innovations, share insights and experiences, and foster collaboration and networking. The Arab world has made significant progress in business, entrepreneurship, innovation, and digital transformation in recent years. The region's high rate of early-stage entrepreneurship activity, the growth of its e-commerce market, and the establishment of innovation and entrepreneurship hubs are all indicators of its growing economic diversification and increasing competitiveness. The region's startups and innovation-driven companies have also attracted significant investments and expanded their operations globally, contributing to the region's economic growth and development.

Also, Jordan for example is entering a promising period in terms of business, entrepreneurship, innovation, and digital transformation as of 2023. As a means of boosting economic growth and job creation, the country has been taking steps to improve its business environment, support startups, and embrace digital transformation. Also, it has been enacting a number of economic reforms and policies aimed at improving the business environment and encouraging entrepreneurship. The country passed a new investment law in 2022 with the goal of attracting foreign investors by providing incentives and simplifying procedures. To assist startups and entrepreneurs in various sectors, the government has also established several business incubators and accelerators, such as Oasis500 and the Jordanian Business Incubators Network.

Jordan is also focused on innovation, with several initiatives and programs aimed at fostering an innovative culture and supporting startups in the country. To promote innovation and research and development activities, the Jordanian government has established several innovation centers, such as the Jordan Innovation Hub. Furthermore, several private initiatives and events, such as the MENA ICT Forum and the Global Innovation Forum, are held in Jordan on an annual basis to promote innovation and showcase the most recent technological advancements. Jordan is also focusing on digital transformation, with the country attempting to embrace new technologies and digital solutions in order to improve business processes and public service delivery. To promote digital transformation and build the necessary infrastructure for a digital economy, the government has launched several initiatives and programs, such as the Digital Jordan Strategy. Furthermore, several Jordanian startups are focusing on developing digital solutions in areas such as fintech, e-commerce, and healthcare.

Despite its progress, Jordan's business and entrepreneurship ecosystem still faces several challenges. One of the most significant challenges is obtaining funding, with many startups struggling to secure the capital required to scale their operations. Another challenge is the scarcity of skilled human resources, with many startups struggling to find qualified employees with the necessary technical skills. In terms of business, entrepreneurship, innovation, and digital transformation, Jordan is in a promising period. To drive economic growth and job creation, the country has been taking steps to improve its business environment, promote entrepreneurship, and embrace digital solutions. However, more work remains to be done to address some

of the ecosystem's challenges, particularly access to funding and skilled human resources.

My topic will discuss the most prominent opportunities for cooperation in the field of business sustainability, by highlighting the latest developments in the field of entrepreneurship and innovation in the Arab world, as well as opportunities for cooperation between Arab entrepreneurs and entrepreneurs in India. The speech will also address the most significant challenges and obstacles that Arab countries face in the application, marketing, and implementation of innovations, as well as the current situation in those countries and what the future of business and sustainability in those countries looks like in the coming years, based on statistics, numbers, and international reports. Some success stories of Arab organizations that have excelled will also be presented. In the application of innovations in its operations using the latest technologies of the Fourth Industrial Revolution, as well as the most recent developments in the situation of Arab countries in the field of digital transformation in a comprehensive and integrated manner, and the participants will be placed in the current situation of Arab governments' digital transformation, as well as the services provided to Arab people. Aspects of research cooperation and projects between Arab and Indian university students, as well as the possibility of implementing joint knowledge exchange programs in the fields of entrepreneurship, innovation, and digital transformation, will be discussed.

Panel Speaker

Mr Benjamin Mathew

*President of Rural Transformation and Information Centre,
Deshpande Foundation.*

RURAL STARTUPS AND INNOVATIVE SOLUTIONS TO ADDRESS THE UNIQUE CHALLENGES FACED BY RURAL COMMUNITIES.

Rural India is characterized by its diverse demographics, which play a crucial role in shaping the economic landscape of the region. This abstract provides a concise overview of key aspects related to rural India, including demographics, income sources, urbanization trends, agricultural potential, income landscape, consumer segment, allied sectors, rural spending trends, rural infrastructure, entrepreneurship, innovation, and social entrepreneurship. It highlights the diverse rural population, the significance of agriculture as an income source, urbanization trends, agricultural potential, changing income landscape, emerging consumer segment, allied sectors, evolving spending patterns, rural infrastructure needs, and the role of entrepreneurship, social entrepreneurship, and innovation in rural development.

Rural startups play a vital role in driving economic growth, addressing rural challenges, and promoting inclusive development. Rural startups focus on developing innovative solutions to address the unique challenges faced by rural communities. These challenges may include

limited access to healthcare, education, clean energy, agricultural productivity, infrastructure gaps, and financial inclusion. They are leveraging technological advancements to leapfrog traditional barriers and bridge the digital divide in rural areas as well as playing a key role to build innovative and sustainable solutions for “Bharat”.

Understanding these factors is crucial for effective policymaking and business strategies to promote rural entrepreneurship, foster innovation, drive social impact, and address rural development challenges in India.

Panel Speaker

Ms. Maneesha Bhusal

VP of CX, Cenomi Group, Saudi Arabia.

ENTREPRENEURSHIP, INNOVATION AND SUSTAINABILITY

It is easy to start up a business and think about innovation compared to what the world was 2 decades ago.

But the question of sustainability remains. Business sustainability is not just surviving but also thriving throughout the life of the business. In such cases, investment, the right marketing, the right strategy, the right people, the right technology, not necessarily the best technology; all these factors are critical to making the business.

Regardless of any industry, Customer Experience plays a pivotal role. It is the only factor that gives any business an edge to differentiate themselves. It is also easy, cheaper, and quicker to deploy a unique CX strategy. CX is an emotional connection and once the business gets it right, it never fails.

E.g Nike thrives by creating strong, emotional connections with their customers through advertising, sponsorships, and events.

Nike, Amazon, and Apple consistently deliver personalized experiences. Tokopedia in Indonesia creates personal connections with locals through “emotional

advertisements”, staying true to what they advertise and staying close to the local culture. The customers can connect with the platform and create a set of perceptions about the platform. This is what builds a true path for business sustainability.

There are some other (not the only) methods to approach it:

1. **Mindset:** Approached customer experience as if it truly was the heart of the business. Use CX as a lens through and scan virtually every aspect of the business operating model, ranging from alignment and accountability to roles and responsibilities, executive education, and CX metrics-based rewards structures.
2. **Technology is not always the answer.** Many Leaders seem to think technology can help them bring them to a better place. The answer is “Maybe”.

Understand where you stand as an organization from all aspects, people, process, data, technology, and culture.

Ensure there is basic governance across all these pillars, without overdoing it.

Proceed to leverage your team’s background in technology and operations to embed customer experience tools techniques and methodologies as new ways of thinking and working, driving product and services improvement, design, and delivery.

3. **Culture:** Significant cultural change leveraging on design thinking and similar techniques to bring the customer into the center of decision-making in a systematic and repeatable way.

4. Get your organization structure right:

This plays a significant role in how things roll down to the bottom of the hierarchy, and how CX is treated and dealt with within the organization.

5. Right method for monitoring, observing, and listening to Customers:

Listening to customers and capturing their feedback creates the first step of the “Voice of the customer” and can be a great source for an excellent customer experience if one deep dives into the information. However, Customer service teams (in most cases) are run in an operational manner, and their ability to meet the target KPIs.

Sustainability starts with how the business approaches, reacts, and then acts to resolve the issue.

6. Dare to create the best employee experience:

Employees should feel they are part of something bigger than themselves. Employees are most likely to be your first customers and your brand advocates. E.g., Customer service agents are responsible for customers and representing your brand. If they haven’t bought into your vision, then most likely customers will also not trust you. The same goes for the other teams such as marketing, legal, PR, Finance etc.

As a closing line, I will quote a statement from Tony, the Late CEO of Zappos, who once said that “For individuals, character is destiny. For organizations, culture is destiny. Our belief is that if you get the culture right, most of the other stuff, like great customer service or building a great long-term brand or sustainable business will happen on its own”.

Panel Speaker

Dr. Subhasis Ray

Dr. Subhasis Ray is a Professor of Marketing and Sustainability at Xavier Institute of Management Bhubaneswar (XIMB), XIM University, India.

He has an MBA from IIM Calcutta, a PhD from Osmania University Hyderabad and post-doctoral sustainability certifications from NUS (Singapore), Vienna University (Austria) and 7e World Bank Institute (USA). At XIMB, Professor Ray is the Founding Chairperson of the Centre for Business and Society.

MARKETING FOR A BETTER WORLD

Managing climate change and achieving sustainable development goals are the two key challenges in front of organizations today. What role does marketing play in this quest for a just transition? Marketing is about creating, communicating, and delivering value. In the process, it has created a culture of conspicuous consumption around the world. This has led to the growth of fast fashion on the one hand and lifestyle diseases on the other. Increased consumption also stretches the natural resource base and for products like mobile phones, exacerbates human rights violations in the product supply chain. Based on my research, I suggest two broad pathways for transforming marketing.

The *Inside-out* paradigm envisages market transformation by big companies. Given their large customer base and successful brands, companies like Apple or Pepsi can successfully steer us towards SDG12:

responsible consumption and production. However, this will require a strong pipeline of B2B innovations. SDGs are not adequately used as a template for industrial innovation. There is a significant opportunity to produce technical products and processes that can reduce carbon emissions in the value chain and create a socially and environmentally responsible product or service.

The *outside-in* paradigm sees the rise of social enterprises that use a business model to solve social and environmental problems. They could identify and tackle local problems by adopting circular and doughnut economy principles (environmental sustainability) or involving vulnerable communities in the production and marketing of goods and services (social sustainability). The branding and scaling of such enterprises require further studies.

Both paradigms for the transformation of marketing are not without possible pitfalls. They will require a deep understanding of consumer and organizational behavior. It will require visionary leadership. More importantly, we will need regulatory innovations (like public procurement of repaired products) to create space for new business models. Marketing's ability to design innovative products and solve customer problems can thus be used to address the grand challenges of our time.

Plenary Speaker

Dr. Paromita Goswami

Professor, Department of Marketing Management,

*School of Management and Entrepreneurship, Shiv Nadar
University.*

CAN SUSTAINABILITY DEVELOPMENT BE DRIVEN BY SOCIAL MARKETING AND CONSUMER MOVEMENTS?

How can people-planet-friendly changes happen in businesses? Can responsible consumption and consumer movements drive such innovation? What can the digital era bring to the table to make the world more sustainable? Paromita will draw from her teaching experience in the current semester to show how her students drove the change through class projects and offer a roadway for such change that can be adopted by universities to drive innovation by businesses in global communities.

Plenary Speaker

Ms. Kenashree

Author, Storyteller, TEDx speaker,

*Deputy General Manager (HR) - Power Management Institute,
NTPC Limited*

THE POWER OF STORYTELLING

“Tell me a fact and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”

Storytelling is a powerful way to strike a deeper chord in your relationship with others. It can elevate the delivery of factual information to an entirely different arena of connection.

Understanding the powerful implication of storytelling, Corporates are gradually stepping up their game to apply narrative techniques to business practices, using it to convey company values, inspire emotion and create personal connections with customers, colleagues or stakeholders.

In other words, it is accomplished content marketing where the essence of an organisation is recorded, and the story is brought to life.

As the Bakerbrand puts it across, stories and data have different impacts on the brain and our level of likelihood to act. As you engage in a story, it’s not simply the brain that gets activated — they evoke emotions as well. The awaken

your senses and trigger an array of biological responses throughout the body. Instead of being limited to cerebral processing, you're pulled in as a participant in an arousing account. Your ability to recall the story also increases as it becomes embedded in multiple sensory areas. Those strong emotions and feelings anchor more vivid, lasting memories.

While there can be various approaches to corporate storytelling, any technique used must include the following strategies through its stories: -

Who Am I?

Revealing a fallible characteristic or a successful failure that you personally experienced. Revealing flaws will make you seem more approachable.

Values in Action

Defining values in a narrative, and through that narrative “show” the organization what you stand for.

Vision

Telling stories to inspire hope, stimulate action toward a brighter future, and raise morale.

Teaching

Sharing a personal experience that teaches an important lesson.

It is interesting to note that as the times are changing, storytelling in the business world is not just limited to written or oral narratives. Modern organisations deploy creative methods to using storytelling, for example - Listening Circles of Employees, Microfilms in which real

moments captured on video can be an excellent way to enter an alternate reality, using art expression through slogans and contests, podcasts & community conversations, games & gamified learning and incorporating theatre in telling stories.

Whether you're communicating with shareholders, employees, or the public, what you say and how you say it can profoundly affect how your brand is perceived.

Speaker

Dr. B. Raghavendra Rao

M.Com, FCMA, CFA, ACMA (UK), CGMA (US), PhD

*Professor, CMS Business School, JAIN (Deemed-to-be University)
Visiting Faculty IIM Indore (2013 C 2014)*

SUSTAINABLE DIGITAL FINANCE

Sustainability is gathering momentum in the wake of climate change, carbon emission, the urge for equity, inclusivity and diversity, and fragile corporate governance leading to the collapse of global banks and related pressing challenges. ESG (Environment, Social and Governance) is the underlying framework to achieve sustainability. Institutional investors like hedge funds, pension funds, and private equity firms curate investment options using the ESG metric. Therefore, sustainability is the key. The moot question is how to achieve sustainable development. Innovation and technology are the enablers to foster sustainable development.

Innovation and sustainability complement each other. Sustainability drives innovation. The economic units score on economic, social and governance aspects through sustainable innovation. Net zero or carbon neutrality, biofuel, green hydrogen, green finance, and microfinance are the outcomes and sequels of sustainable innovation.

Technology is the omni channel to bolster and fortify ESG. The entire value chain of business is undergoing digital transformation. Finance is no exception. The pandemic

accelerated and sped up the digital transformation in the world of finance. The momentum became zestful, thanks to the government's push for digitisation. Stakeholders in the ecosystem started to leverage digital transformation. It is imperative and compelling to embrace technological disruption to exploit the upside potential. The survey, jointly led by Deloitte and IMA® (Institute of Management Accountants), reveals that finance professionals should possess the four A's: analytical, adaptive, agile, and anticipatory.

Big data, data analytics, data visualisation and predictive analytics are ruling the business world and playing a critical role in finance. FinTech, Blockchain, IoT, AI, RPA, Machine Learning, cloud-based solutions etc., are the tools driving innovation, growth, and sustainable development. Interestingly, these tools are being leveraged across the business canvas and tapped significantly across the financial ecosystem. The government, policymakers, regulators, financial market comprising capital and money market, forex market, commodity market, banking, insurance, trade, logistics and supply chain, marketplace and so on, bank on sustainable digital innovation and practice.

Across the value chain of finance, digitisation is ubiquitous. It has applications in investments (the buy and sell side), insurance, banking, accounting, costing, financial planning and analysis, auditing, risk management, mutual funds, portfolio management services, taxation, treasury, and the list goes on. The result is automation in finance.

The conference's outcome is to help the students, academicians, researchers, practitioners, and policymakers appreciate the role of innovation and digitisation for

sustainable development. Innovation and cutting-edge technology are the underlying factors in developing the products and services offered for the inclusive development and well-being of the stakeholders. The need of the hour is to upskill, nimble, embrace, envision, and exploit digital finance, the new normal, for sustainable growth.

While appreciating the role of technology, one should be mindful of the role and significance of finance professionals. Their professional acumen comes in handy for data insights, critical thinking and problem-solving. There are perceived risks in the excessive use of technology like cyber security risks, which are serious and catastrophic.

Welcome digitisation, innovation, and sustainability!

Section 1

Marketing

Paper ID: AAC-iCON 012

A STUDY ON CONSUMER AWARENESS TOWARDS SUSTAINABLE CONSUMPTION IN THE INDIAN RETAIL FASHION/ APPAREL INDUSTRY

Naveya Oberoi, Shilpa Chadichal

Alliance University

Abstract

Fashion calls for constant change which urges consumers to indulge in purchasing garments to keep track of the latest trends. These practices result in large consumption patterns of clothing while the non-use of fashion apparel is a hidden truth. The fashion industry, which is one of the largest polluters in the world, increases environmental concerns by leaving harmful impressions. Sustainability is the desired element for responsible consumption green fashion is a new approach to “fashion with a conscience” Sustainable consumption practices help to reduce environmental impacts and foster responsibility. Researchers have explored the positive drivers and negative barriers of fashion-conscious consumer (FCC) purchasing intention on fashion clothing.

Awareness and information strategies such as sustainability labelling are crucial steps in promoting sustainable consumption through improved information provision which may facilitate an institutionalized shift towards embedding sustainability criteria into consumer decision-making processes. Role of sustainable design development, the awareness of slow fashion and change

in the mindset of the consumer to attain the 12th goal (Responsible Consumption and Production) of the UN Sustainable Development Goals. The study may motivate fashion brands to voluntarily adopt green activities and provide strategic guidelines for marketers and retailers about their sustainable retail practices. The consumer's perspective is being studied about sustainability issues in apparel consumption by checking their knowledge and perception while purchasing apparel.

The study aims to investigate the impact of shopping motivation on consumers' intention to buy green apparel. The study adopted the theory of shopping motivation (utilitarian and hedonic motivation) as a framework. Further, the moderating roles of gender and family income were also examined in all the studied relationships. Data was collected through a questionnaire survey and analyzed using structural equation modelling. The findings indicate a significant impact of information availability and customized offerings on utilitarian motivation, along with a significant impact of adventure, authority, and status on hedonic motivation.

Keywords: Retail, Sustainability, Consumer, Shopping motivation, SEM

Paper ID: AAC-iCON 017

PERCEPTION OF FASHION AND SUSTAINABILITY AMONG GEN Z

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Chetan Singh**

RV Institute of Management

Abstract

In response to environmental and social challenges, the fashion industry has been under increasing pressure to embrace sustainable and creative practices. This research paper will look at marketing strategies that encourage the adoption of sustainable and innovative practices in the fashion industry. A literature review and a qualitative technique will be used in the research. The study will attempt to demonstrate if sustainability may be a critical competitive advantage for fashion enterprises, as buyers become more aware of their choices, and environmental and social consequences.

According to the literature review, younger generations are becoming more conscious of changing trends, which has shifted consumer attitudes about fashion. Considering this, we will undertake research to investigate how sustainability principles are influencing the attitudes of younger generations of buyers towards fashion. This report will show the results of a survey conducted using an anonymous questionnaire designed by us. The study will be carried out after mapping upcoming fashion trends and analyzing the role of sustainability from both

the demand and supply sides. The survey's findings are anticipated to illustrate how students react to new fashion trends, focusing on sustainability in fashion. The survey findings will be analyzed from both a descriptive and quantitative standpoint to evaluate the diverse perspectives on sustainable fashion, with a significant emphasis on the so-called Generation Z.

Keywords: Generation Z, Perspectives, Attitudes, Fashion Industry, Fashion Trends, Sustainable Fashion, Sustainable Practices, Marketing strategies, Demand and Supply Sides.

Paper ID: AAC-iCON 018

CIRCULARITY IN THE INDIAN FASHION INDUSTRY- IMPLICATIONS FOR THE CONSUMERS

Hiteshi Agrawal, Shilpa Chadichal

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Abstract

The textile and fashion industry has had significant technological developments and the introduction of fast fashion but is currently criticised for being a major contributor to waste and a threat to the environment. The rise of the circular economy (CE) - Circular fashion (CF) has promoted more sustainable concepts, including the trending of recycling strategies to add value to textile and plastic waste. It promotes itself as an environmentally friendly approach to fashion products. This paper presents a systematic literature review (SLR) and aims to understand and study the willingness and perception of consumers towards Circularity in the Indian fashion industry.

India is a very big exporter of fabrics and accessories. All over the world, Indian ethnic designs and materials are considered a significant facet for fashion houses and garment manufacturers. In fabrics, while sourcing for fashion wear, India also plays a vital role as one of the biggest players in the international fashion arena. The textile and clothing sector is one of the most indispensable consumer goods industries, although a huge increase in the number of publications on the circular economy can be observed, its analysing consumers' attitudes and behaviour toward

circular fashion, especially the ones comparing consumers from different regions, is still limited. The methodology comprised a systematic literature review and survey. The main results show that, although young consumers are willing to change their clothing consumption habits and believe that fashion companies should be more sustainable, most of them never get involved in circular actions in the fashion chain.

This paper uses primary data as the method of gathering information using questionnaires, and descriptive and inferential analysis is done using ANOVA. Based on the sample size, the researchers concluded that people do actively take part in CF activities, and demographics are influencing purchase decisions for CF as well, but further study will be required in time to come up with a bigger sample size.

Keywords: Circular economy, Fashion, Consumer Recycling, Clothing sector.

Paper ID: AAC-iCON 019

ASSESSING THE SOCIAL MEDIA IMPACT FORGING CONNECTION AND SHAPING CONSUMER PREFERENCE

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Abstract

Purpose-The purpose of this paper is to investigate thoroughly the influence of social media on consumer preferences. Social media platforms have rapidly taken over as the cornerstone of business strategies and are essential for developing lasting connections with customers. This study aims to clarify why, when, and how social media affects the purchasing decisions of consumers. These digital platforms help customers to use them for planning and exploring the market and satisfying their needs and want. Purchasing online, which is defined as the act of looking at products or services on different platforms and obtaining information about potential purchases with or without the purpose to make a purchase, has become an essential feature of modern society.

Design/Methodology/Approach-This paper employs a quantitative approach, and the questionnaire will be used to collect information to assess consumer preferences over social media platforms. The population sample for this study will be drawn from college going UG and PG students. Because college students' online shopping varies

from usual adult shopping, some context-specific aspects can also be investigated.

Findings- It is becoming more and more obvious that social media marketing is a crucial business activity as we advance into a new age of digitization. Investigating the literature on social media use and consumers' perception of the product can help find new and effective strategies for enhancing consumer engagement through social media when evaluating the effects of social media. The study finds that the rise of social media has given users more power because it has allowed them to provide feedback and suggest products more effectively than in the past. The study will assist in identifying the crucial factors that influence consumers' decisions to choose a specific product on social media and facilitate comparisons based on a variety of features and applicability.

Research implications-The key message from this study is that consumer preferences are likely to change as per the trends on social media platforms. The target respondents of this study are future grown-up customers, and they can be targeting customers for online businesses responsible for substantial business results. As the customer is known as the king of the market, it is important for the business to keep an eye on their changing demands and needs. So, the online business needs to strike a balance between customers' expectations and should engage in market research and testing. It not only generates profit for the business but also helps with long-term growth and retaining customers for a longer period.

Originality/Value- Understanding how today's college students consume can provide important hints about how consumption is evolving. This study is conducted to assess

social media's impact on forging connections and shaping consumer preference. As in this scenario, the demands and needs of consumers keep on changing due to the influence of social media platforms like Facebook, Twitter, Instagram, WhatsApp, etc.

Keywords: Social Media, Consumer Preference, College Students, Online Purchases

Paper ID: AAC-iCON 034

COMPARATIVE ANALYSIS OF DIGITAL MEDIA ON TRADITIONAL MEDIA- A STUDY OF CHANGING COMMUNICATION DYNAMICS

Sakshi Sharma, Sanjeev Padashetty

Alliance University

Abstract

The rise of digital media has disrupted the traditional media landscape and has opened up new avenues for advertising and promotion in marketing. The Indian digital market clocked to USD 4.5 billion in 2022. Further, the market is expected to grow at a CAGR of 32.1% between 2023 and 2028 to reach a value of 24.1 billion by 2028. The primary driver for market growth is the shift in the consumer towards the digital channels of media. This paper aims to explore the impact of communication through digital media versus traditional media from the perspective of ad agencies.

The study sincerely looks at the literature review and analyzes case studies of successful digital media campaigns. We also surveyed professionals working in the field of advertising and marketing to understand their perspectives on the effectiveness of digital media versus traditional media and the role of ad agencies. Ad agencies have also had to shift their focus to creating content that is tailored to specific digital platforms and devices, such as mobile phones and social media. This requires a deep understanding of consumer behaviour and preferences, as

well as an ability to create content that is engaging and shareable. Another advantage of digital media is the ability to track and analyze campaign performance in real time. Ad agencies can use this data to optimize campaigns and improve their effectiveness over time, something that is not possible with traditional media.

Our research findings suggest that digital media has revolutionized the advertising industry, providing a more targeted and cost-effective platform for reaching audiences. Ad agencies have adapted to this new reality, leveraging their creative skills and expertise in data analytics to create engaging and effective digital media campaigns. However, traditional media is still the mainstream media, particularly in areas where digital media has not made inroads, especially the huge rural sector of India.

Keywords: social media, Traditional News Outlets, Communication Dynamics

Paper ID: AAC-iCON 036

EXPLORATORY STUDY ON CONSUMER NEUROSCIENCE RESEARCH

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Alliance Ascent College, Alliance University

Abstract

An exploratory study on the use of consumer neuroscience research to comprehend consumer behaviour is presented in this paper. The goal of the study is to investigate how consumers' subconscious reactions to marketing stimuli can be recorded using neuroscientific techniques like EEG, fMRI, and eye-tracking. The paper gives a summary of the existing consumer neuroscience literature and considers how this field might shed light on how consumers make decisions. The ethical issues raised by applying neuroscientific techniques to marketing research are also covered in the study. According to the research, consumer neuroscience may help us better understand consumer behaviour and create more efficient marketing campaigns. However, further research is required to establish the reliability and validity of these methods and to address the ethical issues associated with their use.

This study highlights the need for interdisciplinary collaboration between neuroscience and marketing to advance our understanding of consumer behaviour further. The researchers had the opportunity to test several theories on the interaction between visual search and decision-making processes. GSR (Galvanic Skin Response, also often

called Electrodermal Activity or EDA) is another tool that is commonly used for investigating consumer responses. EEG is frequently used in consumer neuroscience to identify brain-based signals that might communicate information about intended purchases. Despite being a widely used method, fMRI has some serious flaws. This method makes it possible to establish standards; all that is left to do is to repeat what works for the advertisement (for instance, if the data reveals that placing your logo in the top right corner is most effective, maintain doing so).

The researchers discovered that the “hybrid model” best describes how decisions are made. The participants in this model are instructed to “search for a random amount of time, which depends on the value of the encountered items, and then select the best-seen item.”

Keywords: Neuro Consciousness, Consumer Science, Neuromarketing

Paper ID: AAC-iCON 037

ROLE OF BRAND STORYTELLING IN FOSTERING CONSUMER LOYALTY

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Abstract

Storytelling is one of the oldest ways of communication and an ancient art since humans are natural storytellers. Stories fascinate people and much information is stored, indexed, and retrieved in the form of stories. Although lectures tend to put people to sleep, stories move them to action. People relate to each other in terms of stories and products and brands often play both central and peripheral roles in their stories. In the present study, we investigate how a firm-originated story influences consumers' brand experience. Consumers who were exposed to the story described the brand in much more positive terms and were willing to pay more for the product. Many marketers use brand storytelling to communicate their purpose and build a community around their brand that consumers can be a part of. Using brand storytelling in this way can improve customer loyalty, generate brand awareness, and increase sales.

If you work in marketing, public relations or brand management, then you may be interested in learning more about brand storytelling. Brand storytelling is important because it offers companies the opportunity to personalize their brand and form a deeper connection with their

customers. Developing a successful brand storytelling strategy can help your audience learn more about your brand, your purpose, and your products.

The study contributes to brand management research and practice by demonstrating the power of storytelling on consumer experiences. These results are also important from a managerial point of view. They demonstrate how brand stories can be used to create and reinforce positive brand associations. A review of past research in combination with the findings demonstrates that more research is needed on the effect of stories on consumer brand responses. The study shall focus on certain perspectives on brand storytelling along with the techniques one can look at.

Keywords: Storytelling, Brand experience, Brand Strategy, Consumer Experience, Brand Loyalty

Paper ID: AAC-iCON 040

INFLUENCER MARKETING - IDENTIFICATION AND CONTENT ANALYSIS

Abhay Kumar

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Abstract

Influencer marketing has emerged as a popular form of advertising in recent years, with brands leveraging the power of social media influencers to reach their target audience. The process of identifying the right influencers for a brand and creating content that resonates with their audience requires a deep understanding of the influencer's persona and the interests of their followers. This research focuses on the identification and content analysis of influencers for a successful influencer marketing campaign. The identification process involves analyzing the influencer's reach, centrality, engagement rate, and content strategy to determine if they align with the brand's objectives. Once an influencer has been identified, their content needs to be analyzed to ensure it aligns with the brand's messaging and tone. The content analysis process involves examining the influencer's post captions, imagery, and hashtags to determine the overall effectiveness and engagement of the content.

The key point in choosing the Influencer and understanding the marketing objective and influencer be aligned be chosen based on the marketing objective. In this paper, we will suggest a framework for identifying the

Influencer which is aligned with the marketing objective. Overall, the success of an influencer marketing campaign depends on the effective identification and content analysis of influencers. This requires a deep understanding of the influencers and their content strategy, as well as a clear understanding of the brand's messaging and objectives. Keeping the same in mind, further research on the identification of influencers and the content to be used is required.

The practical implications of influencer marketing identification and content analysis involve the potential for brands to create more effective campaigns and reach their target audience more successfully through social media. By leveraging the power of influencers and analyzing their content, brands can increase their visibility, engagement, and ultimately, their bottom line.

Keywords: Influencer Marketing, Influencer Identification, Social network Analysis, Content Analysis

Paper ID: AAC-iCON 041

SOCIAL MEDIA'S EFFECT ON CONSUMER PURCHASING DECISIONS IN BANGALORE

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R V Institution of Management

Abstract

Social media has evolved into an essential marketing tool for Bangalore businesses seeking to reach out to clients and promote their products and services. The purpose of this study is to examine the various parts of social media that can influence client purchase behaviour. The rise of social media platforms has altered the way consumers connect with brands, making it easier for them to acquire product information, reviews, and recommendations from other users. This opens up new opportunities and problems for companies looking to generate and sustain brand loyalty. The paper examines the effectiveness of social media marketing in influencing customer purchasing decisions using existing research and scientific data.

According to the findings, social media can have a considerable impact on customer behaviour, and product availability that are frequently purchased or carry a high level of risk. Businesses can use social media to efficiently advertise their products and services by leveraging social proof, influencers, advertising, brand recognition, and customer service.

The report also looks at the challenges and opportunities that businesses face when using social media, such as ethical

considerations and the need for openness. It highlights the need to know the particular aspects that influence the role of social media in changing consumer behaviour across different product categories and buying behaviour. Finally, this study aims to add to a deeper understanding of the role of social media in consumer decision-making and offers insights into how firms can improve their bottom line by optimizing their social media marketing tactics. As social media evolves, businesses must modify their marketing tactics to properly exploit these platforms and develop closer relationships with their customers.

Keywords: Social Media, Advertisement, Decisions, Factors Influence.

Paper ID: AAC-iCON 046

STUDY ON PINK TAX- GENDER PRICE DISPARITY IN INDIA

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Abstract

In the modern world, it is known that women are facing gender discrimination be it climbing the corporate ladder or the gender pay gap, now a lesser-known form of gender discrimination known as “PINK TAX” that hides in plain sight is affecting every woman. Pink tax is a term coined to show how women pay higher prices compared to men for similar or identical products and services. This practice is supported by women’s general ignorance of the Pink Tax that exists in economic marketplaces because of the uniformity between the two product groups. Second, the price of goods or services used only by women includes an additional value-added tax (VAT) or sales tax, making them less affordable for people who are less advantaged financially.

These pricing standards are prevalent across ages ranging from a girl child toy to women purchasing personal care products such as body wash, hair products, deodorants, facial care items, clothing ranging from daily wear to occasional wear and availing services like haircuts, insurance, and dry cleaning. Razor cartridges sold for women cost about 25% more than those marketed towards men, making them more expensive than the other

alternatives. This discrimination is practiced by companies for higher profits and there is no regulation to oversee this discrimination, which makes this strategy legal but ethically immoral.

Presently more exploration and information are expected for really knowing these peculiarities and their main drivers, as there is an absence of proper data for directly estimating the Pink Tax so additional research and data are now required to understand this phenomenon and its root cause. In this paper, we touch upon the extent of female discrimination and the applicability of the pink tax in India, exposure, and awareness of the pink tax on women in India, and suggestions on how to put an end to these discriminatory pricing standards.

Keywords: PINK TAX, Price disparity, Gender discrimination, Discriminatory pricing standards, Gender inequality

Paper ID: AAC-iCON 048

A STUDY ON BRAND IDENTITY AND IMAGE GAP FROM AN ETHICAL PERSPECTIVE WITH EMPHASIS ON EDIBLE PRODUCTS MARKETED TO CONSUMERS

Priyanka Singh, Dr. Mrinmoy Bhattacharjee

Alliance University

Abstract

The aim of the paper is to offer a mixed method/ Experimental to identify and measure the gap between the communicated brand identity and perceived brand image from an ethical perspective by channel members and consumers. Brand Marketers communicate with their target consumers to make them aware of brand identity and communicate the same to the channel members directly and they communicate it to the end users. However, that synchronisation does not happen for various factors and in this paper that is to be analysed and compare which extraneous variable is most responsible for it.

Further to analyze what makes this factor most sensitive like the eatable processed food that is associated with health risks if consumed regularly e.g., Juices that contain sugar, preservatives, artificial colour, and flavour added to it makes it not only unhealthy to consume even becomes one of the major reasons for chronic diseases like obesity, diabetes, Blood pressure, hypertension, stroke, Pod, and other negative health issues later in life. Eventually, baby food like formula milk whose marketing is banned

in several countries is insisted by the health workers to be given to the newborn whose bodies get toxic by consuming it. The health risk associated with it is gastrointestinal diseases, infectious diseases (including respiratory tract infection), Altered adiposity and intellectual development and more.

In this paper few simple measures like transparency in terms of communication are explained e.g., mentioning the consumption frequency, for whom it is not consumed like pregnant women and kids. If the channel members or the third party have the knowledge or the awareness or the understanding of the health risk associated with such products might help in minimizing the gap between the brand identity and the image

Keywords: Brand Image, Brand Identity, Ethical Perspective

Paper ID: AAC-iCON 050

TRADITIONAL VS METAVERSE MARKETING: A FUTURISTIC VIEW

Aditya Jaiswal, Arpit Pandey, Akansha Choubey

Alliance University

Abstract

The exacting importance of metaverse, meta signifying “past”. Once completely understood, the metaverse could give a profoundly intuitive involvement with which individuals can move openly and participate in two-manner discoursed without leaving their homes without the voyaging costs. Metaverse is a new technology which is offering a unique opportunity for businesses to reach and connect with their customers. The metaverse is already being incorporated into games like Fortnite, Minecraft, Illuvium, and Axie Infinity, offering players an immersive experience. Metaverse is changing the way consumers, brands, and companies will interact in a seamless way using virtual reality, augmented reality, or mixed reality technology. There’s ample scepticism right now from people who think the metaverse is just a flash in the pan. That is also what some people thought about the internet during the 1990s.

The metaverse is also getting accelerated due to i) consumers enjoying the interaction with virtual reality and ii) Companies investing billions in developing technologies related to the metaverse. Even though companies are interested in the metaverse, but still there

is a lack of understanding of the scope of the metaverse and implications of metaverse in marketing research and practice. This study will show how companies are using the metaverse as a marketing tool and how metaverse marketing is different from traditional marketing.

This research will also provide how businesses can utilize metaverse to reach new and potential customers. This study will also show the drawbacks of a metaverse in marketing. The methodology for the collection of data will be a mixture of interviews and literature review. The result of this research will show how companies can use the metaverse as a marketing tool, and to know the benefits and drawbacks of this emerging technology.

Keywords: Metaverse, Digital marketing, Traditional Marketing

Paper ID: AAC-iCON 053

IMPACT OF COVID-19 ON THE SKINCARE & COSMETIC INDUSTRY IN INDIA

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Kadambari Yadav**

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Abstract

The cosmetic industry is an industry that manufactures and distributes cosmetic products. The global beauty industry (comprising skin care, colour cosmetics, hair care, fragrances, and personal care) has been shocked by the COVID-19 crisis. First-quarter sales have been weak, and there have been widespread store closures. The market analysis of the cosmetic industry is segmented into 3 main categories: pre-covid impacts, mid-covid impacts, and post-covid impacts. Comparison of each other segment indicates significant differences in cosmetic usage. The global cosmetics market is projected to grow from \$287.94 billion in 2021 to \$415.29 billion in 2028 at a CAGR of 5.0% in the forecast period, 2021-2028. The drop in cosmetic usage leaves the industry in question for future consumer intention and behaviour.

The consumer purchasing pattern has dramatically changed across the beauty and personal care face due to the district lockdown and widespread store closed in the first half of 2020. Hence, with updated strategies & research methodologies i.e., primary & secondary sources, data has been collected in a proper order to study & analyse the

impacts of the covid-19 period on the skincare & cosmetic industry of India.

At the same time, the industry's leaders have a responsibility to do their best to ensure that their companies survive. The global beauty industry generates \$500 billion in sales a year and accounts for millions of jobs, directly and indirectly. As there has been a change in the purchase behaviour of consumers due to the pandemic, this research aims to study the change in cosmetic purchase behaviour. The main motive of this research is to identify and analyse the changes that occurred due to covid-19 in the cosmetic sector. Lastly, this research paper can help marketers to adopt different strategic recommendations to plan their success in the cosmetic industry.

Keywords: Purchasing Pattern, Consumer Behaviour, Lockdown, COVID-19

Paper ID: AAC-iCON 055

ROLE OF SOCIAL MEDIA INFLUENCERS IN CONSUMER DECISION-MAKING WHILE DOING RESTAURANT SELECTIONS USING SENTIMENT ANALYSIS

Lohith Kumar S, Dr. Mrinmoy Bhattacharjee

Alliance University

Abstract

Social Media influencers are independent third-party endorsers who shape the audience's attitudes through blogs, tweets, and Video content on social media. They are opinion leaders who are able to increase the influence of information and transmit it to their followers. Digital Media Influencers are having a major impact on the choices of people in this Digital World. They are one of the most sought-after advertising channels in the present day. Various studies have documented the increasing relevance of digital influencers in how they form followers' attitudes and decisions. One of the significant industries where they are having the most impact is Restaurant Selection. In our paper, we aim to define the impact of Social Media Influencers on Customers' choice of Restaurants in Bangalore.

The study has conducted after examining various literature on consumer behaviour, Restaurant selection, Social Media Influencers, Bloggers, Digital Marketing, Sentimental analysis, and decision-making of restaurant goers. We have identified that Social Media Influencers

have greater among the younger generation users (Z generation). Greater impact is among the educated users. Studies are also conducted to understand the impact of gender on influencers and followers.

We have used Descriptive research along with Sentiment Analysis. We have collected responses from a Sample of 200 Restaurant Goes using a questionnaire to conduct our research. Likert-type scales are used to measure trustworthiness, information quality and behavioural intentions. The Research papers have also reviewed the Reviews on Google Maps and Website reviews of the Restaurants while applying Sentiment analysis to identify the key factors that people consider while choosing a Restaurant. The Paper also studies the impact of influencers on the ability to create loyalty among users. The study suggests that Social Media Influencers have a predominantly positive response. The study also reviews the opinion of Restaurant goers.

Keywords: Digital Media, Influencers, Sentiment Analysis.

Paper ID: AAC-iCON 066

EXPLORING THE PERSPECTIVES OF STREET VENDORS TOWARDS ADOPTING THE SUSTAINABLE ALTERNATIVES TO SINGLE-USE PLASTIC IN THE CITY OF TAJ

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Abstract

Plastic Pollution has emerged as one of the most emerging environmental concerns at the global level over the last few decades. According to the Central Pollution Control Board Report (2019-20), India generates 3.5 million metric tonnes of plastic waste each year, with 40% of that being single-use Plastic, which we use just once before throwing it away. As the world's capacity to deal with the rapidly increasing output of disposable plastic goods has been exhausted. To address this issue, the Government of India completely banned Single-use Plastic on 1 July 2022. The majority of research has focused on the environmental impact of plastic, but there is a lack of literature on the impact of such regulations on street vendors.

This research aims to identify the factors that influence street vendors' intentions to use sustainable alternatives to plastic. The purpose of conducting a cost-benefit analysis on street vendors is to determine the impact of switching from conventional plastic to alternative plastic. A survey research design has been used, and data from valid 70 street

vendors were collected using a survey questionnaire. The snowball sampling method was used as a methodological choice in the study to identify relevant stakeholders.

This study relies on primary data. The survey method was used to collect primary data in various parts of Agra. Tables and graphs will be used to analyze descriptive data. The findings will provide insight that will help Government to understand vendors' behaviour and intention towards using Biodegradable Plastic after implementing the Ban and formulate such strategies that will increase the involvement of street vendors in adopting sustainable alternatives.

Keywords: Street Vendors, Biodegradable, Single-use Plastic, Sustainable

Paper ID: AAC-iCON 067

EMPIRICAL EVIDENCE OF RHETORIC EFFECT STRATEGIES IN ADVERTISING

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Alliance University

Abstract

Understanding GenZ consumer behaviour is necessary and challenging as a quarter of the Indian population is in this cohort of generations. On the other side, rhetoric persuasion strategies are widely used, time-tested and utilized in communication-mix. Therefore, this study attempts to explore the influence of rhetoric persuasion strategies applied in advertisements on the purchase decision of GenZ consumers. To achieve its research objective, multivariate statistical techniques have been used where the threshold model for consumers' purchase decision process in the form of logistic regression has been applied to examine the influence of ethos, pathos, and logos on the purchase decision of GenZ consumers in India. Results reveal that the application of ethos, pathos and logos strategies in advertisement positively influences the purchase decision of GenZ. This study also observed that the direction of impact remains the same for both genders of GenZ consumers.

Generation Z is a distinct demographic of consumers who have grown up in the digital age and are influenced by a variety of media and marketing channels. Advertisers have developed persuasive strategies to grab their attention

and sway their purchasing decisions after realizing the value of connecting with this audience. Rhetoric effect strategies are the methods used in advertising to craft a persuading message that connects with the target market. These tactics include the use of emotional appeals, social proof, scarcity, authority, and consistency.

According to research, Generation Z is particularly susceptible to emotional appeals and is more likely to respond to advertising that does so. Another technique used in advertising to sway members of Generation Z is social proof. This involves demonstrating the popularity and support of a product or service using testimonies, recommendations, and other types of social proof. This tactic capitalizes on the social nature and desire for group membership of Generation Z.

Keywords: Communication Techniques, Innovation, GenZ, Rhetoric effect, Advertising

Paper ID: AAC-iCON 069

ACTIVATED RETARGETING ADS THROUGH DEVICE ID AND COOKIES: A STRATEGIC APPROACH TO GENERATE LEADS FROM NICHE AUDIENCES IN THE CREATIVE ECONOMY

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CHRIST (Deemed to be University)

Abstract

PURPOSE: Marketers in the 21st century deal with audiences who tend to display ignorant behaviour towards abundant information generated and shared by the firm on multiple platforms. When the target market does not search through the information that is generated by the firm, marketers strategically display their ads frequently through the usage of cookies and device IDs of the users to generate purchase interest in the audiences. Although many researchers have found that activating retargeting ads (ARA) in social media platforms can positively impact the purchase intention of a consumer, there has been very limited research on the same in the creative economy where the target niche audiences are more inclined in variety seeking behaviour rather than displaying habitual buying behaviour. Therefore, this paper tries to fill the research gap and identify if ARA can positively influence audience awareness and lead them to buy decisions with consumer privacy protection moderating the causal relationship between the variables.

METHODOLOGY: The study aims at identifying if ARA, its continual customisation, and targeted information direct the consumers towards lead generation in the creative business units. For the same, the research scenario has been explained through a conceptual model, data is collected through a structured questionnaire from creative consumers as the respondents and the data so collected is tested by performing structural equation modelling using the software SmartPLS 4.

SIGNIFICANT RESULTS: As the creative sector is still struggling to establish itself in the market, this study aims at providing a step guideline which could provide strategic marketing approaches to be adopted at low cost by creative marketers in their product marketing plans which could help them engage, entertain, nurture, and generate leads and perform better in the market.

Keywords: Creative Economy, Activating Retargeting Ads, Social Media Platforms, Firm Generated Content, Consumer Awareness, Consumer Engagement, Lead Generation, Consumer Privacy Protection.

Paper ID: AAC-iCON 085

ASSESSING IMMERSIVE VIRTUAL CUSTOMER EXPERIENCES AND ITS INFLUENCE ON BRAND ATTITUDES

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Abstract

Businesses can enhance customer satisfaction by engaging their customers effectively. Furthermore, they can enhance customer satisfaction, foster brand loyalty, and boosting sales (Papagiannidis et al., 2017). Along with this customer engagement enables businesses to gain valuable insights into customer preferences and behaviors, which can be utilized to inform strategic decision-making. In recent years with technological advancement, the concept of virtual customer engagement has evolved and has been used by businesses widely to interact with their customers (Belk, 2013). The social distancing measures and remote work due to the Covid 19 pandemic have boosted the acceptance of virtual customer engagement to a great extent. Virtual customer engagement refers to the ways that businesses interact and communicate with their customers remotely, typically through digital channels. It involves using technologies such as live chat, email, video conferencing, social media, and other digital platforms to engage with customers and build relationships with them.

Customer engagement has become a crucial component of business operations, as it enables the co-

creation of value that ultimately enhances the brand's image among customers (Brodie et al., 2011). In this context, virtual customer engagement offers customer participation more proactively which directly affects customer brand engagement. In addition to this, the emergence of immersive technologies like metaverse has opened a new dimension in the virtual customer engagement sphere. Metaverse provides users with a highly immersive experience thus elevating customer brand engagement to new heights (Wongkitrungrueng & Suprawan, 2023).

This study documents the influence of virtual customer engagement on brand attitude among consumers using existing research literature. The result of the literature review study indicates that virtual customer engagement has a very high impact on brand attitude. The results provide practising managers with a new dimension in the motivation for and impact of creating virtual customer engagement environments.

Keywords: Customer experience, Customer engagement, Brand attitude, digital platform.

Paper ID: AAC-iCON 086

RURAL MARKETS: THE NEXT BIG TARGET

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Abstract

This paper presents a quantitative analysis of research papers regarding rural markets becoming the next big target due to their mass population. Rural Marketing is the process of promoting, evaluating, dispersing, and creating rural-specific products and services for rural customers to fulfil their needs and to also accomplish company goals. Rural Markets have an untapped potential due to shifts in the economy which in turn have caused the purchasing power of the rural communities to increase. Most MNCs and Corporates eye the rural markets to capture the huge Indian market. The rural markets also provide a large scope for saturated marketing efforts due to the current rise in rural revenues and the probability that such revenues will rise more quickly due to an increase in the prices of agricultural products and better production. In view of a rise in purchasing power and demand for goods among rural customers, markets in rural areas are becoming more significant in emerging economies. The rural market is also more visually appealing and comparatively quite since it is less aggressive than the urban market.

In the Indian economy, the concept of rural marketing has always played a significant role in people's daily life. Except for a few metropolises, every district and industrial location in India is connected to a rural market. Given

that India's most demanding clients reside in its rural areas, the country's rural business sector generates higher incomes. More than half of the money in India's economy is generated by rural businesses.

The paper explores how companies can make an impact in rural areas by using constructive marketing strategies. It also studies the importance of the rural market, the opportunities available, the challenges that companies normally face while trying to enter the rural market and ways to overcome the barriers in rural selling. The paper also focuses on digital marketing in rural areas and its unused potential.

Keywords: Rural Markets, Rural India, Rural Digital Marketing, Emerging Markets, Rural Consumers.

Paper ID: AAC-iCON 142

EXPLORING EMERGING AND DEVELOPED LINES BUSINESS OPPORTUNITIES OF SOUTH KOREA AN EMERGING MARKET.

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Abstract

Emerging markets are transitioning into developed economies. Observing the opportunities available in these markets with Strong economic growth, High per capita income, Liquid equity and debt markets, Accessibility by foreign investors and a Dependable regulatory system. G Jones in his working paper (Jones, 2017) says in the long-run perspective a massive wave of Western multinationals had invested in the developing world during the first wave of globalization.

This paper is an attempt to understand the emerging markets mainly with regard to South Korea. And also to understand the impact of the environment and choose the mode of entry in emerging markets and mainly South Korea. Business environmental analysis will help bring insight into the challenges of an institutional framework for business and its overall impact. This paper has provided how South Korea is a potential market for business and has an abundance of opportunities available. Also, this paper

brings insight into how the Western world is shifting to emerging Eastern economies for business scope. Emerging markets like Colombia, and Korea are wealthy economies of \$ 2.3 trillion they are global power in electronic products Samsung as an emerging market, South Korea ranks alongside countries such as Colombia, Egypt and the Philippines. That jars in a wealthy country that nowadays boasts the world's 10th-largest economy, a \$2.3 trillion stock market, high-tech heavyweights such as Samsung Electronics Co., and global soft power thanks to culture.

As per OECD, a platform is provided to develop and promote good business practices and knowledge to have sustainable development (OECD, 2020). Since emerging countries are the countries creating an abundance of opportunities for the rest of the world.

This event may lead us to ask ourselves what are the reasons that pushed and still push companies to invest in emerging countries to the benefit of already developed countries. We need to keep in mind that as a businessman, your goal is to make a good investment that can provide profit, in the long run, to ensure sustainability (Khanna et. al, 2005). South Korea is an economy trying to come back as a developed market and is also expected to have \$ 40 billion in foreign capital reviving a longstanding push to be upgraded to a developed market by MSCI Inc., a change that could pull in more than \$40 billion in foreign capital (Yoon, 2022).

Today, emerging markets are considered a good scope for business for several reasons. They represent this great opportunity that companies are looking for because they are also looking for investors to help them develop

their country. This correlation pushes emerging countries to facilitate trade and investment on their territory by removing certain barriers or relaxing certain laws and regulations including customs duties. In addition, to encourage them, the government gave them exclusive contracts and favourable deals to build businesses such as agreements with banks to facilitate loans, or they may go so far as to make aid available to foreign companies.

The advantage of these emerging countries does not end there. Indeed, as countries in constant growth, most of them experience very rapid and remarkable economic growth which allows the company to have a faster return on investment than it could have expected from an underdeveloped and already developed market. Indeed, with rapid economic growth, we assist in the increase of levels of consumer purchasing power.

Regarding profitability, emerging markets often have lower labour and production costs compared to developed countries, making them an attractive destination for businesses looking to cut costs and improve profitability. In conclusion, emerging markets offer significant opportunities for businesses looking to expand their operations and grow their profits. By leveraging their unique advantages, such as lower costs, a skilled workforce, and a growing consumer base, businesses can establish a strong presence in these markets and build a sustainable competitive advantage.

Considering South Korea since 2012, it has become the fifteenth largest economy in the world by GDP and the tenth richest country in the world. This emerging country has experienced this growth thanks to its culture with the worldwide success of K-pop or its music videos

such as the video “Gangnam Style” released in 2012 which reached the whole world in a few weeks and reached one billion views on YouTube in barely six months. It can be said that the country has succeeded in making a name for itself thanks to a particular musical style called K-pop or it’s K-drama series that is a hit with the new generation. As the most engaged country in communication and the use of the internet, the use of social networks has created a great craze in Korean culture. This paper is an attempt to explain opportunities in South Korea, an emerging market and a market for good business scope.

Keywords: Emerging market, Scope, Business opportunities, Environmental, Challenges.

Paper ID: AAC-iCON 104

BEYOND LIKES AND SHARES: THE POWER OF SOCIAL MEDIA IN BUILDING BUSINESS-CUSTOMER CONNECTIONS

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Abstract

In today's world, social media has become an integral part of our daily lives, with millions of people around the world using various social media platforms to connect with each other and share their thoughts and experiences. With the rise of social media, businesses have also found new ways to reach out to customers and build lasting relationships with them. In this paper, we explore the role of social media in building connections and changing consumer preferences. Through an extensive literature review, we synthesize the main themes, concepts, and theories that emerge from the studies. We discuss how social media facilitates the building of connections among people and businesses and examine the different ways that social media affects consumer behaviour. We provide case studies of companies that have effectively used social media to build connections and change consumer preferences, analyzing their strategies and outcomes and drawing insights that can be applied to other businesses. Finally, we discuss the implications of these changes for businesses and provide insights into the future of social media and its impact on building connections and changing consumer preferences.

This paper provides a comprehensive understanding of the role of social media in the modern world and offers valuable insights for businesses seeking to leverage the power of social media to engage with their customers and drive growth.

Keywords: Social Media, Social Connection, Business-Customer Relationship, Influence Marketing, User-Generated Content, Consumer Behaviour, Branding, Peer-To-Peer Connection, Consumer-To-Consumer Connection, Business-To-Consumer Connection, Marketing Strategies, Social Proof, Social Listening, Digital Communication.

Section 2

Human Resources

Paper ID: AAC-iCON 009

DIGITAL TRANSFORMATION IN HR PRACTICES AND HR ANALYTICS FOR SUSTAINABLE BUSINESS

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Abstract

Digital transformation has become an essential aspect of business practices, with a focus on HR practices and HR analytics. The need for a sustainable business model has led to the use of technology in HR practices. The HR function has been transformed by technology, providing insights into the workforce's performance, engagement, and productivity. The use of HR analytics has become an essential tool for HR professionals, enabling them to make data-driven decisions. HR analytics provides insights into employee retention rates, workforce productivity, and employee engagement levels. The use of HR analytics enables HR professionals to identify issues and areas of improvement, allowing them to take proactive measures to address them.

The implementation of HR analytics has resulted in a significant increase in employee engagement and productivity, resulting in improved business performance. The use of technology in HR practices has also led to the automation of HR processes, such as recruitment and onboarding. Automation has enabled HR professionals to streamline their processes, reducing the time and effort required for administrative tasks. This has enabled

HR professionals to focus on strategic initiatives, such as talent management and development. The use of digital technology in HR practices has also led to the development of sustainable business models. Sustainable business models focus on creating long-term value for all stakeholders, including employees, customers, and shareholders. The use of technology in HR practices has enabled businesses to create a sustainable workforce, ensuring that employees are engaged, productive, and committed to the organization's goals. In conclusion, the use of digital technology in HR practices and HR analytics has transformed the HR function. The use of HR analytics has enabled HR professionals to make data-driven decisions, resulting in improved business performance. The use of technology has also enabled businesses to create sustainable business models, ensuring that employees are engaged, productive, and committed to the organization's goals.

Keywords: HR Practices, HR Analytics, Employee Retention, Employee Engagement, Talent Management

Paper ID: AAC-iCON 026

SUSTAINABLE RETENTION STRATEGIES IN THE PRESENT DYNAMIC ENVIRONMENT

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Abstract

In today's highly competitive business world, skilled individuals are the primary differentiator for most organisations. Therefore, retention of the skilled employees has become a serious concern for the managers in the current times of layoffs and turnover in most of the organizations. The research aims to emphasize the importance of talent retention in promoting sustainable development at organizations. Talent poaching is very common, and the star employees are always high flight risk candidates. The employees are also going through a sense of insecurity because of the massive layoffs happening in the industry. Hence, companies are losing valuable employees to the competitors because of the lack of proper talent management and retention strategies. The paper aims to analyze the effective retention strategies adopted in the IT industry and suggest some more new strategies by constructing a model promoting sustainable development at organizations.

The present research conducts a systematic literature review (SLR) that, by comprehensively studying previously published articles in the Sustainable HRM domain, attempts to determine the antecedents, practices, and

outcomes of this research strand. By synthesizing scattered yet interrelated past studies, SLR is indeed a fruitful way to search for and flourish collective insights on a topic, thereby transferring new knowledge into new (sub)fields and realms. The researcher has studied the human resource practices in the following IT organizations to find a link between the research theory and the practices:

- Accenture plc.
- Infosys Limited

The following sources were used for the purpose of gathering information and interpretation -company websites, Google Scholar articles, online publications, annual reports, and other articles. The study is focused on the following HR practices in the organization – organizational culture, learning and development, compensation benefits and rewards, inclusion and diversity, and health safety and well-being of the employees

Keywords: retention, talent management, dynamic environment, sustainable development.

Paper ID: AAC-iCON 027

A STUDY ON OCCUPATIONAL STRESS OF VEGETABLE VENDORS (STREET VENDORS) IN TRIPLICANE MARKET JAM BAZAAR AND ADAM MARKET

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Abstract

The practice of selling goods on the street has deep origins in our civilization. This paper intends to analyze the experiences of street vendors in particular areas of Chennai, the metropolis of Tamil Nadu. This article seeks to comprehend the livelihood tactics used by vendors and the issues they deal with on a daily basis as they run their businesses. The paper's second goal is to comprehend the mechanisms by which vendors can team together to meet these challenges as a group. The report also discusses the various labour organizations that exist; however, they are frequently reactive and only found in places where there is a strong vending community. It is suggested that the informal economy's workforce receive more attention and

that national and state regulations recognize and protect those who work in such occupations as workers with labour rights. Street vendors have an essential role in the supply chain since they provide consumers with convenient and affordable goods and services, developing India's economy in the process.

The most prominent component of the informal economy is street vending, which is a global phenomenon. Like other informal sectors, street vending is characterized by a high number of participants, low income, and ease of access. Selling a variety of goods and services on the streets of cities and towns is a source of income for millions of individuals worldwide. Despite common perception, street vending is becoming more prevalent in many countries as economies grow and income levels rise. The country's informal economy depends largely on street vendors. Around 80% of the population, according to studies, work as a street vendor. In almost every city, a significant percentage of street vendors are female. Street vending gives the majority of the urban population access to the "cheapest" and "convenient" services in addition to being a source of self-employment for the underprivileged in cities and towns.

Keywords: Street Vendors, Informal Enterprises, Livelihoods, Labor Organization

Paper ID: AAC-iCON 030

STUDY ON THE GLASS CEILING

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Abstract

The purpose of this paper is to identify barriers that prevent women from moving to higher positions within an organization or assuming leadership roles out of spite of their gender which is termed the Glass ceiling. These obstacles make it difficult for many women and members of racial and ethnic minorities to attain and hold down the most important, prestigious, and lucrative positions in the profession. We define five factors that affect or cause the Glass ceiling in an organization. Both primary and secondary data were used to conduct the whole study. A carefully constructed questionnaire which had 50 questions, was used to collect the primary data. There are 40 working women in the sample. SPSS was used to analyze the data that had been gathered. The data has been presented and analyzed using factor analysis. It was found that these factors are indeed affecting or causing the phenomenon of the Glass ceiling in the organization.

The “glass ceiling” is probably one of the most well-known and effective metaphors to emerge from the 20th century. Given the rise in female employment and the need to, at least in part, capitalize on a changing labour market, diversity is given a great deal of importance. Additionally, companies are attempting to take advantage of the alleged

competitive advantage associated with hiring a diverse workforce.

Most typically, the term “glass ceiling” is used to characterize the situation in which men predominate at the highest levels of administration. Glass alludes to the relative complexity and transparency of this barrier, which is not always evident to the viewer, as opposed to the idea that women have a ceiling on how high they can climb the organizational ladder.

It is possible to distinguish between the “glass ceiling” barrier and other, more formal, or even legitimate, development-related restrictions, such as those based on past learning or experience. Although the “glass ceiling” is a metaphor, it is a very real, impenetrable barrier for the women who experience it.

Keywords: Self-Efficacy, Outcome Expectations, Interests, Goals, Perceived Barriers

Paper ID: AAC-iCON 033

ORGANISATIONAL CULTURE OF KNOWLEDGE CREATION, KNOWLEDGE SHARING AND APPLICATION WITH THE FACETS OF EMPLOYEE ENGAGEMENT

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Abstract

The study is to investigate the relationship between the organizational culture of knowledge creation, and knowledge sharing and its application to the facets of employee engagement. Organizational culture plays a vital role in engaging the employees and a culture of knowledge creation, sharing and application of knowledge is shown to be powerfully linked with the employees' cognitive, emotional and physical engagement. A large number of studies investigate the link between Organization culture and leadership styles, Organizational culture and job satisfaction, employees' engagement and performance, and employees' engagement and work engagement, there remains a dearth of scientific research on organizational culture of knowledge creation, sharing and application of knowledge with the facets of employees' engagement and its impact is a naive realm in employee engagement. A quantitative research design is undertaken in Bangalore city at IT companies with a sample study of 100 IT software engineers. Correlation analysis shows that knowledge creation, sharing and application culture correlate positively

with the facets of employee engagement. Regression analysis reveals that knowledge-sharing culture makes the strongest statistically unique contribution in predicting the cognitive engagement in employees over the other facets of employee engagement. The scientific understanding of the potential relationship between these constructs and their impact extends the literature empirically and establishes a plinth for a new paradigm shift in a knowledge economy.

Keywords: Organizational Culture, Knowledge Creation, Knowledge Sharing, Knowledge Application, Employee Engagement

Paper ID: AAC-iCON 035

A STUDY ON GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN MANUFACTURING SECTORS CHENNAI

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Abstract

Green Human Resources Management is a set of policies, practices, and systems that encourage green behaviour among employees to create an environmentally conscious, resource-efficient, and socially responsible organization. Green human resource management practice leads to creating business in an ecologically sustainable way in order to save resources and also reduce costs for the organization. Green Human resource management focuses on the creation, implementation, and maintenance of all activities aimed at making employees supportive and committed to sustainable goals. The aim of the study is to understand how green human resource management practices have been implemented in manufacturing sectors. The study was conducted as a quantitative study by choosing 100 respondents working in manufacturing industries between the age of 25 to 50 years. The study is framed under the theoretical framework known as stakeholder theory proposed by Edward Freeman (1984). The findings of the study help to identify the level of green human resource management practices in manufacturing sectors and also to give suggestions in improving the

practices towards the green sustainable goals in the organizations.

Keywords: Green Human Resource Management, Sustainable Goals, Manufacturing Sectors, Employees

Paper ID: AAC-iCON 044

COGNITION IN PEOPLE ANALYTICS: DEFINING A CONDUCIVE STATE

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Abstract

There has been a lot of buzz about People analytics usage in organisations. Yet the number of organisations successfully implementing it could be a lot higher. In this paper, we tried to analyse the combined impact of individual and organisational factors that could stimulate the implementation of HR analytics. First, we measured an organisational factor- Corporate ethical Value. Then we tried to see the moderating effect of ethical culture on the psychological Contract of employees. The third factor is a psychological phenomenon i.e. 'Illusion of Control' in an individual. Later we analysed the Problem-solving attitude of an employee towards HR processes under the moderating effect of perceived benefits of people analytics. There is enough literature which proves the positive impact of the Problem-solving attitude of individuals on organisational performance. Still, we tried to explore the impact of a Problem-solving attitude on implementing analytics in HR processes. The above factors could foster a condition in the workplace for "Intention of usage of HR analytics". We empirically explain some of human psychology's interlinking on people analytics usage. A questionnaire methodology is used to evaluate and analyse

the above relationship. Primary data from potential samples are used in this research.

A conceptual model is presented, that shows the constructs that lead to the usage of people analytics in an organization. The model is further analysed to produce findings. In the end, recommendations and future scope for research are presented. Our paper also presents real-world cases of HR Analytics usage and how organizations have benefitted from it. The paper validates constructs for a conducive state in an organization where People analytics can be implemented. Our paper will be the maiden paper that tried to validate organizational and individual factors that can lead to the intention to implement people analytics. This paper creates avenues for future researchers to expand on this area.

Keywords: People Analytics, HR Analytics, Workforce Analytics, Corporate Ethics, Psychological Contract, Cognition, Psychology, Illusion of Control, Problem-Solving Behaviour

Paper ID: AAC-iCON 058

ORGANIZATIONAL DOWNSIZING AND RESTRUCTURING – A SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS

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Abstract

In a dynamic and competitive business environment, organizations face numerous challenges to meet the expectations of varied stakeholders. One of the important metrics in organizational performance is financial results or profitability. During times of economic downturn and recession, organizations resort to employee downsizing to reduce labor costs, increase profitability, and survive (Frone, 2018).

The study aims to examine the evolution of scientific knowledge on the topic and an attempt is made to trace the relationships, breakthroughs, gaps, and trends. The study integrates the existing body of knowledge in this field using the Scopus database by adopting the bibliometric analysis technique. This statistical analysis tool provides quantitative insight into academic literature (De Bellis, 2009). This methodology is used to identify, organize and analyze the major components of a certain study subject (Lievrouw, 1989). The keywords defined were: “organizational downsizing” OR “retrenchment” OR “lay-off” OR “golden handshake” OR “redundancy” and examined

publications for the period of fifteen years (2007-2022). The search initially returned 9362 articles; after filtering using the relevant filters, 220 publications were used in the analysis using VOSviewer (version 1.6.19). The research followed the procedure of (Donthu et al. 2021). The findings would look at how organizations could create sustainable human resource practices and management.

Keywords: Organizational downsizing, Retrenchment, lay-off, Redundancy.

Paper ID: AAC-iCON 060

EXAMINING ACADEMIC WORK FROM A SUSTAINABILITY PERSPECTIVE

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Abstract

Like any other workspace, universities and higher education institutions are essentially psychosocial spaces, and their sustained functioning depends on the health and well-being of their members (Christensen et al., 2018). Unfortunately, many academic institutions no longer provide the low-stress work environment they once did (Winefield et al., 2003). Academicians today deal with competing interests and work in an increasingly complex and demanding environment (Winefield et al., 2003) that impacts their well-being and long-term sustainability in the field. Given this reality of academic life, this study aims to draw insights from the psychology of sustainability and the field of positive psychology. From a sustainability perspective, a healthy university's focus should be on creating an environment that enhances well-being and allows its members to achieve their full potential (Di Fabio et al., 2019). This would facilitate universities becoming psychosocial spaces where their members can experience thriving and flourishing (Converso et al., 2019). This research aims to understand the psychosocial environment of academic institutions to identify means and ways to deal with the negative externalities of the current academic work

and, at the same, suggest ways to make academic life more enriching and flourishing. The current research intends to use the Copenhagen Psychosocial Questionnaire that seeks responses in the following domains: demands at work; work organization and job contents; interpersonal relations and leadership; work-individual interface; social capital; conflicts and offensive behavior; and health and well-being. A short version of the questionnaire will be used for collecting data from sample respondents within a University set-up. The summary of the results will then be used as input for a focus group discussion to come up with ways and means to deal with some of the issues highlighted through the survey results.

Paper ID: AAC-iCON 072

A SYSTEMATIC REVIEW OF LEADER'S ROLE IN INNOVATION AND SUSTAINABILITY IN THE DIGITAL ERA

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Abstract

The greatest challenge ever encountered by leaders of any organization is to make their digital transformation flourish. In recent years, leadership has shifted from conventional to digital leadership due to the compulsory digitalization of the workplace because technological progress provides the opportunity to work from home. Digital leadership has evolved a substantial advantage in reducing costs from the offline workplace and acting as a mediator between the employees and the management, developing new objectives and representative duties, and embarking on challenges.

The study uses systematic reviews, delivering a complete overview of available evidence clearly in Digital Leadership roles. Moreover, it helps identify research gaps in understanding the Digital Leader's role. It helps highlight gaps and proof in several studies that can be utilized to improve future research on Digital Leadership roles. It helps to identify the available evidence, which provides clarity in justification of what is specified. Therefore, based on a Systematic Literature Review, the research aims to

study the Leader's role in Innovation and sustainability in the digital era. Scopus-indexed advanced search options were used for Online Databases in the study. The number of articles was found to be 409 initially for review. The words used for the review search, which were searched from title, abstract and keywords, were Leader's role, Leadership role, Innovation, Sustainability and Digital*(words having digital have their prefix). Then the articles were filtered from the last ten years, from 2013 to 2023, along with articles published only in English. Therefore, the number of articles became

241. Additionally, further filtering based on the keywords Social Science, Business, Management and Accounting, and Computer Science was taken for review. In the end, the number of articles was 62 for the systematic literature review. The articles in the databases were found to be from Elsevier, Emerald, WSB University, University of Tehran, Springer, Sciendo, MDPI, John Wiley and Sons and SAGE Publications. This paper outlines the Leader's role in Innovation and sustainability in the digital era.

The study's findings stated that leaders gather social interaction connections in different ways, such as self-identity, knowledge contribution, and reciprocity (Cheng Z., Liang E. et al., 2018). The senior management leader should strengthen digital leadership capability and develop business model innovation and customer experience orientation. (Mihardjo L.W.W., Sasmoko S., Alamsjah F., Elidjen E.,2019). Leaders must demonstrate task-oriented behaviors, especially if short-term results are mandatory. More mature leaders should continue developing relationship-oriented behaviors (Tortorella G., van Dun D.H., de Almeida A.G.,2020). To realize digital transformation, leaders must initially demonstrate their digital leadership

skills and support establishing a digital learning culture (Karakose T., Polat H., Papadakis S.,2021). Leaders having better digital skills were perceived positively by the employees and helped the employees tend to adopt innovative behaviors. (Erhan T., Uzunbacak H.H., Aydin E.,2022). Digital leadership in a company improves organizational performance. As leadership continues to extend alongside the verification of the resource-based view theory, the essential role of digital leadership is transforming, and the role of employees' digital abilities in organizational performance (Shin J., Mollah M.A., Choi J.,2023).

Keywords: Digital Leadership, Digital Innovation, Digital Transformation, Sustainability

Paper ID: AAC-iCON 077

ASSESSING THE EFFECTIVENESS OF MINDFULNESS TRAINING PROGRAMS IN PROMOTING SUSTAINABLE HUMAN RESOURCE DEVELOPMENT

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Abstract

The relationship between sustainability and mindfulness has gained more attention in recent years. Employees and organisations have started to realise the benefits of mindfulness training programmes by raising awareness of their effects on the environment and society, which will result in more sustainable decisions and actions from Human Resources. This has increased the scope of mindfulness training programmes in organisations and it has drawn interest as possible interventions to enhance the development of Human Resources. Organisations are increasingly adopting sustainability as a core strategic goal because the idea of sustainability has expanded to include economic and social factors. This aids business organisations in controlling their long-term effects on the physical, social, and cultural settings. Sustainability now encompasses sustainable Human Resource Management (HRM) and sustainable employability according to the research. The effectiveness of mindfulness training programmes in fostering sustainable Human Resource Development is reviewed in this paper's literature analysis. According to

the review, mindfulness training programmes can increase job happiness, employee engagement, job performance, and personal resources while lowering employee burnout and emotional exhaustion. However, a number of variables, including the design of the mindfulness training programme, participant characteristics, and context, may affect how successful mindfulness training programmes are. Due to variables like the initial individual's measure to adapt, the accretion of continued practise, the meditator's improving skill, and elaborate interconnections with the employee's prior experiences and current environment may change the effectiveness of mindfulness training gradually over a period of time. Therefore, it is crucial to assess the suitability of mindfulness training programmes on an individual level in order to ascertain whether they have the potential to support sustainable Human Resource Development. The need for further study is highlighted by this analysis in order to comprehend the mechanisms underlying the effects of mindfulness training programmes and to develop more effective and tailored mindfulness interventions for specific contexts and population.

Keywords: Mindfulness, Sustainability, Mindfulness Training Program

Section 3

Finance

Paper ID: AAC-iCON 008

A METHODOICAL REVIEW OF THE RELATIONSHIP BETWEEN FINANCIAL WELL-BEING AND MENTAL HEALTH USING CREATIVE MOVEMENT

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Abstract

This research paper aims to review the existing literature on the connections between financial security and mental health. A comprehensive search of databases such as Google Scholar, Scopus, and Ebsco was conducted, resulting in 25 papers being used as the base. The study points to a variety of perspectives on financial health, and literature frequently uses terms like “financial security,” “financial status,” and “financial strain” that have comparable meanings. The study examines how financial well-being impacts mental health and the indicators used to quantify these outcomes, including the CES-D, BSI, GHQ-28, MHI-5, and K10. The literature suggests a significant connection between financial security and mental health. The paper recommends proactive measures such as financial education and literacy to maintain healthy financial well-being and reduce the burden of mental depression and healthcare costs. The study proposes an intervention using creative movement to analyze the relationship between financial well-being and mental health among a sample of 28 respondents. The creative movement sessions aim to narrow down the definitions of financial security, financial

status, and financial strain. This paper's findings could help policymakers, healthcare professionals, and financial advisors understand the importance of financial security and its impact on mental health.

Keywords: Mental Health, Financial well-being, Financial Literacy, Creative Movement, Proactive Measures

Paper ID: AAC-iCON 020

DIGITAL BANKING CHALLENGES AND OPPORTUNITIES IN INDIA

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Abstract

Technology plays a vital role in the financial inclusion of India. There are many hurdles for financial inclusion in our country and the mainly high cost of banking and bank ability, which is believed, can be overcome by leveraging on appropriate technology. A major technological breakthrough in banking sector is Digital banking. Digital Banking is the automation of traditional banking services. Digital banking enables a bank's customers to access banking products and services via an electronic or online platform. It has revolutionized the way banking services are offered to customers.

Digitalization has redefined banking operations, products and services such as bank statements, cash withdrawals, fund transfers, managing cheques, and all kinds of payment. It allows the user to open a fixed deposit account, apply for a loan, invest in mutual funds and buy insurance products through digital banking. Despite the many benefits that online banking provides there are also a number of concerns and frauds which has increased. Various frauds in digital banking. Phishing hacks – fraudsters create a phishing website that appears to be a legitimate website such as a bank website, an e-commerce

website, a search engine and so on. He distributes links to these websites by SMS, social media, Email etc. Many clients click on the link without checking and sharing OTP. Vishing hacks imposters acting as bankers and firm executives. They call or approach customers over the phone and try to get confidential credentials. Risk of losing money when ATM PIN is hacked.

However, despite the many benefits that digital banking provides to customers, there are also a number of major concerns and challenges for marketers in the online banking sector. Traditional banking habits, security, technical issues, transaction difficulties, and small marketing budgets are all major challenges that online banking marketers will have to reconcile if they are to succeed in this field. However, demand for this industry continues to be very strong. In this present scenario we felt it is relevant to understand the challenges and opportunities of digital banking in India. So it is likely that online banks will only grow more advanced and successful as they strive to resolve their marketing challenges. The study aims to analyze the nature and current state of digital banking in terms of challenges and opportunities. The study adopts descriptive method of research and uses secondary source of data.

Keywords: E- Banking, RTGS, NEFT, Plastic Money, Digital banking, internet, mobile banking, smartphones

Paper ID: AAC-iCON 031

BREAKING THE MOULD: INNOVATIVE STOCK PORTFOLIO MANAGEMENT USING FINANCIAL ANALYTICS

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Abstract

Portfolio management is a critical component of investment management, and the goal is timely decisions to maximize returns while minimizing risks. Traditional approaches to portfolio management often limit the ability to visualize a portfolio in totality, resulting in an inability to decide timely entry/exit of portfolio stocks. One of the main challenges of not doing active portfolio management and not exiting at the right time is the risk of missing out on potential gains or losing money. Stocks are subject to market fluctuations, and even the strongest companies can experience drops in their stock prices. Holding onto a stock for too long can lead to missed opportunities to sell at a profit or mitigate losses. Another challenge is the opportunity cost of holding onto a stock. When an investor holds onto a stock for too long, they are tying up their capital in that particular stock and potentially missing out on other investment opportunities. This can result in a lower overall return on investment.

However, with the advancement of financial analytics, advanced portfolio visuals can be generated to help break the mould of traditional portfolio management. The use

of financial analytics can help investors better understand the behaviour of financial markets, how portfolio stocks are doing with respect to indices, visualize the underlying strength and develop more effective portfolio management strategies that help an investor to rebalance their portfolios with ease. One of the major benefits of using innovative portfolio management techniques with financial analytics is the ability to identify undervalued stocks that are fundamentally strong and have the potential for significant growth. These techniques can be used equally effectively as well profitably by short-term investors and traders as well.

Implementing innovative portfolio management strategies with financial analytics can be challenging. These challenges include data quality issues, the need for specialized expertise, and the cost of implementing analytics systems. In addition, ethical considerations associated with portfolio management, such as transparency and fairness, must be taken into account. Innovative portfolio management strategies with financial analytics are data-driven and involve the use of historical data supported with easy-to-interpret visuals to analyse the complete portfolio in one glance. Despite the challenges associated with these strategies, the benefits they offer are significant and can result in improved portfolio performance and better investment outcomes.

This study is based on the tenet of active portfolio management that requires the active involvement of the investor and frequent churning of stocks in the portfolio. The paper examines how financial analytics can be used to create innovative portfolio creation and management techniques that can lead to better and timely investment decisions. The goal is to combine each stock's potential to

move up/down along with price/action data to recommend the next steps to investors. In addition to providing a complete overview of portfolios, this paper explains how we can use stock data to predict portfolio behaviour and in turn optimize investment portfolios. The researchers are not only considering investors' perspective, but traders' perspective is also being covered.

Keywords: Portfolio optimization, Investment Management, Dynamic Portfolio Management, Financial Analytics, Investment, Trading

Paper ID: AAC-iCON 045

THE LIFE INSURANCE RESEARCH IN INDIA: A BIBLIOMETRIC ANALYSIS

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Abstract

Life insurance is becoming increasingly popular as the amount of risk and uncertainty connected with human existence rises. Insurance in India evolved throughout the pre-independence period. Since there was not an obvious regulating body or government-owned institution to carry out the tasks, the insurance industry was important during that period. To address the issue, the Life Insurance Corporation of India (LICI) was founded in 1956 with the statutory authority to address insurance-related concerns. With independence, LIC emerged as a prominent monopoly dominating the life insurance sector. Several research has been conducted on insurance behavioural intentions, penetration, buying decisions, lapsation, service quality, insurance demand, and so on.

There have been very few studies on the overall picture of life insurance in the Indian environment. To fill this void, data was gathered from the Scopus database between 1995 and 2023. This study examined 139 articles in total. This study employs bibliometric analysis in conjunction with a systematic literature review strategy, with the assistance of Bibliometric R Packages and VOS Viewer software. Owing to the establishment of the Insurance Regulatory

and development authority of India (IRDAI), insurance-related norms were liberalised in 1999, permitting private companies to participate in the insurance market. Since then, there has been an increase in publications due to the privatisation of the life insurance business. The LIC's Initial public offering has been issued in the year 2022 to entice the people to participate in it and become a part of a government-controlled organisation, and the Government has advised the disinvestment of LIC in order to generate revenue. This study employs a science mapping and network analysis technique to get the required results. This study aims to demonstrate the growth and advancement of Life Insurance research in India. Consequently, the study adds to the current literature on life insurance at the national level while also leaving room for future research. Furthermore, the study findings assist policymakers, researchers, and regulators in strengthening Life Insurance procedures.

Keywords: Life Insurance, Systematic Literature Review, Bibliometric Analysis India

Paper ID: AAC-iCON 051

E-BANKING CHALLENGES, OPPORTUNITIES, AND SOLUTIONS: A FUTURISTIC VIEW

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Abstract

India is still developing and growing in its use of electronic banking. In the last ten years, competition, advancements in technology, and changes in lifestyle have altered the face of banking. Banks must adhere to strict standards of competition and compliance because of the developments that have taken place. The structure of e-banking is the problem here. E-banking is expected to change the fundamentals of banking in India by presenting a variety of opportunities as well as previously unheard-of threats. The Reserve Bank of India, the nation's central bank, as well as several government-led initiatives, have aided in the growth of e-banking in India.

The notion of the scope of e-banking is still under development. Supplying banking security is the primary obstacle to electronic banking. This paper looks to provide an overview of the electronic banking service in this context by understanding the importance and advantages of e-banking in the Indian economy, current financial innovations in e-banking, highlighting various aspects, looking into various risks and challenges, and discussing some suggested solutions. The study aims to outline the

opportunities and problems associated with e-banking in India.

Keywords: E-banking, RBI, Indian Economy, Challenges, Opportunities, Financial Innovations

Paper ID: AAC-iCON 052

IMPACT OF AI ON THE BANKING SECTOR

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Abstract

Artificial intelligence (AI) is the capacity of a digital computer or robot operated by a computer to carry out actions frequently performed by intelligent beings. AI is being implemented in almost every field or industry today.

Banking Sector is evolving and trying to adapt to the latest technology as it has to operate with many people on a daily basis. Artificial intelligence (AI) is a key driver of this change, with its potential to improve banking services, automate processes, and create new opportunities to serve customers better. Artificial Intelligence (AI) is changing the banking industry by streamlining operations, enhancing customer experience, and creating new business models. The impact of AI in the banking sector is profound and far-reaching, as it enables banks to process large amounts of data quickly and accurately, identify patterns and insights, and make better-informed decisions.

This research paper aims to analyse the impact of AI in the banking sector by examining its benefits, challenges, and scope for potential applications. The study will focus on the benefits of AI in improving customer experience, reducing operational costs, and enhancing risk management. The research methodology used is a questionnaire. The questionnaire was developed to collect data from five

banks (SBI, Karnataka Bank, Bank of Baroda, ICICI, and Canara Bank) and also from the customers of the respective banks. The total responses were 100 and the method used to select the samples was convenience random sampling. The results showed significant and positive responses regarding the adaptation and scope of AI in the banking sector. SPSS was used to analyse the data and generate Descriptive Statistics as well as Anova. Through this, the research will explore the potential applications of AI in the banking sector, such as chatbots, personalized financial advice, and fraud detection. The paper will also examine the ethical implications of AI in banking. The research will contribute to a deeper understanding of the impact of AI in the banking sector and its potential to change the industry. The study will provide insights into the benefits, challenges, and potential applications of AI and identify areas for future research and development in this rapidly evolving field.

Keywords: Artificial Intelligence, Banking Sector, Impact, Potential Applications, Customer Experience, Risk Management

Paper ID: AAC-iCON 057

FACTORS AFFECTING FINTECH ADOPTION POST COVID-19 OMAN

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Abstract

The financial services industry is viewing a disruptive operational alteration due to manifold technological innovations. The omnipresence of these innovations has resulted in Financial Technology (FinTech). Enhanced and effective experience of the users is consequential of the wide acceptance and growth of Fintech. During the COVID-19 pandemic, borders, malls, banking institutions, and even small stores were shuttered to prevent further viral transmission in hospital and public settings. FinTech services enable people and businesses to access, conduct, and maintain financial transactions, owing to the policies, rules, and tactics implemented by various governments throughout the world (e.g., social distancing and remaining at home) to reduce the danger of COVID-19 infection (Alkhwaldi, et al., 2022). As a result of the health predicament, these types of business transactions are required to be converted online, and FinTech applications have become the main technology to bear risk-free and smooth financial transactions.

FinTech services and applications have been utilized by public and commercial organizations in their efforts

to communicate better experiences to their consumers. (Alkhwaldi, et al., 2022) Yet Al-Okaily et al. [13] have emphasized that there is a need to evaluate these IT tools so that their beneficial influence on user experience may be realized. The influence of these technologies' qualities on user experience should also be examined, as should their acceptability and adoption. As a result, significant care must be used while designing and creating such Technologies. (Okaily, et al., 2022)

Research questions:

RQ1: What factors determine fintech service usage or adoption as available in academic literature?

RQ2: How do the identified factors impact fintech adoption?

RQ3: How demographic factors influence the Fintech Adoption

Design/methodology/approach: We used a self-developed questionnaire to collect primary data on fintech adoption in Oman. All respondents have prior experience in using a specific type of financial technology while performing online transactions. The questionnaire asks respondents to provide their opinion on various drivers of fintech adoption. The study adopted a descriptive research design with a quantitative research method. A sample of three hundred and seventy-five respondents was selected using the snowball sampling technique.

Multiple regression to test if the identified factors viz financial health, Brand Image, Perceived Ease of Use, Fintech Perceived Usefulness, and attitude had a

statistically significant relationship and impact on fintech adoption.

Objectives:

1. To study if Financial Health has a direct effect on the adoption of Fintech
2. To study the impact of Brand Image on Fintech adoption.
3. To study the effect of Perceived ease of use on adopting Fintech services.
4. To study if Perceived usefulness positively impacts Fintech adoption.
5. To study the impact of Attitude on Fintech adoption
6. To study Financial Literacy has a direct positive effect on Fintech adoption.
7. To study the impact of demographic factors on Fintech Adoption.

Conceptual framework:

From the literature review, the conceptual framework is made as shown in Figure 1. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) support the model developed. The framework in this model adopts the TAM with the inclusion of financial health, Brand image, Perceived ease of use, Perceived usefulness, Attitude, and Financial literacy.

Proposed Hypothesis:

H1: Financial Health (FH) has a direct effect on the adoption of Fintech

H2: Brand Image (BI) positively impacts Fintech adoption.

H3: Perceived ease of use (PEU) has a direct positive effect on adopting Fintech services.

H4: Perceived usefulness (PU) positively impacts Fintech adoption.

H5: Attitude positively impacts Fintech adoption.

H6: Financial literacy (FL) has a direct positive effect on Fintech adoption.

Demographic profile of the respondents
Characteristic Criteria Percentage (%)

Age 15–25 45

26–34 30

35–45 19

> 46 6

Education Elementary school or below 2 Junior or senior high school 39

Diploma 8

Undergraduate 45 Master or Doctor 7 Occupation Student 34

Private employee 12

Public employee 7

Entrepreneur 43

Other jobs 4

Monthly Income Less than OMR 300	42
OMR300-OMR 1000	33
OMR1000-OMR2500	17
More than OMR 2500	8
Fintech usage frequency (weekly)	Never use 10
1 time	26
2-3 times	31
More than 3 times	33
Fintech usage purpose	Never use 10
Personal	47
Business	42

Findings: The study used Multiple regression to test if the identified factors viz financial health, Brand Image, Perceived Ease of Use, Fintech Perceived Usefulness, and attitude had a statistically significant relationship and impact on fintech adoption. The regression coefficients show that all the predictors are statistically significant at less than a 1% level of significance. Financial health, Brand Image, Perceived Ease of Use, Perceived Usefulness, and Financial Literacy have a positive whereas attitude had a negative impact on adoption. From the standardized coefficients, Brand Image ($\beta = .275$) has the strongest predictive relationship with fintech adoption whereas Perceived Usefulness had the highest relative contribution to the regression model.

Research implications:

The present study presents the conditions that have developed and contributed towards the fast growth of the usage of technology in the area of use of financial services. It provides empirical data to determine the vital

success constituent and alternative growth drivers for fintech services. The findings of this research give critical inputs to decision-makers so that they may design a plan to realize the goal of managing the challenge of inclusive financial development. Taking the research findings into consideration, policymakers and other industry participants may harness mobile phone technology to build new service offers and legislation with the purpose of improving job possibilities, income, and overall citizen well-being. This research study may aid in the development of a database of financial technology beneficiaries.

According to the conclusions of this study, excellent indicators include financial health, Brand image, Perceived ease of use, Perceived usefulness and financial literacy. Meanwhile, when customers get more information about associated technological services, attitude will have a negative influence on their decision to adopt new technology and become a barrier. Furthermore, in the context of the COVID-19 pandemic, customers frequently focus on increased saving habits, as the results will impact the relationship between user innovativeness and behaviour intention to adopt Fintech services.

Perceived utility, user innovation, and brand image are among the positive indicators, Meanwhile, the attitude of users would have a negative effect on the choice to adopt new technology and this may act as a barrier or a challenge as customers may need more understanding and persuasion about connected technology in financial services. Post Pandemic customers have become more conscious of their spending habit ease of use of technology in financial services would be a boon to the Fintech services providers.

Research limitations and future research directions: This study examines the factors that influence consumers' adoption of Fintech in smaller regions in Oman from Muscat; more research could be conducted in other parts for potentially different outcomes. Despite the broader TAM model used in this study, future research is anticipated to focus on both drivers and barriers in order to give policymakers more complete data for developing strategies to increase financial inclusion through Fintech. Access to the data is another barrier to this research.

Keywords: Fintech, Technology Adoption Model, Financial literacy, Brand Image, Financial Health, Perceived Usefulness, Perceived Ease of Use.

Paper ID: AAC-iCON 059

DOES 'AGE' IMPACT INVESTMENT DECISIONS? – EVIDENCE FROM INDIAN INVESTORS

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Abstract

This paper examines the impact of age of investors on their investment decisions. This research also focuses on the influence of demographic, socio economic and psychological factors on the investment decisions of individual investors. The main demographic factor considered for the research is age. There are different viewpoints on age as a demographic factor that influences decisions. Some people believe that age is only a number and that it cannot impose any constraints or limitations. On the other hand, studies have shown that older and experienced investors are more likely to follow rules of thumb that reflect greater investment knowledge. However, older investors are less effective in applying their investment knowledge and exhibit worse investment skill, especially if they are less educated, earn lower income, and belong to minority racial/ethnic groups. Overall, the adverse effects of aging dominate the positive effects of experience. These results indicate that older investors' portfolio decisions reflect greater knowledge about investing, but investment skill deteriorates with age due to the adverse effects of cognitive aging.

The study covers different kinds of investments based on duration, risk perception, and investment objective.

The source of investment advice and desire for investment growth is also studied. The study is based on primary data and Data were acquired from 100 selective investors using convenience sampling. The Gretl Statistical software was used to execute the analysis, which used the Logistic Regression Model. The study eventually revealed that age influences investors' financial investment decisions.

Keywords: Investment Pattern, Age, The Psychological Impact

Paper ID: AAC-iCON 063

IMPACT OF ESG ON INDIAN STOCKS DURING THE COVID 19 PANDEMIC.

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Abstract

This study examines the impact of environmental, social, and governance (ESG) performance on stock prices during the market financial crisis caused by the COVID-19 pandemic. For analysis, we have taken NIFTY 50 companies. Further, we estimate the stock's cumulative abnormal returns (CAR) after the pandemic outbreak through event study methodology. ESG scores CRISIL is considered for ESG variable. Further to ESG, the analysis considers parameters like Leverage, ROA, Ownership, and Beta as control variables. Empirical results of the preliminary analysis suggest that the ESG had a positive impact on the CAR during the outbreak of the pandemic. In other words, Good ESG practices are essential in reducing price volatility in times of crisis. Moreover, the results are robust when analyzed using alternative event windows. Our research adds to the existing literature and is helpful for investors, companies, and regulators to understand the performance of stocks during a crisis period concerning their ESG score.

Keywords: ESG, COVID-19, ESG in Pandemic, Environmental, Societal, Governance

Paper ID: AAC-iCON 068

THE IMPACT OF CHANGES IN INFLATION RATE ON GOLD, SILVER, AND INTEREST RATES

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Abstract

A key economic concept, inflation, is the continuous rise in prices of goods and services over time. Gold, silver, and interest rates are just a few of the various financial instruments that inflation could have a significant impact. Gold and silver are often considered hedges against inflation, as their value tends to rise during times of high inflation. This is due to the rise in demand for these precious metals as investors look for ways to shield their money from the damaging impacts of inflation. Also, the cost of producing gold and silver tends to rise with inflation, further raising the prices of these precious metals.

The objective of the study is to understand how the changes in the inflation rates are going to have an impact on the gold, silver, and interest rates. Gold is often considered a haven asset during times of economic turmoil, as it is perceived as a store of value that can protect against inflation. Investors frequently turn to gold during periods of high inflation as a safeguard against the depleting effects of inflation on their wealth. Prices may rise as a result of the increased demand for gold. In addition, the price of producing gold typically rises with inflation. This is since

as the general price level of products and services in the economy grows, so do the costs associated with mining and extracting gold. The greater production expenses may be passed on to customers by mining corporations, which might further boost the price of gold. Another precious metal that is frequently regarded as a hedge against inflation is silver. Like gold, investors typically seek to protect their wealth during periods of high inflation, which tends to increase demand for silver. Yet, compared to gold, silver's price sensitivity to inflation might be more varied.

In contrast to gold, silver is used in a variety of industrial applications, such as electronics, solar panels, and medical equipment. As a result, factors like supply and demand in the industrial sector have an impact on the price of silver. The demand for industrial goods may fall off during periods of high inflation, which could then result in a drop in demand for silver and a subsequent drop in price. On the other side, as central banks work to resist inflationary pressures, interest rates often rise along with inflation. Because higher interest rates make other financial instruments, like bonds, more appealing to investors, they can have a negative effect on the price of gold and silver. This may result in less demand for gold and silver, which will lower their prices. Interest rates are frequently used by central banks as a weapon to resist inflationary pressures. Central banks may raise interest rates in order to tighten the money supply and slow down economic growth when inflation rises. Inflation can be lowered by lower consumer and company investment as a result of higher interest rates. Yet, the price of gold and silver may decline as a result of increasing interest rates. This is so that investors will find other financial instruments, like bonds, more alluring as interest rates rise. As a result, investors may decide to invest

in bonds rather than gold and silver, which would decrease the demand for these precious metals and consequently cause their prices to decline. It is a crucial macroeconomic indicator for investors and policymakers and is often monitored by the Consumer Price Index (CPI). Gold, silver, and interest rates are just a few of the financial instruments that can be significantly impacted by inflation. Inflation's effects on these three financial instruments as well as the variables affecting their relationship will be examined in this paper.

The goal of the study is to determine how the changes in the inflation rates can have an impact on the gold, silver and interest rates. The investigation is mainly exploratory in nature. Monthly data for the 10 years from 2013 to 2023 comprise the sample of data. As the data was collected on a monthly basis, a purposive and convenient sampling technique is used. The latest closure and the average of the current opening were taken into consideration when collecting secondary data for the study from multiple websites. With the aid of the statistical program JAMOVI and Excel, correlation, regression, and ANOVA have been utilized for the goal of data analysis. The results indicate that gold has historically performed well during times of high inflation because of its propensity to appreciate. In general, the connection between interest rates, gold, silver, and inflation can be intricate and multifaceted. Before making any investment selections, investors should carefully analyze the current economic conditions and how they might affect these instruments.

Keywords: Exchange Rate, Commodity Market, Currency Values, Convenience Sampling

Paper ID: AAC-iCON 076

AN INVESTIGATION ON THE INTELLECTUAL CAPITAL EFFICIENCY OF THE INDIAN SERVICE SECTOR INDUSTRIES

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Abstract

There is no denying point that companies which consistently adopt new technologies and place a strong emphasis on the skills and expertise of their employees tend to be successful ones. In recent years, knowledge has emerged as one of the most crucial intangible assets for businesses for their long term sustainability which is known to be its intellectual capital. The concept of intellectual capital is all about the intangible resources which contribute to the value and competitiveness of the enterprises. This encompasses a broad range of non- physical assets which consists of knowledge, skills, expertise, patents, trademarks, copyrights, databases, customer relationships and organisational processes etc. Intellectual capital is often categorised into three main components which includes human capital, structural capital and relational or customer capital. Therefore, any organisations which effectively manage this capital can gain their competitive

advantage by leveraging their knowledge, foster innovation, improving productivity and improvising their overall performance. The main focus of this study is to investigate on the efficiency of intellectual capital in particular to the Indian service sector industries. Apart from that the study has also attempted to analyse the impact of intellectual capital on the business and market performance of the selected industries over the period covering 2013-2022. The sample size of the study covered a total of seventy seven Indian service sector companies out of which seven companies were excluded due to the non- availability of data. After reviewing various literatures the study has chosen up the value added intellectual coefficient (VAIC) method for measuring the company's intellectual capital. The return of asset (ROA) and P/B ratio were taken as the indicators of business and market performance. The study has adopted descriptive statistics, correlation, Hausmen test and panel data regression for statistical analysis. After which the findings of the study highlighted that the association between business and market performance and intellectual capital factors (current and previous year), with the exception of SCE, have a negative statistically significant influence ($p < 0.05$) on company profitability. The current study broadens managers' and academicians' understanding of intellectual capital and emphasizes how it contributes to value development. These findings show that in order to improvise the financial outcomes in India, institutions must place a strong emphasis on the components of intellectual capital.

Keywords: Intellectual capital efficiency, national stock exchange, performance, service sector.

ID: AAC-iCON 087

A STUDY ON RATIO ANALYSIS OF STEEL AUTHORITY OF INDIA LIMITED (SAIL)

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Abstract

Steel Authority of India Limited (SAIL) is a leading central public sector undertaking in New Delhi, India. The company is owned by the Ministry of Steel, Government of India and has an annual turnover of INR 1,03,480 Crore (US\$13 billion) for fiscal year 2021–22. Ratio analysis is a financial analysis method that compares different financial metrics to gain insight into a company's financial performance, efficiency, and profitability. It involves analyzing various ratios calculated using the financial data of a company, such as liquidity ratios, profitability ratios, solvency ratios, and efficiency ratios. The analysis of ratios helps to identify trends and patterns in a company's financial performance over time, as well as to compare the company's performance to industry norms and competitors' performance. The paper studies the financial performance of SAIL for the period of ten years from 2013–2022 and examines the key Financial Indicators that have an impact on the performance of the company. The resulting data and insights can be used by stakeholders to make informed business decisions, such as funding, investments, and other strategic initiatives. In conclusion, SAIL has shown resilience, growth, and progress over the past decade

and continues to be a significant player in the Indian steel industry.

Keywords: Financial Metrics, Ratio Analysis, Steel Industry, Financial Analysis.

Paper ID: AAC-iCON 089

A STUDY ON FINANCIAL STATEMENT ANALYSIS OF ADANI ENTERPRISES LTD.

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Abstract

Adani Group is a large Indian conglomerate that operates in a wide range of industries, including energy, infrastructure, logistics, agribusiness, and defence. The company was founded in 1988 by Gautam Adani, who started with a single import-export business in Mumbai. Over the years, Adani Group has grown into a global player with a significant presence in multiple countries. Adani Enterprises is a major player in multiple industries, which makes it an interesting case study for financial analysis. Adani Enterprises has been in the news for various reasons, such as the controversy surrounding the company's environmental practices and the recent surge in its share prices, which makes it a company of interest to investors and analysts. It has reported strong financial results in recent years, with consistent revenue and profit growth. Therefore, a study on the financial statement analysis of the company can help investors and policymakers in understanding the reasons for its financial success. Overall, performing ratio analysis on Adani Enterprises can provide valuable insights into the financial health of the company, and help investors and analysts make informed decisions. According to the Study, Adani Enterprises (AIL) has shown overall improvement and growth over

the past 10 years. These ratios can help analysts understand how efficiently Adani Enterprises is using its assets to generate profits, how profitable its operations are, and how well it is managing its expenses. Overall, a ratio analysis of Adani Enterprises could provide valuable insights into the company's financial health, which could be useful for investors, creditors, and other stakeholders.

Keywords: Financial Health, Financial Analysis, Policymakers

Paper ID: AAC-iCON 095

ANALYSIS OF OPPORTUNITY OF DIVERSIFICATION AMONG THE VARIOUS SECTORS OF INDIAN ECONOMY

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Dr Safika Praveen Sheikh

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Abstract

The key objective of this paper is to find out the Opportunity for diversification among the Equity Indices of various business sectors. In order to find out the relationship and co-movement among various sectors namely Information Technology, Bank and Automobile, Nifty IT, Nifty Bank and Nifty Auto have been used. The data has been taken from the official website of NSE India for 5 years from 2018-2023. We used the descriptive analysis, unit root test, Johansen cointegration test, Correlogram, correlation, Pairwise Granger Causality Tests, and M-ARCH normal distribution to test the hypothesis. The required analyses have been performed using statistical software E-views. Augmented Dickey-Fuller test suggests that there exists no unit root in the data ($p < 1$) and the data are stationary at first difference. It is evident from the study that the causal relationship between Nifty Auto, Nifty Bank, and Nifty IT.

Keywords: Equity Indices, Diversification, Financial Analysis

Paper ID: AAC-iCON 096

ANALYSIS OF INTERDEPENDENCE OF VARIOUS ASSET CLASSES: AN EVIDENCE BY NIFTY COMMODITY, NIFTY50, NIFTY BOND

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Abstract

This study provides an overview of different asset classes, including stock, commodity, and bond. The key objective of the paper is to find out the opportunity for diversity and study the dynamic relationship among different asset classes: Evidenced by Nifty50, Nifty commodity, and Nifty GS 10 years (BOND). The paper explores the characteristics, risks, and returns over different periods in the past and how they are going to influence the same in future. The study is based on secondary data and it includes data from 3 years i.e., 2020 to 2023. Additionally, the paper discusses the role of asset allocation in portfolio construction and the importance of diversification across different asset classes to mitigate risk and plan on enhancing the returns. The paper concludes by highlighting the interpretation of the relationship between different asset classes and offering insights into how investors can use this information to make an informed investment decision.

Keywords: Asset Classes, Diversification, Investment Decisions

Paper ID: AAC-iCON 097

ANALYSIS OF PERFORMANCE AND CO-MOVEMENT OF EQUITY INDICES AMONG THE DEVELOPED ECONOMIES: AN EVIDENCE BY USA, GERMANY, AND CANADA

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Abstract:

Finding the opportunity for diversification among equity indices at Global level, we have analyzed the equity indices of the USA, Germany and Canada—as demonstrated by the NASDAQ, DAX, and S&P TSX. The main goal of this study is to find out the correlation and movement. This analysis covers the five years from 2018 to 2023 and is based on secondary data. To test our hypothesis, we employed the Generalized Auto-Regressive Conditional Heteroskedasticity (GARCH) model, pairwise Granger Causality Tests, Correlogram, correlation, Johansen cointegration test, unit root test, and descriptive analysis. The statistical software E-views has been used to carry out the necessary analyses. The Dickey-Fuller test indicates that the data are stationary at the first difference and that there is no unit root in the data. The study clearly shows that there is a causal link between the NASDAQ, DAX, and S&P TSX. It is also evident that there are very few cointegrated equations which show a good opportunity for diversification of investment on

a global level to reduce risk and enhance returns in the favour of investors.

Keywords: Global Equity Class, Diversification, Financial Analysis

Paper ID: AAC-iCON 102

EFFECT OF FOREIGN DIRECT INVESTMENT ON THE PRODUCTIVITY AND PROFITABILITY: EVIDENCE FROM ICICI BANK

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Abstract

This paper primarily examines the significance of foreign direct investment (FDI) ICICI bank, the function of FDI in banking sector, and the productivity of that bank as a result of FDI. Productivity and profitability are used as a basis for the analyses. Regression analysis and ANOVA are the statistical techniques used to test a hypothesis. According to this study, FDI significantly affects net profit and profit per employee. Additionally, FDI does not appear to have a sizable impact on business per employee.

Keywords: Productivity, Profitability, ANOVA, Regression, FDI

Paper ID: AAC-iCON 056

AN IMPACT ANALYSIS OF FDI ON THE FOOD RETAIL SECTOR AND DEMOGRAPHIC ANALYSIS WITH SPECIAL REFERENCE TO BENGALURU

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Dr Divya U

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Abstract

Post-liberalization in the Indian economy has changed the dynamics of the Food retail sector. The entry of MNCs post-LPG-1991 policy has allowed multinational companies to come and operated in the Indian market. The gates of the Indian economy were opened for the MNCs in different sectors. Food retail has seen a massive transformation because of the entry of many foreign players like Walmart and many more. These MNCs with their new and innovative mechanism were able to reduce the cost and the customer has a wider choice of options in the retail market. This research paper is prepared with the objective of analyzing the impact of FDI in the retail sector keeping the customer perspective in mind. This paper will aim to understand the impact of demographic factors on the buying behaviour of the customer as well as on customer satisfaction.

However, FDI in retail was allowed only in 2006 that too in single-brand retail routes with a 51% stake. Till 2006,

the government has the fear of dismantling unorganized Kirana shops and Kiosk which accounts for 98% of the retail market. The government used to reach the people through the public distribution system like ration shops and the people need to have the ration card for purchasing subsidized goods.

Fear of loss of job, elimination of middlemen, the collapse of existing employment opportunities, Intense competition and many more were the reason for the late implementation of FDI entry in the retail segments. In the recent decade, the retail sector has seen massive changes because of the entry of MNCs players in the segment which focuses on allowing the customer to have the maximum utility by allowing an open space and quality for value. This paper is an attempt to study how the impact of FDI inflow has impacted the demographic variables like age, sex and many more parameters in their purchasing behaviour.

Keywords: LPG, Food Retail, Demographic Factors

Section 4

Operations

Paper ID: AAC-iCON 013

A COMPREHENSIVE EVALUATION FRAMEWORK FOR ASSESSING VACCINE SUPPLY CHAIN PERFORMANCE USING REAL-TIME DATA

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Abstract

This study proposes a quantitative evaluation model for comparative analysis of vaccine supply chain (VSC) performance while considering multiple regions' input real-time data that is both subjective as well as objective in nature. Performance indicators (PIs), capable of taking subjective as well as objective inputs, are constructed to capture the VSC development status and categorized under different objectives. A combination of CRITIC and VIKOR methods are used to define weights of the performance criteria and rank the alternatives regions respectively, while analyzing objective and subjective weights. Whereas the spherical fuzzy extension of CRITIC and VIKOR methods was used to interpret the subjective performance information provided by the VSC managers at the respective region. The ranks obtained are then compared for each region to identify the regions observing conflicting narratives based on objective and subjective information. Also, further investigation of VSC in such regions can highlight reasons responsible for conflicting narratives.

Keywords: Vaccine Supply Chain, Evaluation Framework, Spherical Fuzzy Set, CRITIC, VIKOR

Paper ID: AAC-iCON 014

DISRUPTIVE TECHNOLOGIES AS THE ENHANCEMENT OF DIGITAL BUSINESS

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Prof K. Mohanasundaram**

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Abstract

Digital disruptions are having a significant influence on businesses and transforming our economy globally, gaining increased interest in study and practice. The digital business environment is a modern commercial arena in which computer and networking technologies are used. The coronavirus pandemic demonstrated how quickly the global environment might be impacted on several levels while simultaneously accelerating other domestic activities. Business executives are confronted with inefficient business models that are unprepared to deal with the disruptive environment of rising artificial intelligence. This is accomplished through the use of disruptive technologies. It is a technological advancement that dramatically modifies the way customers, industries, or enterprises work. Digital marketing efforts are growing more widespread and efficient as digital platforms are more interwoven into marketing strategies and everyday life, and as individuals utilize digital gadgets instead of visiting physical stores. Instead, ChatGPT from (Open AI) became popular in recent years, but it first appeared in 2014. Whereas Chat Generative Pre-trained Transformer, a sophisticated Chabot that is now receiving a lot of

public attention, was a disruptive Technology over the search engine (Google). An integrative review approach was applied in this work, which combined experimental and non-experimental research with theoretical. Because this study included four streams of literature: GBS, CRM, service innovation, and business models, it took a concept-centric approach rather than a chronological or author-centric one. A disruptive technology destroys systems or habits. It replaces because it possesses distinguishably superior characteristics. As a result, this study investigated the link between disruptive technology and digital business, as well as how disruptive technology is assisting in improving the status of present business and bringing it to the next level. We can also find the Research Agenda on the Dynamics of Digital Disruption in Digital Business with the help of the framework, and last but not least, we can figure out service disruptive technology by understanding all of this. This study finishes by identifying current businesses and how they get a competitive edge over digital businesses by utilizing disruptive technologies.

Keywords: Disruptive technologies, Digital business, Digital era, Disruptive innovations, e-business, e-solutions, Business

Paper ID: AAC-iCON 032

FROM CONTRACT MANUFACTURER TO BRAND OWNER- A STUDY ON THE EVOLUTION OF OEM AND ODM BUSINESS

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Abstract

OEM (Original Equipment Manufacturer), ODM (Original Design Manufacturer) and OBM (Original Brand Manufacturer) are all business models used in manufacturing and product development. OEM refers to a company that produces parts or products that are used in another company's product. OEM builds customized products i.e., based on a given design to the manufacturer from the customer OEM manufactures the products. ODM refers to a company that designs and manufactures products based on another company's specifications. In this case, the ODM company not only produces the product but also provides the design and engineering services to create it. The company commissioned the ODM manufacturer's services will sell the final product under their own brand name, often with modifications to meet their own specific needs. In ODM manufacturer builds, designs the product, and then markets it to third parties. OBM refers to a company that designs, develops, manufactures, and sells products under its own brand name. OBM companies are responsible for the entire product development process, from design to production and marketing. In recent years, many companies in the manufacturing industry have been

transitioning from OEM, ODM) to OBM models. This article intends to discuss the process of transforming from OEM, ODM to OBM, the benefits and the challenges of becoming an OBM. It explores the advantages of the OBM model, and the steps involved in the transition from developing a brand identity to developing new products, establishing a marketing strategy, and building a distribution network. It provides a few illustrations of successful OBM companies, and the lesson learnt from their experience and the strategies adopted to make these companies for their transition. It highlights the importance of understanding the transition from OEM, ODM to OBM.

Keywords: OEM, ODM, OBM, Transition, Distribution Network Marketing Strategy

Paper ID: AAC-iCON 047

AI AND HUMAN WORKFORCE - A NEW COLLABORATION TOWARDS SUSTAINABILITY

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Abstract

Artificial Intelligence (AI) is based on the principle that machines are programmed to think like humans and easily mimic human-like actions and execute tasks from the simplest to those that are more complex. AI has the potential to make workers more productive, boost economic growth and, make lives better for millions of people as other technologies have in the past. The benefits will not be shared evenly, and industries will likely adopt AIs at different rates. Governments at all levels will need to debate policies to help harness the benefits of AI while minimizing its risk and balancing both AI and human workforce in any organization. Machines are learning human patterns on their own and it is going to be difficult for humans to evaluate what is left for the human workforce to do as the machine workforce takes over. Due to AI interventions, many employees in corporate organizations are being laid off.

The present study investigates whether AI and the human workforce can sustain themselves together without posing a threat to each other through better understanding and training of the human workforce. Also, this paper is to look at how to create a human-centred AI and how

it works together to achieve sustainability. The outcome of the study is expected to be neutral towards AI and the human workforce and how job layoffs can be prevented.

Keywords: AI, Human Workforce, Sustainability, Technologies, Training, Lay Off, Machine Workforce

Paper ID: AAC-iCON 073

MISSING VALUE IMPUTATION TO FACILITATE IN ANALYSIS OF THE ENVIRONMENTAL DATA TO ATTAIN SUSTAINABILITY.

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Abstract

For successful data analytics, they are very concerned about the quality of the data. Although many variables, including attribute choice, algorithm choice, sample approaches, etc., affect how well data analysis activities turn out, effective data pre-processing is a crucial aspect. Data pre-processing is an important step, as most different methods of data analysis rely on assumptions about data properties. Data pre-processing includes data cleaning such as missing value imputation, outlier detection, or checking the normal distribution pattern of the data set. The problem that generally arises from the missing values is that they reduce the statistical power, which is the probability that the test will reject the null hypothesis when it is false. The missing data can cause bias in the estimation of the parameters and create a loss of efficiency. A missing value in the data set diverts the analysis from its actuality and thus increases the prediction error. Various articles concluded that there are three types of missing data: missing completely at random, missing at random, and missing not at random. Generally, the data related to the environment has frequent missing values, which, if not handled properly, increase the amount of error, and

thus hinder the incorporation of optimized and accurate methods to attain environmental sustainability. In this paper, we first indicate the various reasons for missing values in the environment-related data. Later, the paper proposes different methods of missing value imputation in environmental data, which initiates improving the accuracy of data analysis for attaining sustainability. The applicability of the model is validated through the data of the Central Electricity Authority of India. This paper concludes that single-imputation strategies for addressing missing data may result in biased imputations. On the other hand, multiple imputation-based methods, which are difficult to implement, consider the uncertainty of a dataset and produce a set of reasonable values for each missing piece of data. The proposed model developed in this paper is generic and can be utilized in other contexts.

Keywords: Data Pre-processing; Missing Value; Missing Value Imputation; Environment Sustainability

Paper ID: AAC-iCON 075

A STUDY ON THE OPERATIONS MANAGEMENT ISSUES AND CHALLENGES IN THE COMMUNITY KITCHEN.

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Alliance University

Abstract

A group of people who regularly get together to plan, prepare, and share healthy, affordable meals is known as a community kitchen. Even though there is no 'one way' or 'right way' to run the community kitchen, there are a few key features which are essential to have strict food safety legislation, to ensure empowerment and a capacity-building model. The community kitchen is typically run by volunteers and managed by a committee. This committee is responsible for overseeing the operations of the kitchen, ensuring that meals are prepared in accordance with the community's dietary requirements, and distributing meals to those in need. The community kitchen promotes social connections and builds community resilience. It can have a positive impact on the health and well-being of individuals and communities. This study explores the operational efficiency of a community kitchen through a combination of qualitative and quantitative research methods. Qualitative methods include observations, interviews and focus group discussions with kitchen staff, volunteers, and community members. The study aims to understand the community kitchen's functions and operations to improve

work performance and reduce food waste. In the interest of being more efficient and successful, it also attempts to identify the resources needed and create a plan of action. The findings of this study will be useful for community kitchen managers, volunteers and stakeholders who are interested in improving kitchen operations to provide more nutritious meals to those in need while minimizing waste and operating efficiently.

Keywords: Community kitchen, operational efficiency, productivity, reducing waste.

Paper ID: AAC-iCON 083

TRANSFORMATIONS IN THE INDIAN RETAIL INDUSTRY – LITERATURE REVIEW

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Abstract

Purpose – The purpose of this paper is to analyze the transformations in the Indian retail industry and the drivers of transformation.

Methodology –

Systematic Literature Review

Findings - The Indian retail industry is estimated to reach a value of \$2 tn by 2032, from \$0.793 tn in 2020, which is an increase of more than double the market size in this decade. India currently has the 4th largest retail market in the world and, India's e-commerce industry is expected to cross \$350 bn by 2030, growing at a CAGR of 23%. The tremendous growth in the industry can be largely attributed to transformations, initiated by (i) digital solutions, (ii) the shift to a sharing economy, (iii) the shift to a circular economy, and (iv) the new norm of no-contact sales, post the pandemic. Most of these transformations cater to the enhancement of consumer experience and supply chain management. Indian Retail Industry is transforming towards Retail 4.0, referred to as the fourth transformation for the retail industry. The transformation is largely governed by the use of the Internet of Things,

big data analytics (BDA) and related technologies by retail organizations to attract and retain customers. The Retail 4.0 environment supports organizations to offer improved products, services, and customer experience transforming them into a data-driven decision-making unit from a non-sequential information processing mode. Indian retail industry is the world's 5th largest retail space. On account of a lot of new global players seeking entry in recent times, changing demographics and transforming consumer needs, the Indian retail industry is transforming itself in a highly fast-paced manner. The Indian retail industry accounts for more than 10% of the gross domestic product (GDP) and almost 8% of the employment in India.

The study aims at analyzing the considerable transformations in the current retail environment from three different perspectives from various published literature – the retailer, consumer and service providers. The transformations can be largely categorized into the following groups (1) Customer Tracking and Customer Relationship Management Technology (2) Technology as Shopping Assistance and Visual Merchandising (3) Direct Broadcast Satellite Technology (4) Communication and Data Sharing (5) Security and Safety (6) Analytics.

The study further is intended at evaluating the various innovations that are technology driven and how they catapult the sales in the market. A key technological transformation is in the area of virtual e-markets which is also the need of the hour post the pandemic to facilitate no-contact sales. The virtual e-markets are further aided by innovations in the areas of Artificial Intelligence that help in decision-making both from a retailer as well as a

consumer perspective with state-of-the-art technologies such as Virtual and Augmented reality solutions.

The study further aims at evaluating the potential for transformations as the retail sector in India is largely unorganized. However, with the digitalization of most transactions these days either in the form of UPIs or cards retailers have realized the potential benefits of transformations which can be in one of the many areas that they lack such as (1) A high-quality inventory (2) Real-time data (3) A supply chain that is modernized to deal with a demanding consumer (4) Technology that links the consumer to the factory (5) Fluid sales and marketing.

The big data-driven analytics environment also plays a major role in transformation and innovation. It aids in more informed decision-making from various perspectives/methodologies such as (1) Forecasting, Market Basket Analysis (MBA) and assortment planning (2) Supply chain management (3) Omni channel enablement etc. These methods have also paved the best platform to leverage historical data in a more efficient manner. Efficient and effective data management has become a key to success in the current retail environment and analyzing how retailers are adopting this requirement is highly required to evaluate transformations. Further, integration of these technologies in the existing retail landscape is a great challenge for the current retailers, especially the ones who have not adopted big data platforms yet and have a huge unstructured data pile.

Applications/Improvements - This research indicates the areas where the current transformations are high in the Indian Retail context. This study is a literature review

and can be extended with a survey to have a more detailed empirical analysis.

Keywords: Retail transformations, Big Data, Technological Transformations, Indian Retail, Retail 4.0

Paper ID: AAC-iCON 094

A REVIEW OF THE IMPACT OF KEY USERS' CHARACTERISTICS ON THE SUCCESS OF ERP

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Abstract

High failure rates in ERP implementation ignited the research community to examine the causes of failure and success. Critical Success Factors (CSF) inherited from project management guidelines were altered to suit the need of the ERP implementation projects as these projects are different from the traditional IS life cycle. In an ERP implementation, a group of users play a vital role as they form part of the project team to help in designing the new system for the organization. Known as the 'Key-user group,' the group helps to maximize the gains of the implemented system during the usage of the ERP system. The introduction of the new system and corresponding changes to business processes and transactions warrants an elevated level of knowledge transfer. Key users, who are business users assigned to the ERP implementation project, function as the fulcrum of knowledge as they absorb both internal business process knowledge and external ERP knowledge to make the implementation project a success. The limited studies available on the role of the key- users motivated to review the existing body of knowledge available on their significant characteristics like

competency, motivation, and knowledge sharing that help in the success of the ERP system.

Keywords: Information Systems, ERP, Success, Key-user, Competency, Motivation, Knowledge sharing, Quality, Impact, Business process, Transaction skill, Superuser, Power- user, Functional area, Consultant, Implementation and ERP project.

Section 5

General Management

Paper ID: AAC-iCON 006

ORIENTING EMPLOYEES TOWARDS A ‘CIRCULAR ECONOMY’ THINKING

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Abstract

The United Nations (UN) sustainability development goals (SDG) address the three pillars of sustainability – “Social”, “Environment” and “Economic” in order to achieve zero inequality with social responsibility, zero emission with climate action, and zero waste in global supply chains. While a linear economy assumes unlimited raw material on one hand and waste left at landfills, a circular economy contributes to a zero-waste world by incorporating resilience and circularity in supply chains by means of reuse i.e., recycling, repair, and remanufacture. This paper focuses on modelling an approach to orient employee thinking toward achieving goals for the circular economy.

At the outset, organizations, industries, and nations need to align with circular economy goals as per the SDG. The consolidation of achieving the same at different levels needs organization employees to practice circular thinking behaviour. However, before measuring circular thinking, a few important antecedents or thinking domains are necessary to strengthen or optimize the circular thinking of an individual.

Firstly, it is mandatory for employees to be compliant with organization regulatory aspects as well as from a business ethics perspective. So, measuring employee compliance thinking is necessary to start with. Secondly, with employee compliance alignment measured, how that thinking influences employees' creative ability is the next study. This is important because after measuring compliance thinking, creative thinking can be measured for employees' effectiveness for employee contribution to address market competitiveness and value proposition within the organization's compliance framework. At this juncture, considering the necessity of creativity and innovation to be within regulating and ethical limits, employees' ability to critically think can be measured leading towards effectiveness so that, the idea or a solution is validated by performing due diligence from multiple internal and external organization perspectives. This is the third stage.

Further on, it becomes necessary for an individual idea or solution to align with other stakeholders in an organization, therefore, the fourth stage comes into the picture as the collaborative thinking process can be measured considering the employee's sequence of thinking from compliance to collaboration thinking. And at stage five finally, is to measure the cumulative impact of compliance thinking to collaborative thinking on their impact on circular thinking which would support circular economy goals towards zero waste. This approach of sequential measurement of an employee's ability cumulating towards circular thinking can give insight into an individual's alignment with circular economy goals. This model has 4 independent variables (compliance thinking,

creative thinking, critical thinking, collaborative thinking), and a dependent variable (circular thinking).

This paper will discuss the literature, conceptualized model, and state hypotheses to be empirically tested. Subsequently, this study will progress towards scale identification and empirically test to know if employees are aligned on zero waste circular economy goals with their practice of circularity of supply chains and if any mediations or moderations are necessary. The human resources department gets insights to conduct necessary training as well.

Keywords: Compliance Thinking, Creative Thinking, Critical Thinking, Collaborative Thinking, Circular Thinking

Paper ID: AAC-iCON 011

INVESTIGATING THE IMPACT OF DIGITAL LITERACY AND EDUCATION ON THE CYBERSECURITY AWARENESS AND PRACTICES OF YOUNG PEOPLE IN INDIA

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Abstract

The COVID-19 pandemic has accelerated the digital transformation in India and increased digital usage among young people. With the closure of educational institutions and the implementation of social distancing measures, young people in India have had to rely on digital technology for education, socialization, and entertainment. While this has brought several benefits, it also highlights the need for measures to ensure safe and responsible digital behaviour among young people. The rapid growth of digital technology in India has transformed many aspects of modern life, including education, communication, and commerce. However, cyber threats have been on the rise in India, and young people are particularly vulnerable. Therefore, it is crucial to investigate the impact of digital literacy and education on the cybersecurity awareness and practices of young people in India.

The objective of this literature review is to examine the current state of research on the impact of digital literacy and education on the cybersecurity awareness and practices

of young people in India. The review aims to identify the gaps in the existing research and suggest future research directions.

The study is expected to provide insights into the current state of digital literacy and cybersecurity awareness among young people in India. It will also explore the role of education in improving cybersecurity practices and identify areas where improvements can be made.

The findings of this study will have important implications for policymakers, educators, and other stakeholders involved in promoting cybersecurity in India. It will provide valuable information on the effectiveness of current cybersecurity education programs and identify areas where additional resources and support may be needed.

The study will also contribute to the broader literature on digital literacy and cybersecurity, particularly in the context of developing countries. It will add to our understanding of how young people are adapting to the challenges of the digital age and provide insights into the best practices for promoting cybersecurity awareness and practices.

Overall, this study will make an important contribution to the field of digital literacy and cybersecurity, and its findings will be of great value to a range of stakeholders in India and beyond. It will help to ensure that young people are equipped with the knowledge and skills they need to navigate the complex and rapidly evolving digital landscape safely and securely.

Keywords: Digital Literacy, Education, Cybersecurity Awareness, Cybersecurity Practices, Young People

Paper ID: AAC-iCON 049

THE ROLE OF MONETARY POLICY IN PROMOTING CAPITAL FORMATION AND MAINTAINING STABILITY WITH GROWTH IN THE INDIAN ECONOMY

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Abstract

The monetary policy of India is the policy of the monetary authority i.e., the Reserve Bank of India, to regulate the supply of money, availability of credit, and cost of credit in the economy. The main aim of monetary policy is to ensure growth with stability in the price level. RBI through its monetary policy committee (MPC) would continue to support the economy to revive and sustain growth on a durable basis. Financial stability is the ability of the economy to absorb shocks and ensure that the people retain their confidence in the financial system of India. RBI uses its various monetary tools like repo rate, reverse repo rate, CRR, and SLR to achieve its objective of ensuring growth with stability. To ensure the growth of the economy the policy also promotes the right kind of capital formation.

The present paper analyses the impact of various monetary policy tools on promoting investment

and controlling inflation. The research methodology used in this paper is based on secondary data analysis, including literature reviews, empirical studies, and statistical analysis of macroeconomic data.

The study also identifies some challenges and limitations of monetary policy in promoting capital formation and maintaining stability in the Indian economy. These include external factors such as global economic conditions, the impact of fiscal policy, and the effectiveness of transmission mechanisms. The study suggests that a well-designed and effectively implemented monetary policy framework can help address some of the significant challenges faced by the Indian economy and promote sustained economic growth.

Keywords: Inflation, Monetary Policy Committee, Reserve Bank of India, Repo Rate, Reverse Repo Rate, CRR, SLR, Capital Formation

Paper ID: AAC-iCON 054

ALTERNATIVE INDICATORS TO MEASURE A SUSTAINABLE DEVELOPMENT AND GROWTH

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Abstract

Sustainable development and growth have become increasingly important in modern society as the world faces pressing environmental and social challenges. This paper provides an overview of the main indicators used to measure sustainable development and growth, including economic, social, and environmental indicators.

This research paper examines the limitations of traditional economic indicators in measuring sustainable development and growth in India. In recent years, there has been growing recognition that GDP as a sole economic indicator is inadequate in capturing the complex, multidimensional nature of development.

The study investigates various economic indicators, such as GDP, inflation, unemployment rate, and others, and examines their relevance and effectiveness in measuring sustainable economic growth and progress. The paper reviews the historical context and evolution of these indicators, discusses their strengths and weaknesses, and examines the challenges and limitations of relying on them as the sole measure of future economic growth and progress. Therefore, alternative indicators have been proposed to complement GDP as a measure of progress.

The study proposes that alternative economic indicators such as the Genuine Progress Indicator (GPI) and the Human Development Index (HDI) are more effective in measuring sustainable development and growth than GDP. The alternative indicators provide a comprehensive picture of the economic, social, and environmental performance of a country. The study sources data from various secondary sources, including reports and databases from international organizations such as the United Nations, World Bank, and International Monetary Fund. The selected indicators are analysed to identify the most relevant and comprehensive measures for assessing sustainable development and growth.

The study concludes that policymakers should consider incorporating alternative economic indicators into their decision-making processes to ensure sustainable development and growth.

Keywords: GDP, Inflation, Unemployment Rate, Sustainable Development, Genuine Progress Indicator (GPI), Human Development Index (HDI).

Paper ID: AAC-iCON 061

ROLE OF FISCAL POLICY IN PROMOTING SUSTAINABLE DEVELOPMENT AND GROWTH IN THE INDIAN ECONOMY

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Abstract

The Indian economy is rapidly evolving, and sustainable development has become an imperative for policymakers. Fiscal policy plays a crucial role in promoting sustainable development and growth by mobilising resources and ensuring equitable distribution.

This paper explores the role of fiscal policy in promoting sustainable development and growth in India, including its objectives, tools, and challenges. The research methodology involves a systematic review of existing literature, including government reports, academic articles, and policy documents. The data sources include secondary data from various databases, such as the Reserve Bank of India and The Ministry of Statistics and Programme Implementation (MoSPI).

The paper reviews the historical evolution of fiscal policy in India and the government's efforts to align fiscal policy with sustainable development. The study examines the main tools of fiscal policy, including taxation, government spending, and debt management, and their impact on sustainable development and growth.

The study also assesses the challenges of implementing fiscal policy in India, including the limited fiscal space, political economy constraints, and institutional weaknesses. The paper explores the potential of fiscal decentralization and fiscal reforms to address these challenges and promote sustainable development and growth.

The paper concludes that fiscal policy can play a crucial role in promoting sustainable development and growth in the Indian economy. The study recommends the adoption of a comprehensive and integrated approach to fiscal policy, which considers economic, social, and environmental dimensions. The study also highlights the need for fiscal reforms and institutional strengthening to ensure the effective implementation of fiscal policy for sustainable development and growth in India.

Keywords: Fiscal policy, Sustainable Development, Debt Management, Growth and Development.

Paper ID: AAC-iCON 064

ANALYSES ON FOOD SECURITY AND INSECURITY FOR SUSTAINABILITY IN INDIA: REFERENCE TO SUSTAINABLE DEVELOPMENT GOAL

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Abstract

Food security is now a global problem that affects sustainable development. Many programs have been launched at global and national levels to eradicate poverty. There are two types of communities that are living such as; one community needs basic food for their life and on the other hand, there is a group of communities that waste food in hotels and houses. Global de facto insecurity with regard to food is a problem. We cannot ignore the food crisis while focusing on the financial catastrophe. India's agriculture has undergone a revolution, but there are still Food Mountains and lakes, along with poverty, starvation, and disease. Food insecurity is both an immediate tragedy and a threat to the long-term well-being of India, a developing country. Even if agriculture is being impacted by climate change, ending hunger and ensuring higher-quality food will not be simple. Yet, agriculture also contributes to the fight against climate change. Even though we demand "more" from agriculture, we must equally acknowledge that it is unlikely for agriculture to end hunger entirely on its own. Security also refers to the protection of the environment and consumers, both now and in the future. The issue of

food security also affects those who produce food, both on farms and off them.

With a focus on the elements of poverty and sustainability, this essay attempts to analyse the issue of food security from a multifaceted angle. Along with examining the many facets of food security and instability, this analysis also analyses Sustainable Development Goal No. 2 and rates organisations, programmes, current policies, and potential alternatives. In this background, the main objectives of the present research study are to study Food Security and Insecurity in the Indian context, to examine Sustainable Development Goal No. 2, to examine initiatives taken by research organisations to promote the eradication of poverty, to find the Strategies of Food Security to achieve the Sustainable Development Goal no. 2. The present study is based on qualitative and quantitative methods and secondary data can be used in this study. Secondary data were collected from various official websites like international organizations, national organizations, journals, books, reports and so on. The present study concludes by saying that the private-public partnership concept is being implemented.

It is the responsibility of all parties involved in food security to develop coordination and specify goals. The poorest areas of communities will be able to perform irrigated agriculture with very little water in water-scarce areas thanks to low-cost water-saving devices. The study also pointed out that it is necessary to engage in extension activities on effective composting techniques, organic farming methods, biogas, and low-cost water-saving technology. To broaden the scope of the research, agricultural research should transition from a supply-

driven system to one that considers demand-side elements such the regional physical and socioeconomic conditions. With the reduction in the overall demand for water in agriculture, institutional reforms in the water sector that result in the establishment and enforcement of private and tradable water rights on groundwater and the water supplied from public reservoirs can together significantly increase farm outputs.

Keywords: Food Security, Insecurity, Agriculture, Sustainable Development Goal no: 2 India

Paper ID: AAC-iCON 070

INNOVATING EXISTING AND NEW NODES IN A VALUE NETWORK STRUCTURE AS A STRATEGIC APPROACH TO SURVIVE BUYER ENTREPRENEURS IN THE CREATIVE ECONOMY

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Abstract

PURPOSE OF THE STUDY: Understanding the difficulties and opportunities associated with society's transition to sustainability and having the ability to develop innovative, practical business models that work in this setting are increasingly necessary for a successful business. However, the sustainability component is not effectively embraced in contemporary business model innovation. Most of the time, small businesses in the creative economic sector struggle for survival and sustainability. The planning horizon and system scope are too narrow, and the competence to organise people and value networks into methodical endeavours toward sustainable business is too low. In order to protect creative firms from buyer entrepreneurs which may turn fatal to such medium and small businesses, the study aims to investigate creative business models focusing on support from existing and new value networks as a major criterion for business resilience against unjust mergers or acquisitions.

RESEARCH METHODOLOGY: To get a holistic view of the research problem, the study adopts multiple

secondary data sources like books, newspapers, academic journals, and websites. Since this type of study focuses more on concepts and application, relevant quantitative and qualitative data have been included. A systematic review of the existing literature has been conducted to identify variables which could be a part of the small business-value network survival model.

SIGNIFICANT RESULTS: Highlighting the value of small businesses in society and their contributions to the GDP, this study focuses on improving the status of such business units in its industry by leveraging the support and value added by the existing and new nodes in a value network who could aid in surviving against false or inessential mergers and acquisitions from different entrepreneurs. Thus, this research aims at developing a conceptual model which can help small and medium business units in strategically planning their future to avoid fatal mergers. The model can be used further for testable purposes by other researchers to check the rationale behind it.

Keywords: Value Network Structure, Buyer Entrepreneurs, Innovating Value chain, Creative Small business units, Creative Economy

Paper ID: AAC-iCON 071

A CONCEPTUAL STUDY ON WOMEN ENTREPRENEURSHIP DEVELOPMENT IN SMALL AND MEDIUM-SCALE INDUSTRIES IN THE STATE OF KARNATAKA

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Abstract

The present research paper on Women Entrepreneurship Development identifies the motivational factors related to the success of entrepreneurship among women, studies the success factors to develop a conceptual model on women entrepreneurship development and suggests potential solutions to the various issues faced by women entrepreneur groups to enhance women entrepreneurship development in the state of Karnataka. The objective of the study includes evaluating the influence of socio-economic factors on the growth of women's entrepreneurship and researching the impact of government support and other supporting bodies. Based on the objectives the hypotheses were developed, which included evaluating the impact of socioeconomic factors on the growth of women's entrepreneurship and studying the impact of government support and other supporting institutions. The analysis focuses on the relationship between socioeconomic conditions, governmental policies, and supporting organisations, as well as the personalities of women

business owners, motivational factors and challenges they face are evaluated.

Keywords: Socioeconomic Conditions, Govt Policies, MSME, EDP, Women Entrepreneur

Paper ID: AAC-iCON 093

A COMPARATIVE STUDY ON REPO RATE TREND TOWARDS CPI-BASED INFLATION AND GDP GROWTH- DURING AND POST-COVID-19 PANDEMIC

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Abstract

The monetary policy framework has evolved over the past few decades. The operational framework of monetary policy has been moving toward flexible inflation targeting since 2016. The monetary policy is formulated and regulated by the central bank. The primary objective of monetary policy is to stabilize price fluctuations since price stability is a necessary prerequisite for sustainable development. To maintain price stability, inflation should be controlled in the economy. Use of Monetary instruments such as repo rate, reserve repo rate, bank rate, CRR, SLR, LAF open market operation and so on under the control of the RBI and these monetary instruments are being used to regulate magnitudes such as inflation, interest rates money supply, credit availability and so on.

In the aftermath of the pandemic, Indian policymakers have undertaken several emergency measures on monetary policy. Covid-19 aftermaths call for more specific and targeted support from the monetary policy. Because covid-19 has had a massive impact on the consumer-facing sector, low-income households and the informal sector.

Against this backdrop monetary policy has launched several stimuli to address downward economic pressure.

The main focus of the paper is to study how the repo rate operation is able to mitigate the inflationary pressure in the present scenario and how the monetary policy behaviour has been shifted from an accommodative stance to an inflation-targeted stance. Another important angle of the study is to find the 'inflection point' of the monetary policy in recent years and the balancing strategy of the Central bank between the mitigation of inflationary pressure and stimulating economic growth.

This paper analyzes the impact of monetary measures in two phases. 1. Impact of repo rate operation as a key monetary measure on the economy during the covid-19 pandemic. 2. Impact of repo rate operation after the pandemic (at the present situation).

Keywords: Reserve Bank of India, Accommodative Monetary Policy, CPI-based Inflation, Repo Rate, GDP, Inflection Point.

Paper ID: AAC-iCON 136

CONNECTED HIVE EXPLORING OPPORTUNITIES IN THE UNTOUCHED EMERGING MARKET – A LAND OF SUSTAINABLE AGRIBUSINESS – AFRICA

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Abstract

Following numerous alerts about the disappearance of bees. Indeed, in recent years, honey production and the survival of French bees are threatened. Due to reasons which are linked to pollution, pesticides, threatened biodiversity, electromagnetic waves, genetically modified organisms, climate change, diseases, and viruses. It is important to protect the bee from its role in the pollination of plants for the balance of the ecosystem. This study is an attempt to have a connected hive for better protection of the bees, the hive and its surroundings to improve generate economic opportunities for beekeepers and improve the practice of favourable mechanisms for hive production. Through is a basic and traditional practice adopted across the globe. Since beekeeping is an old agro-based business and a basic human need product also. However, today is a need of the hour to have balance in the ecosystem and

also provide earning mechanisms to the agricultural-based labour across the globe mainly in emerging markets.

Due to advancements in technology and the economic opportunities in the hive business, this paper will explore the base to provide a mechanism to go to emerging markets with hive production and generate revenue scope from the developed world to leverage in the emerging markets mainly South Africa. This is a practice adopted across the globe however it's a production which is based on geography and the product demand is globally US\$ 8.9 Billion in 2022 and considering the world's largest producer is China and Europe is the 2nd largest. Considering the growth of hive business which is approx. 6 % global honey CAGR in the coming next five years 2023 onward (Ministry of Foreign Affairs established CBI Netherland). Considering the import EU imports are exporting and also importing that shows the scope of good production in Europe and considering the advanced technology in the French market and providing to African emerging markets a business scope. It is observed that living organisms like pathogens and several parasites are creating a huge concern not only in Africa but even the world (Pirk et al. 2015). One of the BBC Future reports says (Richardson, 2019). Eco-friendly modes of commercial activities of beekeeping will provide an environment which is protective and conserve the growth and population survival of bees. This will help in the conservation of wildlife and sustainable business opportunities for Agri farmers world across. Since this is an eco-friendly industry. This research paper is an attempt to build the import-export relationship of the hive and beehive business from France to the African market. Also, with the help of accessing the business environment and

marketing prospects to venture the business. Opportunities in Beehive Agri based in emerging markets.

Keywords: Beehive, Agri-based business, emerging market, Africa, Sustainability, and business environment and developed markets.

Paper ID: AAC-iCON 098

INCLUSIVE GROWTH IN RURAL NON FARM SECTOR IN INDIA

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Abstract

Along with large scale mechanization of agriculture in India, a labor abundant country, an increase in rural non-farm employment is seen as the only alternative to generate employment within the rural areas. In order to ensure inclusive growth in this upcoming sector, it is very important to keep the gender gap in this sector under check. This paper attempts to provide an overview of the structural shift in rural employment between 32nd round of NSSO and 2019-20 across genders. It also analyses the nature of work that men and women in the rural non-farm sector indulge in as well as the difference in wages received by them, giving an insight into the extent to which the employment in this sector is inclusive. The analysis indicates that there are significant gender differences not only in the numbers but also in the quality of employment in the rural non-farm sector. Policy suggestions have been given so as to make the growth in this sector more inclusive.

Keywords: Non-farm, women employment, gender gap, rural non-farm sector, manufacturing, services

Paper ID: AAC-iCON 015

THE DIGITAL ERA: ETHICAL ISSUES WITH USING TECHNOLOGY IN THE CLASSROOM

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Abstract

As we increase the use of technology in the classroom, we must also be conscious of ethical issues that arise from that technology use. Understanding the biggest ethical issues affecting our classrooms will help us better understand how to address them. This article focuses on a number of ethics-related problems teachers are faced with and they need to find solutions for. Based on research experience, developing and deploying information discovery tools for the classroom both in a traditional classroom setting and, on the Internet, due to the ongoing outbreak of COVID-19, It shares insights about ethics and the role of the expert-in-the-loop, teachers, both as co-design partners and liaisons between search tools and students.

Ethics has always been at the core of creating a thriving learning environment. We are well accustomed to teaching students ethics through principled examples, such as these rules as “don’t push”; there are reasons for the rules to exist. They are made so that nobody causes harm to others. The widespread availability of technology brings new and challenging ethical issues to the forefront. Digital Etiquette, or “netiquette,” is an expectation of conduct for

oneself and other digital technology users. Students learn how their use of technology affects other people. They also develop a sense of responsibility for their actions. Treat people online the way you would treat them in real life, and the way you would want to be treated.

For students, this could mean thinking about how what they write, post or share could be interpreted. And how this could affect other people. It is important for students to realize that written messages may not convey the true intention of the author. Something that is intended as humour or sarcasm could be understood differently. This is because we cannot communicate feelings the same way online, as we do in real life. Digital Literacy encompasses reading, writing, and critical thinking as well as the use of digital technologies. Students should learn to select the best digital tool for the job and to use that tool efficiently. Students should also learn to evaluate the accuracy, perspective and validity of online resources and social media content. Digital literacy includes both cognitive and technical skills. It is important to be able to use the right digital technology at the right time for the exchange of information. Students should learn when to use various forms of communication, such as text or social media. They should also learn to organize their thoughts so they can be understood by others.

Digital citizens recognize that in a digital environment, the best format and tools depend on what they want to communicate, for what purpose, and to whom. For example, using abbreviations or text speak in instant messages or texts to friends is in that situation. Students should be able to recognize and evaluate the risks associated with buying and selling online. They should also know how much of

their personal and financial information they should share. Students should also recognize that things are rarely “free” on the internet. Sometimes the price is access to their personal information. Digital commerce is closely related to digital security. Furthermore, this article introduces a set of guidelines, to assist teachers in recognizing and reflecting on ethical issues that arise from their use of search tools in the classroom.

Keywords: Ethical Issues, Digital Era, Technologies, Information

Paper ID: AAC-iCON 065

OTT' THE NEW WORLD OF ENTERTAINMENT

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Abstract

Over the Top, (OTT) platforms are one of the mediums that have gained popularity in recent times in the digital entertainment world. For nearly two years people have stayed indoors due to the pandemic and it has made staying at home the 'New Normal' and doing a lot of chores including 'Entertainment'. Entertainment is something which always has been an out-of-the-home event like theatres, stage performances and much more.

OTT is not a newly launched platform for entertainment. It was always there, and consumers used the platform as a secondary source of entertainment. Due to the pandemic, OTT played a prominent role in replacing entertainment in the absence of theatre. The invention of technology has made many things easy for people including entertainment. Entertainment is something that would bring a smile to people's faces.

This online platform is creating a revolution in the entertainment world. Everyone is experiencing the new age of cinema particularly which indeed is a unique form of entertainment, but the young generation is so addicted to this online platform which is easier and more accessible to them at their fingertips. They are failing to enjoy the big screen, the crowd and the first-day release of the movie. The

fan craze and excitement are decreased due to the OTT platform. Because of this, the consumers of entertainment are now unwilling to get out of their comfort zones and expect entertainment at their door as we all know that the movie or the content would be available any time and can be viewed multiple times on the OTT platform. So, the first day of the first show craze is reduced and the big screens might be limited with the rise of the OTT platform among the upcoming generation.

As the OTT platform has no restrictions, limitations or boundaries, the entertainers meet or reach a large group of audience with extreme exposure of their talent. Theatre-release movies are predominantly box office hit movies as the theatre owners do not want to risk releasing small-budget productions. OTT has opened doors for many low-budget movies and brought out young and newer talents. OTT is changing the way we experience entertainment, and the cinema industry has taken a hit. But still, many moviegoers prefer to watch their favourite performers on the big screen for the experience.

OTT not only served the needs of the consumers but also played an important role in the lives of entertainers as it is their livelihood. There are a lot of things that are included between the OTT platform and entertainers. OTT platform has created space for most sections of society to watch many movies and series by offering unlimited viewership under one subscription. It came as a boon to many people to have access to the world of entertainment. OTT has increased the use of smartphones and usage of internet content. OTT provides unique and varied content whereas television, though very popular, also offers similar programs across different channels. The

viewers do not have to restrict themselves from watching a particular genre and can have unlimited access to varied content/genres like comedy, romance, action, drama, or thriller. It also has the option of watching whenever they want at their convenience.

The full paper will discuss more detailed interpretations of how OTT is the new world of entertainment.

Keywords: Entertainment, OTT, The New Normal, Online Platform

Paper ID: AAC-iCON 078

ETHICS AND COMMUNICATION IN THE DIGITAL ERA

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Abstract

This research is a qualitative analysis of research papers that focus on digital ethics and the ethics of communication in the digital era. Social media users often neglect and forget the importance of using good communication etiquette while being with other users. Unethical behaviour in virtual conditions is often shown in internet communities, religious and political spheres in the form of vulgar language, insensitive comments, etc. To maintain the ease of using digital technology, it is important to implement a digital code of ethics for users to follow while being online. The concept of ethical responsibility is also becoming increasingly important considering new processes taking place in the fields of open innovation and digitalization. The adoption of digital social responsibility is another key part of corporations accepting ethical responsibility in the context of digital transformations. Companies recognize that linking an ethically responsible attitude with the needs of innovation is one of the essential pillars of a company's sustainable success in today's rapidly expanding technological environment. The paper talks about how ethics is a useful tool for reflecting on morals that are involved in communicating online and use the communication model proposed by David Berlo. Digital

ethics can reduce the inappropriate behaviour and attitudes of netizens concerning the usage of digital media. The paper also talks about how to maximize the use of communication ethics and how to solve problems regarding digital ethics. The paper seeks to analyse the ideas of moral regulations and values in digital communication. The aim of this paper is to understand the role digital ethics play in the digital era, its importance in the virtual environment, and the issues internet and social media users face regarding digital ethics.

Keywords: Communication, Ethics, Digital Era, Morals, Social Media Ethics, Digital Ethics

Paper ID: AAC-iCON 079

A QUALITATIVE ANALYSIS OF TECHNOLOGY-ASSISTED LANGUAGE LEARNING

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Abstract

In recent years, various technological advancements have emerged to teach and learn new languages in a more comprehensive and collaborative way. With Globalization promoting the concept of flatter world order, the study of a foreign language is one of the most vital real-world skills one must possess to be able to access a world of opportunities. Individuals who are proficient in more than one language have a competitive edge in terms of job opportunities because studying a new/foreign language not only benefits learners by bringing in a wider range of perspectives from across the globe but also helps them seek a deeper understanding of their own cultures. Language education helps individuals reach a larger audience while simultaneously promoting language immersion. In the current era of digitisation, technology has evolved to adopt advanced methods of learning in culturally appropriate ways to boost language proficiency through a learner-centric approach with the aim of making the learning process interactive and meaningful.

This paper is a qualitative analysis of research papers that seek to understand the effects of Technology Enhanced Language Learning in foreign language acquisition. This

paper also discusses the various modes of technologies used, the benefits of Mobile Learning Technologies and Social Media tools for the learning process, digital storytelling to enhance language speaking skills, significance and role of Information and Communication Technology in English as a Foreign Language (EFL) learning, challenges faced by learners and teachers alike, and the future scope of implementing digital literacy in enhancing language skills and integrating the same in mediums of instruction.

Keywords: Business Communication, TELL, EFL, Foreign Language Learning, Mobile Learning Technology, Globalization

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TECHNOLOGY-AIDED COMMUNICATION ACROSS BORDERS

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Abstract

Communication across borders today has evolved to be better in terms of technologies that have come up. All organizations, whether public or private operating in different areas need to communicate important information. Since there is the involvement of various cultures across borders, some people would want to work in their own assigned areas of work, and some may want to travel and work at the same time. Some of them may be adaptive to the time zones of working hours whereas some may not be that adaptive. The stakeholders on the other hand need to be informed about all the operations taking place in the organization whenever required.

Companies that wish to globalize need to do better work when it comes to international communication. Language plays an important role during the communication process and any error may lead to misunderstandings. Although there are people who learn English as a first or second language, there are also those who do not know English. Interlingua is very useful for language-lovers and tourists. Including Interlingua on internet communication apps such as Skype, and Google Meet can help them work better.

For trainers and researchers who are not able to adjust themselves to the cross-cultural functionalities of various countries, for volunteers and professionals who live and work in a cross-cultural setting, the paper will focus on how these skills will be transferred to people belonging to different cultures. This paper will discuss the effectiveness of transferring essential knowledge and the relevance of interpersonal communication skills and focus on how organizations will implement various methodologies when it comes to handling a global project. The paper focuses on discussing the problems of intercultural communication and proposes solutions to tackle them.

Keywords: Transcultural Communication, Cross-Cultural Communication, Business Communication, Interlingua, Communication Across Borders

Paper ID: AAC-iCON 081

DAASTANGOI & KISSAGOI: A STORYTELLING TRADITION LONG LOST

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Abstract

Storytelling is an activity which has been here since ancient times. If we say that the human mind works on images, then to facilitate this creative process, the mind should have some content. This content can be provided by means of storytelling. The concept of storytelling originated in ancient times when early man used to carve drawings in caves to communicate. During those times, stories used to be pictorially represented. The popular tourist places of Hampi, and the caves of Ajanta & Ellora stand witness to the vast spectrum in which stories unfold.

As time progressed, stories became an inseparable part of world culture and folklore. Stories were used to educate people, entertain them, scare them, or motivate them too. Be it our old Grandmother's stories, Aesop's fables or the Jataka tales, stories have the magical power to engage and captivate people, stir up their imagination, inspire them or simply lull them to sleep, regardless of their demographics. With the advent of Technology, the medium, the methods of telling stories have undergone a major change. Theatrical performances and Digital platforms have taken over the entire gamut of story narration. But there are also some oral traditions practised in some parts of the

country which have gained popularity over time. Much care has been taken to ensure that these art forms do not lose their appeal. One such tradition in this context is the Awadhi tradition of oral storytelling namely, Daastangoi & Kissagoi. The present paper delves deep into these two oral concepts of Storytelling and makes us aware of their significance.

Keywords: Storytelling, Tradition, Aesop, Human Mind

Paper ID: AAC-iCON 082

NEGATIVE ROLE OF MASS MEDIA DURING COVID-19

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Abstract

The Coronavirus is an infectious disease which is caused by the SARS-CoV-2 virus. Declared a Pandemic by World Health Organization (WHO) in January 2020. This Virus is claimed to spread from Wuhan, China, but the actual reason for how the virus has spread worldwide is still unclear.

People affected by this virus mostly experience respiratory illnesses and can be cured without any special treatment. But some people also required medical attention if seriously ill. Senior citizens and those who are already affected by some medical conditions like diabetes or other respiratory disease are to be taken special care as they have the highest chances to get seriously ill. The best way to prevent this disease is to be well-informed about the disease. In this case, mass media played a major role in informing the world about the virus, which they handled with great care. Precautionary measures like wearing a mask, sanitizing hands and maintaining social distance from each other and getting vaccinated at the earliest, to avoid further spread were also propagated by the media. The role of mass media was to inform the world about the COVID-19 playing a major role towards controlling the

virus by informing us how to take precautionary measures. Although the mass media can be seen as having a positive impact towards COVID-19, there were also negative effects of media that took over the positive effects during COVID-19.

People feared getting sick. Although they were perfectly fine, the psychological mindset that media created worldwide makes a person think that they are sick. As the whole world was under Lockdown, people had no choice but to scroll through the internet or watch news on TV. The media constantly showed the number of cases and deaths of COVID-19 and caused people severe anxiety and emotional instability.

The media was unclear about certain situations and false information was spread like night curfew timings, people were unclear about what time it starts, to what time it ends, and every news channel showed different timings. It was important for the media to share correct information during such serious situations.

This research paper shows how mass media evaluates the impact of mass media towards the psychological mindset of the people during COVID-19.

Keywords: COVID-19, Pandemic, Lockdown, Mass Media, Psychological, Mindset

Paper ID: AAC-iCON 084

ETHICAL CONCERNS ON OTT PLATFORMS

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Abstract

Over-the-top (OTT) platforms, which deliver video content directly to consumers over the internet, have raised several ethical concerns. Some of the key concerns are:

There is a growing concern about the regulation of content on OTT platforms. Unlike traditional broadcast media, which are subject to strict regulatory guidelines, OTT platforms are largely unregulated. This raises questions about how to ensure that content on these platforms is appropriate, especially for children. Many OTT platforms collect a lot of data about their users, including their viewing habits, preferences, and personal information. There are concerns about how this data is collected, used, and shared, and whether users are fully aware of what is happening to their data. There are concerns about how algorithms used by OTT platforms may be biased, leading to certain types of content being favoured over others. This can have a significant impact on the visibility and success of certain creators, as well as the overall diversity of content available on the platform. Many OTT platforms rely on freelance or contract workers to produce content, such as actors, writers, and directors. There are concerns about how these workers are compensated, and whether they have adequate protections and benefits. Many OTT platforms are not accessible to people with disabilities, such as those who

are blind or have hearing impairments. This can prevent these individuals from accessing important information and entertainment.

Overall, the ethical concerns surrounding OTT platforms are complex and multifaceted. As these platforms continue to grow and become more central to our lives, it will be important to address these concerns in a thoughtful and proactive way.

This paper is an attempt to bring the unethical concerns of OTT Platforms to the fore & suggest solutions to minimise their negative impact.

Keywords: Unethical, OTT, Content, Actors, Freelance, Data

Paper ID: AAC-iCON 090

GAMIFICATION OF LEARNING AND ITS IMPACT ON ENGAGEMENT: A CASE STUDY

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Abstract

Gamification is an emerging idea for using game-design elements and principles to make learning more engaging. People are the most important assets for any organization and in order to maintain and enhance competitive advantage in this VUCA world, the L&D department of corporate the sector needs to respond proactively to benefits surrounding gamification results. However, little research and design guidelines exist regarding gamifying the training and development interventions resulting in the achievement of learning outcomes. Taking into consideration the instructional design principles and keeping the user in the centre; this paper investigates the design and use of gamified interventions and presents a case study of a KPO in Bangalore city of India. The study is designed as a mixed-design research method which aims to examine participants' opinions and perceptions about a 4-month-long learning journey on the enhancement of communication skills using the D6 gamification theoretical framework. The study investigated the potential of gamified course design in communication enhancement leading to engagement and motivation from participants' perspectives. The results suggest that gamified course design and related applications can enhance participant

engagement, foster learning, and offer positive learning experiences. We conclude with a summary of opportunities for L&D around gamifying the learning and development intervention and at the same time, advancing existing theories.

Keywords: Gamification, Learning Experience, Learning and Development

About the Conference

This conference aims at capturing the role of changing business, innovations, and sustainability in the current dynamic business environment. The Conference seeks to deliberate upon the emerging theories, concepts and models in general, practical challenges are encountered and innovative solutions adopted with respect to different functional areas under management in the digital era. Today business organizations are required to adapt themselves to cutting-edge technology to ensure their sustainability. They are required to harness their resources and redefine obsolete models to implement new technologies in the business processes such as customer-focused applications, business-critical production and logistics management or financial solutions, among others. Businesses in all sectors are facing a situation where technology is changing the landscape around them, transitioning from the back room of an organization into the hands of customers, employees, and society.

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