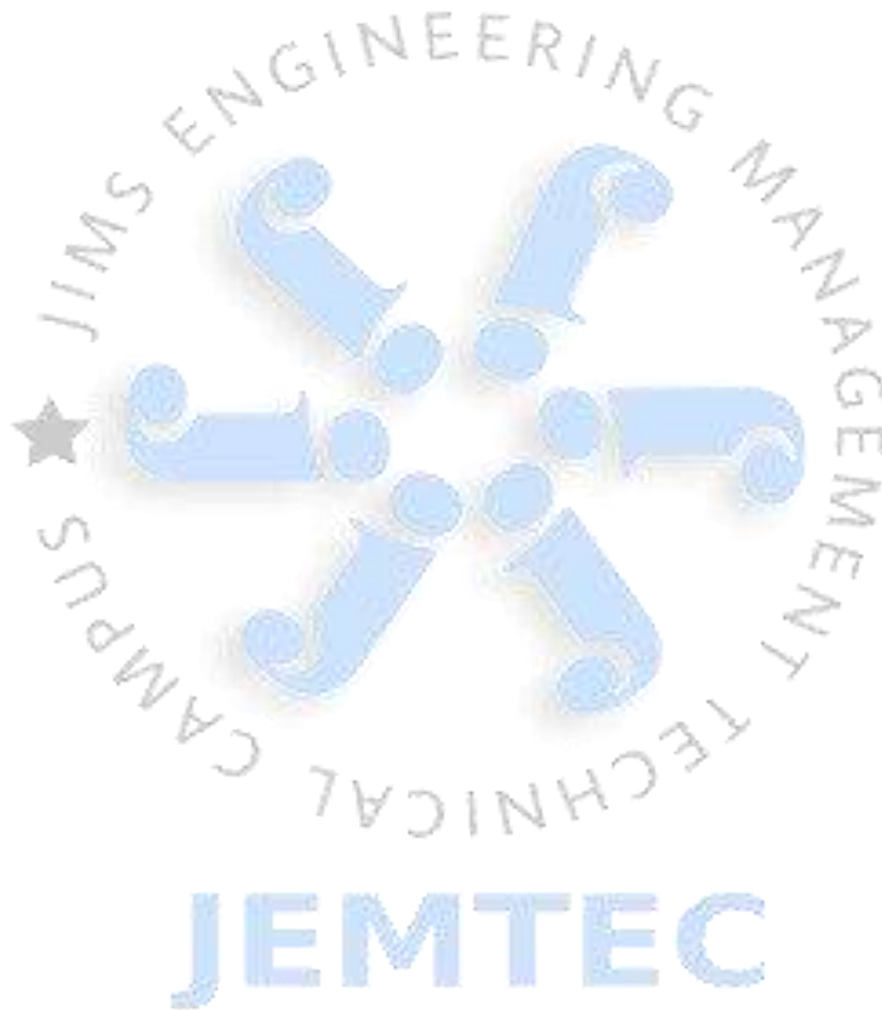


**Annex-9.1**  
**Conference Organized - National / International**

S. No.	Department	Topic	Date	Type of Conference National/ International	ISBN No.
1	BBA	4th International Conference on Recent Advancements & Innovations & Management, Media, Science, Technology, Education and Legal Issue (ICRAIMMSTEL2023)	16.6.2023	International	ISBN - 978-81- 952751-1- 3





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## CONFERENCE

The International Conference on Recent Advancements & Innovations in Management, Media, Science, Technology, Education and Legal Issues (ICRAIMMSTEL-2023) is the fourth International Conference of JEMTEC, Greater Noida.

The International Conference is structured around a number of thematically-focused sessions during which the innovators & scholars will present their recent research work.

The Conference aims to bring together research scholars, scientists, engineers, managers, faculties and students to provide an international forum for the dissemination of new ideas, original research results, and practical developments which will focus on the advancement in the recent development of the technology.

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JIMS Engineering Management Technical Campus (JEMTEC) is a top GGSIPU affiliated college in Delhi/NCR and also one of the best educational institutions in Greater Noida, situated at Knowledge Park III. It is approved by All India Council for Technical Education (AICTE), Ministry of Human Resource Development (MHRD), BCI and NCTE. JEMTEC is running under the aegis of the Jagan Nath Gupta Memorial Educational Society.

ISBN: 978-81-952751-1-3



## ICRAIMMSTEL 2023

International Multidisciplinary Conference

Department of Management Studies  
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on

'RECENT ADVANCEMENTS & INNOVATIONS IN  
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Chief Guest

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16 June, 2023 - Friday

Venue

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# THEMES

## Department of Education

- Future Directions in an Inclusive 'Education System'.
- The Reform of Educational Systems to meet Local and National Needs.
- Development through Education- Learning from Experience.
- Blended Learning in Education.
- The Role of 'Open Resources' in Education.
- Knowledge, Value and Education Policy 2020.
- Learning for a Sustainable Future.
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- Empowerment of Gender Education.
- The benefits of Joining Extracurricular Activities.

## Department of Journalism & Mass Communication

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- PR and Corporate Communication
- Advertising in the Digital Era
- OTT and Infotainment
- Health, Environment and Sports Communication

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- Artificial Intelligence
- Blockchain
- Cloud & Fog Computing
- Image Processing & Pattern Recognition
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- Talent Management
- Trends in Best HR Practices
- Sustainable Development
- Business Analytics
- Ethical Issues at Work
- Financial Engineering
- Challenges of Digital Media Platforms
- Recent Trends in Online Shopping
- Talent Transformation
- Challenges of Predictive Analytics
- Disruptive Innovation
- Managing Digital Economy
- Issues of Organization Structure
- Leadership and Governance
- Technology Management
- AI in Financial Sector

## Department of Engineering

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- Cyber Security and Forensics
- Robotics and Automation
- Augmented Reality and Virtual Reality
- Networking and Securities
- VLSI
- Communication System
- Embedded Systems
- Signal Processing
- Structural Engineering
- Environmental Engineering
- Water Resources
- Solid Waste Management
- Renewable Engineering

## Department of LAW

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- Cyber Law and Protection
- Legal Challenges and Issues related to parallel Imports
- Protection of Copyright in Digital Era
- E-Courts and Related Provisions
- Legal Protection of Domain Names in India
- Trade Secret Protection in India

# PAPER PRESENTATION

- Author (or at least one coauthor) is expected to attend ICRAIMMSTEL 2023 conference.
- The Conference will have parallel sessions of different tracks.
- Each session shall be chaired by an expert from academia/industry.
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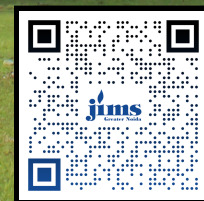
# IMPORTANT DATES

Last Date of Registration	: 08 June, 2023
Last date of full paper submission	: 08 June, 2023
Acceptance of Paper	: 10 June, 2023
Conference Date	: 16 June, 2023

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# TO REGISTER



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on

**'RECENT ADVANCEMENTS & INNOVATIONS IN MANAGEMENT, MEDIA, SCIENCE,  
TECHNOLOGY, EDUCATION AND LEGAL ISSUES'**



**ICRAIMMSTEL 2023**

by

**Department of Management Studies**

**16TH JUNE 2023**





# ICRAIMMSTEL 2023

Conference Proceedings

*4<sup>th</sup> International Conference on  
Recent Advancements & Innovations  
& Management, Media, Science,  
Technology, Education and Legal Issues*

Greater Noida | India  
16<sup>th</sup> June 2023



**Dr. Amit Gupta**

Chairman, JIMS Group

**Prof. (Dr.) R.K. Raghuwanshi**

Director, JEMTEC Campus

**Dr. Chandra Shaardha**

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Conference Proceedings  
*4<sup>th</sup> International Conference*  
*on*  
*Recent Advancements & Innovations*  
*& Management, Media, Science,*  
*Technology, Education and Legal Issues*



**ICRAIMMSTEL  
2023**

**16<sup>th</sup> June 2023**



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Uttar Pradesh (India)



## MESSAGE

### PATRON IN CHIEF CHAIRMAN, JIMS GROUP



Education is the transmission of the values and accumulated knowledge of a society to the novices. Researchers have found that education is the strongest determinant of individuals' occupational status and chances of success in life. Education refers to the discipline that is concerned with methods of teaching and learning in schools or school-like environments, as opposed to various non-formal and informal means of socialization. In this sense, education is equivalent to socialization.

The right of individuals to an educational program that respects their personality, talents, abilities, and cultural heritage has been upheld in various international agreements, such as the Universal Declaration of Human Rights of 1948; the Declaration of the Rights of the Child of 1959; and the International Covenant on Economic, Social and Cultural Rights of 1966.

The Right to Education was added as a fundamental right by 86th amendment in our Constitution, but JIMS had taken its care since its inception by enlightenment and illumination of students besides bridging the gap between the concepts in books and concepts in action.

To achieve the Constitutional goals JIMS has its expert teaching pedagogy, special curriculum, provisions for scholarships, holistic and humanistic approach, sports, outreach activities, educational awakening, intellectual movement, besides teacher's education to name a few. The teaching methodology includes class room teaching with all modern techniques besides organization of national and international conferences.

The organization of fourth Edition of International Multidisciplinary Conference on "Recent Advancements and Innovations in Management, Media, Science, Technology, Education and Legal issues" (ICRAIMMSTEL-2023) going to be held on 16th of June, 2023 was a step in the direction of achieving the goals of education.

I am happy to note that this conference was a complete success and now its proceedings are going to be published. I am sure that this publication will be a milestone in the journey of excellence of JIMS, Greater Noida and it will be a constant source of knowledge for researchers and students for times to come.

I congratulate the organizing committee for their endeavours in making this conference a complete success.

**Dr. Amit Gupta**

## MESSAGE

### **PATRON** **DIRECTOR, JIMS, Greater Noida**



The 4th Multidisciplinary International Conference on the topic “Recent Advancements and Innovations in Management, Media, Science, Technology, Education, Law and Contemporary Issues” (ICRAIMMSTEL-2023) engaged in meaningful discussions, shared groundbreaking research, and fostered collaborations that have the potential to shape the future.

This conference is a testament to the power of collective intelligence and the unyielding pursuit of knowledge. Our institution takes immense pride in hosting this conference, as it provides a platform for the brightest minds to converge, exchange ideas, challenge conventions, and ultimately contribute to the betterment of our society.

May this conference be a catalyst for groundbreaking discoveries, innovative solutions, and lasting friendships. I wish each and every one of you success in your endeavors, both during this conference and in your future pursuits.

Let us embark on this journey together, embracing the power of collective intellect and making a lasting impact on the world.

**Dr. R K Raghuwanshi**





## MESSAGE

### CONVENOR

**HoD - Dept. of Management Studies  
JIMS, Greater Noida**



It is my pleasure to welcome you all to this year's International conference organised by the Department of Management Studies, JEMTEC, Greater Noida.

This conference stands as an extraordinary opportunity for academics, researchers, and industry professionals to come together and share their knowledge, ideas, and expertise. The theme of this year's conference is timely and relevant, given its focus on inter departmental and multi domain issues and their impact on society and other stakeholders.

As we look forward to the future, we need to be well-equipped to face the challenges and opportunities that lie ahead. This conference aims to facilitate discussions, exchange of ideas, and collaborations that will help us pave the way towards a more efficient, sustainable, and equitable future.

I extend my sincere thanks to the keynote speakers, presenters, organizing committee, and all the attendees who have come from near and far to participate in this conference.

Your contributions are truly appreciated, and I hope that this conference provides you with a rich and rewarding experience.

Once again, welcome to the conference, and I wish you all a productive and engaging event.

**Dr. Chandra Shaardha**

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## The Study Of Literature Review On Job Satisfaction Of Lecturer Of Higher Educational Institutions: An Empirical Study Includes Different States And Country

Ms. Priyanka Joshi

Assistant Professor, JIMs Engineering Management  
Technical Campus, Greater Noida

Dr. H.K. Sharma

Professor, Salala College of Technology, Sultanate of  
Oman

### ABSTRACT:

This research paper is prepared to summarize the data related to job satisfaction in Higher Education Institutes. In this research paper, researchers have linked job satisfaction with incentives and benefits, Job Satisfaction Factors, Job performance, Motivation Factors, Compensation and workplace. This study finds out that in any state or country, the effect of compensation and other benefits encourage them to perform productive activities. This research tries to cover all studies based on job satisfaction of teachers of higher education in different states and countries.

**KEYWORDS:** Job Satisfaction, Incentives and Benefits, Higher Education Institutes, Job Satisfaction Factors, Motivation Factors, Faculty Members, Compensation and Workplace.

## Green Marketing: A Key Contributor To Sustainable Management

Ms. Jyoti

Assistant Professor, Banaras Hindu University

### ABSTRACT:

A key instrument for sustainable growth is green marketing. A growing trend towards goods and services that are ecologically friendly has emerged in recent years. The purpose of this research study is to examine how effective green marketing is a strategy for sustainable growth. The research has been carried out using a descriptive research approach. Data gathered from multiple sources has been analyzed using a content analysis review. According to the research, green marketing may raise customer awareness, alter their behavior and persuade them to choose environmentally friendly goods and services making it an effective strategy for sustainable development. In order to attend to the aims of sustainable development the paper emphasizes the necessity for Firms to include green marketing tactics into the overall marketing plans. This research study examines the idea of green marketing and how it may play a significant part in sustainable development. The study covers the numerous facts of green marketing through a review of pertinent literature, essential tactics, and possible advantages for both firms and society at large. In recommending further research in this area the research article finishes by underlining the significance of green marketing in increasing sustainable development.

**KEYWORDS:** Consumer, Environment, Environmentally friendly products, Green Marketing, Sustainability.



## A Framework For Smart Dairy Industry: Technological & Organizational Aspect

*Ms. Smiti*

*Assistant Professor, Ignou, New Delhi*

### ABSTRACT:

The research work demonstrates the development of a framework for improvement in the dairy industry using technological & organizational domains with respect to Industry 4.0. The technological domain includes, smart factory, smart operations, smart product, & data driven services. In this research work two factors of organization aspect, employee and cyber security have been considered. The proposed framework will benefit the establishment of a new Dairy industry with respect to Industry 4.0. Structural equation modeling (SEM) has been applied on all six factors, to evaluate the interrelationship of factors. In the research work Exploratory factor analysis (EFA) was carried out using the Principal component Analysis (PCA) in the SPSS statistical analysis and a proposed hypothetical model was proved and this model was fitted to a structural equation modeling (SEM) analysis using AMOS software.

**KEYWORDS:** Industry 4.0, maturity level, technological domain, organizational domain, dairy industry.

## A Study of Impact of NBFCs on Luxurious Lifestyle of Metro Cities in India

*Ms. Kalika Bhardwaj*

*Research Scholar, IIMT University, Meerut*

*Dr. Neereaj Gupta*

*Professor, IIMT University, Meerut*

### ABSTRACT:-

NBFC's plays a very important role in the changes of Indian Economy also the lifestyle of Metro cities is very high profile and which is also very likely possible because of unsecured as well as easy loans provided by the NBFC's. Every person is able to afford luxury items on easy Payment Methods and also without any extra interest charges. This has also grown the economy as the purchasing power of every individual has increased because they do not have to pay the amount in one time. So, in this research paper we will evaluate all those factors of NBFC which has contributed in upgrading the lifestyle of people also we will study about the contribution of NBFC's in providing hassle free loans on all luxury items.

**KEYWORDS:-** NBFC, Luxury, Metro City, Easy Loan

## Perception Of Youth Towards Dating Apps With Reference To Bumble

*Ms. Radhika Agarwal*

*Student, JIMS Engineering Management Technical Campus, Greater Noida*

*Dr. Ankur Budhiraja*

*Associate Professor, JIMS Engineering Management Technical Campus, Greater Noida*

### ABSTRACT:

Online dating is a new trend going on nowadays. People who are single usually approach such apps. It has become a way of interaction for individuals to find and connect with each other through the web for orchestrating a date especially with the thought of building an individual and close connection. This project aims to understand the perception of youth towards such online dating apps with reference to a dating app bumble. It focuses on understanding the point of view of customers on the dating apps. The effect of these apps on the mindset and daily lives of the individuals. This paper studies the convenience and need of the individuals to use a dating app. The paper also highlights a comparison of bumble with the other apps in the market about its efficiency, safety measures and popularity. Since the time it began, online dating has been an insurgency but now it is legalized, and all the adults have the right to access it. This study aims to provide a valuable insight on the online dating apps and their bond with the youth.

**KEYWORDS:** *Dating apps, Bumble, Perception, Youth, Mindset, convenience, Effect, Insurgency.*

## A Study On The Marketing Strategies Of KPMG

*Mr. Kunal Jain*

*Student, JIMS Engineering Management Technical Campus, Greater Noida*

*Dr. Swati Sharma*

*Assistant Professor, JIMS Engineering Management Technical Campus, Greater Noida*

### ABSTRACT:

This report includes an organizational study of the marketing strategy of KPMG. This study helps me to understand various factors and parameters which a multinational company requires to compete with other MNCs. With the help of this study, I understand 7P's of marketing of KPMG. It guides me about marketing tools, marketing strategies, different media of marketing used by KPMG. This project helps in understanding the corporate tactics. There are several marketing strategies like product innovation, pricing approach, promotion planning etc. This helps in understanding competitors' analysis parameters for conducting market research. A marketing strategy is a business's game plan for reaching prospective consumers and turning them into customers of their products or services. Marketing strategies should revolve around a company's value proposition. The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies. The study makes it easy to understand the customer's point of view towards different marketing techniques of KPMG. The study is based on the primary data collected through the questionnaire from 50 respondents and most of the respondents are of the view that KPMG is having good marketing techniques and strategy.

**KEYWORDS:** *KPMG, 7P's of marketing, Competitor analysis, Multinational company, SWOT analysis of KPMG, Market research and evaluation methods*

## A Study On The Marketing Strategies Of Apple Inc.

Mr. Simardeep Singh

Student, JIMS Engineering Management Technical Cam-  
pus, Greater Noida

Dr. Swati Sharma

Assistant Professor, JIMS Engineering Management  
Technical Campus, Greater Noida

### ABSTRACT:

The main objective of this study is to analyze the importance of using marketing strategies of branding in Apple Inc. The study will help to find out about the related benefits of branding mainly. The details of the study will help us to learn about the consumer's awareness about the brand and how their loyalty can be increased in order to gain a competitive edge. Also, analyzing the importance of branding can help us to find out about the Apple brand's strengths, weaknesses, opportunities and threats. By using the SWOT analysis tool and by using STP process, we can know how to segment the market, target the customers and position the products/services. Whereas, by using 4 Ps of marketing mix, we can find out about the branded product, its price, promotion and placement.

**KEYWORDS:** Apple Inc., Marketing strategy, Technology brand, SWOT analysis of Apple Inc.

## A Study On The Marketing Strategies Of Puma

Mr. Divyank Jain

Student, JIMS Engineering Management Technical  
Campus, Greater Noida

Dr. Swati Sharma

Assistant Professor, JIMS Engineering Management  
Technical Campus, Greater Noida

### ABSTRACT:

This report is about the Marketing Strategies of PUMA. The study contains information related to the topic as well as a brief explanation about the various factors that influence the Marketing Strategies of PUMA.

An effective marketing strategy is a dynamic and multifaceted approach that requires a deep understanding of the target market, a strong brand presence, utilization of digital marketing channels, integration of sustainability, and continuous adaptation. By embracing these elements and leveraging emerging trends, organizations can position themselves for sustainable business growth in a competitive marketplace.

The study includes the changing attitude of customers towards different marketing strategies. The study is based on the primary data collected through the questionnaire from 100 respondents and most of the respondents are in a view that puma is having a good marketing strategy.

**KEYWORDS:** PUMA, Marketing strategy, Sustainability



## A Study On The Marketing Strategies Of Mahindra & Mahindra Limited

Mr. Jashn Vohra

Student, JIMS Engineering Management Technical Campus, Greater Noida

Dr. Swati Sharma

Assistant Professor, JIMS Engineering Management Technical Campus, Greater Noida

### ABSTRACT:

This report is about the Marketing Strategies of Mahindra & Mahindra. The study contains information related to the topic as well as a brief explanation about the various factors that influence the Marketing Strategies of Mahindra.

An effective marketing strategy is a dynamic and multifaceted approach that requires a deep understanding of the target market, a strong brand presence, utilization of digital marketing channels, and continuous adaptation. By embracing these elements and leveraging emerging trends, organizations can position themselves for sustainable business growth in a competitive marketplace.

The study is based on the primary data collected through the questionnaire from 50 respondents. In conclusion, Mahindra & Mahindra's marketing strategy revolves around customer-centricity, innovation, brand positioning, customer engagement, and sustainability. By continuously adapting to evolving market dynamics and leveraging its strengths, Mahindra & Mahindra has successfully established itself as a global leader in the automotive and agricultural equipment industries. The company's commitment to meeting customer needs, fostering relationships, and promoting sustainability underscores its dedication to long-term growth and success.

**KEYWORDS:** Digital Marketing, Marketing strategy, Sustainability, Customer Engagement

## A Study On The Customer Satisfaction On Amazon

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### ABSTRACT:

This report is about the Customer's Satisfaction on Amazon. The study contains information related to the topic as well as a brief explanation about the various research methodologies that can be used to acquire various customer's rate of satisfaction. Customer satisfaction reflects the degree of customer happiness and contentment with a product, service, or overall experience. It plays a critical role in the success of a business by driving customer loyalty, word-of-mouth referrals, and business growth. When customers feel satisfied, they are more likely to make repeat purchases, recommend the company to others, and maintain a long-term relationship with the brand. The study includes the happiness of customers towards different aspects of Amazon. The study is based on the primary data collected through the questionnaire from 50 respondents and most of the respondents are satisfied with Amazon's services.

**KEYWORDS:** AMAZON, Customer Satisfaction, Research Methodology

## Customer Buying Behavior With Special Reference To Puma

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### ABSTRACT:

Sport shoes are designed for use in sports and other physical activities including cycling, running, and other sports, among others. However, people today not only wear it as casual clothing but also for other physical activity & health related advantages. There are a lot of opportunities for health-conscious adults and even for school-aged children. That leads to an increase in demand for the production of sports shoes & such data is attracting a number of players in the sports shoe industry with their unique brands, along with other elements like pricing, style, product quality, durability, variety, and advertising to draw in customers. Customers so frequently choose a specific brand. One of the top 10 sports shoe manufacturers in India is Nike, followed by Adidas, Reebok, and Puma. This paper explores the concept of customer buying behavior with a special reference to Puma, a renowned global sports apparel and footwear brand. The purpose of this study is to investigate the factors that contribute to customer satisfaction in the context of Puma, examining the company's strategies and initiatives to meet customer expectations and enhance their overall shopping experience. The research methodology employed in this study involves a comprehensive review of academic literature, industry reports, and online sources to gather relevant information on customer satisfaction and Puma's customer-centric practices. Key areas of investigation include product quality, brand reputation, pricing, customer service, and marketing strategies, all of which influence customer satisfaction. This paper also throws some light on Puma's commitment to customer satisfaction in its product quality, brand reputation, pricing, customer service, and marketing strategies.

**KEYWORDS:** Customer satisfaction, Puma, sports apparel, footwear, product quality, brand reputation, pricing, customer service, marketing strategies.

## Customer satisfaction with Flipkart shopping

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### ABSTRACT:

Shopping is inherent part of daily life above and beyond the trend of online shopping is proliferating around the world. This research examines the customer satisfaction of online shopping and focuses on Flipkart which is biggest E-commerce in India, a popular online marketplace. This study is a combination of qualitative and quantitative methods, including a survey administered to a representative sample of Greater Noida, Uttar Pradesh. The findings reveal that Flipkart enjoys a high level of customer satisfaction, particularly in terms of product quality and effectiveness. The report recommends that Flipkart should improve the customer experience by incorporating product reviews and attracting senior-aged customers. It also suggests leveraging customer feedback, enhancing communication channels, offering personalized deals, and implementing a responsive customer support system to foster loyalty and trust. While the reliability of the study may be a concern due to the predominantly student sample, the scope remains broad as internet accessibility is widespread. Overall, Flipkart has a solid foundation of customer satisfaction, and addressing areas of improvement, such as shipping and pricing concerns, will be crucial for sustaining and enhancing customer satisfaction levels, solidifying its position as a trusted brand.

**KEYWORDS:** Customer satisfaction, online shopping, Flipkart, product quality, brand reputation, pricing, customer service, marketing strategies.



## Automotive Sector : A Paradigm Shift

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### ABSTRACT:

In recent years, the advancement of AI has made significant strides, permeating various sectors of the contemporary world. The swift progress of AI has spurred considerable interest in leveraging its potential within the domain of automobiles. By harnessing the power of AI, automobiles can be imbued with enhanced capabilities, transforming them into intelligent entities capable of adapting and responding to dynamic situations on the road. The automotive sector has experienced a paradigm shift from self-driving cars and advanced driver-assistance systems to intelligent traffic management and predictive maintenance. AI has revolutionized the industry by seamlessly integrating AI algorithms and machine learning techniques. Now, the vehicles have become safer, more efficient, and more autonomous & ultimately improving the overall driving experience. Through an exploration of the latest developments and future prospects, this study aims to provide valuable insights of the remarkable potential of AI in revolutionizing the automotive industry along with highlighting the notable progress achieved thus far.

**KEYWORDS:** AI, Automobile industry, Automotive sector

## Comparative Study Of Uber And Ola On The Basis Of Customer Satisfaction

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### ABSTRACT:

The emergence of ride-hailing platforms has transformed the transportation industry, providing convenient and accessible transportation options for customers worldwide. Uber and Ola are two prominent players in this market, competing fiercely for market share. This project aims to conduct a comparative study of Uber and Ola, focusing on customer satisfaction as a key metric for evaluation. The research methodology involves collecting primary data through surveys and interviews from customers who have used both Uber and Ola services. The study examines various factors affecting customer satisfaction, including service quality, pricing, reliability, convenience, driver behavior, and overall user experience. The project aims to provide valuable insights into the strengths and weaknesses of Uber and Ola from a customer perspective. By comparing customer satisfaction levels between the two platforms, the study aims to determine which platform performs better in meeting customer expectations.

**KEYWORDS:** Uber, Ola, customer satisfaction, comparative study, service quality, pricing, reliability, convenience, user experience.



## A Study on Customer's Buying Behavior Towards Online shopping

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pus, Greater Noida

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### ABSTRACT:

This report is about the buying behavior of various customers towards online shopping. The study contains information related to the topic as well as brief explanation about the various factors that influence the customer's buying behavior in online shopping. The study includes the changing attitude of customers towards online shopping. It also focuses on changing trends in online shopping. The points covered in this report are introduction to the topic, literature review, analysis of questionnaire and the observations of the study based on the questionnaire.

**KEYWORDS:** *Buying Behavior, Factors influencing, Online shopping, Changing trends*

## Impact Of Children On Parents' Buying Behavior

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### ABSTRACT:

This report is about the parents' perspective of children influencing their buying behavior. It contains information related to the topic as well as a brief explanation about the influential strategies or approaches used by children to convince their parents. The paper focuses on understanding the relationship between children and parents' buying behavior from a practical point of view as this knowledge would help parents' to see, to what extent their children can influence them.

It also focuses on finding out the change in trend of influential strategies used by children and accumulating the positive and negative links of these strategies with respect to how much they are being used. The points covered in this report are introduction to the topic and its background, literature review, analysis of the questionnaire and then observations based on that questionnaire.

**KEYWORDS:** *Influence strategies, Buying behavior, Relationship, children*

## A Study on Social Media Marketing Strategies of Ubisoft from Consumer's Perspective

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### ABSTRACT:

This study aims to analyze Ubisoft's social media marketing tactics from the viewpoint of consumers. Due to the social media platforms' explosive expansion, businesses now understand how important it is to use these platforms to interact with their target market. The study uses a qualitative research methodology and conducts surveys and interviews with Ubisoft customers to collect data. The study looks at the main variables that affect how interested users are in Ubisoft's social media material, such as the most appealing content kinds, the frequency and timing of posts, and the overall success of Ubisoft's social media marketing initiatives. The study also looks at how consumers' views and behaviors towards the brand Ubisoft are affected by social media marketing. The study also investigates how consumers view the authenticity, legitimacy, and dependability of Ubisoft's social media material. The results of this study provide insight into how well Ubisoft's social media marketing methods work to draw in and hold on to customers, create brand loyalty, and ultimately boost sales. These results can act as helpful guides for Ubisoft and other game businesses looking to improve their social media marketing initiatives.

**KEYWORDS:** *Social media marketing, Ubisoft, consumer perspective, engagement, brand loyalty.*

## A Study On Customer Perception Towards Samsung Mobile

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### ABSTRACT:

The study aimed to gain insights into customers' attitudes, preferences, and satisfaction levels related to Samsung mobile devices, in order to inform marketing and product development strategies. The research methodology involved a comprehensive survey administered to a diverse sample of Samsung mobile phone users across different regions. The survey included questions related to brand perception, product features, pricing, customer service, and overall satisfaction. The number of mobile subscribers in India has overgrown in the last four years, expected to show rapid growth over the following years. Recent years have seen an explosion in Mobile Brands and their innovations in features, performance, aesthetics, and price. Mobile companies are springing up to offer their best. The sample size consisted of 55 respondents from Delhi. The study revealed several noteworthy findings. Customers particularly appreciate the quality of Samsung's display, camera capabilities, and user-friendly interface. This study sheds light on customer perceptions towards Samsung mobile phones, highlighting the brand's strengths as well as areas for improvement.

**KEYWORDS:** *Customer perception, Samsung mobile, Smartphone, customer service*

## To Study Employee Satisfaction- Human Resource Policies And Practices Of Infosys.

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### ABSTRACT:

**Purpose:** This paper aims to study Infosys employees' overall satisfaction with the company's human resource policies and practices.

**Research Methodology :** The data which is used in the study is primary data which was collected with the help of a self-administered questionnaire. A survey was conducted in which the questionnaire was distributed to 100 employees of the company.

**Findings:** The results indicate that 90% of employees at Infosys are highly satisfied with the accessibility and responsiveness of the HR department. This suggests that the HR department effectively addresses employee queries and concerns, indicating a strong level of support and responsiveness. Additionally, 85% of employees perceive the HR policies and practices at Infosys to be very clear, indicating effective communication and transparency within the company's HR framework. Around 70% of employees believe that the HR policies and practices are fair and equitable for all employees, while 15% think they are only clear and not necessarily equitable. This highlights a potential area for improvement in ensuring fairness and equity for all employees.

Regarding employee engagement, 87% of employees consider it to be highly effective at Infosys. This indicates that the company has successfully implemented strategies and initiatives to engage and involve employees. A significant percentage of employees are satisfied with their professional growth and career development opportunities at Infosys. This suggests that the company provides avenues for employees to enhance their skills and progress in their careers. Most employees feel that they are receiving support and guidance from the HR department, indicating active assistance with employee needs and concerns. Infosys is perceived to have excellent diversity and inclusion initiatives in place by a large percentage of employees. This reflects the company's efforts to create an inclusive work environment.

Regarding communication channels and methods, most employees are very satisfied, indicating effective communication channels to disseminate information and engage with employees. A high percentage of employees are satisfied with the responsiveness and effectiveness of the grievance handling system at Infosys. This suggests that employees feel their grievances are addressed and resolved satisfactorily.

Overall, most employees rate their experience with Infosys' HR practices and policies between 7-10 on a scale of 1-10. This indicates a positive impact of HR practices and policies on employee satisfaction and overall experience.

**Practical implication:** Since a high percentage of employees are satisfied with the accessibility and responsiveness of the HR department, Infosys should continue to prioritize addressing employee queries and concerns promptly and effectively. This can contribute to employee satisfaction and a positive work environment. While a significant percentage of employees believe the HR policies are fair and equitable, there is room for improvement. Infosys should assess and address the concerns raised by the 15% of employees who think the policies are clear but not necessarily equitable. Taking steps to ensure fairness and equity for all employees can contribute to a more inclusive and supportive workplace. Most employees perceive employee engagement at Infosys to be highly effective, the company should continue implementing strategies and initiatives to keep employees engaged and involved. With a significant percentage of employees satisfied with their professional growth and career development, Infosys should continue to provide avenues for employees to enhance their skills and progress in their careers. Offering training programs, mentorship opportunities, and clear career paths can contribute to employee satisfaction and retention.

**KEYWORDS:** Infosys, Human resources , HR policies, and practices, Employee's satisfaction, Infosys HR department.





## Comparison between two online beauty shopping stores Nykaa and Purple

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### ABSTRACT:

Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of cosmetic products. With the advancement in technology, globalization and increased purchasing power, the consumers in recent years have become more aware of hygiene and beauty, which is the foremost reason behind the rapid development of the cosmetic industry. This study also explains to some extent the comparison between nykaa and purple, the two online beauty shopping stores. The purpose of this study is to investigate the factors that contribute to customer satisfaction in the context of nykaa and purple, examining the company's status and initiatives to meet customer expectations and enhance their overall shopping experience. The research methodology employed in this study involves a comprehensive review of academic literature, industry reports, and online sources to gather relevant information. Key areas of investigation include product quality, brand reputation, pricing, customer service, and comparison, all of which influence customer satisfaction. Primary data was obtained through a questionnaire.

**KEYWORDS:** Online beauty shopping stores, nykaa and purple, cosmetic products, product quality, brand reputation, pricing, customer service, customer satisfaction.

## Consumer Behaviour Analysis Of DMRC Services

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### ABSTRACT:

The research deals with Customer satisfaction of The Delhi Metro Rail Corporation (DMRC) is a state-owned company that operates the Delhi Metro. The aim of the study is to analyze customer satisfaction, market potential and penetration and to identify key factors that influence customer satisfaction. This study is based on the primary method of data collection and is based on mixed method research i.e. both quantitative and qualitative methods. For quantitative methods structured questionnaires were used and for qualitative semi structured interviews were conducted. Findings state that DMRC services were found to be widely popular among passengers, with a high level of satisfaction reported overall. The convenience, affordability, and reliability of the DMRC were identified as primary reasons for the positive consumer behavior. Passengers also expressed satisfaction with the cleanliness, safety measures, and accessibility of the DMRC network. This study sheds light on the consumer behavior patterns and preferences of passengers using the DMRC services. The findings and recommendations presented in this report offer valuable insights to the DMRC management, guiding them in their efforts to optimize service delivery and ensure a positive consumer experience.

**KEYWORDS-** Customer satisfaction, DMRC, mixed method, market potential, market penetration.

## Demand Approach On Online Food Delivery Applications

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### ABSTRACT:

Online food delivery apps have become increasingly important in today's fast-paced and digital world. Online food delivery apps provide unparalleled convenience for customers. With just a few taps on their smartphones or computers, they can order food from their favorite restaurants and have it delivered right to their doorstep. This eliminates the need for physically visiting the restaurant, waiting in line, or dealing with traffic. Online food delivery apps make it easy for people to access a variety of food options from their favorite restaurants. Users can browse menus, check prices, and place orders with just a few taps on their smartphones or computers. This accessibility is especially beneficial for individuals with limited mobility or those living in areas with limited dining options. The study explores various dimensions of consumer attitudes, including convenience, quality, price, trust, and social influence. Convenience emerges as a significant driver of consumer adoption and satisfaction with online food delivery platforms. The ability to order food anytime, anywhere, and choose from a wide range of cuisines is highly valued by consumers. The rapid growth of online food delivery platforms has transformed the way consumers order and receive food. This abstract aims to provide an overview of the Demand Approach towards these platforms, highlighting key factors that influence their perceptions and behaviours.

This research study aims to explore consumer attitudes towards online food delivery services. The methodology employed for this research is a combination of quantitative and qualitative approaches to gain a comprehensive understanding of consumer perceptions, preferences, and behaviours in relation to online food delivery. The survey questions covered aspects such as frequency of app usage, reasons for using or not using the apps, factors influencing app preference, user satisfaction levels, and demographic information. Interpreting the quantitative and qualitative findings, drawing conclusions and identifying key insights regarding the demand for online food ordering apps then Comparing the findings with existing literature and discussing the implications for app developers, marketers, and other stakeholders.

**KEYWORDS:** *Online food delivery service, consumer attitude, consumer preferences, expectations of consumers, mobile applications, online food delivery platforms.*

## Human Resource Policies And Practices With Respect To Tata Motors Ltd.

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### ABSTRACT:

Human resource policies and Practices are formal guidelines and tips that companies put in area to hire, teach, determine, and reward the individuals of their workforce. Human resource policies and practices are important additives for powerful control in an organization. They offer recommendations and a framework for handling the body of workers, aligning employee behavior with organizational goals, and fostering advantageous operating surroundings. Tata Motors Ltd. changed into the market leader in the commercial motors section with approximately 42.23% market proportion in FY22. It is found in multiple segments like motors and application automobiles, trucks and buses, defense motors, and electric-powered motors.

The research work is based on the analysis of the Human Resource Policies and Practices of Tata Motors Ltd. The study is aimed to achieve the objective of Policy Analysis of Tata Motors, how the policies are perceived by employees of the organization, and conduct a comparative study of the Human Resource Policies and Practices of rivals of Tata Motors Ltd. For the achievement of these objectives, a questionnaire-based data collection method was employed. The questionnaire consisted of sections designed to gather information related to policy analysis, employees' perspectives about the HR Policies and Practices of the organization, and a comparative study of HR policies of the competitors of Tata Motors Ltd. The questionnaire was distributed to a representative sample of employees across different levels and departments within Tata Motors. In order for the achievement of the above mentioned objectives Descriptive Research design is applied with a convenience sampling method that is deployed or used. The analysis of HR Policies and Practices of Tata Motors Ltd. provides a comprehensive analysis of organization's HR policies and practices. It identifies areas for improvement, highlights the best practices, assess the impact of those policies on performance of those employees.

**KEYWORDS:** *HR policies, Tata Motors Ltd., employee perspective*

## A Study On Consumer Satisfaction With Special Reference To Tanishq

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### ABSTRACT:

**Purpose:** This paper aims to study consumer satisfaction with special reference to Tanishq.

**Research Methodology:** The data which is used in the study is Primary data which was collected with the help of a self-administered questionnaire. A survey was conducted in which the questionnaire was distributed to 60 customers of Tanishq.

**Findings:** The result indicated that 42% of the customers are highly satisfied with the Products which are offered by Tanishq. This suggests that the Quality and Variety of the products offered by the Brand are very good and customers are showing strong support in favor of Tanishq. Additionally, 67% of the customers think that the price is affordable concerning the quality which is provided by the Brand and that the making charges of the products are reasonable in comparison to the competitor of Tanishq. Around 78% of the customers are highly satisfied with the overall treatment and assistance provided by the Tanishq staff this shows that the Company is providing good training to their staff which help them to handle the query of the customers whenever they needed.

Moreover, 75% of the customers are promoting the brand to their families, friends, and relatives which shows high loyalty and satisfaction of customers to their most preferred brand in jewelry Tanishq. As 25% of the customers are highly satisfied after purchasing and using the product of Tanishq, 15% of the customers are less satisfied with the product or services. This highlights a Potential area of improvement that they need to work on if they want to retain their lost customer.

Hence, 45% of the customers are preferred Tanishq for their future Purchases this shows that customers are not only happy they feel a connection with the products and the Brand which drives them to purchase the products again if they need it. Overall, most of the customers rate their experience of Tanishq between 8-10 on a scale of 1-10. This indicates a positive impact on the working of the Brand and the satisfaction of the customers.

**Practical Implication:** Since a high percentage of customers are satisfied with the quality and variety of the products, Tanishq should continue to work like that which helps them to satisfy their customers in future sales and helps to maintain the goodwill of the Brand. Many of the users or buyer thinks that the price is affordable and they can purchase it in the future which give them a better hand as compared to their competitors as many of the customers are suggesting their products to their family, friends, and relatives which helps the Brand to gain new customers and the Brand didn't need to work more on those customers because they are recommended by the user which helps them to gain more trust while buying jewelry. 78% of the customers are happy by the services and assistance provided by Tanishq but as compared it to after-sale satisfaction 15% of the customers think they are less satisfied by the product which can change in future by applying some strategies as the brand need to retain those customers which are part of the family once.

The Brand is very good as concluded by the customers. They need to maintain consistency to save its loyal customer base. If the quality starts depreciating the customers start to shift from them to their competitors which is not good for them.

**KEYWORDS:** Tanishq, Satisfaction, Quality and Variety, Product, Customers, Brand





## A Study On Customer Perception Towards Netflix

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### ABSTRACT:

In the current era of e-commerce, the emergence of the information economy has an impact on many aspects of people's lives. This study aims to understand the usage and awareness of Netflix among youth and to collect more information to gain better knowledge about this industry. In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were used for analysis. We identified pricing, a lack of regional content, and available payment choices as the primary factors leading to Netflix's poor subscriber rates in India. The above research tells us that Netflix needs to gear up for the upcoming competition it has to face in coming digital India in the future. Online video streaming services like Netflix have redefined the thought of movie watching and entertainment. It encompasses developing into enormously popular worldwide. Its subscribers are increasing day by day. There is also intense rivalry between Netflix and Amazon Prime for getting viewer attention. In this context, the study aims at accepting the viewer perception of the online service providers through viewer opinions collected from different social media platforms like Instagram, Facebook, Twitter, blogs, discussion forums, etc. Viewer opinions expressed online becomes electronic word-of-mouth for potential viewers who often assess the two platforms using the reviews of their peers. For the study, the primary data was collected from reviews and was analyzed to look for patterns and see which one is better according to the customer's perspective. The result of the study states that Ease of use is an important aspect of e-service quality since both Amazon and Netflix are offered through technology-aided platforms.

**KEYWORDS:** Perception, Netflix, Amazon Prime, E-service quality

## Customer Satisfaction Survey On Myntra

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### ABSTRACT:

Electronic commerce, nowadays, has become a popular internet marketing strategy that operates through various computer devices, smartphones, etc. Electronic shopping and banking are the two phenomenal shifts that have transcended consumers' attention and interest towards online shopping.

Myntra and other applications are working strategically in the e-commerce business so as to increase their market share. Mobile apps are designed in such a way that they exclusively focus on increasing user engagement and making their experience easier.

This research paper aims to analyze the effect of mobile shopping apps on middle age consumers buying behavior. The objective of this study is to evaluate the factors influencing customer satisfaction on Myntra and to identify the areas where improvements could be made. The research utilized a structured questionnaire, combining quantitative surveys and qualitative interviews to gather comprehensive data from a diverse sample of Myntra customers. Customers expressed concerns related to product quality, sizing accuracy, and return/refund processes. Timely and efficient customer support was also highlighted as an important aspect affecting satisfaction levels. The study highlighted that Myntra should focus on enhancing product quality control, improving size guides, streamlining return/refund processes, and strengthening customer support systems to further enhance customer satisfaction.

This study sheds light on the factors driving customer satisfaction on Myntra, highlighting the platform's strengths and areas for improvement. Addressing the identified concerns and capitalizing on its strengths. Myntra can continue to capture the market and can have a more loyal customer base.

**KEYWORDS:** Customer satisfaction, Electronic commerce, Myntra, Customers

## A Study Of Hr Policies And Practices Of Google

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### ABSTRACT:

This report presents an analysis of the HR Policies and Practices of Google with the main objectives of the study as HR Policy Analysis of Google, to study the amendments made in the HR Policies of Google since the time of incorporation and employees' perspectives about the policies and guidelines. Google is an ever-expanding leader with a Global Footprint. This paper will critically discuss and unpack the effect of its human resource practices, or people practices as Google calls them, and the policies that govern these practices. It is hoped to share some of these insights with human resources practitioners and students pursuing management studies, with the idea of invoking critical thought. The paper does not pretend to understand all of the subtle nuances of human resources development, but makes a case for the entrepreneurial spirit, for successful management practices. To achieve these objectives, a questionnaire-based data collection method was employed to the low cost incurred, it is free from the bias of the interviewer and respondents have adequate time. The questionnaire consisted of sections designed to gather information related to policy analysis, employee performance, employees' perspectives, and a comparative study of HR policies.

**KEYWORDS:** HR Policies, Global footprint, Amendments, Invoking, Questionnaire-based data collection method



## Buying Behaviour Of Consumers For Different Brands Of Chocolate

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### ABSTRACT:

This report is about the study of buying behavior of famous brands of chocolates – Nestle, Cadbury, Campo, Amul which are consumed by people of all ages. How people influence their purchases on the basis of price, quality, advertisement, satisfaction, taste, packaging, brand loyalty etc. In this research I have surveyed how frequently and much chocolate they consume, whether they buy small big or family packs.

**KEYWORDS:** Chocolate, Brands Of Chocolate, Consumer Buying Behaviour, Marketing Influence

## A Study On Customer Satisfaction At HDFC Bank

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### ABSTRACT:

This abstract provides an overview of a comprehensive analysis conducted to assess customer satisfaction at HDFC Bank. The study aims to understand the factors influencing customer satisfaction, identify areas of improvement, and propose recommendations for enhancing customer experience. A structured questionnaire was the methodology adopted in the study, different people in and around HDFC Bank - Delhi were targeted. In this study, I took a sample of 100 people. The data collected at sample size 100 is thoroughly analyzed and displayed in tabular and graphical form by using pie charts and bar graphs to examine the relationships between customer satisfaction and key variables such as service quality, convenience, product offerings, and digital banking experience.

The qualitative analysis helped identify and analyze the recurring themes and patterns in customer feedback. Preliminary findings indicate that HDFC Bank performs well in terms of service quality, with customers expressing satisfaction with the professionalism and competence of the bank's staff. The bank's convenient branch locations and digital banking platforms were also cited as positive aspects. However, areas of improvement were identified, including the need for faster complaint resolution, enhanced transparency in fees and charges, and improved communication channels. In conclusion, this research sheds light on the factors driving customer satisfaction at HDFC Bank, highlighting their strengths and areas for improvement. By addressing the identified concerns and capitalizing on its strengths, HDFC Bank can continue to capture the market and can have a more loyal customer base.

**KEYWORDS:** Customer satisfaction, HDFC Bank, service quality, convenience, customers

## Metaverse In The Field Of Marketing

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### ABSTRACT:

The emergence of the metaverse, a digital realm where users can interact and explore immersive virtual experiences, presents a transformative opportunity for marketers to engage with consumers in innovative and captivating ways. This project aims to explore the potential of the metaverse in the field of marketing, specifically focusing on leveraging virtual reality (VR) technologies to enhance brand engagement and consumer experiences. The project begins by delving into the concept of the metaverse, examining its evolution, defining characteristics, and its impact on various industries. It highlights the convergence of virtual reality, augmented reality, and other immersive technologies that contribute to the creation of rich and interactive virtual environments.

Next, the project investigates the role of the metaverse in revolutionizing marketing practices. It explores how brands can leverage VR technologies within the metaverse to create immersive experiences that captivate and resonate with consumers. By blending virtual and physical elements, marketers can transcend traditional boundaries and unlock new dimensions of storytelling and brand building. Moreover, the project explores the various applications of the metaverse in marketing, including virtual product demonstrations, virtual showrooms, and immersive brand experiences. It discusses how the metaverse enables brands to foster deeper connections with consumers, promote product engagement, and drive customer loyalty through personalized and interactive interactions. The project also addresses the challenges and considerations associated with incorporating the metaverse into marketing strategies. It explores potential privacy concerns, technological limitations, and the need for robust infrastructure to support widespread adoption. Additionally, it examines the ethical implications of metaverse marketing and the importance of balancing immersive experiences with user privacy and data protection.

Finally, the project concludes with insights and recommendations for marketers looking to embrace the metaverse. It emphasizes the need for a customer-centric approach, creative content development, and seamless integration of virtual experiences with broader marketing campaigns. Furthermore, it underscores the importance of adapting to evolving consumer preferences and staying at the forefront of technological advancements in the metaverse space.

**KEYWORDS:** AR, VR, Metaverse, Marketing



## A Study On Customer Perception About Marketing Strategies Of Nykaa

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### ABSTRACT:

The ever evolving landscape of e-commerce has increased competition, prompting companies to employ innovative marketing strategies to gain a competitive edge. Nykaa is a popular Indian e-commerce platform that specializes in beauty and wellness products. It has emerged as a frontrunner in the Indian market, captivating customers with unique marketing initiatives which have played a vital role in its success. This study focuses on understanding the customer perception about marketing strategies of Nykaa. The study expects to find that Nykaa's marketing strategies have played a crucial role in shaping customer perception of their brand. The company's focus on social media marketing, constancy in brand and messaging, innovative campaigns and collaborations are likely to be perceived somewhat positively by customers. However, the study also reveals where Nykaa's marketing strategies may require further refinement, such as more diverse representation in influencer collaborations has high scope of improvement. Understanding customer perception of Nykaa's marketing strategies is crucial to refine its marketing initiatives, identify areas of improvement. By effectively leveraging the insights gained from this study, the company makes informed decisions about its marketing approach to enhance customer satisfaction and loyalty.

**KEYWORDS:** *e-commerce, Customer perception, influencer collaborations, social media, innovative campaigns, collaborations, Customer satisfaction, loyalty.*

## A Study on Marketing Strategies of BMW

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### ABSTRACT:

The project aimed to analyze and evaluate the marketing approaches employed by BMW, a leading automotive manufacturer, and make recommendations for future enhancements. The research involved a comprehensive analysis of BMW's marketing mix, including product, price, place, and promotion. Through the primary method, valuable insights were gathered regarding the brand's target audience, competitive positioning, and consumer preferences. Findings revealed that BMW has successfully positioned itself as a premium brand in the global automotive market. The company's product portfolio boasts a range of luxury vehicles known for their quality, performance, and innovative features. Furthermore, BMW has been able to effectively communicate its brand image and value proposition through various marketing channels, including digital advertising, experiential marketing, and strategic partnerships. Despite its strong market presence, the study identified several areas where BMW could further strengthen its marketing strategies. These include enhancing its digital marketing efforts to engage with a broader audience, expanding its presence in emerging markets, and leveraging sustainable practices to appeal to environmentally conscious consumers. The project highlights BMW's success in the automotive industry due to its premium product offerings and effective marketing strategies. By capitalizing on opportunities for improvement, such as digital marketing and sustainability initiatives, BMW can maintain its competitive edge and continue to thrive in the ever-evolving market.

**KEYWORDS:** *Marketing Strategy, BMW, Marketing mix, Consumer preference, competitive positioning.*

## Future Directions In Inclusive Education System

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### ABSTRACT:

In this diverse society, each student is unique in their own way. All stakeholders involved in this path bear responsibility for involving all in the development process. This potential is achieved through the concept of inclusive education. It is an evolving field that aims to provide equitable educational opportunities for all students, regardless of their diverse needs. This paper provides a glimpse into the future directions of inclusive education, highlighting the importance of inclusive education for individuals and acknowledges the existing challenges and barriers. It stresses the significance of teacher training and strategies for enhancing teacher competencies. Furthermore, this paper aims to highlight the emerging trends and innovations that are expected to shape the future of inclusive education.

**KEYWORDS:** *Inclusive education, innovations, educational opportunities*

## Effectiveness of Blended Learning: A Relationship between Design Elements and Results

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### ABSTRACT:

Blended learning, a combination of traditional face-to-face instruction and online learning components, has gained significant attention in the field of education. This research paper investigates the effectiveness of blended learning by examining the relationship between various design elements and the resulting outcomes. The study aims to provide valuable insights into the key factors that contribute to successful blended learning implementations and their impact on student achievement and engagement. A comprehensive literature review was conducted to identify relevant design elements, including instructional strategies, technology integration, learning resources, and assessment methods. The paper also discusses the challenges and benefits associated with blended learning, providing recommendations for educators and policymakers. Findings from this research can inform the development and refinement of blended learning programs, ultimately enhancing the overall educational experience.

**KEYWORDS:** *Blended learning, Effectiveness, Design elements, blended learning programs*

## Empowerment Of Gender Education

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### ABSTRACT:

Issues on gender inequality and gender education is a persistent problem in the context of Indian society. Stereotype pertaining to gender roles in society hinders individual expression, creativity and affects personal growth. Throughout history and over the last years, women were deprived of education and voting rights which depicts the condition of women. The paradigm shift from women education to gender education itself shows how third gender is out of mainstream gender discourse. The Indian transgender community comprises persons with a variety of gender identity and sexual orientation, forming unique gender groups. Third gender experience multiple forms of persecution. This paper draws attention on the present condition of third gender and empowerment of gender education.

**KEYWORDS:** Education, Stereotype, Social deprivation, Socio-Economic status, Gender roles.

## Understanding complexities and authorizing Gender Education

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### ABSTRACT:

This article explores the oxymoronic relation of understanding complexities and accepting gender. It tries to answer how students are understanding this concept and how its authorization affects their perspectives and mental growth. This article also gives a parallel reading from "Funny Boy" by Shyam Selvadurai to the current genders including being male, being female or expanding to LGBTQIA+. This study enhances the need for creating awareness and its acceptance in the first socializing community i.e. school. This article will also highlight the significant shift from women's education to gender education and its requirements in this twenty-first century.

**KEYWORDS:** gender, socialization, community awareness, paradigm shift,

## Blended Learning: Merging Online With Traditional Teaching

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### ABSTRACT:

This article explores the role of improvising traditional learning with the help of the material available online. It will suggest how we can blend teacher learning with the technologies to give students a vast amount of information that must be useful for them to have a proper understanding. With the help of this material we will be able to understand how technology and traditional learning can go hand in hand and enhance the teaching learning process. Blended learning helps in enriching the knowledge and is able to connect the most recent affairs with the students and also helps teachers to connect with the real world along with the traditional way of learning. The types of blended learning can be described in three different modes according to the preference of blend.

**KEYWORDS:** Traditional learning, technology based learning, Blended learning

## The Benefits Of Joining Extracurricular Activities

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### ABSTRACT:

In every education learning comes from experiences and by exploring. So extracurricular activities play an important role in the education of the students as it helps students gain experience in a variety of areas that will enhance their future through different participation in different fields and activities. It helps to enhance the growth of the student in a holistic way. Learning cannot be limited to the academic curricular only, it needs to explore the different fields of study and interests. It is seen that students who are involved in extracurricular activities are able to relate and engage their learnings more to their day to day life also. In this article we will talk about the benefits of the extracurricular activities for students and how it helps them to grow in their personal and academic field.

**KEYWORDS:** Extracurricular activities, Education, Learning



## AI As revolution Or Destruction To Educational Sector

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### ABSTRACT:

Artificial Intelligence (AI) alludes to the reenactment of human knowledge in machines that are intended to think and carry on like people. These machines are prepared to perform undertakings that ordinarily require human insight, for example, perceiving discourse, simply deciding, and taking care of issues. Computer based intelligence advances incorporate AI, normal language handling, and mechanical technology, and they are utilized in various applications including independent vehicles, customized advertising, and clinical finding. A definitive objective of simulated intelligence research is to make frameworks that can perform undertakings that would typically require human knowledge, and can act independently, adjust to new circumstances, and gain for a fact. The primary goal of AI is to augment human capabilities and enable humans to make better—that is, more informed and grounded—decisions. At this point, AI and humans have very complementary capabilities, and the best results are obtained when their capabilities are combined. Decision-support systems for doctors, educators, financial service operators, and a variety of other professionals who must make complex decisions based on large amounts of data are typical enterprise AI applications. This special issue focuses on underlying research using human-centered AI (Artificial Intelligence), where new design methods and tools can be leveraged and evaluated, with the goal of advancing AI research, education, policy, and practice to improve the human condition in education. Above all this seeks to promote an in-depth dialogue among researchers of various perspectives, genders, ethnicities, and cultures, as well as across disciplines, in order to achieve a better understanding of human-centered AI. This paper provides a Prologue to the innovation of AI and its implications for education and other sectors. Advances in technology and strategies are also discussed in the context of research. Through Chat GPT, we will also investigate the AI revolution. We will also discuss how large multinational corporations are investing in AI. This paper also investigates AI technologies that have both positive and negative implications for a country's employability ratio. And it also leaves the question in mind how far we have come and how far we have to go!

**KEYWORDS:** *Artificial Intelligence, Mechanical Technology, Chat GPT, Frameworks*

## Knowledge, Value and the New Education Policy 2020 in India

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### ABSTRACT:

The New Education Policy (NEP) 2020 in India represents a transformative step towards revamping the country's education system to align with contemporary demands and global standards. This abstract aims to explore the interplay between knowledge, value, and the NEP 2020, highlighting the policy's objectives, key features, and its potential impact on India's education landscape.

The NEP 2020 places a strong emphasis on holistic and multidisciplinary education, aiming to equip students with a well-rounded skill set that encompasses not only academic knowledge but also critical thinking, creativity, and problem-solving abilities. The policy recognizes the importance of cultivating values such as empathy, ethics, and inclusivity, in addition to promoting experiential and vocational learning. By integrating these values into the curriculum, the NEP 2020 seeks to produce responsible and socially conscious citizens capable of contributing to the nation's growth and development. Furthermore, the NEP 2020 encourages a shift from rote memorization to a competency-based learning approach. It advocates for reducing the curriculum content to focus on conceptual understanding and promotes active learning methodologies, fostering a student-centric and interactive classroom environment. The policy also recognizes the significance of early childhood education and aims to ensure equitable access to quality education across socio-economic backgrounds.

The NEP 2020 envisions significant reforms in higher education as well. It proposes the establishment of multidisciplinary institutions, offering students the flexibility to pursue diverse subjects and develop a broad range of skills. The policy also emphasizes research and innovation, aiming to create a knowledge-driven economy by promoting collaboration between academia and industry. Furthermore, it suggests the incorporation of technology in education to enhance access, quality, and effectiveness of learning processes. While the NEP 2020 presents a comprehensive framework for educational transformation, its successful implementation faces challenges. Adequate infrastructure, teacher training, and effective governance are crucial for realizing the policy's goals. Additionally, ensuring inclusivity and equal opportunities for marginalized communities remains a critical aspect that demands careful attention.

In conclusion, the NEP 2020 reflects a progressive vision for Indian education, emphasizing the integration of knowledge, values, and skills to meet the needs of the rapidly evolving global landscape. By fostering a learner-centric approach and promoting holistic development, the policy has the potential to shape a future generation that is not only academically proficient but also socially responsible and equipped to navigate the challenges of the 21st century. However, achieving the desired outcomes requires sustained efforts, collaboration, and a commitment to the values enshrined in the policy.

**KEYWORDS:** *New Educational Policy, Knowledge, Education system*

## Knowledge, Value and Education Policy 2020

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### ABSTRACT:

Knowledge is the acquisition of information, skills and understanding through learning, experience, and education. It forms the foundation for personal growth, innovation, and societal progress. Education systems aim to provide individuals with the knowledge and skills necessary to explore the world, contribute to society and pursue their goals. The values which the society holds on to lead to shape its education policies. These values can include notions of equity, social justice, economic competitiveness, cultural preservation, or democratic principles. Education policies may put emphasis on different aspects of knowledge based on societal priorities such as science, technology, engineering and subjects such as arts and humanities, vocational skills or critical thinking. The National Education Policy (NEP) 2020 is a framework for the transformation of the education system in India. It was approved by the Government of India in July 2020. The implementation of the NEP 2020 involves collaboration between the central and state governments, educational institutions and other stakeholders. It is a long-term vision for transforming the education system in India to make it more inclusive, flexible, and aligned with the needs of the 21st century.

**KEYWORDS:** Knowledge, Value, NEP 2020

## Cyber Law And Protection

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### ABSTRACT:

Cyber law deals with the legal aspects of cyberspace, the internet, and computing. In a broader view, cyber law handles the issues of intellectual property, contract, jurisdiction, data protection laws, privacy, and freedom of expression in the digital space. In addition to regulating the overall internet happenings and crimes, cyber law recognizes popular usages as well; this includes the recognition of e-documents. Earlier, contracts, agreements, or anything of legal nature was done via the paper-and-pen process. With the recognition of e-documents and digital signatures, the world is moving fast toward a paperless future. Since the electronic processes replace the usage of trees, the processes are widely encouraged by several environment enthusiasts as well.

The very first cyber law to exist was the Computer Fraud and Abuse Act (1986.) Currently, there are several cyber laws around the world, and the penalties, punishments, and regulations vary to an extent. In the present modern period of correspondence and computerized innovation, the cheats are likewise will generally be the most hey tech. innovation is pushing ahead abandoning the space for players from all strolls of technocrats where not many of them utilizes it really while other may hamper it dishonestly. Digital regulations are Act giving legitimate acknowledgment to did exchange through electronic interchanges commonly alluded to as electronic business and capacity of data, to work with electronic recording of archives with the public authority organizations and further to correct the Indian Punitive Code, the Indian Proof Demonstration, 1872, the Financiers Books Proof Demonstration, 1891 and the Hold Bank of India Act 1934 and for issues relating to them or accidental thereto. The greater part of the business and legitimate arrangements expects the paper based movement holding actual marks and law of proof is likewise generally founded on paper records and oral declaration, subsequently to work with electronic trade records and exchange the requirement for lawful changes have turned into a critical need. Digital regulation in India wants arrangements to such an extent that individuals can perform exchanges through Visas unafraid of abuse over the web. This paper delineates Data Innovation Act 2008 and its arrangements, its need and need in India and the energy at which cybercrimes are reached.

**KEYWORDS:-** Access, information, Data, computerized signature, recipient, specialized gadgets, confirmed specialists, security methods, digital regulation, the internet, digital wrongdoing, data and correspondence innovation, Programmers, Extortion, and Protection.



## Analysis Of Withdrawal Of Corporate Insolvency Resolution Process Under Section 12-A Of The IBC

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### ABSTRACT:

The Corporate Insolvency Resolution Process (CIRP) of the Insolvency and Bankruptcy Code, 2016 (IBC) is the process of resolving the insolvency of a corporate debtor. In this article, the author introduces the CIRP process and provides an analysis of the withdrawal of the Corporate Insolvency Resolution Process (CIRP) under Section 12-A of IBC in India. The objective of this provision is to encourage settlements and avoid liquidation. The article provides an analysis of the concept, purpose, scope, and legal implications of Section 12-A of the IBC. It also highlights the impact of this provision on the insolvency resolution process in India through the use of recent case laws to identify the issues presented by its insertion into the Code. The paper concludes that while the introduction of Section 12-A has provided an alternative mechanism for the resolution of insolvency, it has also presented new challenges and requires further amendments to strike a balance between the objectives of the IBC and the interests of all stakeholders involved in the resolution process.

The article is structured in the following manner: (1) Introducing the concept of CIRP and Section 12-A of the IBC, (2) Analysis of the legal framework with supporting case laws, (3) Relevant case laws to present the current scenario along with the challenges posed by Section 29A of IBC, (4) Conclusion with recommendations highlighting the present issues in the withdrawal process.

The author concludes that while Section 12-A of the IBC presents challenges; it also provides opportunities for quicker and more cost-effective settlements. However, it is important to ensure that the provision is not misused as a tool to evade the consequences of non-payment of debt towards the operational creditors. The author recommends that the law-making authority should ensure there is a balance between the objectives of the IBC and the interests of all parties involved.

**KEYWORDS:** Corporate Insolvency Resolution process, IBC, corporate debtor, legal framework

## Medical Negligence – An Unethical Practice, A Socio-Legal Analysis Into Medical Practitioner Liability

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### ABSTRACT:

Negligence is any act that has been omitted or a failure of or procedure or fulfilling a duty towards a particular task designated to a person entrusted to perform. But more devastating would be any negligence in the field of medicine. Even the minute detail omitted can lead to a grievous consequence regarding any person's health. In this article, we will explore a rising concern of medical negligence. The noble profession known to humankind hasn't always been immune to errors, and most of those errors are made in the initial stages of medical treatment of a person with an ailment or during its treatment. Instances recorded in the archives of law shed light upon the deliberation of medical practitioners whose incompetence and lack of experience have led to impairment of the patient or even death. This article will explore the concept of medical negligence and its interpretation by legal jurists of India.

**KEYWORDS:** – medical negligence, health.

## Communal Violence by Religious Institutions and Constitutional law

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### ABSTRACT:

The Constitution of India envisages the term 'Secular' in the Preamble which purports that the State has no religion of its own and no one could proclaim to make the State house such or endeavor to create a theoretic state. The term 'Secular' forms a part of basic structure doctrine and which as said in *Keshvananda Bharti v. State of Kerala* cannot be destroyed or dismantled at any cost.

People, when given rights and immunities they after a certain point of time exploit them and in the same manner the right to freedom of religion, right to freedom of speech and expression etc. have been exploited by the citizens of India by taking undue advantage of them. People are unnecessarily trying to make the law and order in their favour and for that they have using Communal Violence as way to address their problems. These anti-social elements of the society in order to satisfy their anger affect the society at large which has a severe impact on the society for a long period of time. The Indian Legislations have proved to be insufficient in order to deal with the matters related to Communal Violence by Religious Institutions or on the basis of Religion. The researcher in the present work has made an attempt to carve out the lacunae in the present legislations related to communal violence on the basis of religion. The researcher has also provided some suggestive measures that can be adopted in the context of improvised legislations, better governmental regulations and stringent judicial intervention.

**KEYWORDS:** – Communal Violence, religious institutions, constitutional law

## Sine-qua-nons of Legislative Drafting and Passage of a Bill

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### ABSTRACT:

Legislations are an essential part of life from cradle to grave and even thereafter. Legislation may be a step by step science and emergence of legislative drafting, may be a logical corollary of legislation, which is the most vital source of law. Initial trends of legislative drafting were to draft separate legislations for substantive and procedural laws like Indian Penal Code, and Code of Criminal Procedure. But this trend has changed nowadays. Presently modern legislations are drafted two-in-one for substantive as well as procedural laws. This paper aims to describe the various parts of a Bill along with legislative procedure as to how a Bill is conceptualized, prepared and how it gets converted into an Act. This research paper also discusses the role of the Supreme Court to perceive that every law is in consonance with the spirit of the Constitution of India. Researchers have submitted suggestions to test the constitutionality of the Bill at the pre-legislative stage to save the valuable time of legislature and Judiciary.

**KEYWORDS:** Statute, Bill, Act, Ordinance, competence, intention, royal assent, promulgation, commencement, transitional, repealing Act, amending Act, consolidate, cabinet note, cabinet approval, objects and reasons, clauses, sections, provisos, explanation, overriding effect, non-obstante clause, savings, three readings, lucidity, logical, standing, select or joint select committee, motion, pagination, legislation by incorporation, schedule, appendices, referential, patent errors, joint sitting, withdrawal of Bill, changing trend.



## Feminist Jurisprudence: An Overview With Special Reference To Indian Laws

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### ABSTRACT:

The school of thought known as feminist jurisprudence acknowledges the issue of prejudice against women and comprehends the subjection they have experienced since the dawn of humanity. Women have experienced discrimination on the basis of gender in all conceivable domains of life in patriarchal Indian society. Feminist jurisprudence attempts to avoid this reality by ignoring the fact that discrimination puts women at a disadvantage despite the fact that they make up half the population and possess equal ability and power. In the past ten years, feminist jurisprudence has advanced more quickly than ever thanks to the willingness of lawmakers and the judiciary to remove gender bias. India has passed numerous laws that are gender-neutral and has even gone as far as to adopt favorable prejudice against women to address their disadvantage in our stereotyped culture. The judiciary has also taken an active role in promoting women's equality and rights in all facets of life. The purpose of the research is to explore this paradigm shift and the development of feminist law in India through judicial involvement.

The idea of feminist law is not particularly modern, but the level of support and acceptance for women's rights that we see now has never been seen before, so it is imperative that change be made in order to establish a society free from gender bias.

**KEYWORDS:** *Feminist Jurisprudence, Gender-Bias, Judicial Activism, Equality, Sex.*

## Information Asymmetry, Juvenile Delinquency, and achievement of SDG-3

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### ABSTRACT:

This research article draws from the preamble declaration in the National Policy for the Welfare of Children which was quoted by P. N. Bhagwati J. and is stated hereunder:

The nation's children are a supremely important asset. Their nurture and solicitude are our responsibility. Children's programmes should find a prominent part in our national plans for the development of human resources, so that our children grow up to become robust citizens, physically fit, mentally alert and morally healthy, endowed with the skill and motivations needed by society. Equal opportunities for development to all children during the period of growth should be our aim, for this would serve our large purpose of reducing inequality and ensuring social justice.

**KEYWORDS:** *Juvenile Delinquency, Information Asymmetry, child sexual abuse*

## Privacy And Security Decision Making With IOT

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### ABSTRACT:

New methods of data collection in the IoT have led to new privacy challenges. Some of these challenges include obtaining consent for data collection; allowing users to control, customize, and choose the data they share; and ensuring the use of collected data is limited to the stated purpose. These challenges are made more difficult by the increased potential for misuse of personal information in the IoT domain. This stems from the pervasive tracking of habits, behaviors, and locations over a long period of time. There are new risks to personal safety introduced by IoT systems. Many consumers are concerned about the privacy and security of their IoT devices and want more transparency about how companies are collecting and using their data. Moreover, experts warn about IoT device security vulnerabilities that could allow an attacker to control a device or collect private data. These vulnerabilities include insecure authentication mechanisms transmitting unencrypted data, and failure to promptly patch known bugs. In addition, some devices collect sensitive information and transmit it to the device manufacturer or other parties, raising privacy concerns. Researchers have shown that the extent of these concerns can be explained and predicted based on various factors, such as the type of data collected, the purpose of data collection, and the retention of collected data. In this paper we discuss the factors that have been shown to be effective in explaining people's privacy concerns and preferences and we then talk about ways to predict such preferences.

**KEYWORDS:** *Security agents, Security, Information retrieval, Distributed system, IOT, Information retrieval agent.*



## Big Data Analytics: Multi-model Map Reduce Algorithm in Heterogeneous Environment

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### ABSTRACT:

The world's data volume is expanding rapidly and working as a fuel to run organizations. Data is generated due to the internet, smartphones, social network and Electronic Devices. Data is coming from various sources so its variety is diverse & complex and velocity is very high. Big data analytics give organizations and the government new methods to analyze semi structured and unstructured data and pull the meaningful information from this which can help in taking right business decisions.

Advanced data analyzing tools can reveal hidden patterns in data that help organizations stay ahead of the competition, save money, reduce risks, and better understand the needs of their consumers.

This tremendous quantity of data cannot be captured, stored, processed, or analyzed by conventional database systems. So, Hadoop came into existence as an open source Framework. Hadoop can store huge data regardless of its type by using its HDFS file system. HDFS file systems store data on various nodes of distributed clusters. This works well with minor restrictions when dealing with homogeneous clusters, but when dealing with underline heterogeneity in a cluster, a few problems such as data locality are seen along with decreased performance to deliver faster results. Various researches have been already done to overcome the known limitations of map reduce processing of Bigdata. Few of the algorithms such as, Network aware Scheduling, (LATE) longest-approximate-time to end algorithm, adaptive task scheduling etc. but their focus is limited to only certain aspects to challenges.

The present Paper highlights important concepts of Hadoop, Map reduce process and challenges involved. In this write up we discuss various aspects of K means features and their limitation in heterogenous network. To determine whether the processing challenges outlined are handled, a comprehensive two-phased algorithm named parallel K-means has been devised and assessed in this study effort. This approach uses incremental K-means, which increases the number of clusters by one until K clusters are reached.

**KEYWORDS:** *Big data analytics, Algorithm, Heterogeneous environment, electronic devices*

## RFID- based Smart Detection cum parking allocation in Dense Location

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### ABSTRACT:

In the modern world, when time is money, it is crucial to create clever systems that take less human effort and save time. Finding parking spaces for vehicles in hospitals or health clinics is one of the main problems in crowded metropolitan and urban regions. The current approach makes use of Image preparation for finding accessible parking space, which needs the Internet for fast and quick fetching. This paper advocates using an Arduino Uno and LCD as communication tools, reducing our reliance on the Internet, especially hospital areas. Additionally, we employ RFID technology to determine whether a person has a parking spot with a particular authentication. For locations that span wide areas, GPS functionality is additionally incorporated. It can be difficult to find a parking spot in hospitals, colleges or schools, and tiny regions because they don't have dedicated parking spots on Google Maps. Therefore, someone is always needed to point the customer in the direction of the designated halting location. By providing us with the precise location, the GPS sensor makes the work straightforward.

**KEYWORDS:** *Smart parking system, Arduino Uno, automation, Sensor based, RFID.*

## A Descriptive Study On How Digital Transformation Changing The Way Of Human Communication

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### ABSTRACT:

A descriptive study on how digital transformation is changing the way of human communication. This research paper's main focus will be on the major swap of digital transformation changing the physical to virtual communication system in humans especially after 2020. It is an attempt to analyze the new way of communication in today's era, along with the status of digital transformation by the use of IoT, smartphones, AI, Metaverse. This research abstract investigates the profound impact of digital transformation on human communication. With the rapid advancements in technology and the pervasive influence of digital platforms, traditional modes of communication have been fundamentally altered. This abstract aims to examine how digital transformation has revolutionized the way people interact, connect, and exchange information in the modern era. By employing a descriptive research approach, this study combines content analyses to explore the multifaceted effects of digital transformation on human communication. This paper will mostly be based on secondary data and conversational analysis by researchers. By understanding the transformative effects of digital technologies on human communication, this research contributes to the broader understanding of the evolving landscape of interpersonal connections in the digital age. The findings have implications for individuals, organizations, and policymakers as they navigate the challenges and opportunities presented by the digital revolution.

**KEYWORDS:** *Digital transformation, Human communication, Smartphones, Artificial Intelligence.*



## A Review of Implementing an EHR framework in India

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### ABSTRACT:

Electronic Health Records (EHRs) have the potential to transform the Indian healthcare system by improving patient care, reducing medical errors, and promoting population health management. However, the adoption of EHRs in India is still in its early stages, with several challenges hindering implementation. This literature review examines the current state of EHR adoption in India, the challenges faced by the healthcare system, and the benefits of implementing EHRs. It also explores existing EHR frameworks in other countries and provides recommendations for developing an EHR framework for the Indian healthcare system. The review highlights the need for infrastructure development, stakeholder engagement, training and education, customization, data integration, change management, data security, and continuous evaluation in the implementation process. By addressing these challenges and following the recommended strategies, India can leverage EHRs to improve patient outcomes and healthcare delivery.

**KEYWORDS:** *Electronic Health Records (EHRs), Healthcare system, Adoption, Implementation, Challenges, Infrastructure, Data privacy and security cost, Training and education.*

## A Review Paper On Easy Availability Of Editing Software Leads Cyber Crime

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### ABSTRACT:

While abstraction in software development can certainly contribute to the availability of editing software and facilitate easy use, it is important to note that cyber crime is a complex issue with multiple factors at play. It is not accurate to solely attribute the rise in cyber crime to the abstraction of editing software.

Abstraction in software refers to the process of hiding complex details and providing a simplified interface for users. This approach enables individuals with varying levels of technical expertise to access and use editing software without deep knowledge of programming or intricate software design. Abstraction has played a significant role in making software more user-friendly and accessible across various domains.

**KEYWORDS:** *Editing Software, Electronic Devices, Cyber-Crime, Easy Access, False Data, Frauds, Modified Data, Security, Hacking, Spamming, Phishing*

## Emerging Impact Of Artificial Intelligence And Human Resources

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### ABSTRACT:

The technology progression and expansion of the current and newest technology is artificial intelligence ie (AI). AI is a progressive level of expertise, advanced with the purpose of economic development, high efficiency and to help humans get over their tedious tasks. AI is created on Big Data, and a set of algorithms sense, learn, analyze and perform the assignment, as a human would typically do. Artificial intelligence is a catchword and ubiquitously there is the talk of AI; though like every new equipment, AI also comes with its positive and negative outcomes. The contest is of its procedure, application, and its impression on human resources to survive and sustain in the competitive world. Artificial intelligence is a fundamental part of the Industrial Revolution 4.0. Each revolution originates with the request for a major change in the current structure and situation. Till it settles, all the features of new technology with the mandatory setup and outcome with reference to the willingness of an employee to learn and adapt remains intriguing. The interaction of these questions are vital since the overall management of human resources and organization, which is a clear indicator of increasing technical employment. However, this very requirement possesses a huge challenge for skill up-gradation, employability of middle management, older employees, and all human resources of the organization. This Research focuses on the infusion of artificial intelligence-based systems in an association and the emerging challenges of opportunities in human resources management considering both technical and non-technical resources of the organizations.

**KEYWORDS:** Artificial Intelligence, Industrial Revolution, Human resources, Big Data

## Challenges In Managing Water Resources And Sustainable Practices For Its Conservation - A Review

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### ABSTRACT:

Water is a vital resource, essential for life on Earth, sustaining ecosystems, agriculture, industries, and human well-being. However, it faces unprecedented challenges: population growth, urbanization, climate change, unsustainable practices, and contamination. This abstract concisely outlines these issues and emphasizes the criticality of sustainable practices for long-term water availability. Key challenges include scarcity, deteriorating quality, and conflicts over allocation. Climate change worsens matters with altered precipitation, rising temperatures, and extreme events.

The abstract stresses sustainable water resource management through integrated approaches that balance supply and demand, promote efficiency, protect ecosystems, and ensure equitable access. Conservation measures like reuse, watershed protection, and efficient irrigation are vital. Technological advancements, such as remote sensing and data analytics, optimize management and reduce waste. Collective action and international cooperation are necessary to safeguard resources, raise awareness, promote efficiency, and invest in infrastructure for storage, treatment, and distribution. Responsible water management is vital to meet present and future needs while preserving ecosystems and ensuring a sustainable future for all.

**KEYWORDS:** Ecosystem, Urbanization, Sustainable practices, Water Management, Conservation



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## A Review On The Rise Of Social Media

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### ABSTRACT:

In our contemporary digital world, computational functions hold paramount significance. Computers, smartphones, and digital appliances have become integral components of our daily routines. It is unimaginable to envision life without these technological advancements. One significant consequence of the digital revolution is the emergence of social media. Social media platforms have permeated various segments of society, encompassing a wide range of individuals and communities. This widespread adoption can be attributed to the unique features offered by social media, such as its availability, affordability, flexibility, attractive graphics, and ease of communication.

However, the influence of social media extends beyond its convenience and accessibility. Its impact on the masses is profound and far-reaching. This study aims to delve into the rise and pervasive nature of social media, examining its widespread adoption and exploring the consequential effects it has on individuals and society as a whole. By examining the impacts of social media, this study seeks to provide valuable insights into the implications and consequences of its integration into our lives.

**KEYWORDS:** Social networking, Online communities, Digital connectivity, User-generated content, Web 2.0, Social media platforms, social media influencers, Viral content, Digital communication, Online sharing, social media marketing, Digital engagement, social media addiction, Online privacy.

## The analysis of Hydro Power Plant and it's advancement for Social Purpose

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### ABSTRACT:

This paper briefly analyses the importance of hydropower energy as a renewable resource and its strategic approach for optimal utilization. It discusses the concept of a hydro cycle, regulations, optimal sites, industrial setup, and factors to consider during its construction. It also discusses the social, economic, physical, environmental, and physiological aspects of hydropower plant construction. The paper also discusses budgeting, location analysis, hydraulic turbines, and material usage. Then, it analyzes the environmental, social, and economic impacts of its operation.

The main agenda of this paper is to focus on the pros and cons of the hydropower plant that it brings with its construction and operation. The advantages are the main reason for its construction and an approach to sustainable development. The disadvantages are studied, and work must be done to minimize the negative aspects. The main areas of discussion for the hydropower plant problem will be the separation of industrial waste with a proper strategic approach for its dumping. As well as, the after-management of the discharged water from the plant for agricultural purposes. This is followed by a study on the rehabilitation and resettlement of the nearby people and providing shelter and better facilities for the livelihood that is being disturbed. And to resolve them with corporate social responsibility and sustainable development (CSR and SD) by the construction company. Providing better help in terms of education, safety, and healthcare for the affected people.

**KEYWORDS:** Hydropower, Renewable Energy, HydroCycle, Physiology, Industrial Waste, CSR, Sustainable Development.



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