



International Conference on Emerging Trends in Business & Management (ICETBM2023)

24th & 25th February 2023

CONFERENCE PROCEEDINGS (ABSTRACT)

Organized by
SSN SCHOOL OF MANAGEMENT



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- Dr. Kirubaharan B., Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.

Conference Schedule

Day 1 – 24th February 2023

8.15 a.m. to 9.30 a.m.

Conference Registration

9.30 a.m. to 11.15 a.m.

Inaugural Function (Location: Mini-Auditorium)

Prayer

Lighting of Kuthu Vilakku

Felicitations & Inaugural Address Dr. K. Hariharanath, Director, SoM

Presidential Address Dr. Kala Vijayakumar, President, SSN Institutions

Keynote Address Prof. Kok-Leong Ong (RMIT, Australia)

Keynote Address Prof. Bharadhwaj Sivakumaran (SRM-AP)

Keynote Address Dr. Ernest Johnson, (Regina University, Canada)

Vote of Thanks Dr. Sudarsan Jayasingh Conference Convener

11.30 a.m. to 1.00 p.m.

Panel Discussion (Location: Mini-Auditorium)

Business Intelligence and Analytics as Drivers for Digital Transformation

Dr. Vasudevan S., Institute of Analytics, USA. (Moderator)

Mr. PTR Rajan, Software Plus Solutions Private Limited, India.

Mr. K. Bhaskaran, Business Consultant, India.

14.00 p.m. to 3.30 p.m.

Parallel Sessions

Location: SSN School of Management

Paper Presentation

Day 2 – 25th February 2023

9.30 a.m. to 11.15 a.m.

Parallel Sessions

Location: SSN School of Management

Paper Presentation

11.30 a.m. to 1.00 p.m.

Parallel Sessions

Location: SSN School of Management

Paper Presentation

14.00 p.m. to 15.00 p.m.

Parallel Sessions

Location: SSN School of Management

Paper Presentation

15.00 p.m. to 15.30 p.m.

Valedictory Function

Day 01: 24th February 2023

Track 01

Presentation Mode: Physical

Marketing, Commerce & Social Media	
Time: 14:00 – 15:30	Venue: SSN Library Reading Room
Track Chairs: Dr. Arunkumar Sivakumar & Dr. Srinivas Gumparthi	

S.No.	Paper ID	Author (s)	Paper Title
1.	7261	Arunkumar Sivakumar, Sudarsan Jayasingh and Ernest Johnson	Online Visual Merchandising Cues Impacting Consumer Pleasure and Arousal: An Empirical Study
2.	3823	Lokesh S. and Vasantha S.	Progression of Electronic Customer Relationship Management 2000-2022: A Bibliometric Analysis
3.	4071	Reeves Wesley J., Logeshwari G R, Mercy Freeda K, Pavithra G and Prathiksha R.	Study on Purchase Behaviour Using Black Box model
4.	564	Lakhshana G. M., Praveenraj S. and Gopinathan N	Serving Customers Better Through Digital Transformation
5.	4506	Meena Rani N. and Catherine S.	Why People are Obsessed with Products? An Empirical Study Regarding Royal Enfield Motorcycle
6.	5463	Aiswaraya M., Sunitram N.R. and Gopinathan N.	The Impact of Digital Personal Data Protection Bill of 2022 in Today's Marketing Scenario

Day 01: 24th February 2023

Track 02

Presentation Mode: Physical

Human Resource Management	
Time: 14:00 – 15:30	Venue: Room 01
Track Chairs: Dr. Gopinathan N. & Dr. Sampath Kumar K.	

S.No.	Paper ID	Author (s)	Paper Title
1.	6166	Swaraj S. and Jayaraman R.	Effect of Life Skills Training on Employability Preparedness Using Cluster Analysis
2.	6669	Kiran Govind Vilwathilakam and Sumati Sidharth	A Dialogue-based Intervention Model for Nurturing Team Psychological Safety in Strategic R&D Project Teams
3.	5544	Priyadarshini Moharkonda Srinivasan, Srinivasan Moharkonda Balakrishnan and Ashne Preet	Gender Difference in Leadership Styles and its Impact on the Intrinsic Motivation of Subordinates
4.	5249	Prince Antony J, Aarthi Dhakshana J.D. and Arun Kumar A.	Effectiveness of Job Satisfaction on Employee Retention in Hotel Industry
5.	5479	Ponvishwesh P., Nithish A. and Gopinathan N.	A Comparative Study on Healthcare and Military Spending in Terms of GDP with Respect to the Russia-Ukraine war
6.	5738	Jayasree Krishnan, Haritha V. and Hemavani V.	Mental Health of Employees During COVID Under Work from Home Conditions
7.	299	Thiruvankadam Thiagarajan and Sudarsan Jayasingh	Factors Causing Stress for Health Care Workers during the COVID-19 Pandemic

Day 01: 24th February 2023

Track 03

Presentation Mode: Physical

Business Analytics, Digital Transformation & IT Management	
Time: 14:00 – 15:30	Venue: Conference Room
Track Chairs: Dr. Ernest Johnson and Dr. Girija T.	

S.No.	Paper ID	Author (s)	Paper Title
1.	6851	Bala Gayathri D., Tharunraj M., Rozen Berg and Sanjay Kannan M.	Progression Towards a Safer and Private Authorization for Business Entities: Fire OAuth.
2.	2874	Akshaya R., Varsha Ravi, Raja Lakshmi S. and Aparna R.	Big Data to Big Impact: Effect of Big Data in Modern Decision Making
3.	3216	Amaleshwari Umapathi & Shanmugapriya Ramadoss	HR Based Job Analysis on Recruitment and Training Through Metaverse
4.	9096	Jawahar Rani K, Hemavani V. and Haritha V.	Block Chain Technology and its Emerging Significance
5.	874	Raoul Eugithuse, Marubadi Prithvi and Gopinathan N	Blockchain and Cryptocurrency: A Boon or A Curse
6.	2099	Poojhaa C. and Gopinathan N.	Big Data Analytics in the Field of Manufacturing and Natural Resources Industry

Day 01: 24th February 2023

Track 04

Presentation Mode: Physical

Business / Operations / Finance / Management and Entrepreneurship	
Time: 14:00 – 15:30	Venue: Room 02
Track Chairs: Dr. Prashant Patil and Dr. Vani Haridasan	

S.No.	Paper ID	Author (s)	Paper Title
1.	4480	Prashant Patil	Revisiting the Rural Education and Their Attainment towards Societal Development: A Comparative Study of Maharashtra State
2.	1091	Tripti Arvind and Ranjith P. V.	Women entrepreneurship: Challenges and Solutions - an Exploratory Study
3.	1695	Priyadarsini P. and Prithi S.	Self-Attribution Behavioural Bias in Investor Decision Making
4.	507	Karunya Janaky Ravi and Vaneeta Aggarwal	Factors Influencing the Perception of Green Supply Chain – a Literature Review
5.	5594	Yuvaraj M. and Jothi Basu R.	A Mathematical Model to Minimize the Total Cost in Apple Fruit Supply Chain: The Case of Indian Scenario
6.	9870	Daniel Edward Jacob.T., Meera K Bhat and Gopinathan N.	A Study on the Implementation of National Logistics Policy and its Effects on the Indian Economy
7.	9384	Gopalan Ramachandran, Srinivas Gumparthi and Tariq Aziz	Critical Success Factors in Asset Securitisation in Banks in India

Day 02: 25th February 2023

Track 01

Presentation Mode: Online

Business Analytics, Digital Transformation & IT Management
Time: 09:30 – 11.15
Track Chairs: Prof. Kok-Leong Ong & Dr. Girija T.

S.No.	Paper ID	Author (s)	Paper Title
1.	676	Valliappan Raman, Navin Aravinth, Preetha Merlin Joy & Kowsalya	Comprehensive Review on Statistical Modeling Approach to Predict the COVID-19 Transmission
2.	5668	Perini Praveenasri, Vaddi Naga Padma Prasuna, Murugesan R. and Usha SP	Business Challenges in Bakery Industry: Applications of Machine Learning Algorithms
3.	1701	Jayashree C, Ellakiyapriya S, Vasumathy M and Hamsaveni R	A Framework for Machine Learning based Support System for Post-Graduation Admission with the Case Study Conducted on D.K.M College for Women, Vellore
4.	5164	Marirajan Murugan and Prabadevi M N	A Study on the Plant Design Software on the Digital Transformation and MSME Entrepreneur's Emotions towards Business Sustainability and Autonomy in the Energy Service Industry
5.	3803	N Kavipriya and Selvam Jesiah	Will Telemedicine Become a Future Preference of People over In-person Encounter, Going by the Physicians' Perspectives?
6.	9247	Priyanthi P, Magesh R and Jayanth Jacob	Choosing a Forecasting Model for an Agricultural Product

Day 02: 25th February 2023

Track 02

Presentation Mode: Online

Marketing, Commerce & Social Media
Time: 09:30 – 11.15
Track Chairs: Dr. Ernest Johnson & Dr. Kirubakaran B.

S.No.	Paper ID	Author (s)	Paper Title
1.	778	Krithika P and Vasantha S	Performance Analysis on E-service Quality Apparel Attributes in E-commerce Industry using Bibliometric Analysis
2	1683	Anand Thakur, Kavita Singla and Mohammed Irshad T.	An Exploratory Study on Stimulators in Influencer Marketing: A Critical Review on Content and Audience Engagement
3.	4344	David Campbell, Mohit Totuka and Chandra Kant Upadhyay	Attributes influencing consumer perception towards Online Food Ordering in Rajasthan, India
4.	5908	Saniya Marwah and Radhika Thapar	A Study of Factors Affecting Consumers' Behavioural Intention Towards Online Shopping: An Exploratory Study
5.	8636	Durga Prasad Singh Samanta, B.C.M Patnaik, Ipseeta Satpathy, Liji Panda, Kandan Hansdah and Snigdharani Panda	Perception on Confidentiality of Digital Transactions Among Santhal Community
6.	2647	M.Devi Rajesh, D.Anitha Kumari and Deepa Manoharan	Impact of Green Marketing Approaches in Consumer Buying Behaviour
7.	1158	Ragu Prasadh Rajendran	Determinants of Advertising Effectiveness of YouTube on Users' Intention: Moderating Effect of Electronic Word of Mouth

Day 02: 25th February 2023

Track 03

Presentation Mode: Online

Human Resource Management / Finance / Banking
Time: 09:30 – 11.15
Track Chairs: Dr. Reeves Wesley J., & Dr. Theerthaana P.

S.No.	Paper ID	Author (s)	Paper Title
1.	969	Saranya P C and Vasantha Sanmugam	Adoption of Digital Transformation on Employee Performance - Systematic Review
2.	1272	Nivedha E and Prabadevi M.N	Green Entrepreneurial Leadership Style
3.	7904	Anisha Estherita S and S. Vasantha	Innovative Work behaviour as a Mediation between Transformational Leadership and Employee Retention
4.	882	Shristi Singh and Saniya Marwah	Impact of Working Capital Management on Profitability of Indian FMCG Companies
5.	1528	Harini B and Subramanian S	A study on the Impact of Financial Literacy on Investment Decisions with the Mediating Effect of the Big-Five Personality Traits Model
6.	7139	Shweta Rastogi	Emotional Intelligence Influence and its Efficacy in Human Resource Management – Emerging Trend: A Literature Review

Day 02: 25th February 2023

Track 04

Presentation Mode: Online

Business / Operations / Management and Entrepreneurship
Time: 09:30 – 11.15
Track Chairs: Dr. Sampath Kumar K. & Dr. Srinivas Gumparthi

S.No.	Paper ID	Author (s)	Paper Title
1.	9900	Ng Eng Hui, Muhammad Adha Ismail, Nabilah Abdul Rahman and Murugan Thangiah	Investigating Traits towards Readiness in Entrepreneurship Among University Students
2.	2044	Nisha Kumari, Indukuri Bangar Raju and Manjushree Paruchuru	Insights of Jaipur Rugs During Pandemic Regime and Protecting the Livelihoods for Sustainable Income
3.	4243	Kalaivani Kathirvel and Bharathi Thangavelu	The Opportunities and Challenges of Women Entrepreneurs Engaged in Biodegradable Products Business at Vellore District of Tamil Nadu State
4.	1291	Usha Rani J, Senthil Kumar J.P. and Chetan Raj DB	Adoption of Digital Learning Management System Among Students in Higher Educational Institutions – A Case on Moodle LMS
5.	8471	Sourav Mangoch and Deepak Jain	An Analysis of Prospective Tourist Products and Their Marketing Strategies: A Study of Jammu and Kashmir with respect to Adventure Tourists
6.	4122	Deepak Sundrani and Jaisai Tenepalli	Green Marketing in Real Estate
7.	7647	Pooja Rani and Priyanka Vijay	Explore the Barriers in Setting Financial Goals: The Path Way of Financial Success

Day 02: 25th February 2023

Track 05

Presentation Mode: Online

Business Analytics, Digital Transformation & IT Management
Time: 11:30 – 13.00
Track Chairs: Dr. Vikas Mehra & Dr. Sudarsan Jayasingh

S.No.	Paper ID	Author (s)	Paper Title
1.	7485	Sheela Margaret.D, Elagovan N, Sriram M and Vedha Balaji	The influence and Impact of AI-powered Intelligent Assistance for Banking Services
2.	2972	S Shreyanth, Pt Suwetha, S Niveditha, V Kathioli and Harshitha Jayaprakash	Fintech, Crisis and Marketing: How technology-driven Financial Firms Adapt their Approach to Retain Customers
3.	4378	Raja Kamal, Nihra Ranjan Mishra and Prasant Kumar Choudhury	A Bibliometric Examination of the Scopus Database Shows how Digital Marketing has Changed Over Time.
4.	2143	Ashish Sinha and Sumesh Raizada	Churn Management in Retail Industry - A Systematic Review of Literature
5.	1823	Selwyn Anantha Raj and Prabadevi M.N.	The Intensification of Artificial Intelligence in Talent Acquisition
6.	2228	S. P. Nisha Pradeepa, D Asokk and S Prasanna	Are Customers Satisfied with Text-based chatbots? A Systematic Literature Review

Day 02: 25th February 2023

Track 06

Presentation Mode: Online

Marketing, Commerce & Social Media
Time: 11:30 – 13.00
Track Chairs: Dr. Thiruvenskadam T. & Dr. Kavitha Muthukumarar

S.No.	Paper ID	Author (s)	Paper Title
1.	4127	Priyabrata Roy, Pritam Roy and Dhananjay Datta	Factors Influencing Consumer Online Shopping Behaviour in Agartala, Tripura, India.
2.	5386	Chebrolu Anudeep and Reddi Venu Gopal	Female Buying Behavior towards Cosmetics in West Godavari Districts of Andhra Pradesh
3.	5554	Ritu Pandey and M. Rajeswari	Personalising the Consumer Purchase Experience of Organic Food with the Power of Phygital
4.	5985	Deepak Sundrani and Jai Sai Tenepalli	Brand Management in the Real Estate Sector, in India
5.	7962	Bincy Ann Babu, N Elangovan, Jacob Joseph and Anand Kerena	Determinants of Customer Churn in the Over-the-top video platforms: A Conceptual Model
6.	3477	Aabha Singhvi, Srinivas Gumparthi and Yash Doshi	A Study on Factors Affecting Intention to Use Digital Financial Services Using an UTAUT Model

Abstracts book

Submission index: [299], [507], [564], [676], [778], [874], [882], [969], [1091], [1158], [1272], [1291], [1528], [1683], [1695], [1701], [1823], [2044], [2099], [2143], [2228], [2647], [2874], [2972], [3216], [3477], [3803], [3823], [4071], [4122], [4127], [4243], [4344], [4378], [4480], [4506], [5164], [5249], [5386], [5463], [5479], [5544], [5554], [5594], [5668], [5738], [5908], [5985], [6166], [6669], [6851], [7139], [7261], [7485], [7647], [7904], [7962], [8471], [8636], [9096], [9247], [9384], [9870], [9900]

[299] ***Factors Causing Stress for Health Care Workers during the COVID-19 Pandemic***

Thiruvenkadam Thiagarajan (SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering) and Sudarsan Jayasingh (SSN School of Management, Chennai).

Healthcare employees face a higher risk of adverse psychological health outcomes during the COVID-19 pandemic. It is critical to comprehend health-care workers' well-being and the factors that most influence their well-being because of the Covid-19 pandemic's impact at the individual, interpersonal, organizational, community, and public levels, as well as some of the motivating and upsetting factors of health-care workers at each level. This study aims to bring out the major factors causing stress for health care workers during the pandemic. The sample size of the study is 84. The results found that fear of infecting family members is the major reason for causing stress. Workers are motivated to save people's lives, but it is other people's ignorance that upsets them the most. The burnout level of the employees was found to be high due to increased working hours and their overall wellbeing has decreased. The study makes recommendations for medical organizations, the general public, and the government to improve their overall well-being by lowering stress levels.

[507] ***FACTORS INFLUENCING THE PERCEPTION OF GREEN SUPPLY CHAIN – A LITERATURE REVIEW***

Karunya Janaky Ravi (UNIVERSITY OF MADRAS) and Dr. Vaneeta Aggarwal (University of Madras).

Nowadays, the environment is at high risk, and sustainability is at stake owing to the high pollution, wastes & effluents released from the industries, hazardous chemicals and so on. At present, it is the need of the moment that green practices in industries are enhanced and developed by giving more importance to them. Not only does it give a corporate social responsibility, but it also secures the environment for future generations. Supply chain sustainability is, of late, one of the major global issues because of the United Nations (UN) vision. UN is focusing primarily on attaining all 17 SDGs by 2030. Green Supply Chain Management (GSCM) has been receiving increased attention from the industry and researchers in recent times. This can be attributed to its focus on reducing the adverse negative impact of the business processes, like design, sourcing of material, manufacturing and delivery, on the environment. For the purpose of achieving competitive advantage and value, the organisation's supply chain must be oriented toward the environment to accommodate resources for the future generation. This paper aims to analyse the perception of the green sustainable supply chain practices by manufacturers and consumers. It also attempts to identify the antecedents and outcomes of the same. The barriers and drivers in the implementation of the green supply chain are also identified. This is critically based on the literature review from 2016 to 2022. This paper is a conceptual paper that aims to provide the researchers with an overview of the sustainability aspect of supply chain management into perception. The papers from the existing literature have been analysed regarding their objective, impact, findings, limitations, and gaps for future research. Twenty five papers were selected from a total of 36 papers for review from all over the world to analyse the concept. The papers were selected after duplicates elimination, checking the context of the title, the abstract, relevance to the keywords and adherence to the criteria. This study provides managerial

insights about the perceptions of consumers and manufacturers on GSCM and their participation in it, which will ultimately result in improved operational excellence as well as better financial outcomes. This paper also aims to open up the future area for research in this area and to provide a direction for future researchers in this domain.

[564] *SERVING CUSTOMERS BETTER THROUGH DIGITAL TRANSFORMATION*

Lakhshana G M (Vellore Institute of Technology, Chennai), Praveenraj S (Vellore Institute of Technology, Chennai) and Dr. Gopinathan N (Vellore Institute of Technology, Chennai).

In the world we live, digital transformation is taking place in an accelerated manner in almost all industries, either to make the work easier or to appease the customers. Advancing technology facilitates companies in providing quality services along with delivering high quality products to customers. This also aids companies in generating immense marketing and sales opportunities. The main aim of this paper is to highlight how digital transformation is assisting businesses in gaining customer satisfaction and loyalty by focusing on the case studies of StichFix, Lenskart, Netflix, and Amazon Go and gain useful insights from it. The study further elaborates on how various technologies can be employed to gain business advantage by providing satisfactory services to customers.

[676] *COMPREHENSIVE REVIEW ON STATISTICAL MODELING APPROACH TO PREDICT THE COVID-19 TRANSMISSION*

Valliappan Raman (Coimbatore institute of technology).

This study aims to focus on the statistical model for forecasting the transmission of covid-19. The dynamics of the spreading nature can be determined by prediction models. Various prediction models are devised and/or used to know the disease dynamics and the existing ones based on statistical models are being developed for single or multiple countries. Many review articles commonly addresses the statistical models adopted, whereas the studies indicating effective models that address disease dynamics and forecast potential contagion scenarios viz. Data driven techniques were created on different parameters. This work aims at collating the basic working philosophies of most cited COVID-19 dynamic prediction model reports by a systematic literature study. The review highlights the dynamic models its strength and weakness in predicting of SARS Covid-19.

[778] *Performance Analysis on E-service Quality Apparel Attributes in E-commerce Industry using Bibliometric Analysis*

Krithika P (Vels Institute of Science, Technology and Advanced Studies, (VISTAS)) and Vasantha S (Vels Institute of Science, Technology and Advanced Studies (VISTAS)).

“E-commerce websites” is a prominent topic due to the state and boost of the e-commerce industry sales growth in recent times. The aim of the study is to use performance analysis to shed light on the e-service attributes of apparel. This study conducts a bibliometric evaluation of the time 2001-2020. Retrieve 1462 papers from the Scopus database. R Studio employs to analyze the data. Firstly, observe the literature on the e-service quality apparel attributes in e-commerce, and their distribution over time is substantial. Secondly, Performance analysis is employed to determine the top 5 most valuable masterpiece articles, journals, and researchers that have published the most papers. Performance evaluations assess the impact of academic players (articles, researchers, and journals) on academic fields. A combination of quantitative and qualitative metrics uses to evaluate performance measurements. The third benefit of keyword performance analysis is that it identifies the intersection between the author and indexed keywords, which will help future research and also help researchers better understand the trending keywords in the study area. The crucial findings include top masterpiece researchers, journals, articles, and trending keywords that describe the contributions of a research study. Lastly, the study determines which research areas have the highest opportunities for future research.

[874] Blockchain and Cryptocurrency: A Boon or A Curse

Raoul Eugithuse (VIT Business School, Vellore Institute of Technology, Chennai), Marubadi Prithvi (VIT Business School, Vellore Institute of Technology, Chennai) and Gopinathan N (VIT Business School, Vellore Institute of Technology, Chennai).

This research paper aims to provide a basic understanding of blockchain and cryptocurrency and how they are interrelated. We also discuss key factors that are important to taking a decisive action on whether to invest in the technological boom that was widely known to everyone during the pandemic. The innovation that has risen from this boom is also covered. Questions like “Is investing in volatile markets such as cryptocurrency markets good for a portfolio”, “what purpose do NFTs serve for an individual and if so, is it profitable”, “Can blockchain be the next way to save and manage the data”. The advantages and disadvantages of transitioning over to this technology is also put forth. We also aim to cover the areas that majorly discuss the safety and security of this technology while also covering the major crimes that have taken place and any possibility of more in the future.

[882] Impact of Working Capital Management on Profitability of Indian FMCG Companies

Shristi Singh (Rukmini Devi Institute of Advanced Studies) and Saniya Marwah (Rukmini Devi Institute of Advanced Studies).

Working Capital Management is a company's and its corporate finances department's most important function (WCM). WCM calls for the careful balancing of net working capital as well as the maintenance of suitable levels of profitability and liquidity. Any business's profitability, liquidity, and solvency are essential to its success. A business's ability to operate successfully depends on its level of liquidity. The relationship between working capital and profitability has been the subject of numerous studies in the past. The paper also looks at the WCM of well-known companies in India's FMCG sector. Through the use of numerous parameters, including the current ratio, payable turnover, receivable turnover, inventory turnover, cash conversion cycle, and return on capital, the study compares, analyses, and evaluates working capital management. The profitability of the relevant firm is also examined in this paper along with the effect of working capital. The data used for the analysis came from the company's annual reports and accompanying schedules for the years FY 2010 through FY 2022. It's interesting to note that companies were found to produce higher returns on capital employed. All of the companies' current ratios were found to be consistently lower than the industry norms. The study instead recommended a long-term balance between working capital requirements and liquidity.

[969] ADOPTION OF DIGITAL TRANSFORMATION ON EMPLOYEE PERFORMANCE - SYSTEMATIC REVIEW

Saranya P C (Vels Institute of Science Technology and Advanced Studies) and Dr Vasantha Sanmugam (Vels Institute of Science Technology and Advanced Studies).

Digital transformation is a Computerized change, an idea brought into the world in the web within a short time, which is acquiring its presence lately, portraying the utilization of advanced innovation to all parts of organizations. In the event which is the need of the hour and this movement will totally impact the manner in which a business works, increase collaboration productivity, upgrade work proficiency and carry worth to clients. The advanced organization performs computerized change for essentially all HR exercises, train, pay, evaluation, recruitment and training. This paper attempts to review the different digital transformation forms in the HR field. The objective of this study is to identify the antecedents of digital transformation and how the role of digital transformation enhances Employee performance. Fundamental Challenge faced by an organization in practicing digital transformation is its perspective and misconception of digital transformation, inadequate knowledge Management, training, resources and lack of awareness of digitalisation. The hesitation to try out new things and the active implementation of digital transformation in the company are also the factors which affect digitalization in organizations. There are some Organizations which is successful at addressing digital transformation. The success for the transformation is Creativeness

and innovation at work place, Collaboration, Project Automation, Remote working, Perception Skills and training. The methodology followed, in the study is based on data collected from secondary source such as published research papers and survey reports. The review of the various literature throws light on how adoption for digital transformation increases employee performance and reduce employee turnover of an organization.

[1091] *WOMEN ENTREPRENEURSHIP: CHALLENGES AND SOLUTIONS-AN EXPLORATORY STUDY*

Tripti Arvind (CHRIST (DEEMED-TO-BE UNIVERSITY)) and Ranjith P V (CHRIST (DEEMED-TO-BE UNIVERSITY)).

The paper is an attempt to understand entrepreneurship and role of women in entrepreneurship. The study understands and investigates the different problems encountered by women in starting and running entrepreneurship and possible solutions to it. Social challenges, lack of proper education and financial assistance are the major challenges and the role of government, family and support groups in helping women setting their own businesses are touched upon. The study is preliminary in nature using literature review and survey. The study finds the main challenges as funding and support from government and other groups using basic questionnaire analysis and can be further validated quantitatively by future research works. This study gives insights into women entrepreneurship which is indicative of women empowerment.

[1158] *Determinants of Advertising Effectiveness of YouTube on Users' Intention: Moderating Effect of Electronic word of mouth*

Ragu Prasad Rajendran (SRM University, Delhi NCR, Sonapat, Haryana).

In the age of digital advertising, marketers are wholeheartedly embracing ads on social media platforms such as YouTube, Facebook, Instagram, Snapchat, etc. Among them, YouTube has become the most popular channel for digital video advertising. with marketers spending significant money and effort on designing and posting ads for their businesses. As a virtual social media platform, YouTube offers an easy, cost-effective way of advertising for businesses which includes communicating product information, promoting their products and services, and building brand communities. Despite the urgent need to examine the advertising Effectiveness of YouTube on users' intentions, there is a dearth of knowledge in crafting successful advertising strategies by companies. To fill the research gap, this study attempts to explore the determinants of the advertising effectiveness of YouTube as perceived by Indian YouTube users. The conceptual framework depicting the effectiveness of YouTube advertising has been designed based on this study's findings and literature support. It consists of five determinants among which informativeness, entertainment, emotional appeal, and creativity collectively have a positive effect on consumer attitude whereas the determinant of irritability has a negative effect on the same. The study results further explain how consumer attitude toward YouTube advertisements is hypothesized to have a positive effect on consumer intention wherein electronic word of mouth has a moderating effect by way of empowering consumers and adding value to sales. Though the findings of this study may not present an exhaustive list of factors influencing advertising effectiveness on YouTube, this study can be replicated with a larger and geographically diverse sample for better applicability and generalizability of the results.

[1272] *Green Entrepreneurial Leadership Style*

Nivedha E (Research Scholar, College of Management ,SRM Institute of Science and Technology, Vadapalani) and Prabadevi M.N (Associate Professor, College of Management ,SRM Institute of Science and Technology, Vadapalani).

Technology advancement is both a blessing and a curse because it has caused a shift in people's lifestyles that is harmful to both humans and the environment. People are shifting toward more sustainable lifestyles as a result of the exploitation of the earth for the sake of development. This shift in human behavior has created opportunities for green entrepreneurs. The traditional business model prioritized profits while ignoring other social benefits. Green entrepreneurs are a subset of business owners who seek to profit from

the purchase and sale of goods and services while minimizing their negative environmental impact. The definition of the "green entrepreneur," their evolution, leadership style and the challenges they face in running their businesses will be the focus of this paper. It will also go over the role of innovation in promoting green business. So we came to the conclusion that green entrepreneurs prefer certain major compulsive tendencies to manage their businesses while attempting to minimize environmental degradation.

[1291] *Adoption of digital learning management system among students in higher educational institutions – A case on Moodle LMS*

Usha Rani J (GITAM UNIVERSITY), Dr. Senthil Kumar Jp (GITAM UNIVERSITY) and Chethan Raj Db (GITAM UNIVERSITY).

Abstract. The purpose of the study is to examine the variables that effects the adoption of learning management systems (LMSs) among students for effective teaching pedagogy in higher educational institutions (HEIs). The data will be collected through a structured questionnaire in online form from the students of UG & PG studying in GITAM Deemed to be University, Bengaluru campus. The method used to evaluate the model will be extended technology acceptance model (ETAM) and try to interpret the results using the structural equation model (SEM) in SmartPLS software. The model will be tested by using the following variables perceived usefulness (PU), perceived ease of use (PeU), Attitude (AI)towards using the LMS, Behavior intention (BI) and Actual usage (AU) of LMS. We will try to extend the TAM by appending the student education (SE), perceived self-efficacy (PsE) and quality of the system (Qos). This study will help the management, students, teachers and other stakeholder to understand the level of online education and how to inte-grate the distance learning at higher education.

[1528] *A study on the Impact of Financial Literacy on Investment Decisions with the Mediating Effect of the Big-Five Personality Traits Model*

Harini B (Ph.D Research Scholar,School of Management Studies,Tamil Nadu Open University) and Subramanian S (Professor and Director,School of Management Studies,Tamil Nadu Open University).

Financial planning is essential for managing rising living costs and achieving the desired standard of living. Investments thus play an important role in a person's life. People base their investment decisions on their suitability, risk tolerance, and expected return. Consumers, on the other hand, do not always make logical financial decisions. The current study attempted to investigate how consumer sociodemographic characteristics influence variation in the Big Five personality traits (neuroticism, extraversion, agreeableness, conscientiousness, and openness to experience). The current study collected data from Chennai investors through a survey using a five-point Likert scale. The purpose of this study is to examine the behavioural aspects of investors by identifying personality traits and building a model to determine the level of impact of the mentioned parameters. The dynamic nature of individuals necessarily requires an assessment of how psychological factors impact decision-making. The model fit was evaluated using reliability and validity tools. A person may not be classified solely by one personality trait. An attempt was made to quantify the influence of various personality traits on investment decisions. This finding's implications and recommendations are discussed. The study investigates the impact of financial literacy on investment decisions, as well as the mediating effect of personality traits based on the big-five model. The study contributes to a better understanding of investor behaviour by examining the role of the big five personality traits in mediating the relationship between financial literacy and investment decisions.

[1683] *An Exploratory Study on Stimulators in Influencer Marketing: A Critical Review on Content and Audience Engagement*

Anand Thakur (Central University of Punjab), Kavita Singla (Central University of Punjab) and Mohammed Irshad T. (Central University of Punjab).

Social media influencer marketing is raging into the mainstream of online marketing in the digital world. Scholarly work indicates the significance of relevant and effective SMI content to ensure audience

engagement and a trustable profile of the influencer. The present study proposes to explore stimulators in influencer marketing in the context of audience engagement and content creation. It expects to enhance the conceptual understanding of factors driving the content creation process of the rapidly booming social media influencer marketing arena. The findings of the study indicate that source credibility, the authenticity of the content, informative value, entertainment value, content sponsorship, interactivity, technological design quality, and creativity are important determinants that shape the favorable attitude of the audience towards influencer content. While the previous studies mainly focused on persona-driven attributes, this study ensures originality by exploring content-driven attributes of SMI. This study is of foremost importance from the marketing perspective as SMI marketing is an effective promotional and branding strategy. If influencers, companies, and brand & marketing managers ensure these factors in their sponsored content, this will improve the content value and create a positive attitude in the mindset of followers. Finally, theoretical and managerial implications are provided to various stakeholders for designing effective decisions about influencer marketing.

[1695] SELF ATTRIBUTION - BEHAVIOURAL BIAS IN INVESTOR DECISION MAKING

Priyadarsini P (Professor & Head, Management Studies ,Tagore Engineering College) and Prithi S (Assistant Professor , Management Studies ,Tagore Engineering College).

Research on Behavioral Finance is gaining in its importance with respect to investor decision making. Behavioral Finance analyses how people behave in financial settings . Investors fail at times by the influence of behavioral bias in their decision making as the human choices are not made rationally. Behavioral finance models have identified different types of Biases. The objective of the study is to determine theory of self-attribution bias and to understand the relationship between self-attribution and investment decisions. The paper has adopted the structured questionnaire to analyze the investment behavior and psychometric tool to evaluate the Self attribution bias. Statistical tool regression was applied to understand the role of self-attribution in investment decision making.

[1701] A framework for machine learning based support system for post-graduation admission with the case study conducted on D.K.M college for Women , Vellore

Jayashree C (Student of III BSc (CS), Dept.of.Computer science and applications,D.K.M College for women,Vellore), Ellakiyapriya S (Student of III BSc (CS), Dept.of.Computer science and applications,D.K.M College for women,Vellore), Vasumathy M (Assistant Professor, Dept.of.Computer science and applications,D.K.M College for women,Vellore) and Hamsaveni R (Assistant Professor, Dept.of.Computer science and applications,D.K.M College for women,Vellore).

As developing countries like India, we are facing challenges to establish a good and strong higher education system especially in concern with female students. The government tried to establish new and effective education policies in the system but they were not sufficient for our country. Still Indians are facing lot of problems in our Education System. Indian government recognizes that the new global scenario poses unrivalled challenges for the higher education system. The UGC stated that a whole range of skills will be demanded from the graduates of commerce, humanities, natural sciences and social science, as well as from the various professional disciplines such as hospitality, tourism, agriculture, law, management, medicine or engineering. To supply this knowledge under graduation is not sufficient which ultimately creates inadequate job. Hence post-graduation is important to become successful in various professional disciplines. There are many basic problems faced by higher education system in India. These include inadequate infrastructure and facilities, vacant seats in academic field and poor faculty thereof, low student enrolment rate, out dated and old teaching methods, declining research standards, unmotivated students, overcrowded and small classrooms and widespread geographic, income, gender, and ethnic imbalances. Recent year, in D.K.M college for women, Vellore, the post-graduation admission is largely decline. Considering the above scenario, this proposed work is mainly focused on the identifying the issues, challenges and the decline factors of post-graduation admission in perspective of students, parents, teaching staffs and the management and a machine learning based predictive analysis system is proposed to give suggestion to improve PG admission.

[1823] ***THE INTENSIFICATION OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION***

Selwyn Anantha Raj (SRMIST, Vadapalani) and Prabadevi M.N. (SRMIST, Vadapalani).

Artificial intelligence triumphs over the complexities of the hiring process and is now an essential component of the human resources department. In each industry, Artificial Intelligence is the essential factor that is required in this current era. The automation of the recruitment and selection modules will look forward to adopting future technology. The necessity of requirements and the following of the trend through the hiring process and the candidate engagement system will be enhanced. Through correct communication, AI technology streamlines the hiring process, increases candidate engagement, and provides a better experience. This, in turn, keeps the business in a competitive talent landscape when it comes to attracting and employing people. It is evident that understanding the applications of AI tools in talent acquisition and retention is critical. This chapter discusses AI in talent acquisition, the most often used AI technologies, the changing role of HR, and the problems associated with implementing AI in the hiring process. Artificial intelligence is revolutionizing the employment process at an alarming rate. AI has the ability to process large amounts of data quickly. The work is algorithm-based and forecasts who to hire by establishing a causal relationship between the employees' traits and the job description in order to bring forth the applicant and identify the candidates for the given job.

[2044] ***Insights of Jaipur Rugs During Pandemic Regime and Protecting the Livelihoods for Sustainable Income***

Nisha Kumari (GITAM (Deemed to be University)), Indukuri Bangar Raju (GITAM (Deemed to be University)) and Manjushree Paruchuru (GITAM (Deemed to be University)).

Jaipur Rugs is a family business and one of India's largest manufacturers of hand-knotted rugs. With its independent base of over 40,000 artisans, the company's operations span six states and 600 villages in India, distributed to over 75 countries. The prime objective of Jaipur Rugs is to develop the artisans' creative abilities, allowing them to achieve their goals and live dignified life. The study aims to assess whether working under Jaipur Rugs is an opportunity or necessity for the Aspura weavers and to know the difficulties faced by the weavers during the COVID pandemic and the initiatives taken by the Jaipur Rugs. The qualitative approach was followed for the study using the descriptive analysis method. The inductive single-case study approach has been adopted, and the data was collected using Focused Group Discussion (FGDs) and semi-structured interviews. The study concludes that adopting Jaipur Rugs' philosophy and business model can help other carpet industries to grow and can become the reason for the growth of many more weavers at a global level.

[2099] ***Big Data Analytics in the Field of Manufacturing and Natural Resources Industry***

Poojhaa C (Vellore Institute of Technology, Chennai) and Dr. Gopinathan N (Vellore Institute of Technology, Chennai).

"Without big data, you are blind and deaf and in the middle of a free-way." - Geoffrey Moore.

Manufacturing remains a significant component for of the world's economic drive. It is often a big deal when it comes to processing data and putting it to appropriate use. Manufacturers seek to examine the most current data and spot trends that enable them to improve operations, in-crease the performance of the supply chain, and identify factors that affect production. This is where significant da-ta analytics steps in, and it allows to process and simplify the data, forecast risk, find ways to mitigate those, discov-er patterns and spot the issues. Natural resource industries gather tons of data as it converts natural resources into valuable commodities. In order to make efficient use of this data, big data analytics make a profound contribution and give insightful extract, which poses as a great boon to this industry. This paper primarily focuses on how big data analytics is put to use and the problems that it helps to solve in the manufacturing and natural resources industry. It showcases the latest technologies used in analyzing big data and how it is put to use. Everybody relies on a techno-logical and data-driven decisions, from the common man to high ticket business owners. This paper highlights the accuracy of the output from big data analytics. The reason

I chose to work on big data analytics in the field of manufacturing and natural resource industry is, these are the two major industries that use big data analytic in a large scale and have integrated big data analytics as a significant part of the business.

[2143] *Churn Management in Retail Industry -A systematic Review of literature*

Ashish Sinha (Jagan Institute of Management Studies) and Dr.Sumesh Raizada (Jagan Institute of Management Studies).

Retail industry is changing rapidly and characterized by huge competition from both domestic and foreign companies. Most of the companies produce identical goods and try to sell them at competitive prices. In this regard, finding new customers and make them a loyal one is one of the most difficult things for the retail sector. It costs five times more than keeping the old one. That is why, the concept of customer retention led to the emergence of a new term in the academic literature that is “Churn Management.” Churn prediction, or the task of identifying customers who are likely to discontinue use of a service, is an important and lucrative concern of firms in many different industries. The analysis of gaining, retaining, and maintaining customer trust is a highly topical issue in the e-commerce industry to mitigate the challenges of increased competition and volatile customer relationships as an effect of the increasing use of the internet to purchase goods. Even though online grocery retail is an industry that has been around for more than 15 years, only recently it is gaining significant exposure, with the rise of consumers’ willingness to buy groceries online. In particular, the use of intelligent data analysis, or data mining, for the analysis of market surveyed information can be of great assistance to churn management. In this paper, we provide a detailed review of recent applications of business analytics to churn, with a focus on computational intelligence methods. This is preceded by an in-depth discussion of churn within the context of customer continuity management. The most popular approach is then methodically organized and assessed. The author reviewed various empirical evidence from these models and completed a list of areas that require further investigation.

[2228] *Are customers satisfied with text-based chatbots? A systematic literature review*

S. P. Nisha Pradeepa (B S Abdur Rahman Crescent Institute of science and technology), D Asokk (B S Abdur Rahman Crescent Institute of science and technology) and S Prasanna (B S Abdur Rahman Crescent Institute of science and technology).

In the past decade, there has been an increase in interest in text-based chatbots that engage with humans using natural written language. Nevertheless, despite optimistic market forecasts, 'conversing' with this type of agent appears to pose challenges beyond their existing technological constraints, including the user perspective in this conversational commerce. Comparing traditional e-commerce retailers to conversational commerce retailers, the latter is proven to be more effective in terms of digital networking, high virtual interaction, and retailer reputation. Moreover, researchers claim that chatbot user satisfaction is found to have a profound influence on user behaviour. Also, there has been a splurge in the articles published on human-chatbot interaction in the past few years, owing to the acceptance of chatbots among users worldwide. Hence, it is more appropriate for a systematic literature review of 41 publications from the SCOPUS database that focus on what motivates user satisfaction while interacting with text-based chatbots to be carried out. We followed the PRISMA framework for the execution of this review. In this post-adoption behavioural study, we map the pertinent patterns that have recurred in the previous years of study, detailing the antecedents of user satisfaction on the basis of user experience and behavioural outcomes associated with chatbot user satisfaction. The findings of the review led us to emphasize unresolved concerns in existing research and propose many future re-search opportunities.

[2647] *IMPACT OF GREEN MARKETING APPROACHES IN CONSUMER BUYING BEHAVIOUR*

M.Devi Rajesh (vels university), Dr.D.Anitha Kumari (vels university) and Dr.Deepa Manoharan (K L University).

Green concept and green marketing had a remarkable development throughout the past many years, and it had a critical effect on availability and climate internationally. The review brings out green item purchasing conduct among buyers. The principal objective of this study is to realize the respondents purchasing conduct to obtain the green item and to distinguish the degree of information about green items and their impact. Green marketing ideas have arisen because of associations' advantage in climate. These stars understood that their endurance and progression lie in the coordination between their advantage and the advantages of buyers and society. Green promoting incorporates an expansive scope of exercises like item adjustment, change in the creation cycle, alteration in publicizing, and change in packaging. This study proposes that green methodologies can be utilized as a brand-promoting methodology to improve client buy aims. The investigation likewise discovered that green showcasing could assist brands with accomplishing, what's more, keeping up with brand value. This exploration investigates the connection between the multi-faceted green showcasing approaches to improve the buy goal of green items; the production of an overwhelming business sector brand was one of its essential targets. Consumers with different age and occupation were surveyed to know the factors that determines the role of green marketing approaches and its impact on consumer buying behavior. The study concludes that there is a significant impact of green marketing approaches on consumer buying behavior.

[2874] BIG DATA TO BIG IMPACT: EFFECT OF BIG DATA IN MODERN DECISION MAKING

Akshaya R (M.O.P.Vaishnav College for Women), Varsha Ravi (M.O.P.Vaishnav College for Women), Raja Lakshmi S (M.O.P.Vaishnav College for Women) and Aparna R (M.O.P.Vaishnav College for Women).

In today's emerging world of computer techniques and technologies of social media and internet, decision making has become a non-trivial task for all major industries and organizations. Due to the surging competition in the business world, a single inaccurate decision can lead to radical setbacks. Data needs to be analyzed in order to arrive at better decisions, thus improving the organization's performance and standards. This is achieved through Big Data which makes use of the process of business intelligence to elevate strategic and operational decision-making. This paper is an attempt to conduct a full-scale review on big data researches and its effects on the decision-making affair in an industry. We plan to consolidate previous findings on big data to provide more functional decision-making solutions and these data are further described using data analytics tools/predictive models to derive conclusions directing towards progressive judgements.

[2972] Fintech, Crisis and Marketing: How technology-driven financial firms adapt their approach to retain customers

S Shreyanth (MBA, NMIMS University (NGASCE)), Pt Suwetha (Advanced Tax Analyst, EY GDS), S Niveditha (Department of Biotechnology, Rajalakshmi Engineering College), V Kathiroli (Design Engineer, Renault Nissan (RNTBCI)) and Harshitha Jayaprakash (BCom in Bank Management, Ethiraj College for Women).

Fintech, or financial technology, has revolutionized the way consumers access and manage their finances. However, during times of crisis, such as the COVID-19 pandemic, the ability of fintech companies to retain customers can become increasingly challenging. This research aims to explore how technology-driven financial firms adapt their marketing strategies to retain customers during times of crisis. Through a literature review and case studies, this study will examine the tactics and techniques used by fintech companies to maintain customer loyalty and engagement during economic downturns. Additionally, this research will investigate the role of digital marketing channels, such as social media and email marketing, in fintech crisis management. The findings of this study will provide valuable insights for fintech companies, as well as marketers and practitioners in the financial industry, on how to effectively navigate crisis situations and maintain customer relationships

[3216] HR Based Job Analysis on Recruitment and Training through Metaverse

Shanmugapriya R Ramadoss (article for ICETBM2023 from Dwaraka Doss Goverdhan Doss Vaishnav College) and Amaleshwari U Umapathi (article for ICETBM2023 from Dwaraka Doss Goverdhan Doss Vaishnav College).

Abstract

Unleashing the agility of recruitment and equipping with necessary training to the respective candidates is one of the predominant tasks of Human Resource Management in any organization. Selection of right candidates for the enterprise development from a pool of recruitment drive virtually were trending of-late. Initial process of employment can also be possible In Virtual world – the HR-Metaverse. This shall be more economical there by avoiding the travel and waiting time, accessing bulk profiles through big data, scheduling date for a technical terminology through chat bots, without bypassing the interview process. Collection of entry level information, profile descriptions, analysing their skill sets based on their experience and knowledge gained, understanding the credibility of the candidate through extended Reality eventually. The calibre of the employee is accountable during onboard employee experiences and undertakings. Cost-cutting and Time management is the primary management ethics for any stakeholders, this is possibly and securely acquired in virtual entity. Conventional training and development were also encouraged by the management at regular intervals. 3D Avatars in AI- 5G trending technologies with Metaverse3.0 makes the V-HRM easier with etiquettes yet inevitably challenging. To Summarize this article based on Recruitment and Training meticulously done were HR being the metaphor cumulating inhouse and remote aspirants onboard efficiently and efficiently through Virtual space.

[3477] *A Study on Factors Affecting intention to use Digital Fi-nancial Services using an UTAUT Model*

Aabha Singhvi (GTU), Srinivas Gumparthi (SSN SCHOOL OF MANAGEMENT) and Yash Doshi (GTU).

However, in recent years, fintech companies have increased their use and the ways in which people interact with financial services. Financial technology or fintech is the talk of the town after Covid-19. Fintech companies have revolutionized nearly every aspect of the financial industry in recent years. Ten years ago, people had to go to banks and finance companies to get repayments, small business loans, or to transfer funds from one bank to another. Today, fintech has made it possible to invest, borrow, save and transfer funds through online and mobile services without ever stepping foot in a bank.

[3803] *Will Telemedicine become a future preference of people over In-person encounter, going by the physicians' perspectives?*

N Kavipriya (Sri Ramachandra Institute of Higher Education and Research) and Selvam Jesiah (Sri Ramachandra Institute of Higher Education and Research).

Telemedicine is still not seen as a formidable alternative in the making to face-to-face Clinical encounters between Physicians and the patients. Face-to-face encounters are substantially more assuring and patient-satisfying, though Telemedicine is making inroads into the conventional medical practice with face-to-face interaction and with technology supporting it. The paper takes a stock of the current situation regarding Telemedicine and what the future would be, by hearing out the Physicians' perspectives. Interviews with the physicians and the responses to the queries posed to them are recorded and coded to analyze and arrive at the findings on the current status of Telemedicine and what could be its future. In this qualitative analysis, doctors described a quick, iterative uptake of telehealth and a slowing down of use as the 2019 prevalence of coronavirus sickness fell. Interventions and regulations to support telemedicine for ongoing healthcare delivery and maintain its accessibility for the citizens can be influenced by physician experiences during the pandemic.

[3823] *PROGRESSION OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT 2000-2022: A BIBLIOMETRIC ANALYSIS*

Lokesh S (Vels Institute of Science, Technology & Advanced Studies (VISTAS)) and Vasantha S (Vels Institute of Science, Technology & Advanced Studies (VISTAS)).

Electronic Customer Relationship Management has evolved into a key business application, by gradually creating its impact over the years, where the organization made it one of the imperative requirements of the effective Business operation. E-CRM in recent years emerged as, a more Business and customer-oriented application. This study aims to analyze the relevance of Electronic Customer relationships concerning progress in fields of Subject area, Countries that contributed to the field of research, Sources, affiliations, Authors, and funding sponsors. Science mapping techniques and performance analysis were applied in this process by Vos-Viewer Bibliometric software by extracting 1,687 researches between 2000 and 2022 that are indexed in the SCOPUS DATA base. The Bibliometric analysis denotes that 2004 was the year with a maximum of 114 data indexed in the Scopus Database and 2018 had a huge dip at only 40 indexing. Author Fjermestad, J. with 19 articles, followed by author Ramano N.C. and author Smith A.D. were the top contributors. The countries that participated the most are the United States of America followed by China and Taiwan. Commendably China was the highest funding sponsor to be specific it's from the National Natural Science Foundation of China. The research papers had major Affiliations from the New Jersey Institute of Technology followed by The University of Jordan and Robert Morris University in Pennsylvania. The research significantly show the progress and impact all over the world and not restricted to any specific industry. Assimilation of Social Customer Relationship Management indicated scope for further research on reviewing the applied articles.

[4071] Study on purchase behaviour using Black Box model

Reeves Wesley J (VIT University), Logeshwari G R (VIT University), Mercy Freeda K (VIT University), Pavithra G (VIT University) and Prathiksha R (VIT University).

Any purchase decision made by a rational consumer will be based on evaluating various internal stimuli that emerges from the black box (mind) of the consumer and external stimuli that emanates from the vicinity. The Black Box model is a contemporary framework designed to be cognizant of the behavioural patterns of the consumers. It consists of various factors that helps the consumer to determine whether he/she should purchase the product or not. The objective of this study is to understand the level of influence of the Marketing mix elements, Environmental factors, Consumer characteristics, brand image and Sociological preferences on Purchase decision and Awareness, which drives the consumer to buy the product (cosmetics). The data was collected from 203 respondents (consumers of cosmetic products) from various age groups, occupation of which the majority of them were students with the help of a questionnaire containing 35 items and analyzed to test the hypotheses. Two Independent sample T-test and one-way ANOVA were run to study the hypothesis. The findings from this study illustrate that the marketing mix elements and sociological preferences significantly influence the purchase decision. Keywords: Consumer behaviour, purchase decision, brand awareness, marketing mix, sociological preferences, consumer characteristics.

[4122] Green Marketing in Real Estate

Deepak Sundrani (NICMAR University, Pune) and Jaisai Tenepalli (NICMAR).

According to the American Marketing Association, Green marketing is the marketing of products that are environmentally safe. Many companies in many sectors do green marketing, and real estate sector has also joined the band-wagon. Some real estate companies are making and marketing green buildings, which consume less energy and water. The cost of construction of green buildings is slightly more expensive than the traditional buildings hence very few buyers actually. In some years the buyer recovers the extra amount paid due to savings in electricity and water charges but the buyers are not willing to pay the initial higher price. The payback period for residential green buildings is longer than the commercial buildings, due to the fact that for residential buildings the electricity charges per unit is lower than the charges for commercial buildings. Further most houses are not air-conditioned but most offices are. Similarly, the water charges for houses are less compared to the commercial buildings. Thus, the scope of savings is higher in commercial green buildings than the residential green buildings. The low rate of adoption of green buildings can be

overcome very easily if the Government makes it mandatory to make/ buy green buildings. But the Government does not seem keen to take this drastic step.

[4127] Factors influencing consumer online shopping behaviour in Agartala, Tripura, India.

Priyabrata Roy (The ICFAI University Tripura), Pritam Roy (The ICFAI University Tripura) and Dhananjay Datta (The ICFAI University Tripura).

Online shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most companies are running their online portals to sell their products/services online. Though online shopping is very common in India, its growth in India, which is a large and strategic consumer market, it is still not keeping up with the worldwide market. As the Internet has developed into a platform for online transactions, businesses now need to understand how consumers see online shopping. The idea of conducting a study on online shopping behaviour in Tripura was inspired by the potential expansion of online shopping. The present research paper has used Qualitative and Quantitative research methods. This study began with the integration of pertinent literature before examining the factors that influence consumers' decisions to make online shopping. The data was collected through Questionnaires on a sample of 200 respondents from Agartala. The results of the study reveal that online shopping in Agartala is significantly affected by various factors. The results of the study could be further used by researchers and practitioners for conducting future studies in a similar area.

[4243] THE OPPORTUNITIES AND CHALLENGES OF WOMEN ENTREPRENEURS ENGAGED IN BIO DEGRADABLE PRODUCTS BUSINESS AT VELLORE DISTRICT OF TAMILNADU STATE

Kalaivani Kathirvel (AUXILIUM COLLEGE (AUTONOMOUS) VELLORE) and Bharathi Thangavelu (D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE).

Role of women in the society has been seeing a paradigm shift ever since women became self aware. More and more women today are moving out of their comfort zone and trying their hands at things no one ever measured they were capable of many women are stepping out of their homes into workplaces. "Women Entrepreneurship is the professional application of knowledge, skills and competencies and/or of monetizing a new idea, by a woman or a set of Self help group women's by launching and enterprise de nova or diversifying from an existing one (distinct from self employment as in a profession or trade) thus to pursue growth while generating wealth, employment and social good" The problems and challenges which are faced by women have different dimensions and Extents; this is because of various social and cultural reasons. The collective effects of psychological, social, economic and educational factors to women entrepreneurs, entering to main stream has an angle of gender discrimination as well which has been seen in many societies that affect the women in industry too. In the last few decades, the stricter rules and regulation and global pressure to mitigate and decrease the carbon emissions all over has encouraged the corporate to look into the issue of depleting natural resources and environmental diversity. Many bio degradable products are available in the market to avoid environmental pollution. Some examples are Areca plates, Bamboo Basket, Hibiscus leaves cups etc., The areca plates and cups were used in Birthday parties, family function and other events, areca leaf cups used to provide Panipuri in the street shops to avoid plastic cups. These encourage the women entrepreneur to make or sell the products based on bio degradable. The purpose of this research is to study in detail and to offer possible suggestions to overcome the problems and challenges faced by women entrepreneur those who are engaged in bio degradable products business. The main limitation of the study is limited to Vellore district, Tamilnadu State India.

[4344] Attributes influencing consumer perception towards Online Food Ordering in Rajasthan, India

David Campbell (Manipal University Jaipur (MUJ)), Mohit Totuka (Jaipur National University) and Chandra Kant Upadhyay (GLA University, Mathura).

The number of customers who choose to buy food through a digital platform has increased significantly in recent years. The present study aims to find attributes of Online Food Ordering (OFO) company offerings that are important for customers to decide which company to select. The primary survey for data collection and Conjoint analysis to find the right combination of attributes of OFO to serve customers in a better way. Six attributes of OFO are found after the literature review. Promotions, Delivery Time, Accessibility or Convenience, Flexibility, Ease of Payment, and Packaging. This study helps the industry to understand customers' choices while selecting delivery time. Many studies have found variables that are instrumental in online food ordering. But no study has been done to compare variables with each other.

[4378] *A Bibliometric examination of the Scopus database shows how digital marketing has changed over time.*

Dr. Raja Kamal (Assistant Professor, Kristu Jayanti College, Bangalore), Dr. Nihra Ranjan Mishra (Reader, Department of Business Administration, Berhampur University) and Prasant Kumar Choudhury (Research Scholar, Department of Business Administration, Berhampur University).

Lack of high-quality publications from other macro-level sources is the main drawback of this study (e.g., net of science). We have halted our search for new phrases linked to Digital Marketing as a consequence of our extensive literature review. We utilise a single keyword to simplify the grading procedure for the writers. Therefore, it might be instructive to investigate internet advertising, social media advertising, e-mail advertising, associate advertising, and mobile advertising for a fuller picture. It is feasible to study how machine learning and big data analysis are changing internet advertising. One may speculate that future research into internet marketing could be pretty fascinating. Try to figure out what made people in the United States, the United Kingdom, and India give the most money, while those in Canada, Australia, Germany, Russia, and France gave the least.

[4480] *"Revisiting the Rural Education and Their attainment towards societal development: A comparative study of Maharashtra state"*

Dr. Prashant Patil (DR. AGD Bendale Mahila Mahavidyalaya, Jalgaon).

This proverb, "The real India live in villages," is as relevant today as it was when India gained its independence 65 years ago. Rural development is crucial to the growth of our economy because villages house more than half of the country's population. Education is today's primary driving force behind the growth of the economy. In the same way that the liver is responsible for the body's proper functioning in the human body, education serves as the economy's backbone. This paper attempts to explain the current state of rural education, the failures of rural education compared to urban education, and the challenges that rural education faces in order to investigate this significant role that education plays in India, particularly in rural India. It also focused on the government's various initiatives and some suggestions for enhancing the education system in rural or remote areas.

Every Indian citizen has the primary right to education, regardless of whether a child lives in a wealthy neighborhood or a remote, underdeveloped village. Although the conditions of rural schools in India are still very poor, the state of rural education is still improving. The majority of rural schools do not provide drinking water, and children must travel long distances to access these facilities. There are very few schools in these areas. Additionally, education is of a very low standard.

In order to improve literacy and education in rural India, efforts are being made to promote rural schools. In India, the primary objective of these kinds of schools is to raise literacy rates in rural areas. Over 40% of the population of India cannot read or write, making them illiterate. Additionally, schools in rural areas are often subpar or even nonexistent.

[4506] *Why People are Obsessed with Products? – An Empirical Study Regarding Royal Enfield Motorcycle*

N Meena Rani (SRMIST (Deemed to be University), Vadapalani Campus) and Catherine S (SRMIST (Deemed to be University), Vadapalani Campus).

Product is the most important and valuable benefit a marketer could offer to the consumer. Consumers' passion for the product and its performance as per consumers' expectations leads to obsession. The present study aims to: a) capture consumers' expectations and perceived performance regarding automobile products with specific reference to Royal Enfield Motorcycle; b) to see if there is any significant difference between consumer expectation and perception; c) to develop regression-based model- regressing product attributes on satisfaction regarding the product. The existing consumers of the product were surveyed in Chennai city, India as to what did they expect from the product while buying how do they rate its performance. Using purposive sampling technique, a total of 550 target respondents were reached out and complete responses were received from 121 persons. Descriptive and inferential statistical tools were used to analyse the data. Independent sample t-test shows that there is no significant difference between consumer expectation and perception regarding most of the product attributes such as mileage, appearance, resale value, maintenance, brand image, service and the like. Regression Results show that safety, appearance, fuel tank and brand image explain about 90 percent of variance with adjusted R2value of .899. Analysis of qualitative data collected through open ended questions in the questionnaire suggest that the consumers are not only happy but are obsessed with the product. It may be concluded that the company was able to set the right expectations among the target consumers and is living up to their expectations. An obsessed customer not only patronizes the product but becomes a strong advocate and evangelist.

[5164] *A STUDY ON THE PLANT DESIGN SOFTWARE ON THE DIGITAL TRANSFORMATION AND MSME ENTREPRENEUR'S EMOTIONS TOWARDS BUSINESS SUSTAINABILITY AND AUTONOMY IN THE ENERGY SERVICE INDUSTRY*

Marirajan Murugan (Research Scholar, CoM, SRM IST, VDP) and Prabadevi M N (Associate Professor, CoM, SRM IST, VDP).

The energy industry mainly covers Oil & Gas, Renewable energy, and Power, and the energy industry plays a vital role in society globally. Among this industry, as per McKinsey's Global Energy Perspective 2022 and global energy statistics and facts, more than 50% of primary energy consumption is through Oil & gas, and our society consumes Oil & gas energy for our daily basic needs. Oil & Gas industry requires plant design software to catalyze its optimization and growth. Plant design software builds the plant in 2D and 3D complete design(Design, Construct and Operate) from the process, Health Safety and Environment (HSE), piping, pipeline, Mechanical, Electrical, Instrument, and Civil & Structural. Plant design software utilizes innovative technologies, including Artificial intelligence, Machine learning, the Internet of Things (IoT), Virtual reality (VR), and augmented reality (AR). To maintain business sustainability and autonomy, MSME Entrepreneur implements new technologies through digital transformation to have digital reality and optimization with high accuracy and precision. MSME Entrepreneur's emotions play a crucial role in this plant design software implementation in the energy industry. This research reveals the plant design software utilized in the energy industry and MSME Entrepreneur's emotions to maintain business sustainability and autonomy. Furthermore, suggest that the government could alter the current policies to support the PAN India program in developing plant design software to promote MSME Entrepreneurs in small and medium service business.

[5249] *EFFECTIVENESS OF JOB SATISFACTION ON EMPLOYEE RETENTION IN HOTEL INDUSTRY*

Prince Antony J (Periyar Maniammai Institute of Science & Technology), Aarthi Dhakshana J.D (Periyar Maniammai Institute of Science & Technology) and Arun Kumar A (Periyar Maniammai Institute of Science & Technology).

This study mainly focused on the job satisfaction and employee retention in hotel industry. The researcher gathered the primary data from the 3-star, 4-star and 5-star hotels at Cauvery delta region. The snowball sampling techniques is adopted by the researcher to collect the data from the sample respondents. The data collected from 314 respondents from hotel employees, the data gathered through structured questionnaire and that was collected from Google forms. The study explored the relationship and measures the impact between job satisfaction and employee retention in hotel industry. The gathered primary data evaluated using multiple correlations and multiple regression data. The result revealed that there is relationship between the job satisfaction and employee retention in hotel industry. The result of the study will assist the hotel industry to improvise their strategies towards employee retention and may understand the importance of job satisfaction for the retention.

[5386] *Female buying behavior towards cosmetics in West Godavari districts of Andhra Pradesh*

Chebrolu Anudeep (Gitam School of Business) and Reddi Venu Gopal (Gitam School of Business).

Over the last few decades, the cosmetics industry in India has expanded at a dizzying rate. The rapid growth of the cosmetics industry can largely be attributed to increased consumer awareness of hygiene and beauty brought about by technological progress, globalization, and rising incomes. Today's women's attitudes and behaviors toward buying and using cosmetics have undergone a sea change as a result of a confluence of factors, including but not limited to changes in lifestyle, increased disposable income, increased advertising, rising status, population migration, demand for superior quality, shifting consumer preferences, and advertisements. Women's purchasing power has increased thanks to the increasing number of women in the labor force over the past decade. The beauty industry in Andhra Pradesh benefits from having a sizable customer base. Andhra Pradesh's high literacy rate and rapid urbanization have contributed to women's ascent in the workforce, driving up the demand for beauty products in the state. In the present investigation, questions regarding the shopping habits of female cosmetics buyers are posed.

[5463] *The Impact of Digital Personal Data Protection Bill of 2022 in Today's Marketing Scenario*

Aishwarya M (VITBS, Vellore Institute of Technology, Chennai), Sunithra N R (VITBS, Vellore Institute of Technology, Chennai) and Gopinathan N (VITBS, Vellore Institute of Technology, Chennai).

Because of technological advancements used in online marketing, information gathering, development, and consolidation are now instant. There are issues with maintaining consumer privacy as a result of the expansion of technology centred on customer data. There have been many new information technologies developed that can increase the effectiveness and efficiency of marketing initiatives. However, using technologies to support marketing strategies, such as computer-matched or automatic order entry systems, can also result in legal and social issues. This essay seeks to determine whether the various measures will have a favourable or unfavourable effect on how a firm operates. We emphasize the elements of a multifaceted strategy that unifies the several interconnected problems appearing in modern marketing privacy issues.

[5479] *A COMPARITIVE STUDY ON HEALTHCARE AND MILITARY SPENDING IN TERMS OF GDP WITH RESPECT TO THE RUSSIA-UKRAINE WAR*

P Ponvishwesh (Vellore Institute of Technology, Chennai), A Nithish (Vellore Institute of Technology, Chennai) and N Gopinathan (Vellore Institute of Technology, Chennai).

"All war is a symptom of man's failure as a thinking animal." - John Steinbeck Wars have countless motives such as ideology, politics, economy, religion, etc.,. The multi-dimensional Russo-Ukrainian conflict which began in 2014 mainly due to Russia's NATO stance disputes had colossal impacts on the military and healthcare sectors of the respective nations. The war led to an increase in demand for military weapons and equipment, as both Russia and Ukraine have significantly ramped up their defence spending in response to the ongoing hostilities. This has benefitted arms manufacturers and exporters in several countries, including

the United States, which has supplied Ukraine with a variety of weapons and military hardware. The war has attributed to an upward trajectory in the global arms trade and weapons industry and has had both positive and negative consequences for the involved parties and the region as a whole. The conflict has disrupted the delivery of medical care and has led to a reduction in the availability and accessibility of medical services in affected areas. This research paper reviews the existing evidence on the intersection of healthcare and military spending in terms of GDP concerning the Russia-Ukraine war. The research paper begins by describing the context of the conflict and its impact on the healthcare sectors and the military sector in Ukraine and Russia. The research paper then reviews the existing evidence on the ways in which the conflict has affected the delivery of medical care, the availability, and accessibility of medical services, cost incurred on military activities, budget allotments for the respective sectors, impact on the global weapons industry and the economic well-being of both the countries. Finally, the implications of these findings for the healthcare systems and the military of Ukraine and Russia are discussed and a comparative study is conducted on spending for military and healthcare and whether it is ideal or not is analyzed.

[5544] *Gender difference in leadership styles and its impact on the intrinsic motivation of subordinates*

Priyadarshini Moharkonda Srinivasan (Christ University), Srinivasan Moharkonda Balakrishnan (Vinayaka Mission Research Foundation, School of Arts & Science, AV Campus) and Ashne Preet (Sunway University).

This study finds out the gender difference in leadership styles and its impact on the intrinsic motivation of subordinates. It is comprehended with various theories and present day trends, which are framed with by the hypothesis testing towards the understanding of the intrinsic motivational factors. Using the sample size of 40 full time supervisors (20 men and 20 women, Mage = 38.95 years, age range: 25-55 years) and 120 subordinates (49 men, 71 women, Mage = 33.23 years, age range: 19-57 years) from Kuala Lumpur, Malaysia. Women are employed but only a few reach the top level of management compared to men. Finding out the variance in the gender difference pertaining to their leadership style from the subordinates. This research has highlighted the patterns of leadership styles, which differ depending on gender and the type of leadership styles impact subordinates' intrinsic motivation. It's evident from this results analysis that female leaders possess a more democratic leadership style than male leaders. Men tend to be autocratic and females are more democratic from this analysis. Intrinsic motivation is the key to achieving success at the managerial level and it's based on gender diversity. Opportunities and chance can make female reach the top position on the corporate ladder, as more positive links to the leadership styles of females are related to the intrinsic motivation of subordinates.

[5554] *Personalising the Consumer Purchase Experience of Organic Food with the Power of Phygital*

Ritu Pandey (PhD. Research Scholar, School of Management, Hindustan Institute of Technology and Science, Padur, Chennai, India) and Dr. M. Rajeswari (Professor, Department of Management Studies, SRM University, Chennai, India).

COVID-19 has led to digital transformation across the retail industry and the retail environment is witnessing tremendous changes. Embracing new technologies has become the need of the hour. One such novel and recent technology being introduced/experimented by retailers is providing phygital experiences to consumers. Phygital is not just combining two terms - physical and digital but is much more than that. Phygital marketing aims to provide smooth, seamless and unique purchase experiences by engaging the consumers thoroughly. The pandemic has not just changed the retail industry but has also brought changes in the way people live and think. People have realized the importance of health as being healthy could fight the COVID-19 virus effectively. The virus which seemed difficult to manage and eradicate has been contained with the help of vaccines today. But when the vaccines weren't available it was the human immune system that fought the virus continuously. One way to strengthen the immune system is by developing healthy food consumption habits. Organic food has been suggested to be healthy and nutritious by several previous studies. Although previous research and the pandemic have led to an increase in interest around organic food but the volume of organic food consumption has been reported to be low. Phygital experiences can be

an answer to the problem of low consumption of organic food. Using the Self-determination theory (SDT), this paper discusses the approach of providing phygital experiences as a new way of marketing organic food to consumers. This paper will be immensely useful to marketers, academicians, and research scholars in the area of phygital consumer experiences and organic food.

[5594] *A mathematical model to minimize the total cost in apple fruit supply chain: The case of Indian scenario*

Yuvaraj M (Research scholar, Department of Mechanical Engineering, Presidency University, bangalore) and Jothi Basu R (Associate Professor, Department of Mechanical Engineering, Presidency University, bangalore).

Apple cultivation is a major employment and extremely successful economic activity in the Kashmir valley (India). The apple supply chain (ASC) in India is conventional and entails value loss at many levels of the supply chain (SC), which raises the cost of the final product. With increased production comes increased challenges in the ASC, such as a lack of suitable storage, a shortage of processing equipment, a lack of packing material, inefficient transportation, and middleman manipulation. Efficient apple transportation reduces post-harvest loss and stabilizes prices at regional cold storage facilities which is critical. The aim of this article is to develop the simple Indian ASC to ensure food security for all by means of affordability. A mathematical model is formulated to design a simple Indian ASC to minimize the total distribution cost (TDC) and post-harvest loss. A real case study of Baramulla District (India) apple distribution is solved using the heuristic approach to check the validity of the formulated model.

[5668] *Business Challenges in Bakery Industry: Applications of Machine Learning Algorithms*

Perini Praveenasri (ICFAI University), Vaddi Naga Padma Prasuna (Atria Institute of Technology), Murugesan R (Atria Institute of Technology) and Usha SP (Atria Institute of Technology).

The Bakery industry is continually advancing with the send-off of inventive items there by making future development. The rising impact of western consuming regimens, expanding urbanization, rising working ladies' populace, essentially add to the advancement of baked products industry. The worldwide pastry kitchen items market is anticipated to develop from USD 416.36 billion of every 2021 to USD 590.54 billion by 2028, developing at a Compound Annual Growth Rate of 5.12%. Taking cue of this, the research paper has deployed machine learning (ML) strategies in the area of sales forecasting for the purpose of easing production planning as an integral part of Business Management. Machine learning is used on French Bakery Industry Data Set with a reference period of from 2021-01-01 to 2022-09-30 to use a wide range of varied variables, for example, total sales, total return, sales per return and sales forecasting that affects the production of products. The research investigation of a pastry shop organization shows that there are tremendous variations in the demand depicting the seasonality's of sales across numerous differentiated products of bakery items. With my study, the research paper hopes to stimulate scholars to momentarily investigate in the arena of sales planning using machine learning. The paper also ushers gainful insights by application of premeditated strategic management tools in its various Business process of Bakery Industry.

[5738] *MENTAL HEALTH OF EMPLOYEES DURING COVID UNDER WORK FROM HOME CONDITIONS*

Jayasree Krishnan (St. Joseph's College of Engineering, Chennai), Haritha V (St. Joseph's College of Engineering, Chennai) and Hemavani V (St. Joseph's College of Engineering, Chennai).

The unexpected outbreak of covid 19 pandemic has caused a unprecedented turmoil in the whole world. Covid 19 proved to be an intractable crisis that necessitated nations to impose lockdowns from March, 2020. National economies and businesses got a severe blow with this closure, hence organizations encouraged employees to work from home. This work from home structure has posed a lot of challenges in terms of mental health of the employees. The objective of this study is to explore how work from home influences

the mental health of employees especially during the COVID pandemic. To achieve this objective a qualitative research approach was followed in which an open-ended questionnaire was framed for exploring the mental well-being of the employees. A non-probability sampling technique using snowball sampling method was used to select the respondents for the study. The respondents were interviewed using online platforms like google meet /teams meet to understand the mental state. Data was collected to a stage where it no longer added new dimensions to the information generated. Thematic analysis was carried on the responses, The analysis identified 10 first level themes and further analysis of those led to identification of three major themes that influenced the mental well-being. The themes identified were work from home Characteristics, work from home Challenges and Adaptive Behavior. Despite the study's many limitations, some recurring themes emerge that can be utilized to assist employers in improving working circumstances in order to reduce the negative effects and increase the positive benefits of work from home on employee well-being. The study aids managers in identifying the varied work job characteristics of work from home as well as the problems of doing so.

[5908] *A Study of Factors Affecting Consumers' Behavioural Intention towards Online Shopping: An Exploratory Study*

Saniya Marwah (Rukmini Devi Institute of Advanced Studies) and Radhika Thapar (Rukmini Devi Institute of Advanced Studies).

As e-commerce has grown, the landscape of shopping has changed from offline to online, sparking a lot of interest in research about online shopping in recent years. Regardless of the consumer's preferred method of shopping, a variety of factors affect purchasing decisions. An essential medium, or "channel of shopping," also plays a significant part in the purchasing process. Here, the term "channel of shopping" refers to online shopping; the purpose of this paper is to identify the influencing variables that affect young consumers' online purchasing choices in the context of India. In this study, we experimentally examine variables like website attributes, customer attributes, product attributes and customer loyalty that impact the behavioural intention towards online shopping. In order to understand the impact on behavioral intention, this study, which is based on the TAM, integrates brand and service trust. Target respondents are 160 to perform empirical investigation. Exploratory Factor Analysis has been applied to check the relationship among the multiple constructs. The findings support the notion that are website attributes, customer attributes, product attributes and customer loyalty factors that impact the behavioural intention towards online shopping. The outcomes of this study may enable the marketers to devise better strategies and designs of new age online marketing platform.

[5985] *Brand Management in the Real Estate sector, in India*

Deepak Sundrani (NICMAR University, Pune) and Jai Sai Tenepalli (NICMAR University, Pune).

A house is the most expensive product a person buys in his lifetime. Most home-buyers would prefer to buy an independent house, however in cities, due to the high cost of land, usually the home-buyers purchase flats/ apartments. One of the many factors that home-buyers consider when buying a flat is the reputation of the real estate company or the brand name. Unlike the manufacturing sector, real estate is a fragmented industry and there are thousands of real estate developers in any city. Further, most of the real estate is bought by those people who are earning in that city and there are very few persons who buy in other cities. The real estate companies are usually family owned, local companies, small and unprofessional and indulge in brand management haphazardly. Very few real estate companies in India are professional and give attention to brand management. These professional companies manage their brand carefully by developing new products such as green buildings, do marketing professionally by hiring professional marketers, who use modern digital technologies along with the traditional methods such as newspapers and hoardings. This paper tries to explore the various methods that the real estate companies use for brand management.

[6166] *EFFECT OF LIFE SKILLS TRAINING ON EMPLOYABILITY PREPAREDNESS USING CLUSTER ANALYSIS*

Swaraj S (SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA) and Jayaraman R (SRI CHANDRASEKHARENDRA SARASWATHI VISWA MAHAVIDYALAYA).

The study is intended to explore the effect of life skills on the job preparedness of private university graduates of the Kanchipuram district. Skill training is required to prepare the young minds for facing the real life challenges. The existing study attempts to bring out the positive effects of life skills training on the outcomes to make graduates prepared for taking up a suitable job. The students were provided questionnaire to measure the level of employability preparedness with equal importance to problem-solving, decision-making, critical & creative thinking, communication, stress management and emotional intelligence skills. Hierarchical cluster analysis using Agglomeration Schedule was employed to explore the possible number of clusters and then K-means clustering was used to group the students based on the employability level into well prepared and not well prepared. The analysis revealed that the cluster formed as well prepared is 55% of the total 236 students showing the strong positive effect of life skills training on the employability preparedness.

[6669] *A dialogue based intervention model for nurturing team psychological safety in strategic R&D project teams*

Kiran Govind Vilwathilakam (Naval Physical and Oceanographic Laboratory, Kochi) and Sumati Sidharth (Defence Institute of Advanced Technology (DU), Pune).

Strategic R&D projects are complex in nature, include several uncertainties and necessitates risky decisions involving knowledge, skills, attitudes or perceptions of team members. A strategic R&D project aimed at development of innovative technology and new products requires a team environment which facilitates team members to contribute intellectually, listen intently to each other and communicate their viewpoints, opinions or feedback in a free and honest manner. Psychological Safety, defined as a shared confidence that team members are in a safe climate for taking interpersonal risks, can be considered as an essential team quality for these project teams. In a psychologically safe climate, team members will be forthcoming to share their knowledge and engage pro-actively in project activities, without being afraid of any negative consequences or criticisms. Unfortunately R&D team members are generally core technical specialists with limited inter-personal communication skills and may not be naturally comfortable in working collectively as part of a team. These professionals should enjoy good working relationships with other team mates and should inherently feel that it is comfortable to propose fresh ideas, innovative suggestions and work together to achieve the project objectives. Such a collaborative environment can be created only through methodically planned team interventions that nurture psychological safety and enhance mutual trust between team members. Several research studies have conclusively found Organizational Dialogue, which is a discipline of shared thinking, inquiry and communication, as an effective tool in this regard. In this paper, a team intervention model designed based on Bohm's dialogic method is proposed. A case study of a strategic R&D project in which the proposed intervention model was applied is also discussed along with preliminary results based on direct observations of the first author, in his role as the leader of the project team.

[6851] *Progression Towards a Safer and Private Authorization for Business Entities: Fire OAuth*

Bala Gayathri (Anna University), Tharunraj M (Anna University), Rozen Berg (Anna University) and Sanjay Kannan M (Anna University).

There is growing interest in alternatives to conventional techniques like username and password combinations due to the growing requirement for safe and effective authentication and authorization systems. Token-based solutions, like the OAuth framework, are one such possibility. But there are a number of problems with how OAuth is currently implemented, including poor performance, a lack of privacy, and vulnerability to security risks. These problems are addressed by the revolutionary token-based authorization method called Fire OAuth that we provide in this work. Our technology offers quicker, safer, and more private authentication and authorization by combining cryptographic methods with a decentralized design.

[7139] Emotional Intelligence Influence and its Efficacy in Human Resource Management – Emerging Trend: A Literature Review

Shweta Rastogi (University of Technology, Jaipur, India).

This paper reviews the concept of emotional intelligence reflecting upon intelligence, emotions, emotional intelligence as the capability to understand and control one's emotions is an ability that can be learned and enhanced where the level of an individual's emotional competence increases with age and experience. Next, the purpose of this review is to reveal the existing literature for various theoretical models as well as the association of EI benefits in understanding human behavior and work culture and aid to identify the research gap. The growing complexity of the business world requires a great deal of self-awareness, empathy, integrity, communication, conflict management, and diversity management to keep the global enterprise within the paths of productivity and sustainability. Furthermore, to bring coherence to the diffuse body of conceptual, and functioning definitions and literature on emotional intelligence, how emotional intelligence is beneficial for personality development is presented. There is increasing acceptability of emotional intelligence as a major factor in personality assessment and effective human resource management. The ability to build capacity, empathize, co-operate, motivate, and develop others cannot be detached from both effective performance and human resource management systems. It provides a literature review of the research field of emotional intelligence and examines the usefulness of the construct in the debate on human resources policy and practices in work culture, whether EI can be changed or developed, and how it might be facilitated in resource management.

[7261] ONLINE VISUAL MERCHANDISING CUES IMPACTING CONSUMER PLEASURE AND AROUSAL: AN EMPIRICAL STUDY

Arunkumar Sivakumar (Associate Professor ,School of Business, VIT-AP University, Amaravati 522237, Andhra Pradesh, India) and Sudarsan Jayasingh (SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, Kalavakkam 630110, India).

visual merchandising is a crucial aspect of physical and online retail establishments, as it significantly impacts consumer behavior. In an online retail set-ting, visual merchandising takes the form of online visual merchandising cues (OVMC), such as product images, videos, product descriptions, and website de-sign. These elements are critical in attracting customers, increasing engagement, and driving sales.

As the e-commerce market in India continues to grow, marketers must under-stand the key factors that influence online sales, such as OVMC. They must en-sure that the online shopping experience is visually appealing and provides customers with the information they need to make informed purchasing decisions. This may involve investing in high-quality product photography, utilizing inter-active product videos, and incorporating user-friendly website design and navigation.

In conclusion, as the e-commerce market in India continues to grow, marketers must emphasize online visual merchandising to remain competitive and drive sales. Understanding the key factors that influence consumer behavior, such as OVMC, is crucial for success in the online retail space. The research aims: This study aims to:1) focus on the significant OVMC influence on consumer pleasure and arousal. Research Methodology: The study's sample population comprised respondents who shop for electronics products online in the Vijayawada city of Andhra Pradesh, India. The study used the probability sampling design known as systematic random sampling and comprised 385 respondents. Research findings: This study suggests that OVMC, including website aesthetic appeal, website ads, homepage landing, product reviews, and product feature explanation videos, are essential in persuading visitors to go from casual online browsing to purchasing electronic products. It is concluded that online visual merchandising cues impact consumer arousal and pleasure. The theoretical contribution of this study lies in its ability to synthesize previous empirical works on online visual merchandising cues and identify the key factors that influence consumer pleasure and arousal in the online purchase of electronic products. This study contributes to the existing body of literature by providing a comprehensive overview of the critical factors that impact consumer behavior in an online retail setting, specifically concerning electronic products.

The originality of this study lies in its ability to combine previous findings from various studies and synthesize them into a comprehensive overview of the factors that influence consumer pleasure and arousal in the

online purchase of electronic products. By doing so, this study offers a unique perspective on online visual merchandising. It provides insights into how marketers can use online visual cues to influence consumer behavior and drive sales in the e-commerce market.

In summary, this study contributes to the existing literature by synthesizing previous empirical works and identifying the critical factors of online visual merchandising cues that influence consumer pleasure and arousal in online purchasing electronic products. It has also taken the perspective of a developing economy consumer in India. Policy implications: The result provides valuable input for online sellers and marketers. It offers insight into the OVMC and the key factors influencing consumer pleasure and arousal in online purchases so that online marketers can adapt their marketing strategies to reach and induce online purchasers effectively.

[7485] THE INFLUENCE AND IMPACT OF AI-POWERED INTELLIGENT ASSISTANCE FOR BANKING SERVICES

Sheela Margaret.D (SBM, CHRIST(Deemed to be University)), Elagovan N (SBM, CHRIST(Deemed to be University)), Sriram M (SBM, CHRIST(Deemed to be University)) and Vedha Balaji (SBM, CHRIST(Deemed to be University)).

Technology plays a major role in helping businesses or organizations achieve their goal of providing good services to their customers. One such strategy is the adoption of Artificial intelligence (AI). AI is transforming the global financial markets rapidly. Chatbots are virtual assistants of the bank that help customers find answers to their queries and aid to complete some of their banking-related tasks with ease. Many businesses, including e-commerce and retail, have started using the chatbot to provide a better service experience to customers in solving their queries and providing services to them 24/7. One such business which has adopted artificial intelligence on the verge of improving customer service is the banking sector. This paper aims to outline the influence and impact of AI, particularly chatbots in the banking sector.

[7647] EXPLORE THE BARRIERS IN SETTING FINANCIAL GOALS: THE PATHWAY OF FINANCIAL SUCCESS

Pooja Rani (Research Scholar, Banasthali Vidyapith, Rajasthan) and Dr. Priyanka Vijay (Assistant Professor, FMS WISDOM, Banasthali Vidyapith, Rajasthan).

This study seeks to analyze the obstacles in setting the financial goals which makes an individual being success. In India, despite many efforts by government to make women empowered, women are relatively underdeveloped and are somewhat inferior to men. Many researches show that gender gaps also exist in education and employment. So how can it be possible to make the women financial well being and financially independent in decision making. The first step to attain success is setting SMART goals. But it will be not so easy. The study would explore the barriers in setting smart financial goals. The study is descriptive in nature. The study found that for attain financial success; women should have to clarity of goals. The study explores the barriers as psychological, economical and social and others faced by women. The study tried to find the main barriers faced by working women in their financial goals setting and made their pathway of successful financial planning.

[7904] INNOVATIVE WORK BEHAVIOUR AS A MEDIATION BETWEEN TRANSFORMATIONAL LEADERSHIP AND EMPLOYEE RETENTION

Anisha Estherita S (VISTAS) and S. Vasantha (VISTAS).

Work behaviour that brings about innovation is making use of one's creativity for solving newly emanating problems and it emphasizes on creativity and innovation for developing new ideas, products, services or strategies. A transformational leader supports their subordinates to reveal their innovative and creative thinking and it acts as a promoter of innovative work behaviour among the employees. As a result of transformational leadership and innovative work behaviour, employees' do not feel to leave the organization and wish to stay in the organization for a longer period of time. With the help of transformational leadership

and resulting innovative work behaviour evolving out of that, employees do not feel like leaving the organization. Thus, innovative work behaviour acts a bridge between the transformational leadership and retention of employees. The main purpose of this study is to investigate how innovative work behaviour plays a mediating role between transformational leadership and retaining the employees. For the study, review method was used and under the process of review academic and research papers were identified and reviewed. This review method aimed at strengthening the existing literature. The study results demonstrated that transformational leadership plays a vital role for bringing out employees' innovativeness and eventually retain the employees in the organization for a longer period of time.

[7962] *Determinants of customer churn in the over-the-top video platforms: A conceptual Model*

Bincy Ann Babu (Christ (Deemed to be University)), N Elangovan (Christ(Deemed to be university)), Jacob Joseph (Christ(Deemed to be University)) and Anand Kerena (Christ(Deemed to be University)).

A growing number of over-the-top (OTT) video platforms and intense competition in the market have caused OTT platforms to prioritise customer retention over customer acquisition. Customer churn is one of the significant issues of OTT video platforms. Customer churn increases the company's costs affecting its profitability. Therefore, it becomes increasingly important to identify the factors that drive a customer to churn and to take proactive measures to retain them as customers. In this study, we try to build a conceptual model which depicts the determinants of customer churn in India. We attempted to identify the factors influencing customer churn in OTT video platforms through a literature review. Service quality, Subscription pricing, User Experience and Content are the significant factors influencing customer churn in OTT video platforms. The paper also discusses the relationship between customer status, customer satisfaction and customer churn. By developing an initial conceptual model for customer churn determinants in OTT video platforms, this study contributes to a better understanding of the complexity of the OTT industry. To empirically validate the model, we intend to operationalise the study in the future and test the hypotheses through a thorough survey.

[8471] *An analysis of prospective tourist products and their marketing strategies: A Study of Jammu and Kashmir with respect to Adventure Tourists*

Sourav Mangoch (SMVDU) and Deepak Jain (SMVDU).

Every country on Earth is making concerted efforts to improve its citizens' standard of living and economic prospects. All the time, people are trying to figure out how to improve their standard of living and the economy. As a direct consequence, mass production and increased consumption ushered in the industrial revolution, which brought with it an unprecedented increase in labor requirements. People were advised to relocate to more peaceful areas during their downtime to recover from the stress of their jobs. Because of this, and because people wanted to learn new things, there was a lot of travel. Eventually, this trend grew into what we now know as tourism. Because of this, we may say that tourism is the result of a short-term migration of individuals to locations other than their usual place of residence and place of employment, driven by desires for activities other than those that promise a compensation. Gradually, recognition of the phenomenon's economic potential led to the development of strategies by governments throughout the globe for making the most of it and actively promoting it. Because of this, marketing management has become a vital component of tourist promotion. The purpose of this investigation was to discover why the Jammu and Kashmir area has not lived up to its enormous potential as an adventure tourist destination. The current research aimed to analyze the marketing approaches used for Jammu's tourism products. There was information from the Jammu and Kashmir Directorate of Economics and Statistics, the Indian Tourism Development Corporation, the Jammu and Kashmir Tourism Development Corporation, the Department of Tourism of India, the Jammu and Kashmir Tourism Development Corporation, and the Department of Tourism of India, among other sources. Books, journals, newspapers, and periodicals of all types were also consulted. The visitors were also interviewed to get further data.

[8636] *Perception on confidentiality of digital transactions among Santhal community*

Durga Prasad Singh Samanta (K.I.I.T. University), B.C.M Patnaik (K.I.I.T University), Ipseeta Satpathy (K.I.I.T. University), Liji Panda (K.I.S.S University), Kandan Hansdah (K.I.I.T University) and Snigdharani Panda (K.I.S.S University).

The study undertakes a survey from indigenous respondents specifically belonging to Santhal community about their perception towards digital transactions and to understand the demographic factors like gender, age and literacy and its significance on confidence of individuals on digital transactions, for this research the sample selected belong to indigenous peoples of Odisha. Descriptive and non-parametric statistical tests were conducted to understand the association and the strength of the variables in this study. Purpose of this study is to investigate whether there is a relationship between gender, age, and literacy rate in perceived confidentiality of digital transactions.

[9096] **BLOCK CHAIN TECHNOLOGY AND ITS EMERGING SIGNIFICANCE**

Jawahar Rani K (St. Joseph's College of Engineering, Chennai), Hemavani V (St. Joseph's College of Engineering, Chennai) and Haritha V (St. Joseph's College of Engineering, Chennai).

Block chain technology is a decentralized, distributed ledger that stores the record of ownership of digital assets. Any data stored on block chain cannot be modified, making the technology a legitimate disruptor for industries like payments, cyber security and health care. Block chain technology has the potential to revolutionize the interaction between the governments, businesses and citizens in a manner that was unfathomable just a decade ago. Block chain has emerged to become a potentially transformative force in multiple aspects of government and private sector operations. Its potential has been recognized globally with a variety of international organizations and technology companies highlighting the benefits of its application in reducing the costs of operations and compliance, as well as in improving efficiencies. Future of Blockchain in the Finance Industry, Cybersecurity, Digital Advertising, Supply Chain Management and so on will ensure transparency in governance, reduce cybercrime, promote marketing, minimize the human error with less cost and time. The objective of this study is to identify the country which embraces the blockchain technology and recognizes its profound potential and impact on their future endeavors. To achieve this objective a qualitative research approach, case study method is employed. Five different cases are taken to prove how the blockchain methodology aids the managerial functions in various aspects. The study findings are supported by leveraging the advantages of blockchain which helps the nations to accomplish the goals with transparency, to maximize the efficiency by adaptation, to reduce the time taken and to minimize the human intervention thereby curtailing the prevalent cyber crime.

[9247] **Choosing a forecasting model for an Agricultural Product**

Priyanthi P (CEG, Department of Management, Anna University, Chennai), Dr.Magesh R (CEG, Department of Management, Anna University, Chennai) and Dr.Jayanth Jacob (CEG, Department of Management, Anna University, Chennai).

Inventory management is to have the right stock, in right place and at the right time. Accurate and reliable inventory forecasting can save an organization from overstock, under-stock, and stockout situations of inventory. The distinctive characteristics of each inventory with uncertain supply and inelastic demand results in extremely unpredictable prices and choices of how to sell. For agricultural products, this is rarely explored in literature. Forecasting the actual demand for each product helps to know the selling price and it is essentially important to choose a forecasting model for each of the products. The best fit for each of the inventory products from out of the three models of time series, exponential smoothing, and holt's model has been found. Through the correlations between the quantity sold and the selling prices, it is seen that the market reacts to price increase. The demands have been forecast and the best model has been chosen based on the minimal values of MAE, MAPE, and RMSE.

[9384] **Critical Success Factors in Asset Securitisation in Banks in India**

Gopalan Ramachandran (Novature Tech Ltd), Prof.Srinivas Gumparthi (SSN School of Management, Chennai, India) and Dr.Tariq Aziz (Aligarh Muslim University, Aligarh).

Asset Securitisation is considered as a form of Debt financing for Banks and Financial Institutions (FIs) and it has evolved through its Loan asset portfolio, that is normally non-transferable and non-tradable. The asset pool, both performing and non-performing category, is transformed into marketable securities in order to acquire characteristics of tradability & liquidity. The loan assets are sold or transferred to a bankruptcy remote Special Purpose Vehicle (SPV-created for a specific business purpose), that in turn issues Negotiable Instruments called Pass Through Certificates (PTCs) in the form of Bonds, Promissory Notes and are sold to Retail & Corporate Investors. PTCs represent the beneficial interest of loan receivables and are tradable in the secondary market for better liquidity. In Indian Commercial Banks, most of the asset securitisation deals are done on Direct Assignment (DA) basis through retail loans-asset pool transfer, wherein an asset-pool is created based on the pooling criterion and assigned directly at a fixed interest rate to the pool-buyer Bank / FI, with no Special Purpose Vehicle (SPV) in between and hence no issuance of any tradable instrument. This Research study has focussed on the modern perspective of asset securitisation in India, its success factors along with the associated Systematic risks, Business Issues & Challenges. The research was performed in a Semi-structured & In-depth Interview method with 25-30 leading Industry Practitioners (IPs) / Subject Matter Experts (SMEs) from a set of 8-10 leading Public & Private Sector commercial banks/FIs, through primary source of data collection method. This study used the data analysis technique of 'Narrative analysis' that is the Structural version of qualitative data analysis techniques for enumerating key research findings combined with the approach of 'Applied Conversation analysis' as this provides the scope to structure the contents of naturally occurring conversations between the researcher and the respondents. This research highlights the basic underlying premise, duly supported by the surveyed Banks' deal execution pattern, that Banks in India predominantly undertake asset securitisation transactions for meeting their Regulatory requirements towards complying with its Priority Sector Lending (PSL) targets (Chilukani Munender Reddy, 2018), Credit-Deposit Ratio (CDR) norms and Capital Adequacy Ratio (CAR) (Nikhil Garg, 2017). This research analysis takes a deep-dive into the critical success factors involved in asset securitisation from the perspective of deal Originators, deal Buyers and PTC Investors. This research study also provides an overview of systematic risks (refers to the overall risk that is inherent to the financial market or to the whole Banking sector and is not specific to individual Bank / FI) such as Interest rate risk, Insolvency risk of Originator, Default risk of pool repayments and suggests appropriate mitigation plans. On the fintech challenges, this study evaluates the current IT systems' support available in asset securitisation deals and suggests the scope for digital transformation in digitising and automating the business processes, deal structuring, deal execution and maintaining deal transaction details with less human intervention. In conclusion, this research study recommends for setting up a specialised Business Centre of Excellence (CoE) in each Bank focussing towards building 'special business competency and skill centre' with in-depth domain expertise in asset securitisation deals, PTC type of securities such as Collateralised Debt Obligations (CDOs), Collateralised Loan Obligations (CLOs), Asset Backed Credit Default Swaps (ABCDs), evolving an established asset pricing model for deal-pricing & pricing for PTC securities. Also, this research study concludes with the recommendation, as shared by the survey participants, 'creating an integrated IT eco-system in Banks' that caters to the automated process for evaluating - credit-default risk & pre-payment risk of pool-borrowers, forecast/projected cash flow of loan receivables till its maturity, analysis of pool borrower's delinquency pattern based on historical credit-scoring and past loan repayments pattern etc. This type of extended form of IT systems' support will facilitate for making more informed decisions by the deal originator / deal buyer / PTC investors towards expanding the Banks' dominance in executing more asset securitisation deals and for proliferating asset securitisation products to a wider section of Banks / NBFCs / HFCs / FIs for their active participation.

[9870] A STUDY ON THE IMPLEMENTATION OF NATIONAL LOGISTICS POLICY AND ITS EFFECTS ON THE INDIAN ECONOMY

Daniel Edward Jacob.T (VIT Business School, Vellore Institute of Technology, Chennai), Meera K Bhat (VIT Business School, Vellore Institute of Technology, Chennai) and Gopinathan N (VIT Business School, Vellore Institute of Technology, Chennai).

"Good logistics reduce trade costs, but supply chains are only as strong as their weakest link. For developing countries, getting logistics right means improving their infrastructure, customs, skills, and regulations."

Logistics is the process of planning, organizing, and managing the movement and storage of goods, services, and information. It is the backbone of trade; good logistics can lower trade costs and help countries compete

globally. India is a rapidly growing economy, and to meet its ambitious economic goals, an efficient and sustainable logistics system is vital. According to a World Bank study (2018), India's logistics cost as a percentage of its GDP is around 14%, which is relatively high compared to other developing countries. This could be attributed to the growing demand and inadequate infrastructure, lack of integration, and high reliance on road transportation. Limited material handling methods also pose a problem. An effective logistics system will aid India in boosting exports, leading to a decrease in the trade gap. The new National Logistics Policy (NLP) announced on September 2022 aims to revolutionize the logistics industry of the country. It envisions developing a technologically enabled, integrated, cost-efficient, resilient, sustainable, and trusted logistics ecosystem in the country for accelerated and inclusive growth. This paper aims to throw light on the Policy and its direct effect on various facets of the Indian economy. It touches on the current problems in the logistics system and explores how the ambitious Policy facilitates its development, thus making it both resourceful and sustainable. The paper further highlights how the implementation of the Policy would bring in a digital transformation with an innovative system for logistics services.

[9900] Investigating Traits towards Readiness in Entrepreneurship Among University Students

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This study aims to examine the factors contributing to undergraduates' readiness for entrepreneurship in private higher education and the most influential factor contributing to the readiness. Data were collected from 88 students (n = 88) studying in Malaysian private universities. Findings that highlight the factors which influence entrepreneurial readiness among students are the locus of control, need for achievement, risk-taking attitude, innovativeness behavior, and tolerance for ambiguity. The study revealed that innovativeness behavior is the most influential factor that contributes towards entrepreneurial readiness among students and the least influential factor is the need for achievement. This study provides insights for individuals who are interested in start-up their businesses as well as for higher education institutions and the nation's policymakers who visioning nurturing more entrepreneurs that can help to boost the economy of the nation.

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SSN School of Management
