INTEGRATION OF TECHNOLOGY WITH MODERN MARKETING

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Abstract: Online social networking, information distribution, and communication have all grown to rely heavily on the rise of social media in the last several years. Online marketing, for example, may greatly benefit from the reach, consistency, and speed of social media. Social media marketing refers to promotional activities conducted via social networking websites. Businesses may now quickly, efficiently, and successfully communicate with their ideal customers using social media marketing. In addition, there are a number of difficulties inherent to social media advertising. This article discusses the pros and cons of using social media for advertising in the modern day. The marketing process has real-world consequences. Many of us in the marketing industry—including retailers, distributors, competitors, raw material suppliers, and consumers—also function as end users. We all know that marketing is an ever-evolving notion. The term "marketing" refers to any endeavor that results in mutually beneficial exchanges of goods or services.

Keywords: Marketing Technology, Martech, Modern Marketing, Social Media Marketing, Digital Marketing

1. INTRODUCTION

1.1 Background and Motivation:

This is essentially what marketing has always meant to people. Traffic and attention may be increased for a website by using social media marketing. The marketing industry in India is moving quickly to take advantage of the 'new normal' scenario. The widespread use of social media has presented businesses with a unique marketing opportunity that cuts out the middlemen and brings them closer to their target audiences. The majority of Indian marketers (59%) still priorities customer acquisition. Social media, email marketing, and search engine marketing are the top three online investment channels in 2021, say top Indian marketers. Integrating email and social media marketing was seen as being crucial by 52% of senior marketers. This is why companies all around the world are looking into social media marketing. Marketers are moving their attention from "getting the word out" to "getting involved" with their target audience. The traditional 'batch and blast' approach to marketing is giving way to the establishment of 'listening posts' and 'conversation hubs' inside communities of customers. Marketers are adapting to the problem of meeting the demands of modern customers across a wide variety of devices and channels by moving away from standalone pure play conventional platforms and towards an integrated multi-channel strategy. Indian marketers are taking use of all the tools at their disposal, including email, text messaging (SMS), and social media. Here, we'll examine the state of social media marketing in India, its current and potential applications, and the results of a survey designed to gauge Indian consumers' opinions on the topic as it pertains to brand management through social media.

Besides research tools, various companies provide specialized platforms and tools for social media marketing:
1. **Social media measurement**
2. **Social network aggregation**

SOCIAL ENTREPRENEURSHIP: CONCEPT, MODEL & INDIAN SCENARIO

Dr. Shriram S. Dawkhar
Dr. Sagar R. Pawar
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Abstract:

Social entrepreneurship has started gaining the attention of potential entrepreneurs. Individuals, organizations, start-up firms, or entrepreneurs engage in social entrepreneurship by developing, funding, and implementing solutions to social, cultural, or environmental challenges. This paper deals with the meaning of social entrepreneurship, and how it differs from profit businesses as well as not-for-profit businesses. This paper also discusses various models of social entrepreneurship, its characteristics, and some Indian examples of social entrepreneurs.

Introduction:

After Dr. Muhammad Yunus received the Nobel Prize in 2006 for his microfinance model of Grameen Bank, social entrepreneurship come into the limelight. Social entrepreneurship becoming more widely used in everyday conversation, particularly when discussing the development of novel solutions to social problems.

Globally, social entrepreneurship started gaining traction. It aids in the resolution of issues such as unemployment, civic involvement, and social security among others. A social entrepreneur, first and foremost, provides numerous advantages to society. A social business, like any other firm, has products, services, customers, markets, expenses, and earnings as its primary goal is to benefit society. It is a self-sustaining, no-loss, no-dividend corporation that pays back its investors.

Doing business for a social reason is referred to as social entrepreneurship. These entrepreneurs have a unique ability to combine social issues with commerce in such a way that it improves the lives of others around them. A social entrepreneur recognizes a social issue and employs entrepreneurial goals and principles to build, organize, and manage a business to address it.
A traditional entrepreneur is concerned with profit and return on investment, whereas a social entrepreneur is concerned with building social capital and achieving additional societal and environmental benefits.

How it differs from profit-maximizing businesses & not for profit businesses:

In a profit-maximizing business, the core purpose is to create shareholder value by increasing profit. These businesses are not open for charity and they also have to provide good returns to their investors. On the other side, not-for-profit businesses are intended to fulfill social objectives and they don't have to do repayment of invested capital as they are working on donations and for Charity. Thus they are positioned in the lower-left quadrant in the figure-1, Whereas Profit maximizing businesses are positioned in the upper-right quadrant.

Social businesses are different in both cases as they are trying to achieve social objectives however they also have to do their day-to-day expenses, make repayment of invested capital like other profit-making businesses, and are entitled to get their money back. Thus they have

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Phygital Marketing – Technological Advancements and Extensive Analysis of Consumer Behavior

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Phygital Marketing – The Tech Way Ahead

Topic: Phygital Marketing – The Tech Way Ahead.

Transforming from Physical to Digital to Stay Ahead in the Emerging Phygital World

Abstract: This paper aims to understand the significance of Phygital Marketing, a sustainable co-existence of Physical and Digital, and the impact on consumer behaviour. The Covid-19 lockdown increased the use of digital technology. Post Covid, a fine combo of both physical and digital evolved leading to 'phygital' marketing to connect consumers both online and offline effectively. To give the customer an experiential journey, businesses will need to combine and synergize the use of both physical and digital elements. The use of technologies such as Artificial Intelligence, Virtual Reality, and Augmented Reality provides an immersive and smooth multichannel digital experience to the customers.

INTRODUCTION

Phygital is a post-pandemic phenomenon. The coinage of the term phygital is, however, not new. Chris Weil, Chairman-CEO of Momentum Worldwide – an advertising agency, coined the term 'phygital' in the Year 2007, to describe the connection between physical and digital, to state more clearly - to define the combination of physical and digital, to depict the creation of a fine synergy between physical and digital for enhanced marketing and brand experiences. Before the Covid-19 induced lockdown across the globe, it was business as usual. Physical marketing was predominant. Digital marketing had also commenced. The covid-19 lockdown imposed many challenges on the business world. Everyone was forced to stay indoors for months on end. Income levels were adversely affected. To sustain at least a reasonable level of income it was important to connect to customers and do some business. This left no other option except for digital marketing whereby one could stay in the confines of your home and do your business if it was not on the same level or at the same volume as before. Education went online, business went online, and as people got adjusted to the online system they learned from the challenges and improved their work for better results. With the onset of digital usage, internet usage went up substantially as most people were indoors. Nobody was leaving the safety of their homes except in utmost emergency situations. To keep up with the work, to stay connected to clients, and for almost all their professional work, people used the internet. Businessmen, especially marketing professionals resorted to digital marketing. They started investing

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MICROFINANCE IN INDIA: EMPOWERING THE RURAL POOR THROUGH SELF-HELP GROUPS AND BANK LINKAGE PROGRAMS

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Dr. Sonali Gopal Kale

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ABSTRACT

The microfinance sector is a type of banking service aimed at helping those who cannot pierce conventional fiscal services. In addition to low- income and jobless people, it's designed to help people with disabilities. Microfinance institutions give loans, bank accounts, and micro insurance as well. In developing countries similar as India, fiscal services through formal channels don't meet the demands of the pastoral poor, so microfinance can help small- scale businesses to flourish by furnishing increased fiscal stability. As per the World Bank estimates, further than 500 million people have bettered their profitable conditions via microfinance- related realities. Microfinance programme present openings not only for credit, but also for the provision of services in the form of training and development. Micro Finance is the cost effective and reciprocal means of pastoral credit disbursement system. It promotes the quick and timely vacuity of institutional credit in a provident and effective manner and in small fund without too important legal and procedural frame through Self Help groups (SHGs) and Joint Liability Group (JLG) with banks. Self- help groups in India have surfaced as the world's largest and most successful network of community- grounded associations. The purpose of this study is to explain the main channels of micro finance in India which are SHGs and Bank relation Programs for the last three times.

KEYWORDS: Banking Service, Credit, Microfinance, Low-Income, Self-Help Groups Of India

INTRODUCTION

Preface Microfinance has seen promising growth in recent times, owing to the fleetly expanding Indian frugality. The assiduity has played an essential part in furnishing formal credit to low- income homes and colorful micro, small, and medium enterprises (MSMEs), adding their donation to India's overall GDP. Microfinance is one of moment's most popular terms. Came into actuality in the 80s, it surfaced as a great result for poverty relief and empowering women. It helps women come tone- dependent. Microfinance is used to ameliorate the life of the jobless and low- income residents. In India, a number of institutions recommend microfinance services and help ameliorate the indigent's life and condition.

MICROFINANCE HISTORY AND PROGRESS

The first microfinance action was the tone- Employed Women's Association (SEWA) in Gujarat, which familiar SEWA Bank in 1974. Since also, this bank has handed fiscal services to individualities who wish to establish their own businesses in pastoral areas. Single effective achievement is Kudumbashree, Kerala state's Poverty Eradication Mission launched in 1998. This womanish- led community organization of Neighborhoods Groups (NHGs) brings women from pastoral and civic areas together to fight for their rights and help in empowering them. Through these NHGs, women work on a variety of issues like health, nutrition and husbandry. They were able to accumulate income and seek microcredit although working underneath this system. Small- scale enterprises promote fiscal independence in depressed areas.

EXPERIENCING EMPLOYEE ACTIVISM IN WORKPLACES AMONGST PEOPLE IN GENERAL

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Abstract

Employee Activism (EA) a new phenomenon highly observed in Western countries is characterised with the desire to care something bigger than the self foster welfare of future generations. Activism often meant to actively participate in democracy, for example by protesting, campaigning, educating others, raising awareness, and lobbying for social or political causes. The present research paper is an insight into the phenomenon Employee Activism (EA); survey based on existing literature; objectivised towards explaining 'Employee Activism' as a social action movement. It also focuses light on the legal aspect of Employee Activism (EA) and its result.

Keywords: Employee, Employee Activism, welfare, Conventional activism, employees, social, political, environmental, proactiveness, India.

Introduction to Employee Activism (EA):

The desire to care something bigger than the self-foster welfare of the further generations is the characteristics of employee activism (EA). The highly skilled employeeshave the same desire and are in possession of the the power to affect business both positively and negatively. Previously, employees employees working in the factory were agitating to fulfil their personal or individual demands on various issues like salary, wages, working hours , working conditions and unfair labour practices. These personal issues were the causes of industrial disputes as well.

Nowadays, the subject matter and the nature of raising voices has gone beyond self-interest not necessarily causing dispute or disagreement rather favouritism with the organisation. Now employees are caring for something bigger than the self. They are caring for the wellbeing of the future generations. The shift of subject matter seeks attention and intervention of the leadership and the organisation. Employee are raising their hands and voices on ethical and unethical practices. Their issues are now related to environmental, social and governance (ESG). In their research paper **'Protests From Within Engaging with Employee Activist'** by **Stephen A. Miles, David F. Larcker, and Brian Tayan**. discusses growing trend of stakeholder issues of corporate governance phenomenon which is broadly known as ESG (environmental, social, and governance) and is characterized by pressure on companies to increase the attention they pay to and the investment they make. A few examples they have cited here are staged a walkout in protest of the company's sale of furniture to an immigrant detention centre at the U.S.-Mexico border in **Wayfair** in 2019. Signing a letter calling on the company to take an aggressive stance in combatting climate change by more than 4,000 employees in **Amazon.** Signing a petition protesting the company's sale of firearms through its retail outlets 50,000 employees in **WalMart** in 2019. It called on management to cease the sale of all firearms and ammunition, ban open and concealed carry-on company property, and stop donations to politicians supported by the **National Rifle Association** in America.

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ANALYTICAL STUDY OF INVESTMENT BY FII'S ON INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO EQUITY PRICES OF REAL ESTATE SECTOR

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ABSTRACT

Overseas institutional investments are important for developing nations and feature extensively impacted capital inflows into India. Even while FDI remains the preferred approach of bringing in overseas capital, FIIs have established to be pretty beneficial. Since FIIs were approved in India in 1992, there was a sizable change inside the manner people make investments. The governance shape for FIIs in India has passed through modifications as properly. India turned into the preferred equities marketplace for worldwide traders in 2015, with 43% of the vote, followed with the aid of China with 26%, in keeping with a financial institution of the United States - Merrill Lynch (BofA-ML) survey in which 50 traders took component. The complete quantity of FII equity investment in India for the year 2020 became INR 103156 crores. This is commonly because of the fact that buyers are searching to take advantage of their investments in Indian equity markets, demonstrating that there may be a few courting among FII funding and stock market success.

If there is a correlation between FII investments and inventory market performance, it's essential to decide whether FII investments drive up stock marketplace overall performance or whether higher stock marketplace performance drives up FII funding. This research article intends to investigate a relationship that has been the concern of ongoing empirical and theoretical inquiry. After demonstrating a link between FII investment and inventory market overall performance, the cause-effect courting will therefore be examined due to the fact it's miles practicable for variables to be associated however but no longer have a purpose-and-impact dating.

by means of measuring the returns on extensive market indices, it is viable to gauge inventory marketplace performance. SENSEX and NIFTY had been selected for this examination's purposes, and information can be collected for an 18-yr length if you want to conduct the evaluation. FII facts also accumulated over 18 years (2002-2020).

Key Phrases: FII, Indian Capital market, Correlation and Regression, BSE SENSEX, NIFTY 50,

Introduction

In India, inventory exchanges began running in 1875. The BSE is the country's oldest stock exchange. 318 humans joined local share and stock agents affiliation, these days known as the Bombay stock trade or BSE for quick, at the beginning of the records of Indian inventory trading. The Indian authorities officially recognized BSE in 1965. BSE is more than the countrywide inventory exchange in terms of reputation. BSE and NSE promote themselves as interchangeable terms for the Indian stock market. The histories of the Indian stock marketplace and the BSE are remarkably similar. Sensex, a 30-inventory sensitive index, was created for the primary time in 1986. The performance of the equities of 30 financially strong benchmark organizations is used to calculate the Sensex. The BSE first surpassed the 1000 threshold in 1990. In 1992, it surpassed the 2000, 3000, and 4000 mark. The liberal financial regulations brought by Dr.Man Mohan Singh, then-finance minister, had been the reason for the stock marketplace's first-rate growth. With the Harshad Mehta scam, the market's fantastic vibe changed into misplaced. The public learned that Mr. Mehta, widely called the massive-bull of the Indian inventory market, had fraudulently siphoned giant sums of cash from banks. He used 270 million stocks from around ninety unique groups to gamble. as the Sensex lost 570 points and dropped flat, hundreds of thousands of small buyers fell prey to the scam. The authorities established The Securities and Exchange Board of India by using an Act in 1992 to forestall such frauds. The statutory organization called SEBI oversees and controls the operations of stock exchanges, brokers, sub-agents, portfolio managers, funding advisors, etc. according to top SEBI officials, with the appearance of online trading and day by day settlements, the likelihood of fraud is now negligible. SEBI imposes some strict safeguards to guard the pursuits of traders. In 1999, the Sensex surpassed 5000, and in 2000, it reached 6000. On June 7 and September 8 of 2005, the 7000 and 8000 milestones, respectively, had been attained. massive numbers of foreign institutional buyers (FII) are making large investments within the Indian stock markets. The liberal financial guidelines accompanied by using succeeding governments attracted a substantial quantity of institutional worldwide investors.

Objectives:

- ➤ to analyze the trend of investment by means of FIIs in the Indian stock marketplace.
- ➤ To understand the relation between FIIs investments and inventory marketplace volatility.
- ➤ To look at whether FIIs have any influence on diverse BSE indices and NSE indices.

Hypothesis:

Strategies for Integrating Sustainability into Business Operations

Dr. Sagar R. Pawar[1], Dr. Shriram S. Dawkhar[2]

Associate Professor, Sinhgad Institute of Management, Pune

Abstract:

This research paper provides a comprehensive analysis of strategies for integrating sustainability into business operations. Sustainability has emerged as a critical business imperative, necessitating organizations to align their operations with environmental, social, and economic sustainability principles. This paper presents a systematic exploration of various strategies, encompassing commitment and leadership, stakeholder engagement, supply chain management, energy efficiency, product innovation, sustainable facilities, compliance, employee engagement, community involvement, financial sustainability, continuous improvement, and collaboration. By incorporating these strategies, businesses can effectively transition towards sustainable operations, benefitting both the environment and their long-term viability. Some contemporary corporate examples are also discussed who are working on implementing sustainability into business operations.

Keywords: Sustainability, Business Operations, Strategies, Stakeholder Engagement, Supply Chain Management, Energy Efficiency, Product Innovation, Sustainable Facilities, Compliance, Employee Engagement, Community Involvement, Financial Sustainability, Continuous Improvement, Collaboration.

Introduction:

The escalating concerns regarding environmental degradation, social inequalities, and economic disparities have propelled sustainability to the forefront of organizational priorities. Businesses are increasingly recognizing the interdependence between their operations and the environment, society, and the economy. Integrating sustainability into business operations involves aligning strategies and practices to minimize negative impacts on the environment, promote social responsibility, and maintain economic viability. This paper provides an in-depth analysis of strategies for effectively integrating sustainability into various aspects of business operations.

Commitment and Leadership:

Establishing a firm commitment to sustainability from top management and fostering a culture of sustainability throughout the organization is fundamental to successful integration. Leadership must set the vision, goals, and values, integrating sustainability as a core component of the company's mission. Leadership and commitment play a key role in promoting and enhancing sustainability within a business. Both build a solid basis for sustainability projects when they are integrated into the organization's culture and practices.

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ABSTRACT

The growth of the Indian capital market is being fueled by the foreign institutional investors (FII), whose increasing presence is a sign of the advancements made in that industry. Developing nations always strive to enhance their financial markets in the hopes of luring more capital from elsewhere. This has led to new levels of development and increased volatility in the Indian financial markets, which has created an opportunity for fresh research into international institutional investments and the Indian financial market. This study aims to evaluate the impact of international institutional investors' trading activity on the Indian stock market. Our analysis showed that the returns on the Indian stock market have not been much impacted since the market was opened to investors from other nations, but the market's volatility has dramatically decreased. Due to its size, the Indian stock market is a favorite among investors wishing to make investments.

The Indian market has attracted an increasing number of domestic as well as foreign investor groups due to its steady growth in recent years. Institutional investors are responsible for the majority of the funds invested in the Indian stock market and among these investors, foreign institutional investors (also known as FIIs) are the most important. The question of whether these Foreign Institutional Investors (FIIs) are responsible for regulating India's capital markets is an important one. This study examines whether market movements are attributed to these investors and what impact they have on capital markets. Due to the short-term nature of FII investments, there can be a two-way causal relationship between FII returns and returns in other domestic financial markets such as financial markets, stock markets and foreign exchange markets.

Keywords: Indian stock Market, FII, CNX Auto, Sensex

Introduction

In India, stock requests first opened their portals in 1875. The oldest stock trade in the nation is the BSE. When Indian stock trading began, 318 people joined the Native Share and Stock Merchandisers Association, which is now known as the Bombay Stock Exchange, or BSE for short. In 1965, BSE was formally conceded by the Indian government. assimilated to the National Stock Exchange, BSE is more well- known. The expressions Indian stock request(BSE and NSE) are occasionally exercised interchangeably. The histories of the BSE and the Indian stock request are veritably analogous. A 30- stock perceptivity indicator called Sensex was originally developed in 1986. The Sensex is determined by appearing at the interpretation of 30 financially sound standard enterprises' folks. In 1990, the BSE went over the 1000 mark for the first time. 2000, 3000, and 4000 were each passed in 1992.

To save the interests of investors, SEBI implements a variety of strict regulations. The Sensex crossed the 5000 mark in 1999 and the 6000 mark in 2000. The mileposts of 7000 and 8000 were passed on June 7 and September 8, independently, of 2005. Significant leaguers are being made in the Indian stock requests by a sizable number of foreign institutional investors(FII). Institutional foreign investors were significantly attracted by the radical profitable programs espoused by arriving governments.

For transnational investors, India is now the stylish country to inoculate in. formerly held in low regard, middle class Indians now show off interest in the stock request. Savings from numerous Indians who work everywhere are decreasingly set into folks. This new event is brought around by the excrescency of online commerce and the drop in bank interest classes. The maturity of the time, stockbrokers with Indian headquarters open missions everywhere to accommodate on-resident Indians' requirements. The time element is also profitable to NRIs. Anyone can buy or

Vend stock online when they come home from work. The expansion of Indian companies into transnational pots, the harmonious GDP excrescency rate of around 6, and the significant excrescency eventuality in the telecommunications, media, instruction, tourism, and IT spots each supported by profitable reforms all play a part in India's stock request's bullish trend.

Objective Of The Study

• To dissect the trend investment by FIIs in Indian stock requests.
• To understand the relation between FIIs leaguers and stock request volatility.

A STUDY ON CUSTOMERS PERCEPTION ABOUT SIGNIFICANCE OF DIGITAL SECURITY

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ABSTRACT
In recent years, digital threats have posed significant risk to organizations and individuals. Unfortunately, many people in the public and private sectors still lack the advanced knowledge required to understand how digital threats work and the risk they pose. This study is done to know the customers perception about the significance of digital security in an important scenario. The study is based on a survey of 223 individuals in Pune city, Maharashtra, India who use internet/ mobile banking. The results of the study indicate that the difference of the perception regarding the importance of digital security between male and female is not statistically significant, male and female both show higher levels of importance towards security. The study reveals that there is a significant difference in the level of importance regarding digital security with the income groups. The study also shows that there are no significant differences in regard with the age groups.
Keywords: digital security, customer perception, risk, online banking

Introduction
In the past decade, there has been an exponential growth in information technology and e-commerce development and future applications for IT/e-commerce could not be predicted. As a result, the security of e-commerce networks is becoming an increasing concern for organizations, because of various cyberattacks including denial of service (DoS), virus, spam and email scams.

There are more than 8 billion dollars lost per year by the organizations due to digital security attacks (Thompson, 2019). Considering that 10% of these losses come from international e-commerce companies, it can be said that these losses are increasing worldwide with each passing day. This perspective on the importance of digital security shows an alarming increase in the level of concern. The purpose of this study is to identify the level of concern of customers regarding digital security in their daily activities.

In recent years, digital threats have posed significant risk to organizations and individuals. Unfortunately, many people in the public and private sectors still lack the advanced knowledge required to understand how digital threats work and the risk they pose. It is evident that there is an urgent need for information security training for employees at all organizational levels. In the face of increasing risks in our digital world, digital security has emerged as a new form of national security that needs to be safeguarded and managed.

Types of digital frauds:
1. Carding: In this type of fraud there are two types:
a) Carding is the act of obtaining sensitive data through accessing the systems of another organization without being authorized.
b) Carding is transferring funds from one account to another using stolen or expired credit cards.

2. Spam scam: In this type of fraud, an email message purporting to be from a legitimate sender is sent to users indiscriminately via multiple computers and often receives large quantities of replies from users, flooding the recipient with unwanted material.

3. Phishing: This type of fraud is when an entity creates a website and uses fake or stolen emails to convince the users to disclose their confidential information.

A Study of the Effect of Emotional Intelligence on Personality Development in Early Teenagers.

Dr. Akshata Santosh Sakhawalkar

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Abstract: The current study is intended at finding the effect of emotional intelligence on Personality Development in Early Teenagers in Pune city. Conclusive research of Causal nature was conducted. Age group thirteen to fifteen was considered as Early Teenagers. In all total 400 samples were collected through Simple random sampling from English medium schools in Pune city. The data was statistically analyzed using the Statistical Package for Social Sciences (SPSS). There is strong association between decision making and leadership ability. The results demonstrated statistically significant differences in the emotional intelligence scores among the students according to their gender, religion and place of residency. Emotional intelligence emerged as a significant predictor of academic achievement. The implications of the findings and directions for future empirical research are discussed briefly.

Key words: Emotional intelligence, personality development, academic achievement.

INTRODUCTION

Emotional intelligence is a concept that established much consideration in academic works universally. Emotional intelligence is more and more being recognized as a measure of over-all performance across several arenas. (Joshi et al. 2012). Measurement of intelligence, over the last two decades, was complicated as widely held studies fixated on cognitive intelligence and unnoticed non-cognitive facets, most important of which are the emotive aspects (Samadony, 2007: 20). Therefore, an innovative concept, emotional intelligence, originated (Mayor & Salovey, 1990). Almost a decade, Emotional intelligence has been, a buzzword among academic fraternity. Along with IQ (Intelligence Quotient), EQ (Emotional Quotient) scores factual winning there in every educationist's striving to build comprehensive, skilled characters. Emotional intelligence can be defined as the ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately and to use emotional information to guide thinking and behavior (Coleman, 2008). For years, an extensive frame of research directed that intelligence on its own is insufficient to guarantee success; in fact, there is a prerequisite for emotional intelligence since it is a elementary component in the scientific and real-world life of an individual (Gardner, 1983; Mayer & Salovey, 1990; Goleman, 1995, 2009; Vincent, 2003; Khawaldeh,

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Significance of Big Data Analytics for Organizational Effectiveness

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ABSTRACT

Effective risk management techniques can be developed using big data analytics to find new dangers in data trends. Businesses may make quicker and better decisions with the help of the insights business users derive from pertinent data. Businesses can gain timely insights on sales, marketing, finances, product development, and other topics with the aid of data analytics. It enables teams within organisations to work together and get better results. Businesses can improve future business operations by analysing historical business performance. The researchers have collected the data from 200 employees working in information technology sector using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many companies to sustain in the competitive world.

Keywords: Big data analytics, organizational effectiveness, Analytic methods, Analytic tools etc.

INTRODUCTION

The phrase "Big Data" has recently been used to describe datasets that grow to sizes that make it challenging to handle them with traditional database management systems. They are data sets that are too big to be recorded, saved, managed, and analysed in a timely manner with the aid of commonly used software tools and storage platforms. Due to the continual increase in big data volumes, a single big data collection can currently hold anywhere from a few dozen terabytes (TB) to many petabytes (PB) of data. Massive data might be difficult to obtain, store, search, share, analyse, and show as a result. Businesses are currently studying enormous amounts of extremely detailed data in attempt to discover anything new.

Corporate Social Responsibility by Multinational Companies in India

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Abstract: The CSR plays an important role in the society, business & government. They complement and support each other. Multinational companies are working in India and they also have a role in India. Let us see and understand the same in this article.

Index Terms: CSR, MNC, Indian MNC, Companies Act, Statutory CSR Provisions, India Companies.

I. INTRODUCTION

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Companies view CSR as an integral part of their brand image, believing that customers will be more likely to do business with brands that they perceive to be more ethical and CSR activities can be an important component of corporate public relations. At the same time, some company founders are also motivated to engage in CSR due to their convictions.

Examples of Corporate Social Responsibility are: Starbucks - has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2020 Global Social Impact Report they have achieved the milestones like reaching 100% of ethically sourced coffee, creating a global network of farmers and providing them with 100 million trees by 2025, pioneering green building throughout its stores, contributing millions of hours of community service etc. General Motors - for a fourth consecutive year in 2021 General Motors was placed on the Bloomberg General Equality Index and for sixth consecutive year on Diversity Inc.'s top 50 companies. GM has planned for a $35 billion investment from 2020 to 2025 in electric vehicles and aims for 100% renewable electricity at U.S. sites by 2025.Some examples of companies that strive to be leaders in CSR in the area of this article are discussed in this article.

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Benefits of Corporate Social Responsibility: According to the United Nations Industrial Development Organization, Corporate Social Responsibility is defined as a business management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. Today, almost all companies are affected by Global events and competition. The increase in competition among the multinational companies to gain first mover advantage in various countries by establishing goodwill relations with both the state and the civil society. Being a socially responsible multinational company means not only fulfilling the legal

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Examples of Corporate Social Responsibility are: Starbucks - has long been known for its keen sense of corporate social responsibility and commitment to sustainability and community welfare. In its 2020 Global Social Impact Report they have achieved the milestones like reaching 100% of ethically sourced coffee, creating a global network of farmers and providing them with 100 million trees by 2025, pioneering green building throughout its stores, contributing millions of hours of community service etc. General Motors - for a fourth consecutive year in 2021 General Motors was placed on the Bloomberg General Equality Index and for sixth consecutive year on Diversity Inc.'s top 50 companies. GM has planned for a $35 billion investment from 2020 to 2025 in electric vehicles and aims for 100% renewable electricity at U.S. sites by 2025.Some examples of companies that strive to be leaders in CSR in the area of this article are discussed in this article.

REVIEW OF LITRATURE:

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Benefits of Corporate Social Responsibility: According to the United Nations Industrial Development Organization, Corporate Social Responsibility is defined as a business management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. Today, almost all companies are affected by Global events and competition. The increase in competition among the multinational companies to gain first mover advantage in various countries by establishing goodwill relations with both the state and the civil society. Being a socially responsible multinational company means not only fulfilling the legal

Corporate Social Responsibility by Multinational Companies in India

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Abstract: The CSR plays an important role in the society, business & government. They complement and support each other. Multinational companies are working in India and they also have a role in India. Let us see and understand the same in this article.

Index Terms: CSR, MNC, Indian MNC, Companies Act, Statutory CSR Provisions, India Companies.

I. INTRODUCTION

Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. By practicing corporate social responsibility (also known as corporate citizenship) companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental. Corporate social responsibility is a business model by which companies make a concerted effort to operate in ways that enhance rather than degrade society and the environment. CSR helps both improve various aspects of society as well as promote a positive brand image of companies. Corporate responsibility programs are also a great way to raise morale in the workplace. CSRs are often broken into four categories: environmental impacts, ethical responsibility, philanthropic endeavors, and financial responsibilities.

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Perception of Academicians in Higher Education Institutes about National Education Policy 2020

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Abstract

The National Education Policy (NEP-2020) has been made a reality by the government of India, which fulfils a wish that has been valued for a long time and was the most awaited dream for the next stage in the process. This brings the process one step closer to completion. After the publication of the policy document, it has come to our attention that, over the course of the past two years, the policy-makers and other stakeholders have been holding a large number of national webinars, seminars, and academic debates on the subject of the policy's implementation and the practical understanding of it. Aside from the major social schemes for the social transformation and economic development of the nation at par with the pace of development at the international level, the government has also brought about a tremendous breakthrough in the educational sphere for the purpose of improving quality, equity, access, and excellence in an inclusive manner. This is in addition to the major social schemes for the social transformation and economic development of the nation at par with the pace of development at the international level. In addition to the primary social plans, this will also be implemented.The purpose of this study is to evaluate how faculty members at higher education institutions view the success of the NEP 2020. The study is based on a sample size of 120 faculty members who teach in colleges imparting higher education in Pune City. The results show that in most of the cases, the expectations of the faculty members regarding the changes that will be brought to the current educational system are average or just below average.

Keywords: National Education Policy, Higher Education, Higher Education Institutions, Faculty Members

1. Introduction

The government of India has made the National Education Policy (NEP-2020) a reality, which fulfills a hope that has been treasured for a long time and was the most anticipated dream for the next step in the process. Following the publication of the policy document, it has been noticed that, over the course of the past two years, the policy-makers and other stakeholders have been holding a great number of national webinars, seminars, and academic debates on the subject of the

Significance of Neuromarketing in Hotel Industry

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Abstract

Neuromarketing involves the scientific observation of brainwave activity, eye tracking, and skin response to determine how people's brains react to advertisements and other brand-related communications. The objective of this research paper is to study the significance of neuromarketing techniques in hotel industry from the perspective of employees working in star hotels in pune city. Researchers have collected the data from 120 respondents using survey method with the help of well-structured questionnaire. The researcher identified that descriptive research design and Non probability convenience sampling method is suitable for the research study. The findings of this study will be useful to many companies to modify their neuromarketing techniques and to design the new techniques for customer retention and customer acquisition. The findings of the present study will be helpful to Star hotels to design marketing strategies for the company. This research will be useful to online hotel business portals, to research and advertising agencies which are associated with hotel industry, to international star hotels that are planning to set up their business in India, and to other service sectors also.

Keywords: Significance, Neuromarketing, Marketing Mix, Hotel industry, Service quality etc.

Introduction
Indian Hotel Industry

India has become a well-liked tourism destination over the past ten years, seeing a >2x increase in foreign visitors between 2010 and 2019. From 5.78 million in 2010 to 10.93 million in 2019, the number of foreign visitors grew. The tourism industry, which is fuelled by domestic and international travellers coming for business or pleasure, heavily influences the hotel industry. The sector has changed throughout the years in response to shifting consumer behaviour, the use of more modern technology like online reservation services and digital payments, and the demand for historic and boutique hotels. In 2019, the travel and tourism sector supported 40.1 million jobs and provided 6.9% of India's GDP. There were 31.8 million employment and a 4.7% contribution to the GDP in 2020.

In Indian hotel industry customer service is very important. Indian hotel wants that they provide best service to their customer so if they return to their home town they recommend your hotel to their friends and family members. The customer service also affect business if they not handled properly. SWOT analysis of hotel industry provides full insight of hotel industry to know which particular activities they are doing to achieve their goal. The roles for SWOT analysis are given as follow: Strengths (S) The cost of India hotel rooms are very low as compared to globe, this also attract many visitors to visit in India. Weakness (W) The major restrictions on the hotel industry is the cost of land, which is as high as 50 % of the total cost of the project, as compared to the lowest 15 % overseas. India also has a higher tax structureas compared to other countries, which greatly inflates the hotel

IMPACT OF DEMOGRAPHIC FACTORS ON STORE COMMITMENT
(Store loyalty, Share of Wallet, Store Preference and Share of Visit)

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Associate Professor, Sinhgad Institute of Management, Pune
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Abstract:

The retail industry in India is revolutionizing due to notable changes in the overall structure. It has also observed that there are significant shifts in demographic characteristics of Indian retail customers, and it has considerable influence on the buying behavior and retail Industry. Store Commitment is nothing but to choose one store over others following an explicit and extensive evaluative process as a result of a consumer pledging.

In this paper, various demographic factors, i.e., Gender, Marital status, Age, Education, and Income, were considered to find its influence on various store Commitment factors like Store Loyalty, Share of Wallet, Store Preference and Share of Visit. We surveyed retail customers who are a member of minimum one Multi-Partner Loyalty Program and across different retailers. For data analysis, we used Statistical Package for Social Science (SPSS-20). We used descriptive research design along with disproportionate-stratified Random Sampling for this study.

We found that demographic variables have a significant influence on the aggregate outcome variable, " Store Commitment." However, Education, Age, and Gender do not have a substantial impact on individual outcome variables/ factors of store commitment.

Keywords:

Impact of Demographic Factors, Store Loyalty, Store Commitment, Store Preference, Multi-partner Loyalty Programs, Share of Visit, Share of Wallet.

Tomonobu Senjyu
Chakchai So-In
Amit Joshi   *Editors*

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Design of Sensory Internet of Things (IoT) for Making Sustainable Agriculture Ecosystem: An Experimental Setup and Elaboration

Chandrani Singh, Sunil Khilari, and Anchal Koshta

Abstract Sustainable agriculture aims to incorporate the conservation of the environment, and the growth of the economy. Many problems in the agricultural sector are currently associated with environmental inequalities and need to be addressed in a rigorous manner. Few of the experiments that need to be conducted and prototypes that need to be built with the aid and utilization of sensors, connected components through Internet, and Unmanned-Aerial-Vehicle (UAV) help streamline agronomists, agricultural engineers, and farmers, the operations, and using robust data analytics' gain effective insights into the fertility of crops for sustainable agriculture. The use cases presented in this study are a comparative analysis of monitoring a wide area of agricultural land using conventional ground-based vehicles to Unmanned-Aerial-Vehicle (UAV). This paper will present case scenarios and an innovative solution to apply drone technology for making the agriculture ecosystem more sustainable. Further researchers presented here an experimental setup of sensory Internet of Things (IoT) to showcase that the problems of sustainability can be addressed by usage of the new and innovative devices.
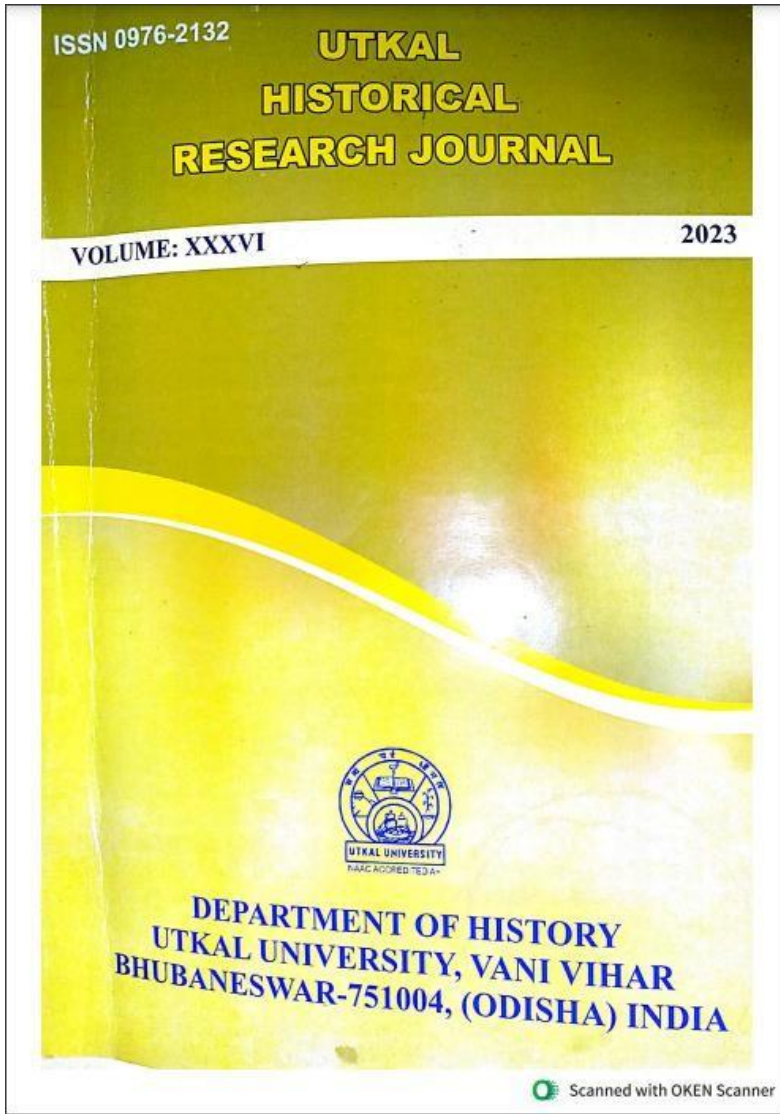
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SWAYAM (STUDY WEBS OF ACTIVE-LEARNING FOR YOUNG ASPIRING MINDS): ELEVATING THE EDUCATION SYSTEM IN INDIA

Ashwini Mohite[1], Usha Bubane[2], Dr. Chandrani Singh[3]

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[3] Director, MCA-Sinhgad Institute of Management, Pune.

Abstract:

SWAYAM program is recorded as one of the world's largest Online Courses which are (MOOCs) an integrated platform that too for free online courses. It is started by the government of India.It is designed to achieve important thee principles of education policy like Access, Equity, Quality. The main objective of Swayam is to give the best teaching and learning resources to all.SWAYAM pursues to bridge the digital gap for students who have been untouched by the digital revolution and have not been able to join the knowledge economy.

Introduction:

SWAYAM program is recorded as one of the world's largest Online Courses which are (MOOCs) an integrated platform for free online courses. It includes high-grade subjects elapsed to top studies and ability base syllabus to make sure that all students should get an advantage from study material got from ICT.

SWAYAM portal is developed by MHRD, Govt. of India. SWAYAM provides top-quality content. In addition to this, there are seven National Coordinators which have been allotted under SWAYAM. The 3 Ms of MOOCs are as follows:

1. Mission 2.MOOCs 3. Money. [3]

MOOCs aim to join public networking, and available online resources simplified by major experts in the field of assigned study. MOOCs' idea on the appointment of learners who self-organize their input according to knowledge goals, common interests, and skills.

Objectives:

SWAYAM is proposed to achieve the 3 key principles of Education strategy which consist, Equity, Quality, and Access. SWAYAM is a platform that helps students who have not yet been able to benefit from the digital revolution to access traditional knowledge and education. In our country, we can enhance the Skill Development of learners through this platform.

1. Excellent teaching technique to students to achieve higher Rates of Contribution and high increase Gross Enrolment Ratio (GER) in higher education.
2. Excellent Learning outcomes.
3. To build a suitable learning system.
4. Independent Courses
5. School Educatio

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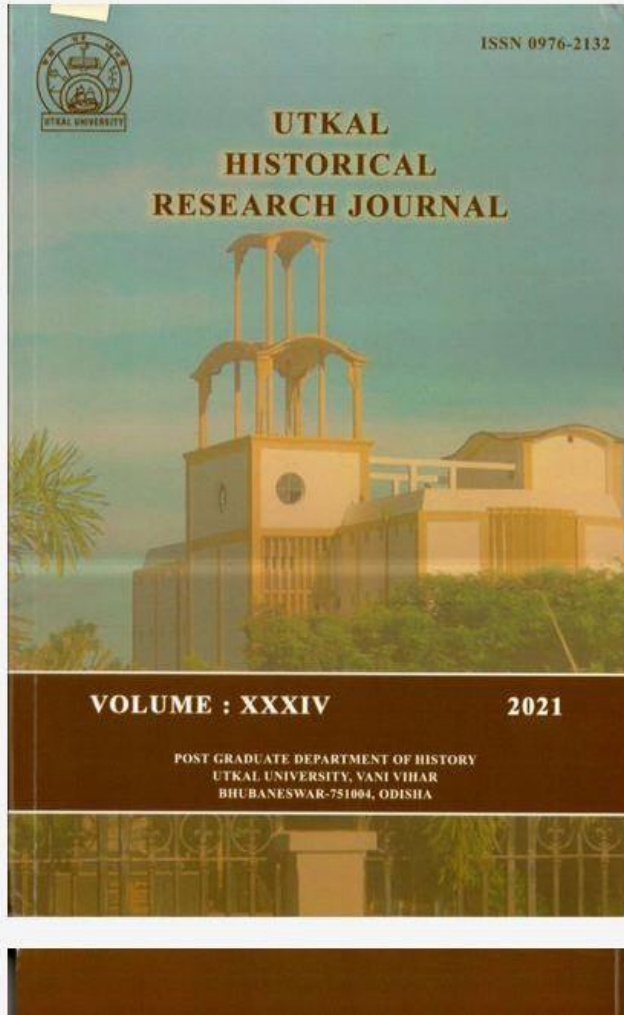
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THE ANALYSIS OF IoT SYSTEM AND APPLICATIONS USED IN VARIOUS DOMAINS: A SYSTEMATIC REVIEW

Prof. Rahul Navale[1], Dr. Chandrani Singh[2], Dr. Sunil Khilari[3]
[1,2,3] Sinhgad Institute of Management, Pune.

Abstract:

Everything that has a device devoted to it and can diffuse facts from one entity to another or to individuals with the benefit of internet is known as an IoT device. The IoT devices consist of radio receiver sensors, software, actuators, CPU devices and more. They are attached to a particular item that works over the internet, permitting the transference of facts between items or individuals mechanically without humanoid interfering. Classify IoT use belongings to the following eight application domains: smart constructions and housing, • smart health care, • smart atmosphere, • smart metropolitan, • smart liveliness, • smart carriage and flexibility, • smart industrial and trade, and • smart farming. This study explores the necessity and utilization of various IOT device from various domains of business. This study also review analysis about the importance and challenges of utilization of IOT systems

Keywords: Internet of Things (IoT), Industrial Internet of Things (IIoT), Regulators.

1. Introduction:

The Internet of Things denotes to the strong-growing network of interconnected items that are able to gather and conversation information in actual period by means of fixed devices. Regulators, carriages, illuminations, freezers and other applications can be connected to the Internet of Things. In the previous few centuries, IoT has become one of the most vital skills of the 21st era. Here and now that we can link day today in kitchenette applications, carriages, regulators, baby screens to the Internet through fixed policies, whole conversation among the individuals, progressions and belongings is probable. Using affordable calculation, the cloud, immense data, and analytics, and moveable skills, bodily belongings can segment and accumulate information with nominal humanoid involvement. In this connected globe, numerical structures can best, monitor and modify every interaction between connected things. The corporeal globe happens the numerical creation and they work together.
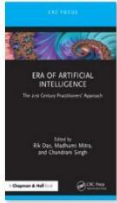
Industrial IoT (IIoT) is the use of network-connected devices and other nursing strategies to progress the production and eminence of an organization's products and product parts. IIoT devices are used primarily for insights on machine health, causes for defective parts, and general data collection.

While having data can lead to improvements throughout the process, the amount of data in addition to the time and resources it takes to process and analyse it is considerable. IIoT is still an emerging field with certain manufacturers hoping it gains greater adoption in the coming years (Aarts, E., Harwig, R., and Schuurmans, M, 2001). The delays are due in part to the longevity of non-network enabled manufacturing machines, and the cost of replacing them.

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Chapter

AI-Enabled Healthcare for Next Generation

By *Milind Godase*, *Sunil Khilari*, *Parag Kalkar*

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BLOCK CHAIN-BASED INCENTIVE-COMPATIBLE REPUTATION MANAGEMENT SYSTEM IN VEHICULAR NETWORKS

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