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GLOBAL INNOVATIONS

Sustainable Practices & Emerging Trends

Editors : Dr. Sheetal Mahendher , Prof. Leonard

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Managing Director Address :

Global Innovations: Sustainable Practices and Emerging Trends conference is more than just an academic or professional gathering. It is a celebration of ideas, a crucible of innovation, and a beacon of sustainable practices that promise to shape our future. As we delve into the discussions and presentations, I urge you all to keep in mind the larger goal that binds us: the vision of a Viksit Bharat — a developed India.

When we speak of a Viksit Bharat, we envision a nation that stands tall on the pillars of economic prosperity, social equity, and environmental sustainability. This vision is intricately connected with the theme of our conference. Sustainable practices and emerging trends are not just academic concepts; they are the very tools that will drive our nation towards this vision.

In the realm of sustainability, we are faced with the imperative to balance growth with ecological responsibility. Our industries must innovate not just for profit but for the planet. The research and discussions today will highlight how cutting-edge technologies and sustainable practices can lead to a greener, cleaner future.

Emerging trends, particularly in technology and industry, hold the promise of transforming our economy and society. From artificial intelligence to renewable energy, from sustainable agriculture to smart cities, these trends are the harbingers of the future we aspire to build. The insights and findings presented at this conference will pave the way for practical applications that can be scaled and adapted to our unique contexts.

A Viksit Bharat is also a Bharat that leverages its human capital to the fullest. Our demographic dividend is one of our greatest assets. This conference, with its diverse participation, exemplifies the spirit of collaboration and learning that will empower our youth, scholars, and professionals to contribute meaningfully to national development.

In conclusion, I would like to emphasize that each one of you here plays a crucial role in this journey. Your ideas, research, and innovations are the building blocks of a sustainable and prosperous future. Let this conference be a testament to our collective commitment to advancing sustainable practices and harnessing emerging trends for the betterment of our nation and the world.

Thank you.

Dr. Manish Kothari

Managing Director

ISBR Business School



Executive Director Address :

Dear Esteemed Colleagues, Distinguished Guests, and Participants,

It is my privilege to present this address for the conference proceedings of the International Conference on Global Innovation: Sustainable Practices and Emerging Trends, hosted by ISBR Business School, Bengaluru. This event was a remarkable milestone in our ongoing efforts to foster global collaboration and knowledge exchange in the pivotal areas of innovation and sustainability.

We were honored to have participants from Cyprus, Spain, Indonesia, Sri Lanka, and India, creating a truly global dialogue. The overwhelming response, with over 85 research papers submitted from across the globe, underscored the significance and urgency of the themes we explored.

This conference was meticulously organized by a dedicated team led by Dr. Sheetal Mahendher, our Convenor, along with Co-convenors Dr. Supriya Lamba Sahdev, Dr. Presht Bharadwaj, and Dr. Jhansi Rani. Their relentless efforts ensured a platform that facilitated intellectual discourse and encouraged networking among passionate individuals from diverse backgrounds.

The conference featured two insightful panel discussions. The first, on "Empowerment through Inclusivity: Creating Change Together" and the second panel, on "Inclusion and Recognition in Sports in Select European and Asian Countries".

The research paper presentations, organized into seven distinct tracks, provided a rich exchange of knowledge and insights. Participants appreciated the quality and relevance of the papers, reflecting the depth of research and the global perspectives brought to the conference.

In conclusion, I extend my sincere thanks to all participants, speakers, panelists, and organizers. Your proactive engagement and contributions made this conference a resounding success. As we reflect on the event and its outcomes, let us continue to contribute to the global discourse on innovation and sustainability with renewed vigor and commitment.

Thank you.

Dr. Anand Agrawal
Executive Director
ISBR Business School



Academic Director Address :

This conference serves as a vital platform for fostering global collaboration and advancing our understanding of innovation and sustainability. We are privileged to have an exceptional panel of keynote speakers, scholars, SPIRIT partners, researchers, and students joining us from around the world, including Cyprus, Spain, Indonesia, Sri Lanka, and India. The inaugural session set a promising tone for our conference. Dr. Manish Kothari, Managing Director of ISBR, delivered a compelling Presidential Address, emphasizing the significance of integrating innovation and sustainability in our efforts to address global challenges. We were also inspired by the insights of our Chief Guest, Dr. Geetha Manjunath, founder, CEO, and Managing Director of NIRAMAI Health Analytix, whose pioneering work in women's health has been truly transformative.

Our two panel discussions promise to be enlightening with enormous insights and this conference is more than an academic gathering; it is a celebration of innovation, collaboration, and the relentless pursuit of sustainable solutions. I am confident that the discussions and insights shared here will inspire new ideas and forge lasting partnerships that contribute to our collective goal of a sustainable future.

Thank you for your active participation and engagement. Let us continue to advance the global discourse on innovation and sustainability with enthusiasm and determination.

Dr. Nila A. Chotai
Academic Director,
ISBR Business School



Convenor
Dr. Sheetal Mahendher,
Professor and Research
Chair, and SPIRIT Project
Coordinator



Co-Convenor
Dr. Supriya Lamba Sahdev,
Associate Professor, HOD
Marketing, and Manager
International Programs

Convenor's Address

It is our great pleasure to reflect on the success of the "Global Innovations: Sustainable Practices and Emerging Trends", International Conference, held on the 1st of March, 2024, at ISBR Business School, Bangalore in collaboration with European Union - SPIRIT project partners. This event was a testament to our collective commitment to driving innovation and sustainability on a global scale.

As convenors of this conference, we — Dr. Sheetal Mahendher, Professor and Research Chair, and SPIRIT Project Coordinator, Conference Convenor, Dr. Supriya Lamba Sahdev, Associate Professor, HOD Marketing, and Manager International Programs, Conference Co-convenor; Dr. Preshth Bhardwaj, Head of Centre of Excellence in Retailing and Analytics, Conference Co-convenor; and Dr. M R Jhansi Rani, Professor and Deputy Director – Research, Conference Co-convenor — are delighted to share the highlights and outcomes of this significant event.

The theme of our conference, "Global Innovations: Sustainable Practices and Emerging Trends," was a reflection of our shared vision for a future where innovation and sustainability are intertwined. We recognize that sustainable practices are more than just ethical responsibilities—they are powerful drivers of progress and essential elements for global development. This conference successfully amplified these practices and inspired transformative change across various sectors. Throughout the conference, we delved into diverse perspectives and inclusive leadership that champion sustainability and innovation. Our sessions covered pressing global challenges and provided a space for dynamic discussions and knowledge sharing. This event was not just about business and sustainability; it was a celebration of human diversity expressed through art, culture, and storytelling.

We were honoured to have participants from across the globe - Cyprus, Spain, Portugal, Indonesia, Sri Lanka, India and more, each bringing their unique insights and experiences. This confluence of ideas and cultures undoubtedly enriched our understanding and inspired new approaches to the challenges we face.

Reflecting on the journey we embarked upon together, we are proud that our efforts have paved the way for a brighter, more equitable future. By fostering connections and sharing innovative practices, we contributed to a global movement that seeks to make the world a better place for all. We extend our heartfelt gratitude to our speakers, presenters, and participants for their valuable contributions. Their engagement and commitment to driving positive social change and promoting sustainable development were truly inspiring.

Thank you for being a part of the Global Innovations: Sustainable Practices and Emerging Trends conference. We look forward to continuing this journey together, advancing innovation, and making a lasting impact on our world



Co-Convenor
Dr. Preshth Bhardwaj,
Head of Centre of
Excellence in Retailing
and Analytics



Co-Convenor
Dr. M R Jhansi Rani,
Professor and Deputy
Director – Research

Panel Discussion Report: Recognition and Inclusion in Sports in Select Asian and European Countries



Moderator : Dr. Sheetal Mahendher, Professor and Research Chair, ISBR Business School

SPIRIT – Sports and Physical Education as a Vehicle for Recognition and Inclusion in Indonesia, India and Sri Lanka. The objectives of SPIRIT project are to create awareness about Sports and Physical Education which leads to reducing Non Communicable diseases in Asian countries and to make this inclusive.



1. Addressing Sedentary Lifestyles and Junk Food Consumption in India

Panelist: Dr. Suresh Mani, Professor & Deputy Dean, School of Allied Medical Sciences, Lovely Professional University

Question: India is an IT hub, and it is very common for people to have prolonged desk jobs with very little physical activity, combined with a high intake of junk food, leading to significant health risks. How do you think this can be dealt with?

Response: Dr. Suresh Mani highlighted the importance of integrating physical activity into daily routines, especially in corporate environments. He suggested that companies should promote active breaks, offer on-site fitness facilities, and organize wellness programs. Additionally, public health campaigns should focus on educating people about the risks of a sedentary lifestyle and the benefits of healthy eating. Schools and communities can also play a crucial role by fostering sports and physical activities from a young age.



2. Building Confidence in People with Disabilities in Sports

Panelist: Mr. Ivan Salazar Chang, PhD Psychology, Innovation Manager at Chair of Sports and Chair of eSports and Active Gaming, University Polytechnic of Valencia, Spain

Question: As a psychologist, how do you build confidence in people in sports, especially for people with disabilities?

Response: Mr. Ivan Salazar Chang emphasized the need for inclusive sports programs that are designed to accommodate and celebrate the abilities of people with disabilities. Confidence can be built through personalized coaching, creating supportive environments, and providing role models who have excelled in sports despite their disabilities. Encouraging participation in adaptive sports and integrating psychological support can significantly enhance self-esteem and confidence.



4. Sports Fitness Industry as a Career Option for Youth in Cyprus

Panelist: Mr. Kyriakos E. Georgiou, Senior Administrator, Rectorate, University of Nicosia, Cyprus

Question: How do you think the sports fitness industry can be a career option for youth?

Response: Ky Kyriakos E. Georgiou highlighted the growing demand for fitness professionals as health and wellness become more prominent in society. He discussed various career paths within the industry, such as personal training, sports management, physical therapy, and sports nutrition. He stressed the importance of providing specialized education and certification programs to equip young people with the necessary skills and knowledge to succeed in this field.



5. Best Practices in Sri Lanka for Encouraging Sports Participation

Panelist: Dr. Thanuja Liyanage, Senior Lecturer, Department of Sports Sciences & Physical Education, Sabaragamuwa University of Sri Lanka

Question: What are the best practices in your country that empower and encourage people to participate in sports and physical activities?

Response: Dr. Thanuja Liyanage noted several effective strategies, including community-based sports programs, government initiatives to improve sports infrastructure, and public campaigns to promote physical fitness. She also mentioned the role of schools and universities in providing opportunities and facilities for sports participation. Collaborative efforts between the government, private sector, and educational institutions are crucial in fostering a sports culture.



6. Recommendations for Healthy Eating for Athletes and Non-Athletes

Panelist: Prof. Dr. Ir. Sri Anna Marliyati, Head of Dietitian Profession Education Study Programme, IPB University

Question: What are your recommendations for healthy eating, and is there any difference between an athlete and a non-athlete, and between women and men?

Response: Prof. Dr. Sri Anna Marliyati recommended a balanced diet rich in fruits, vegetables, lean proteins, and whole grains for both athletes and non-athletes. However, she pointed out that athletes require higher caloric intake and specific nutrients to support their training and recovery. She also noted differences in nutritional needs between genders, with women needing more iron and calcium. Personalized nutrition plans based on individual needs and activity levels are essential.



7. The Relationship Between Genes, Sports, and Nutrition

Panelist: Prof. Dr. Dina Sari, Head of Nutrition Department, Faculty of Medicine, Universitas Sumatera Utara

Question: Is there any relationship between genes, sports, and nutrition? Kindly elaborate.

Response: Prof. Dr. Dina Sari explained that genetics can influence an individual's physical capabilities, predisposition to certain sports, and nutritional needs. Understanding genetic makeup can help tailor training and nutrition programs to maximize performance and health. She emphasized the importance of personalized approaches in sports nutrition and the potential of genetic testing to optimize dietary recommendations and fitness plans.



8. Women Entrepreneurship in the Sports Industry in India

Panelist: Prof. Dr. Kirti Mahajan, Director, International Affairs, Bharati Vidyapeeth (Deemed to be University)

Question: What is your opinion on women entrepreneurship in the sports industry in India?

Response: Prof. Dr. Kirti Mahajan highlighted the increasing presence of women entrepreneurs in the sports industry in India, driven by growing awareness and opportunities. She encouraged women to explore various avenues such as sports management, coaching, fitness training, and sports equipment manufacturing. She also emphasized the need for supportive policies, mentorship programs, and networking opportunities to empower women entrepreneurs in this field.



9. Use of AI in Sports

Panelist: Prof. Dr. Hizir Sofyan, Director of Graduate School, Universitas Syiah Kuala, Banda Aceh, Indonesia

Question: Kindly bring some light into the use of AI in the area of sports.

Response: Prof. Dr. Hizir Sofyan discussed the transformative impact of AI in sports, from enhancing athletic performance to improving fan engagement. AI technologies are used in areas such as performance analysis, injury prevention, and personalized training programs. He also mentioned AI's role in managing sports events, analyzing game strategies, and providing immersive experiences for fans through virtual and augmented reality.



10. Role of Social Media in Sports in India and Beyond

Panelist: Ms. Tiffany Correia, Software Developer, Edulab, India

Question: Throw some light on the role of social media in sports in India and across.

Response: Ms. Tiffany Correia emphasized the significant influence of social media in promoting sports, connecting fans, and providing a platform for athletes to engage with their audience. Social media platforms have become essential tools for marketing, fan interaction, and broadcasting live events. She highlighted how social media helps in creating a global sports community, amplifying lesser-known sports, and providing opportunities for sponsorships and collaborations.

Conclusion

The panel discussion, moderated by Dr. Sheetal Mahendher, provided valuable insights into various aspects of sports recognition and inclusion across different countries. The experts shared their perspectives on promoting healthy lifestyles, empowering individuals, leveraging technology, and encouraging participation in sports, highlighting the importance of a collaborative and inclusive approach in the sports industry.

Panel Discussion Report on Empowerment Through Inclusivity: "Creating Change Together"

Introduction



Moderator: Dr. Veena Shenoy, Head SDG's Impact and Associate Professor, ISBR Business School

In today's interconnected world, the significance of inclusivity in driving empowerment and catalyzing transformative change cannot be overstated. As evidenced by compelling statistics from reputable research organizations, the benefits of fostering diversity, equity, and inclusion (DEI) span across various sectors, from workforce dynamics to economic prosperity, education, social cohesion, and health outcomes.

The panel discussion on "Empowerment Through Inclusivity: Creating Change Together," held at ISBR Journal, provided a platform for esteemed panelists to delve into the multifaceted aspects of inclusivity and its role in driving societal progress. Moderated by Dr. Veena Shenoy, the panel comprised distinguished members from diverse backgrounds, each offering unique perspectives and insights into the theme.

Setting the Context: The Importance of Inclusivity

Dr. Veena Shenoy began the session by setting the context, emphasizing the transformative potential of inclusivity in fostering empowerment across various domains. She highlighted the interconnectedness of inclusivity with economic growth, social cohesion, and individual well-being, citing compelling statistics and research findings that underscore the tangible advantages of embracing diversity and equity. Then in the second round, panelists delved deeper into specific aspects of inclusivity, addressing unconscious bias, inclusive hiring practices, empowering employees at all levels, and the impact of diverse leadership on organizational inclusiveness.

Panelists' Insights:



Chella Pandian Pitchai :

Chella Pandian Pitchai, drawing from his experience at Biocon, shed light on the importance of empowering women in professional settings. He defined empowerment as recognizing one's self-power and breaking gender barriers, emphasizing the role of initiatives like pink hiring and representation in fostering environments where women can thrive and lead with confidence. Chella's insights highlighted the significance of organizational initiatives in driving inclusivity and empowerment.

Chella addressed the issue of unconscious bias in leadership and its impact on decision-making processes. He emphasized the need for proactive strategies to mitigate bias, ensuring fair and inclusive decision-making across all levels of the organization. Chella's insights highlighted the importance of self-awareness and continuous learning in addressing unconscious biases.

**Dr. Anita Prasad :**

Anita Prasad offered insights into supporting individuals within the LGBTQA+ spectrum, particularly those facing intersectional challenges. She stressed the importance of comprehensive awareness campaigns and educational initiatives in fostering understanding and acceptance, advocating for equity and inclusivity for all marginalized identities. Anita's perspective underscored the holistic approach needed to promote inclusivity across diverse communities.

Anita discussed ways in which educational institutions can actively promote an environment of acceptance and support for LGBTIQ individuals. She highlighted the importance of implementing training and awareness sessions at various levels to foster inclusivity from an early age. Anita's insights emphasized the role of education in shaping attitudes and behaviors towards marginalized communities.

**Mohan Kumar :**

Mohan Kumar elaborated on strategies for creating a safe and inclusive environment for employees to voice concerns and participate in decision-making processes. He emphasized the need for inclusive management practices and clear governing policies to foster an environment where employees feel empowered to actively engage. Mohan's insights highlighted the importance of organizational culture in driving inclusivity and employee empowerment.

Mohan discussed strategies for empowering employees at all levels to take ownership of diversity and inclusion efforts within their respective teams and departments. He emphasized the role of leadership in embedding values into everyday habits and fostering a culture of trust, where employees feel empowered to drive meaningful change. Mohan's insights highlighted the importance of distributed leadership in driving organizational inclusivity.

**Natasha Shirazi :**

Natasha Shirazi shared success stories stemming from Employee Resource Groups (ERGs), showcasing their tangible impact in driving diversity and inclusion initiatives within organizations. She emphasized the role of ERGs in amplifying individual voices and catalyzing broader organizational shifts towards fostering inclusive practices and attitudes. Natasha's insights highlighted the importance of grassroots initiatives in driving organizational change.

Natasha elaborated on inclusive hiring practices and their role in promoting diversity and equity at all levels within organizations. She cited examples of companies like Dell that prioritize inclusive hiring efforts, leading to diverse representation across organizational hierarchies. Natasha's insights underscored the importance of valuing employee voices and fostering psychological safety in creating inclusive workplaces.

**Roy C Thomas :**

Roy C Thomas shed light on the Nasscom Foundation's efforts in supporting companies to develop equity policies and foster collaborative efforts for change. He highlighted initiatives such as upskilling programs and educational sessions on disability inclusion, emphasizing the importance of collaboration in creating more inclusive environments. Roy's insights underscored the pivotal role of organizations in driving societal transformation through collective action.

Roy reflected on the positive impact of diverse leadership on organizational inclusiveness. He emphasized the importance of representation at leadership levels in reflecting the equity policies of the organization and fostering a culture of inclusivity. Roy's insights underscored the role of leadership in setting the tone for inclusive practices and policies across the organization.

Dr. Veena Shenoy's Moderation:

Throughout the discussion, Dr. Veena Shenoy's moderation played a crucial role in steering the conversation and eliciting valuable insights from the panelists. Her adept facilitation ensured a robust exchange of ideas, enriched by the diverse perspectives of the esteemed panelists. Dr. Shenoy's moderation added depth and coherence to the discussion, contributing to a comprehensive exploration of the theme.

Conclusion:

In conclusion, the panel discussion on "Empowerment Through Inclusivity: Creating Change Together" provided a comprehensive exploration of the transformative potential of inclusivity across various domains. The insights shared by the esteemed panelists highlighted the importance of organizational initiatives, grassroots efforts, and collaborative action in driving societal progress towards a more inclusive, equitable, and prosperous future for all. Dr. Veena Shenoy's adept moderation ensured a fruitful exchange of ideas, enriching the discussion and contributing to a deeper understanding of the theme. As the global community continues to grapple with complex challenges, the imperative of inclusivity in fostering empowerment and driving positive change remains more relevant than ever.

ABSTRACTS

Enhancing Employee Satisfaction and Retention in Private Hospitals: A Comprehensive Analysis of Job Dynamics, Attrition Factors, and strategic Interventions in Bengaluru's Hospital Sector

Vishnupriya L V (ISBR Research Centre , Bangalore)

Abstract :

This survey-based research delves into the intricacies of employee satisfaction and retention in the private hospital sector in Bengaluru, India. The study encompasses diverse perspectives from hospital professionals holding various positions, ranging from Registered Nurses and Medical Doctors to Administrative Staff and Allied Health Professionals. The questionnaire explores key factors influencing job satisfaction, such as the level of education, years of experience, and specific aspects contributing to overall satisfaction. Additionally, it scrutinizes the impact of attrition factors, including opportunities for career advancement, compensation and benefits, workload, and employee recognition. The survey investigates the effectiveness of existing retention strategies, such as mentorship programs, competitive compensation packages, and recognition initiatives. Participants are also asked about the adequacy of professional development opportunities and how enhancing training programs could potentially impact retention. Compensation and benefits are examined in detail, probing the satisfaction levels and assessing the perceived influence of the compensation structure on employee retention. Work-life balance is another critical dimension, evaluated in terms of its impact on employee retention within the dynamic hospital sector. Communication channels within departments, leadership and management styles, perceived job security, and growth opportunities are scrutinized to understand their correlation with employee satisfaction and retention. The organizational culture's role in contributing to employee satisfaction and retention is also explored, examining collaborative, inclusive, traditional, or toxic work environments. The survey captures the repercussions of the COVID-19 pandemic on employee retention and attrition, elucidating specific challenges faced and strategies employed during this unprecedented period. Furthermore, it addresses the importance of diversity and inclusion initiatives and their impact on employee satisfaction and retention. Finally, employee engagement is examined as a potential catalyst for retention, with insights into how measurement methods, such as surveys, evaluations, and participation in workplace events, correlate with job satisfaction and commitment. This comprehensive survey provides valuable insights that can guide private hospitals in Bengaluru in tailoring effective strategies to enhance employee satisfaction and retention, ultimately contributing to the resilience and success of the hospital workforce in the region. The significance of employee satisfaction and retention in the hospital industry cannot be overstated. As hospitals strive to provide quality patient care, the well-being and engagement of their workforce play a pivotal role. This study aims to unravel the nuances of job satisfaction, attrition factors, and the effectiveness of retention strategies in private hospitals, paving the way for informed managerial decisions and enhanced organizational performance.

Waste to Energy - Supply Chain Optimization

Ajay Tom (Christ University, Bengaluru, India)

Abstract :

This paper addresses the critical challenge of promoting the widespread adoption of biofuels, such as Sustainable Aviation Fuel, Renewable Diesel, and Renewable Natural Gas, to mitigate emissions in challenging-to-decarbonize sectors like Aviation and Marine. Despite the environmental benefits, the high production costs of biofuels compared to traditional fuels present a significant barrier to scalability. The study focuses on optimizing the complex supply chain involved in biomass-based biofuel production, aiming to forecast biomass availability, strategically locate preprocessing depots and biorefineries, and determine efficient transportation volumes. Leveraging historical data and advanced forecasting techniques, the project utilizes Linear Programming Problem (LPP) solutions to minimize costs while ensuring the optimal utilization of assets. The proposed approach outperforms alternative methods, as evidenced by its impressive 15th rank in a competitive hackathon, underscoring its potential as a reliable and effective solution for advancing sustainable biofuel initiatives. The findings contribute to the discourse on enhancing the economic viability and environmental impact of biofuel production, offering practical insights for industry stakeholders and policymakers.

Issues and Challenges of Working Women in Jordan

Ahlam Musallam Ahmad ramadna (ISBR Research Center, Bangalore)

Dr. M.R.Jhansi Rani (Professor, ISBR Business School, Bangalore)

Hassan Abdelwahab Abdalla Babiker (ISBR Research Center, Bangalore)

Abstract:

As we embark on this study, it is imperative to understand that empowering working women is not a one-size-fits-all endeavour. The unique cultural context of Jordan adds layers of complexity and nuance to the discussion. By comprehensively examining the challenges and opportunities faced by working women in Jordan, this research aims to contribute to the ongoing dialogue on gender equality and provide actionable insights for policymakers, businesses, and advocacy groups. In the subsequent sections, we will explore the existing literature on women in the Jordanian workforce, the methodology employed in this study, and a thorough analysis of the challenges and opportunities for empowering working women. Through this research, we aspire to shed light on a path towards a more inclusive, equitable, and economically vibrant future for women in Jordan.

Preferred Sources of Financing by MSMEs and Reasons for such Preference in Tripura State in North East India

Akinchan Sarkar (Research scholar department of humanities and social sciences National Institute of Technology Patna Bihar)

Dr Ashish Ranjan Sinha (Associate professor department of humanities and social science, National Institute of Technology Patna Bihar)

Abstract:

Micro, Small and Medium Enterprises (MSMEs) are considered to be growth engine of any economy, and their importance increased tremendously for the developing countries. But it is, equally true that MSMEs face unique challenges. The focus of this study is identifying preferred financing sources and reasons for such preference by the MSMEs in the hilly state of Tripura in North East India. For the study primary data were collected through schedules. The study reveals that owners or managers of MSMEs are not aware about non conventional financing sources. Policy makers should take steps to educate and sensitize owners and managers of MSMEs about those sources. It is also seen that while most preferred source of financing is Banks/Financial Institutions, but MSMEs are still depended upon own fund, fund from Friends and Relatives and Money Lenders for financing their business. Therefore, policy makers should frame policies to involve Banks/Financial Institutions to invest in this sector to make the sector more vibrant

Pharmacists Readiness Towards Involvement In Vaccinations During Pandemics

Dr. Hassan Abdelwahab Abdalla Babike (ISBR Research Scholar,Bangalore)

Dr. Ajit Kiran Kaur (Principal, (SOP), Department of Pharmacy Monad University)

Dr. Manjunath S (Professor , Patel Institute of Science and Management , Bangalore

Abstract :

Pharmacists have a crucial and central role within the healthcare system, especially during times of crisis. The individual's adeptness in the management and administration of drugs makes them vital in the immunization procedure. By recognizing and encouraging the involvement of individuals in the process of receiving immunizations, we may ensure a more efficient and widespread distribution of vaccines, leading to the preservation of a larger population during future public health emergencies. The primary aim of this study is to gain a comprehensive understanding of the preparedness of pharmacists in administering immunizations during periods of pandemics. The present study is characterized by its descriptive nature and adopts a deductive method. It encompasses a sample of pharmacists located in India. A meticulously designed questionnaire was developed by including the methodologies employed in the studies conducted by Mercer, J. et al. (2022) and Merks, P. et al. (2021). A sample size of 100 pharmacists was picked from Bangalore city using the Cochran method, which accounts for a known population, a 10% margin of error, and a 95%confidence level. The selection of the sample was based on convenience. The study's findings suggest that pharmacists demonstrate preparedness to assume the role of administering during pandemics.

Customer Loyalty and Retention in CRM

Benila Susan Jacob (Research Scholar, ISBR Research Centre)
Dr. Karpagam T (Associate Professor, ISBR Research Centre)
Dr. M R Jhansi Rani (Professor, Research, ISBR Business School, Bangalore)

Abstract :

Customer Relationship Management (CRM) has become a critical component for businesses seeking to build and maintain strong relationships with their customers. In today & competitive business environment, customer loyalty and retention are essential for sustained success. This research paper aims to explore the dynamics of customer loyalty and retention within the context of CRM. It delves into the various strategies, technologies, and best practices that organizations employ to foster customer loyalty and enhance retention rates. By examining the theoretical foundations, practical applications, and current trends in CRM, this paper provides valuable insights for businesses aiming to develop effective customer-centric strategies.

A hypothetical study on sustainable business practices of evs and e-based mobility on economic development of india

Shilpa K P (Research Scholar ,MES College of Arts, Commerce and Science)
Dr Umaprabha S (Assistant Professor, Thanthai Periyar Government Arts & Science)

Abstract :

The Indian automotive sector has witnessed significant growth due to the country `s large population, making it the 6th largest vehicle manufacturer globally. However, the increasing vehicular population has led to a rise in fossil fuel consumption, contributing to environmental concerns. This study aims to examine the impact of adopting electric vehicles (EVs) and e-based mobility on the environment, the Current Account Deficit (CAD), the Gross Domestic Product (GDP), and consumer preferences in India. The study identifies the problems associated with the transportation sector, such as fast depletion of fossil fuels, rising energy costs, environmental impact, and concerns over climate change. The objectives of the research include analyzing the impact of EV adoption on the environment and climate change, studying its effect on the CAD and GDP, and exploring consumer perceptions of EVs and e-based mobility. Primary data is collected through questionnaires administered to potential consumers, environmentalists, economists, and policymakers, while secondary data is also utilized. Statistical tools such as percentage analysis, bar graphs, and pie charts are employed to analyse the data. The findings reveal that a significant majority of respondents agree that the adoption of EVs and e-based mobility can have a positive impact on the environment, the CAD, the GDP, and consumer preferences. The study suggests that decoupling the Indian automobile sector from oil and natural gas would improve the country's trade balance. It also highlights the potential for job creation, cost savings on oil imports, and the reduction of pollution associated with EV adoption. In conclusion, the study supports the hypothesis that the adoption of EVs and e-based mobility has a significant relationship with positive outcomes for the environment, the economy, and consumer preferences. The findings underscore the need for India to transition rapidly from conventional vehicles to EVs and e-based mobility .

Impact of AI on Personalised Targeting in Social Media Advertising

Sudarshan Muralidharan (Department of Management Studies, NALSAR University of LAW)

Abstract :

This paper delves into the impact of artificial intelligence (AI) on personalized targeting within social media advertising. Today marketers rely heavily on sophisticated algorithms that allow them to tailor content to individual user preferences. The paper investigates how these AI algorithms analyse user data to enhance the delivery and engagement of advertisements. Through an analysis of the advantages and drawbacks of AI-driven personalized targeting, this study aims to foster a deeper comprehension of the present state and future ramifications of technology and advertising on social media platforms. By utilising case studies and data analysis to showcase the efficacy of AI in transforming advertising practices, this research offers valuable insights for marketers, researchers, and policymakers who operate in the dynamic realm of digital media.

Systematic review of literature on sustainable practices by Indian higher education institutions using PRISMA analysis

Rajput Kanchan Gulabsing (Assistant Professor, Department of Management SSMRV College)
Dr. Anil Sharma (Assistant Professor, PIMR, Department of Management, Parul University)
Dr. M R Jhansi Rani (Professor & Director, ISBR Research Centre, Bangalore)

Abstract :

As India grapples with urgent ecological threats, higher education institutions (HEIs) have a vital role to play in stewarding sustainability transitions through their education, research and community outreach missions. This systematic review adopts the PRISMA approach to analyse contemporary empirical insights on the status, patterns, enabling conditions and persistent gaps hindering sustainability adoption across Indian university campuses. Database searches using Boolean search strings related to sustainability, higher education and India yielded 1124 results, which through systematic relevance screening narrowed to 23 studies for final analysis. Evidence maps current momentum around energy, water, waste efficiencies and renewable technologies installation, albeit incremental; marginal sustainability curriculum and research outputs integration; and substantial student endorsements contrasting faculty-administration apathy. Enablers emphasize top-down signalling through vision statements, governance bodies and external ecosystem incentives like accreditation metrics that provide initial triggers. However restraints include competing priority pressures, inadequate structural capacities around technologies and specialized talent alongside weak extrinsic incentives for Indian public education institutions. Methodological limitations of current studies encompass narrow techno-centric analytics, predominant dependence on perceptual surveys, and minimal interventions or exploratory assessments. Recommendations spotlight strategic integration across institutional commitment, academic advancement and operational enablement functions guided through commitment-competence-culture indices spanning policies, pedagogies, partnerships, and participatory behaviours. Mainstreaming sustainability requires transitioning beyond bolt-on efforts to embedding formally within higher education DNA through governance, learning and demonstration pathways synchronized institution-wide

A Conceptual Study on Corporate Social Responsibility and Sustainability

Ishwarya J (Research Scholar, ISBR Research Centre)
Prof. S C Poornima (Department of Commerce, ISBR Research Centre)

Abstract :

India's Companies Act, 2013, updated the 1956 Act, introducing a section on Corporate Social Responsibility (CSR) mandates for certain corporations. Corporate Social Responsibility is an essential aspect of modern business practices that focuses on the responsibility of corporations towards society, the environment, and various stakeholders such as employees, customers, investors, and the community at large. It goes beyond the traditional goal of profit maximization and emphasizes the importance of ethical behavior, sustainability, and community engagement. By incorporating CSR into their business models, companies demonstrate a commitment to making a positive impact on society rather than solely focusing on financial gains. Furthermore, CSR helps companies build and maintain a positive corporate image and reputation. In the LPG era, long-term growth and profit maximization are crucial and organizations must be accountable to themselves and stakeholders. The study's goal is to comprehend the ideas of CSR and sustainability. The study relies on secondary sources.

Employee Engagement and Psychological Empowerment: How Workplace resources Contribute to Affective Commitment?

George George P (Research scholar, Pg and research department of management, Marudupandiyar college, Thanjavur)
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Abstract :

Health care relies on nurses. Nurse involvement improves job performance and organizational commitment. Employee Engagement, Psychological Empowerment, and Affective Commitment are closely linked to the Conservation of Resources (COR) model. Employee Engagement components like Vigor, Dedication, and Absorption align with resource gain in COR, as they signify the acquisition of energy, purpose, and time. Psychological Empowerment elements, such as Autonomy, Competence, and Impact, also relate to resource gain as they provide employees with control, confidence, and influence. Affective Commitment, being an emotional connection, serves as a resource gain itself by offering security and well-being. Together, these links show how these constructs reflect outcomes of resource gain in the COR model, contributing to employees' overall well-being and fostering a positive work environment. The JD-R paradigm says that job resources like autonomy and social support (which are parts of psychological empowerment) make employees more engaged and committed to their work (organizational commitment).

Impact of social media on consumers` purchasing behavior in promoting sustainable living with reference to chennai, urban tamil nadu

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Patricia Paul (Assistant Professor, St. Joseph`s College of Commerce, Brigade Road, Bengaluru)

Abstract :

Sustainable living involves utilizing resources in a manner that ensures their availability for future generations. It is an effective approach that can help restore the deteriorating environment when widely practiced. Sustainable products, which are made using biodegradable materials and minimal natural resources, facilitate the adoption of a sustainable lifestyle with ease. The occurrence of disease outbreaks and natural calamities serves as evidence that a shift in lifestyle is necessary to reverse the damage caused. Inevitably, social media has become an integral part of people`s lives, influencing their purchasing choices to some extent. This paper aims to examine this phenomenon in relation to sustainable products. It provides an overview of consumer awareness about sustainable products and investigates how social media influences consumer purchasing behaviour. The usage of products often leads individuals to incorporate sustainable practices into their daily lives. The study aims to determine if awareness and usage of sustainable products contribute to sustainable living. "Sustainable products " refer to goods and services that are designed, produced, and consumed in a way that minimizes their impact on the environment, society, and economy, both in the short and long term. To analyze this, an online questionnaire was distributed to respondents residing in Chennai Urban, Tamil Nadu. The study sample consisted of 385 participants. The collected data was then analyzed using simple linear regression to establish relationships. The study results demonstrated that respondents possess a good level of awareness about sustainable products, and social media does influence their purchasing behaviour to some extent. However, when it comes to making a complete lifestyle shift, the results are positive but minimal. Although respondents are aware of sustainable products, achieving a comprehensive lifestyle change will likely require government intervention. It requires significant motivation for individuals to move beyond convenience and adopt a new lifestyle, as awareness alone often does not translate into behaviour change. Sustainability is a holistic approach that recognizes the interconnectedness of environmental, social, and economic systems. It aims to meet the needs of the present without compromising the ability of future generations to meet their own needs. Embracing sustainability is essential for creating a more just, resilient, and thriving world.

Neuro marketing: An insight into eye gazing to understand consumer purchase intention towards cosmetic products

Manohara V (Assistant Professor , Government First Grade College Holenarasipura, Hassan)
Dr. Alka Jain (Professor, ISBR Research Centre)

Abstract :

This paper investigates the impact of eye gazing techniques on consumer attention and buying behavior in the context of cosmetic products. It uses eye tracking technology to explore the relationship between eye movements, emotional engagement, and purchasing decisions. The study highlights the importance of eye contact in fostering trust, enhancing perceived value, and influencing emotional connections with cosmetic products. Data is collected through a structured questionnaire administered to 330 participants in Bangalore, Mysore, and Hassan. The research methodology includes statistical analyses, Principal Component Analysis (PCA), and Principal Component Analysis (ANOVA) to assess differences in consumer buying behavior. Results show significant variations in eye gazing patterns among individuals exposed to different product designs, colors, signage, packaging styles, product displays, and promotional messages. Cultural factors, gender differences, and emotional engagement through eye contact are explored to provide a comprehensive understanding of the dynamics at play. The paper offers insights for marketers and designers to develop effective strategies that align with diverse consumer perceptions, emphasizing the importance of cultural sensitivity, personalized marketing approaches, and a balanced use of eye contact in promotional materials.

Analysis of thyroid using machine learning

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Supriya L.P (Computer science, Kerala Technological University)
Annlin Jeba (Computer science, Kerala Technological University)

Abstract :

Thyroid disease is a general medical problem faced by the people all around the world. There have been so many revolutionary inventions and investments approved by scientists all around the world for the treatment of the syndrome. It can affect people belonging to any age group. They are generally detected by various tests done medically but the fact that machine learning improvised techniques are faster, less time consuming cannot be neglected.. Our comparison with various machine learning algorithms narrows us down to multilayer perceptron .Datasets are collected in surplus and fed to the MLP to categorize normal and abnormal thyroid malfunctions. . Through training and optimization techniques, the model learns from the labeled data, and its performance is analytically overviewed using various milestones. The project aims to provide valuable insights into the effectiveness of MLPs in thyroid syndrome classification, interfering to improvise diagnostic accuracy and healthcare output.

The Transformative Influence of Artificial Intelligence on Social Media Ecosystem: An Empirical Study on Influencers, Social Ads, Content Generation, and Consumption Dynamics with Special Reference to Bangalore Urban

Kiran Kumar A (SSMRV College, Bengaluru)
Swapna H N (SSMRV College, Bengaluru)

Abstract :

Artificial intelligence refers to the ability of machines or software to perform tasks typically associated with human intelligence. This includes things like learning, reasoning, problem-solving, perception, and decision-making. Artificial Intelligence crucially changes how we engage in social media. Artificial Intelligence analyses user behaviour and it enhances content recommendations, customizing our feeds. Artificial intelligence is transforming social media, making it increasingly efficient, personalized and engaging for many individuals. This paper puts forward an in-depth analysis of the multifaceted impact of artificial intelligence on social media platforms. Artificial intelligence is transmuting the social media optimize influencer marketing, enabling targeted audience engagement. Artificial intelligences analytical capabilities also provide valuable insights into user behaviour, aiding in strategic decision-making for content creators and platform administrators.

Retailing and Analytics: “A Study on Impact of AI in Retail Supply Chain Influencing Global Retail Analytics”

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Hemanth C R (Dept. of Commerce and Management Darshan College , BangaloreDarshan College)

Abstract :

Retail supply chain stands out as a Core of the Supply Chain Management, where it is the process of managing the production and distribution of products. It falls between manufacturing and distribution in the supply chain. Retail analytics is the use of data analysis and computational techniques to gain knowledge of various components of retail operations, and moreover Artificial Intelligence is booming & conquering the world and making tasks more reliable and time effective. The main components of Supply chain such as Sourcing, Scheduling, and Delivery playing a very important role in the global logistics Sector. This Study is conducted to analyze and understand the concept of Retail Supply Chain and bring out the significance of AI in “System Application and Products in Data Processing (SAP)” in Retail Management. This research is focused on ramification of Artificial Intelligence on Retail markup and the cost of the product of the retail supply chain. To deal with the Retail Industry challenges like Omni channel complexities, Inventory visibility and Surge in Orders facilitating with AI to undergo the Intricacy to diagnose the Global retail analytics to prognosticate the Economy of the world. This paper gives a clear picture to adopt tactics which are required for the Compound Annual Growth Rate (CAGR) of Retail Analytics. This research is conducted by collecting primary data from the public by providing their opinion based on their knowledge and as well as secondary data. This research proves that Impact of AI in the Retail Supply Chain is a growth towards the world’s Economy

Reskilling and Upskilling the workforce for the future- perspective of the students

Kavya.N (RNSFGC Channasandra, Bengaluru)
Varsha.v (RNSFGC Channasandra, Bengaluru)

Abstract :

This article examined the requirement and importance of reskilling and upskilling the workforce for the future, the expectations of the future work force(students) towards the reskilling and upskilling methodologies which will be source of implementing new plans towards reskilling and upskilling leading to growth. This work clarified the various issues or factors that affect the process of reskilling and upskilling being a major disadvantage for the growth in the organisation and economy and the sectors that reskilling is not focused. Methodology: As a part of data analysis primary source of data was collected from different levels of personalities through questionnaire wherein it had 102 respondents, whose response was basic source of data to the research. The respondents were from different qualifications where it contained students who are the future workforce of the country in majority and employees, business personalities. Secondary source of data was also used in the process. Finding: This study helps in providing the major reasons for ineffective upskilling and reskilling methodologies to be that some amount of workforce is not aware of the skills that are available to them due to lack of knowledge where the awareness of required skills is mostly known only to some sectors such as software but is unknown to many such as agricultural sectors which is major limitation, also unaware about the importance or methodologies , step back to take risk in building as a result, increase in unemployment, unskilled workers leading to inefficient work force that is not updated or lack in skills important for the present market or future market, ultimately effecting the growth and development of the economy and individual. This study also gave some recommendations by future workforce that can be implemented or used for effective utilization of reskilling and upskilling methodologies.

Sustainable future - examining the intersection of business practices and innovation solutions with special reference to bangalore urban

Harshitha R (SSMRV College, Bangalore)
T Naga Chandra Shekar (SSMRV College, Bangalore)

Abstract :

The concept of Sustainable Future started in the late 20 th century to tackle the environmental challenges. Sustainable Future means meeting the present needs without compromising the future needs of their own. The purpose of Sustainable Future is to create a relationship between humans and the planet. The concept of Sustainable Future plays a significance role in environmental, social, and economic sustainability. This research is to encompass about the development of products that are made of renewable materials. It is safe for use and promotes a safety and healthy environment. It also focuses on innovation practices that can implement innovation in the business context. The study examines about how organizations are adopting technological advancements, eco- friendly practices and innovative solutions that focuses on fostering towards the global economy. To summarized this, the study attempts to describe Sustainable Future in an innovative approach including the sustainability issues.

Sustainable Neck Pain Management for Homemakers: A Pre-Post Experimental Study

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Dr. Jinal Naik (Arogyam Advance Physiotherapy Joint and spine clinic)

Dr Sneha Katke, (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)

Dr. Sachin Shetti (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)

Abstract :

Neck pain, a major global disability, disproportionately affects women, especially homemakers performing repetitive domestic tasks with poor ergonomics. Regular exercise helps, but access might be limited. Telerehabilitation, using technology for remote care, emerges as a potential solution.

Study Aim: This study investigated the effectiveness of a combined telerehabilitation program of structured neck exercises and ergonomic advice on activity limitations and participation restrictions in homemakers with non-specific neck pain. **Methods:** 62 female homemakers (average age 36) with moderate neck pain participated in a 30- day intervention. After initial in-person training, they performed daily supervised exercises via telerehabilitation and received ergonomic advice. Pain, strength, quality of life, and functional limitations were assessed before and after the program.

Results: The combined intervention significantly improved pain, strength, quality of life, and all components of the ICF Core Set, a standardized outcome measure for disability.

Conclusion: Telerehabilitation with structured neck exercises and ergonomic advice can effectively reduce pain, improve strength and quality of life, and enhance function in homemakers with neck pain. This study also highlights the ICF Core Sets usefulness in evaluating neck pain interventions. Telerehabilitation offers a promising, accessible treatment option for individuals facing barriers to in-person care.

A Survey on Physiotherapists; Knowledge, Attitudes, and Practices Regarding Sustainable Practices

Dr. Sneha V. Katke (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr. Prashant Naik (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr. Sachin Shetti (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr. Manal Anthikat (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)

Abstract :

Nowadays, it is increasingly urgent to regulate the use of the natural resources of our planet. This study investigated the current state of sustainable practices among physiotherapists through a comprehensive survey of 580 clinical practitioners. The survey evaluated knowledge, attitudes, and existing practices within four main sections: knowledge, attitude, current practices, and suggestions/improvements. Findings revealed encouraging levels of general understanding about sustainability concepts, along with positive attitudes towards adopting greener practices. However, knowledge gaps in specific areas and practical implementation challenges were identified. From the field of physiotherapy, it is necessary to address this issue to ensure that our centres comply as much as possible with the Sustainable Development Goals (SDGs).

Case Report: 3 Weeks of Extracorporeal Therapy and Tele Rehabilitation for Shoulder Calcification

Dr Sachin Shetti (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr Prashant Naik (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr Sneha Katke (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr Manal Anthikat (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Dr Rutuja Phadke (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)

Abstract :

This case report presents the treatment of a patient with shoulder calcification and reduced range of motion using a combination of extracorporeal shockwave therapy (ESWT) and tele-rehabilitation. The patient received 3 sessions of ESWT, once per week, followed by daily guided shoulder exercises delivered via tele-rehabilitation for 3 weeks. Pre- and post-treatment assessments included goniometry for range of motion, SPADI (Shoulder Pain and Disability Index) score for shoulder function, and X-ray imaging. The results demonstrated significant improvements in pain, function, and range of motion, suggesting the potential benefits of this combined approach in reducing patient burden and promoting sustainability in physiotherapy.

Strategies for Enhancing Business Resilience Through Digital Transformation: A Comprehensive Research Analysis with Special Reference to Bangalore Urban

Alekya G S (SSMRV College, Bangalore)
Pichili Bhavana (SSMRV College, Bangalore)

Abstract :

Transformation means to emerge from challenges and become stronger. It has to be a continuous process. Digital transformation refers to the adoption and application of technology in order to keep up with the competitors of business. Just upgradation in technology doesn't mean digital transformation. Organizations will have to apply, integrate and frequently upgrade in order to keep up with the competition in today's business world. Digital transformation plays a vital role in every organization. From a pocket-sized industry to the most happening industry i.e. food and fashion, everything has been digitalized. World has evolved from recording the accounting on paper to recording them digitally. Shift from paperwork to digital world is the most crucial aspect in today's era. Efficient use of technology reduces the overall cost of a product or service in return we can see there will be customer satisfaction. It is important for organizations to adapt with changes, develop new strategies thereby result in digitalization. Organizations that are capable enough to adopt themselves to digital transformation are subjected to higher probability of success and will be more capable compared to their competitors and sustain in the market.

The Role of Women in Personal Finance

Nikita (Student ,ISBR Business School Bangalore)

Abstract :

As society has moved toward gender equality and financial empowerment, women roles in personal finance have changed significantly throughout time. This we examine how women play a crucial part in personal finance management and emphasizes how much of an impact they have on the financial health of households. Women are contributing to long-term financial stability and resilience as they make more and more decisions about investments, savings, and budgeting. The research looks at societal perceptions, education, and resource availability as well as other factors that affect women's financial empowerment. The abstract highlights the significance of financial literacy initiatives and inclusive financial services, acknowledging the distinct obstacles that women encounter. In the end, developing economic empowerment and attaining total financial success at the individual and family levels depend heavily on comprehending and encouraging women's involvement in personal finance. It explores how women's involvement in personal finance management has changed over time, providing insight into their increasing power in economic decision-making. It looks at how women's financial literacy is influencing household budgets, investments, and financial objectives through a study of cultural changes and evolving norms. The abstract highlights the necessity of specialized financial education initiatives that remove obstacles and foster inclusivity in the financial sphere while also considering the special needs of women. Understanding and promoting women's financial empowerment is essential for creating strong, successful families, since they continue to play a major role in directing household financial strategy.

Impact investment for a sustainable future

Nandini B (Assistant Professor, Swamy Vivekananda Rural First Grade College, Chandapura)

Abstract :

Impact investment has tremendous potential to contribute towards sustainable future. The growing significance and gradual development of the field warranted an investigation into its research trends. This paper provides a deep insight into the field of impact investment with reference to sustainable future using bibliometric analysis and content analysis. VOSviewer and Biblioshiny were used for analyzing the data and visualizing the results. The study is holistic and explores the diversity of the existing researches pertaining to the study area on the basis of several parameters. This study identifies prolific authors, documents, sources, institutions, and countries along with impactful keywords. The study provides significant insights about the prior research conducted in the field by identifying eight research clusters. It also provides valuable information about the research themes. Research results are expected to provide detailed insights about the research landscape of this particular field and also new direction for further research in this growing field.

A Case Study about Financial Literacy among Women Professionals in Jaipur District

Manjula N (Swamy Vivekananda Rural First Grade College Chandapura)
Dr. Ankit Acharya (Swamy Vivekananda Rural First Grade College Chandapura)
Dr. Rishi Kant Mittal (Swamy Vivekananda Rural First Grade College Chandapura)

Abstract :

Financial literacy plays an important role in the socio-economic development of a country besides political and legal framework. Moreover, women play an important role in the economic growth and development of a country. In a country like India with 50% female population, their contribution to economic growth is unprecedented. Women must be financially literate to be economically strong. Women education is essential for improving their status in the society and also to empower them. In modern times, women are equal earning partners in a family but it is often observed that they do not possess required financial knowledge and skills to make sound investments. With abundant and complex financial products and services available in the market, it is essential for women to have basic financial knowledge and Information to ensure safe returns on their money. The present study focuses on how different socio-economic and demographic factors influence financial literacy of professional women in Jaipur district of Rajasthan

Role of Social Media in Promoting Health Literacy among Women

Aswani Thampi P (Research Scholar, Institute of Management in Kerala)
Dr.Ambeesh Mon.S (Assistant Professor, Institute of Management in Kerala)

Abstract :

In today modern era, health literacy is important for everyone as it is a key determinant of health and disease prevention. Improving health literacy is an important goal for individuals, communities, as well as for the healthcare system as a whole. Social media platforms emerged as powerful educational resources in which people seek and share health related information and form decisions regarding their subsequent health behaviors. Women are more likely to search for information on behalf of both themselves and others in the family, thus making them a valuable target for this study. The evolving role of social media in promoting health literacy among women is the focus of this research.

Purpose: The purpose of this study is to examine the use of social media for improving health literacy among women. The research also attempts to assess the impact caused by health literacy on health care decisions.

Methodology: The study was conducted among women between 20- 59 years of age in India. The data was collected from 300 social media users . A survey was conducted using a structured questionnaire to obtain information regarding health-related social media use and health literacy among women. Data was analyzed using SPSS (ver. 27) software package.

Results: Social media plays vital role in promoting health literacy among the women. YouTube Facebook and WhatsApp are the top social media platforms used by women for health-related purposes. They use social media to watch health information videos, interact with health practitioners, know experiences of others in online communities, participate in online medical discussions, track progress of health behavior change. Women of different age groups have different health information search behavior on social media .Social media use has a significant impact on health literacy. Healthcare decisions of women are significantly influenced by their health literacy.

Empowering Rural Markets: Exploring the Dynamics of E-commerce in Consumer Durables Purchases for Rural Development

Chandrakala V(ISBR Research Center)
Dr. Rathna Sinha (Research Guide ,ISBR Research Center)

Abstract :

As rural markets play a pivotal role in the economic development of regions, this study investigates the transformative potential of e-commerce in the context of consumer durables purchases. The research delves into the evolving landscape of rural commerce. Employing a comprehensive methodology, the study explores the dynamics, challenges, and opportunities surrounding the integration of e-commerce in rural markets of Bengaluru rural districts. The findings not only shed light on consumer behavior and preferences but also provide insights crucial for fostering rural development through strategic e-commerce initiatives. This study contributes to the discourse on leveraging technology for rural empowerment and serves as a guide for policymakers, businesses, and stakeholders invested in the sustainable growth of rural economies.

Importance of Reskilling and Upskilling the workforce

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Dr. R. Priya (Pune Institute of Business Management Pune, Maharashtra)

Abstract :

The objective of this paper is to facilitate optimal workforce development within organizations, equipping them with essential skills in the era of modern technology. This proactive approach holds the potential for substantial advantages for both employees and businesses in the future. Investing in the reskilling and upskilling of existing staff proves to be a more cost-effective strategy compared to recruiting and training new personnel. The organizational commitment to enhancing the skills of its workforce results in a well-rounded and proficient team, thereby augmenting the capabilities of its employees. This not only contributes to increased revenue for the organization but also fosters higher employee retention rates. In a dynamic environment where technological advancements continually drive workplace transformations, ensuring the ongoing relevance of current skills becomes more crucial than ever for individual employees.

Human Resource Accounting Practices in Manufacturing Companies in India -A study of HPCL

Raghavendra L(ISBR Research Centre, Bengaluru)
Prof. N.R. Suryanarayana, (Department of Commerce ,ISBR Research Centre, Bengaluru)

Abstract :

This article is intended to study the relationship between human resource (i.e. Management Employees and Profit before tax. The article has taken HPCL for the study. This article adopted the descriptive research design. And this study is based on the secondary data from (2014-15 to 2018-19). The statistical tool correlation used in the study. The findings of the study indicates that there is a positive strong relationship between management employees and profit before tax and there is a negative strong relationship between Non-management employees and Profit before tax.

Income Tax Collection Mechanism in India and Its Impact

Karthik Raju S (Research Scholar, ISBR Research Centre, Bengaluru)
Dr. N R Suryanarayana (Professor, Department of MBA, ISBR Research Centre, Bengaluru)

Abstract :

The various income tax collection mechanisms in India and its contribution towards total gross direct tax receipts are Self-assessment, Regular assessment, Advance tax, TDS/TCS .Taxpayers in India who choose to self-assess are in charge of evaluating their own income, figuring out their tax obligations, and completing the corresponding income tax return. Regular assessment of income tax in India is a vital process conducted by the Income Tax Department to ensure compliance with tax regulations. Advance tax is a mechanism through which taxpayers are required to pay their income tax liability in instalments before the end of the financial year. This is applicable to anyone whose tax liability exceeds a set threshold, such as professionals, businesses, and salaried employees. Under the TDS method, taxes are withheld immediately at the point of income rather than later. TCS helps to broaden the tax base and ensures that taxes are collected early in the transaction.

A Literature Review on Emotional Labour

Nompi Raj (Research Scholar, ISBR Research Centre)
Dr. S.C.Poornima (Professor, ISBR Research Centre)

Abstract :

Emotional labor, the intricate process of managing and expressing emotions within a work context, has garnered significant scholarly attention. This literature review paper provides a comprehensive synthesis of the existing research, offering insights into the multifaceted nature of emotional labor. The introduction section outlines the foundational concepts of emotional labor, tracing its origins to Arlie Hochschild & seminal work and subsequent developments in the field. It sets the stage for an in-depth exploration of emotional labor strategies and their implications in diverse professional contexts. The strategies section delves into the core emotional labor strategies, namely surface acting, deep acting, expressive suppression, and emotional contagion. Drawing on a wealth of literature, this section examines the antecedents, consequences, and interactive effects of these strategies, providing a nuanced understanding of how individuals navigate emotional demands in the workplace. Occupational differences in emotional labor represent a crucial dimension explored in this review. Drawing from studies by Morris and Feldman, and Brotheridge and Lee, we investigate how various professions necessitate distinct emotional labor strategies, shedding light on the role of job requirements and organizational expectations in shaping emotional labor practices. Cultural factors constitute another focal point, examining how societal norms influence emotional labor strategies. Through cross-cultural analyses and studies by Matsumoto this section elucidates the cultural specificity of surface acting, deep acting, and emotional contagion, emphasizing the need for culturally sensitive approaches to emotional labor management. The final section addresses gender dynamics in emotional labor. From Hochschild's early observations to contemporary studies by Lewis and Weigert and Van Kleef et al., we explore how societal expectations and gender roles intersect with emotional labor strategies, highlighting the gendered nature of surface acting, deep acting, and emotional contagion. In conclusion, this literature review synthesizes a wealth of research to provide a comprehensive understanding of emotional labor. By integrating insights from the introduction, strategies, occupational differences, cultural factors, and gender dynamics, this paper contributes to a nuanced comprehension of how emotional labor unfolds in diverse professional and cultural contexts. The findings have implications for organizational practices, emphasizing the need for tailored interventions that consider the intricacies of emotional labor across varied dimensions.

An Empirical Study on employee empowerment and impacts on the employee productivity and job satisfaction with the IT Firms in Bengaluru

Suryakumari B.V (Research Scholar ISBR Research Centre, Bangalore)
Dr. M.R. Jhansi Rani (Professor , ISBR Research Centre, Bangalore)

Abstract :

An organization basically starts on new strategies and tools in order to achieving major objective that is improvement and development. As per kaizen theory there is a need of focusing on critical improvement in employees' performance. According to (Piasecka, 2005) Change in behaviour and accepting the changes required for the performing duties are possible through the changes the employer would wish to bring in. Employees are major and important asset on whom organisational performance relies. The level of efficiency among the employees also increases when such motivation is developed as a policy and a framework in the organisation. Employee empowerment technique implemented in the organisation leads to greater performance as its offers better motivation, authority and responsibility. In this research study attempt has been made to understand and explain the impact of employee empowerment on productivity and employee job satisfaction with respect to IT Firms in Bengaluru. A prompt effort has been made to understand about employee empowerment has been to put forth to find out the organisational policy and framework to focus on organisational development and growth. For the research study the organisational productivity and employee job satisfaction independent variable and employee empowerment as dependent variable. Further to analyse this, the statistical tools and techniques such as descriptive statistics like mean and standard deviation and inferential statistics like chi-square and regression analysis were adopted to perform the test accordingly the findings and conclusions were developed.

A Study on Personality Traits Beyond the Big Five on Investment Decisions.

Dr. Ratna Sinha (Professor, ISBR Research Center , Bangalore)
Nikhil M S (Research Scholar, ISBR Research Center, Bangalore)

Abstract :

In this study we investigate personality traits, beyond the five personalities. This approach provides a specialized understanding of decision-making processes. Unlike the fixed and standardized nature of the five personalities these other traits offer an analysis by considering specific data and decisions resulting in a more detailed perspective. Your general outlook, on life can influence how you approach investing. Optimistic individuals might be more willing to take risks while pessimistic individuals tend to exercise caution. By examining these traits, we gain a nuanced and specialized understanding of decision making. Some people tend to overestimate their abilities and knowledge which can lead them to engage in trading take risks and make poor investment choices.

An Exploratory Study of Issues and Challenges on Tax Policy of Virtual assets

Jayalakshmi .M (ISBR Research Centre, Bangalore)

Dr. N R Suryanarayana (Professor, Department of Commerce, ISBR Research Centre, Bangalore)

Abstract :

Introduction: This study aims to analyze the issues that are associated with the tax policy of virtual assets. The purpose of this exploratory study is to delve into challenges that are associated with the taxation of virtual assets. The taxation of virtual assets is an unexplored area of tax policy.

Literature Review: The transactions occur on decentralized blockchain networks to eliminate the need for intermediaries such as banks and other virtual tax. This decentralization fundamentally alters the landscape for tax authorities. This conventional mechanism for tracking financial transactions has become less applicable. Optimal Taxation Theory can be applied to tax policy for virtual assets that are associated with public finance and economics.

Methodology: A survey was conducted with 55 individuals that can be analyzed through SPSS software. Purposive sampling was used to pick each participant.

Findings: with the aid of SPSS software, researchers can analyze data numerically. Therefore, based on demographic analysis, and statistical related analysis, researchers can analyze collected data.

Conclusion: The taxation of virtual assets is an unexplored area of tax policy. A critical knowledge gap can be addressed in informed policymaking. This study aims to shed light on the intricacies of taxing virtual assets. These are examining the unique characteristics of these assets that pose challenges to conventional tax frameworks in virtual assets.

Exploring the Nexus between Cultural Intelligence and Cross-Cultural Leadership Effectiveness: A Quantitative Study in Bangalore `s IT Sector

N S Nandeesh (Research Scholar, School of Management, Presidency University, Bangalore)
Y.N Raja (Assistant Professor, School of Management, Presidency University, Bangalore)
Subhash Sinha (Research Scholar, School of Management, Presidency University, Bangalore)

Abstract :

This journal article presents a quantitative study investigating the relationship between Cultural Intelligence (CQ) and Cross-Cultural Leadership Effectiveness (CCLE) within Bangalore`s Information Technology (IT) sector. Leveraging data from 413 IT Managers and Leaders, the study explores the impact of categorical variables, cognitive, physical, emotional, and behavioral factors on CCLE. Results indicate significant positive correlations between these factors and CCLE, with regression analysis revealing that approximately 54% of the variance in CCLE can be explained by the selected predictors. Furthermore, the study explores the influence of age, years of experience, education level, job designation, and annual income on cross-cultural leadership effectiveness. The findings contribute to the understanding of cultural intelligence and effective leadership in diverse organizational settings, laying a foundation for further research and practical implications in the field.

Exploring the Influence of Circular Economy Paradigm on Convergence of Sustainability and Luxury Apparel: A Systematic Review

Dr Preshth Bhardwaj (Head - Centre of Excellence in Retailing and Analytics – Professor)
Priya P.S (Research & Teaching Scholar , ISBR Business School)
Shruti Sharma (Research & Teaching Scholar , ISBR Business School)

Abstract :

This paper focuses on the linkages between the circular economic paradigms and high-end apparel buying in the Indian context. A SLR approach, Journal and Country specific analysis along with the theme-based analysis was followed to tabulate the major insights. A list of 150 papers were initially scrutinized and thereafter around 80 papers were reviewed and selected based on the abstract, keywords and the main body mapping with the premise of this study for a span of 15 years finally after removing the outliers, 51 papers were selected for the final review. The paper draws major conclusions that the circular economy has substantial implications for the luxury apparel industry in terms of promoting sustainability by the use of biodegradable materials, and the promotion of slow fashion principles. Most of the studies focused on the countries namely China, USA, Sweden, UK and Italy. Circular economy and sustainability were among the major themes studied during the review period of 2009 till 2024. These findings will provide scope for future empirical research for generating broader insights in the context of premium apparel buying.

Impact of Green Finance on Sustainable Development with Reference to Corporate Social Responsibility

Joyal Jose (CHRIST (Deemed To Be University), Central campus, Bangalore)

Merin Joseph (CHRIST (Deemed To Be University), Central campus, Bangalore)

DR. Kavitha Jayakumar (Associate Professor, Department of Commerce, CHRIST University)

Abstract :

The purpose of this paper is to shed light on the impact of green finance on sustainable development, emphasizing its correlation with Corporate Social Responsibility (CSR). Sustainability is important in the context of resolving environmental challenges and fostering economic growth. In addition to addressing climate change and supporting environmental sustainability, the study examines how green finance fits with corporate social responsibility and provides methods for increasing the amount of sustainable investments. This research is based on Systematic Literature Review (SLR). This paper looks into secondary data sources like Statista and Bloomberg and employs descriptive statistics in order to provide an updated picture of green finance in India. An attempt is also made to analyse policies, regulations, and public-private partnerships that exist in India right now in order to gain a comprehensive understanding of the CSR frameworks needed to foster and accelerate green finance. This study shows that incorporating green finance into corporate social responsibility (CSR) improves financial performance and lessens environmental impact for businesses. It highlights how important public-private partnerships and efficient laws and regulations are to promoting sustainable development. Green financing, typified by green bonds, provides funding for projects like green infrastructure and renewable energy, which enhance biodiversity, reduce climate change, and advance global health. The paper emphasises how sustainable investments, such as green bonds and ESG strategies, raise living standards, create jobs, and spur technological innovation in addition to promoting economic growth and environmental sustainability. This study contributes to a better understanding of the impact of green finance on CSR and sustainable development. Moreover, this paper contributes immensely to the knowledge on "Sustainable Investments in Green Finance". At times, it delves beyond the financial aspects, exploring socially responsible investing that addresses environmental and social issues hand-in-hand, unlocking a more equitable and inclusive pathway to sustainability.

Influence of Price Consciousness, Brand Trust, and Packaging on the Purchase Intentions of Generation Z in the Indian Processed Food Market: An Empirical Study

Dr. Preshth Bhardwaj (Head - COERA – Professor, ISBR Business School)
Anand Agarwal (Executive Director, ISBR Business School)
Dr. Nila A. Chotai (Director- Academics, ISBR Business School)
Shruti Sharma (Research & Teaching Scholar, ISBR Business School)
Moganapriya Devraj (ISBR Business School)

Abstract :

This study investigates the influence of price consciousness, brand trust, and packaging on the purchase intentions of Generation Z in the Indian processed food market. Generation Z, born between 1997 and 2012, represents a significant consumer segment in India, with unique preferences and behaviors. Understanding their attitudes towards price, brand trust, and packaging is crucial for marketers and policymakers seeking to engage this demographic effectively. A questionnaire, containing validated scales in the diverse context, was distributed among the individuals within the Generation Z age range to gather data on their perceptions and purchase intentions. Purposive sampling was applied to collect the sample responses from 80 respondents after removing the outliers and thereafter Multivariate regression to analyze the impact of the Price Consciousness, Brand Trust and Packing on Purchase Intentions and One-way ANOVA to analyze the impact of the Gender on Purchase Intentions were used. The results reveal insights into the factors that influence Generations purchase decisions in the Indian processed food market, providing valuable implications for marketing strategies aimed at this demographic.

Empowerment of Rural Women through Stree Shakti Scheme in Karnataka: A Review of Literature

Naseem Firdos (Research Scholar, PhD, ISBR Research Centre, Bangalore)
Dr. Ravichandra Reddy (Associate Professor, ISBR Research Centre, Bangalore)

Abstract :

Over fifty percent of Indians live in rural areas, where many are impoverished. Offering financial support is an excellent way to reduce poverty in rural communities. The development of a nation relies on the empowerment of women. The creation of jobs is the key objective of programs for rural development. Karnataka has several initiatives aimed at improving the well-being of women and children, with the Stree Shakthi Program being one of the most popular. Every research project requires a literature review since it contains pertinent information to assist in project planning and evaluation. This study's objective is to review the literature regarding the Stree Shakti Program.

Beach Sports Tourism in Sri Lanka: Visitor Satisfaction and Behavioral Characteristics

I.G.K.M. Bandara (Sabaragamuwa University of Sri Lanka)
P.P. Weerakkody (Sabaragamuwa University of Sri Lanka)

Abstract :

The beach sports industry stands as a lucrative and appealing segment within the broader tourism sector. This study aims to investigate visitor satisfaction and behavioral patterns among tourists engaging in beach sports within the context of Sri Lanka. The research targeted a cohort of 20 tourists frequenting the Bentota beach area, employing purposive sampling to select participants. The study employed interviews as data collection method and findings revealed a notable preference among respondents for activities such as snorkeling and swimming, with 63% expressing interest in these pursuits. However, a significant proportion of tourists 64% reported dissatisfaction with beach sports facilities in the Bentota area. key contributors to this dissatisfaction included inadequate facilities 53%, inappropriate activities 22%, unfavorable beach conditions 11%, and a lack of technological integration 14%. Additionally, a substantial portion 57% of participants expressed dissatisfaction with coaching services for beach sports. In light of these findings, the study underscores the importance of enhancing the infrastructure and services related to beach sports in the Bentota area. Recommendations include the integration of state-of-the-art technological equipment to facilitate relevant activities and the provision of updated coaching techniques to improve the quality of instruction. By addressing these shortcomings, stakeholders can bolster the appeal and functionality of beach sports in the Bentota area, thereby enhancing overall tourist satisfaction and contributing to the sustainable growth of the tourism industry.

An Exploratory Study on tenets of Motivation from Kautilya's Arthashastra in Motivating the Employees

Vindhya N.S (Research Scholar, ISBR Research center, Bengaluru)
S.C. Poornima (Professor, ISBR Research Center, Bengaluru)

Abstract :

Employee motivation entails putting in place an inspirational method to motivate team members to work together towards common goals. Having motivated staff benefits any organisation because it increases the likelihood of meeting operational, financial, and strategic objectives. Ancient Indian texts have imparted the knowledge of motivation which has no quotation in the modern management theories. Hence the authors by adopting exploratory method have investigated whether the motivational theories indicated in Kautilya's Arthashastra is relevant in the contemporary corporate setting. The empirical results prove that Sama, Dana, Danda and Bedha- the strategies mentioned in the ancient texts can be adopted by the present managers in motivating their employees.

Neural Threads of Financial Fulfillment: An Exploration of Neurofinance in Investment Behaviour

Greeshma Francis (Research Scholar International School of Management Excellence, Bengaluru)
Dr Madhavi Lokhande (Research Supervisor International School of Management Excellence, Bengaluru)

Abstract :

In the complicated and dynamic world of finance, research on investor behaviour has progressed beyond traditional financial theories. The convergence of neurology and finance has given rise to a new field known as neurofinance. Neurofinance is a cutting-edge interdisciplinary field that brings together ideas from neuroscience, psychology, and finance to better understand the complex brain processes that drive financial market decision-making. As financial environments get increasingly complex, understanding the underlying reasons that drive investor behaviour becomes crucial. This subject seeks to understand the fundamental brain mechanisms influencing financial market decision-making. This study investigates the concepts of investor psychology, behavioural finance, and neurofinance, as well as how they influence investments, trading conduct, and the intersection of psychology and finance.

Enhancing Customer Experience: A Data-Driven Pharmacy Recommendation System

Nitya Pradeep (Christ University, Bengaluru)

Abstract :

This paper marks an initiative to guide the digital transformation of an online pharmacy chain, strategically leveraging the capabilities of a robust recommendation system. Confronting the dynamic challenges of the online retail landscape, the project seeks to artistically recreate the essence of personalized in-person interactions through data analytics. At its essence, the paper is driven by the overarching goal of creating a recommendation system that seamlessly blends timeless principles with cutting-edge innovation. This visionary system is carefully designed to understand the intricate web of individual customer preferences, systematically improve product recommendations, and fundamentally reshape the fabric of the online shopping experience. The methodology employed for this combines RFM analysis, Association Rule Mining, Content-Based Filtering, Collaborative Filtering, and a Hybrid Recommendation System. This analytical arsenal forms the foundation for customer segmentation, pattern recognition, and the dynamic generation of personalized recommendations. The insights from the data analysis unveil a rich tapestry of transactional patterns, the nuanced segmentation of users through RFM analysis, and the discovery of hidden relationships between products, courtesy of Association Rule Mining. The recommendation models, spanning from Content-Based Filtering to Collaborative Filtering, collectively contribute to a holistic framework engineered to lead a customer-centric online sales strategy. The strategic integration of analytics within this paper holds tangible implications for the pharmacy chain's digital retail strategy. It strategically positions the chain to not only deliver a seamless, personalized, and captivating shopping experience but also to navigate the ever-evolving expectations of online customers. Through the seamless integration of timeless values with state-of-the-art analytics, it forges a distinct solution that transcends conventional recommendation systems.

Green wash by Brands/Corporations in the Name of Sustainability

Shiva Prakash (Professor of Practice , ISBR Business School)

Pranav (Student, ISBR Business School)

Abstract :

With the growing concern on Climate change and the resultant measures on carbon emissions to achieve Net Zero in the coming years Brands are restructuring their business goals. Sustainability has been the call of the hour to piggy back to gain market growth leading to Brand Equity. And in this process many a brand has adopted unfair and misleading strategy when it comes to Brand Claims. Covid the global pandemic brought to the core about corporations and Brand's Social Responsibility and Accountabilities which till then was more on profitability and enhancing Shareholder's value. The pandemic made corporations to be socially driven not just to gain consumers Trust but also for their very existence. Marketing wizard Philip Kotler along with Brand guru Kevin Keller drew inferences based on the survival strategies of most of the corporations that Brands that came out to help their fellow men in the nick of death were glorified as heroes.

The Marketing Evolution: Balancing Human Creativity and AI Intelligence

Vishwas M (BMS College of Engineering)

Keerthana K (BMS College of Engineering)

Anubhuti Anand (BMS College of Engineering)

Madhav Murthy) Welingkar Institute of Management Development and research)

Abstract :

AI systems can automate repetitive tasks, such as data entry, analysis, and reporting, which allows for increased efficiency and frees up human resources to focus on more complex and strategic activities. Additionally, AI can process and analyze large data sets at a speed and scale that surpasses human capabilities, leading to more accurate insights and predictions. This ability to handle vast amounts of data quickly and accurately is one of the primary reasons why Artificial Intelligence (AI) is transforming the digital marketing landscape in several ways.

Delving into the Patient-Centric Strategies in Healthcare Settings Using Design Thinking

Anushka Yadav (Welingkar Institute of Management Development and research)
Rashi Yadav (Welingkar Institute of Management Development and research)
Madhav Murthy (Welingkar Institute of Management Development and research)
Prakash Unakal (Welingkar Institute of Management Development and research)

Abstract :

In the evolving landscape of healthcare, there a remarkable shift towards patient-centric care, acknowledging patients as active contributors with unique needs and expectations. This commitment lies in the delivery of high-quality, compassionate healthcare that prioritizes the overall patient experience, moving beyond traditional disease-centric models to focus on holistic patient needs, empowerment, and engagement. This article explores innovative methodologies, cultural shifts, and the application of Design thinking in healthcare. Design thinking, a creative problem-solving approach, crafts solutions effective and considerate of patient needs. These articles collectively illuminate patient-centric strategies, addressing challenges, proposing solutions, and showcasing the potential of design thinking. Embarking on a survey involving 50 participants, we delve into patient satisfaction with communication, involvement in decision-making, and understanding of recommended tests. Findings reveal issues of communication clarity, financial concerns driving unnecessary tests, and a power dynamic favouring healthcare providers. Patient suggestions underscore the need for transparent communication, integrating design thinking in hospital operations, and implementing patient portals for enhanced information access. The results unearth a troubling pattern of miscommunication and profit-driven practices in healthcare, signaling the need for a patient-centric shift through design thinking. Recommendations advocate for augmenting communication protocols, transparency, empathy, and leveraging technology to reduce unnecessary testing. Proposals also call for cultural competency training and continuous quality improvement, envisioning a healthcare system attuned to patient needs and expectations. Studies highlight the impact of strategic methodologies on healthcare efficiency and underscore the critical role of Patient Safety. Human-Centered Design, especially in chronic conditions like heart failure, stands out as pivotal. This study contributes valuable insights to the discourse on patient-centric care, design thinking, and healthcare innovation, playing a role in the ongoing evolution towards a more compassionate and responsive system.

Unveiling the Dark Side of Technology: Understanding the Impact of Cybercrime on the BFSI Sector

Dr. Anita Santosh Pillai (Associate Professor, Welingkar Institute of Management)

Dr.Jai Raj Nair (Professor, Welingkar Institute of Management)

Dr.Hema Doreswamy (Professor, Welingkar Institute of Management)

Prof. Roopashree (Assistant Professor, Vijaya College)

Abstract :

Digital transformation in BFSI industry is a phenomenon observed though out the world. The way customers transact and operate their banking accounts has experienced a sea change. This whole transformation has taken place in different stages – digitization, digitalization and digital transformation (Mladmi, 2022 <https://motivitalabs.com/digital-transformation-in-banking-and-financial-services/>). Digitization was the first stage in the 3-stage process of digital transformation. It paved the way for converting all physical data of the customers into electronic mode. This did not help the customers in improving the transaction experience. Visiting the branch for all transactions was a must. Next stage was digitalization which is a process of using technology to provide various value-added services to the customers. This also enabled banks to change and update their revenue and business models. This process brought in phenomenal growth not only to banking sector but for entire BFSI sector (Banking, financial services, and insurance). Various value-added services offered by the banks changed the way customers banking experience totally. Customers did not wait in log queues to withdraw money, they simply walked into an ATM. This entire shift and new services offered provided customers lot of convenience and banking process became very simple and easy. Currently we are in the era of digital transformation wherein a customer can do banking transaction from his account from any part of the world. Internet banking and phone banking has enabled customers to do any kind of transaction through their PC or smartphone – be it availing loans, transferring money, investing in capital markets or other investments, buying insurance policies and so on. With unprecedented Covid-19 crisis, many customers who were reluctant to utilize the value-added services like ATM and internet banking were also had to take-up these services. These customers were either not comfortable with technology or they had their own fears in taking up these technology-enabled services. Market size of online banking globally stood at \$ 11.43 billion in the year 2019 and it is projected that it will reach \$31.81 billion by 2027. The CAGR of the growth is 13.6% from 2020 to 2027. (<https://www.alliedmarketresearch.com/online-banking-market>). Digital transformation market revenue worldwide is depicted in the below diagram. It can be observed that the total revenue is increasing rapidly year on year.

Analysing the impact of virtual reality on consumer buying behaviour

Dr. Sheetal Mahendher (Professor - Head, Department of QT and Business Analytics , ISBR Business School)

Arpit Kolge (Student, ISBR Business School)

Sachin Sahu (Student, ISBR Business School)

Hritika Agarwal (Student, ISBR Business School)

Abstract:

This study examines how virtual reality (VR) is altering consumer behaviour. As virtual reality (VR) technology develops, it is increasingly being used by businesses as a potent tool for engaging customers in unique and immersive experiences. This research examines how VR impacts consumer decision-making processes, brand perceptions, and purchase behaviours through a thorough evaluation of the literature currently in the field. It explores virtual reality experiences in depth and looks at how they can affect consumer preferences. Insights on the potential of VR as a tool for comprehending and influencing consumer behaviour will be offered by the study's outcomes.

Management in Physiotherapy

Diya Sunil Bhadavanka (Bharati Vidyapeeth Deemed to be University, School of Physiotherapy,Sangli)

Abstract :

Physiotherapy focuses on management, health promotion and prevention of a broad range of lifestyle conditions (Dean 2009). With an estimated 35 million people living with HIV (UNAIDS 2011), HIV remains a major global health catastrophe. The effectiveness of physiotherapy in the management of persons living with HIV and AIDS has been well documented (Grace & Combrink 2015; Myezwa & Stewart 2012; Pullen 2017). Exercise, in particular as part of behaviour modification and improvement in lifestyle, has been shown to contribute positively to preventing complications of HIV and increasing longevity in persons living with HIV (O'Brien et al. 2016). In addition, The Global Burden of Disease Study performed in 2010 reported that there are more young adults suffering from non-communicable diseases (NCDs) that could lead to death and disability worldwide (Horton 2012). In addition, the cost of amputations, artificial limbs, wheelchairs and cardiac surgery place an enormous financial burden on health budgets (Lawrence 2011). Physiotherapists play a significant role in combating the chronic diseases of lifestyle, such as hypertension, which is responsible for one in every eight deaths worldwide (Punia et al. 2016) and an essential role in the multidisciplinary approach of obesity (Alexander, Rosenthal & Evans 2012).

Analysis of Consumer behaviour towards Netflix's ad-supported plan

Dr. Sheetal Mahendher (Professor - Head, Department of QT and Business Analytics , ISBR Business School)

Parag kale (Student , ISBR Business School)

Shaik Sahela Banu (Student ,ISBR Business School)

Pranav Trived (Student , ISBR Business School)

Abstract :

This study delves into the examination of consumer behavior concerning Netflix's proposed ad-supported subscription model, a subject that has sparked considerable interest and conjecture within the industry. By harnessing the power of predictive analytics, this study aims to identify distinct user segments that are predisposed to either embrace or decline the ad-supported subscription offering. Through a comprehensive analysis of the variables that exert influence on consumer preferences, the primary objective of this research is to provide actionable insights that can benefit both Netflix and its array of stakeholders. The research method employed is rooted in predictive analytics, a sophisticated approach that entails thorough and meticulous scrutiny of user data, survey responses, and market analysis. This in-depth examination offers a more profound comprehension of Netflix's subscriber base. By categorizing subscribers into distinct groups based on their potential inclination towards the ad-supported plan, the research seeks to shed light on their underlying motivations, demographics, and viewing behaviors. The knowledge derived from this segmentation process holds the key to tailoring marketing strategies, shaping content recommendations, and devising well-calibrated pricing models. Ultimately, the findings of this research are poised to assist Netflix in its dual pursuit of attracting budget-conscious audiences while simultaneously retaining its existing subscriber base. This strategic approach serves the dual purpose of optimizing revenue streams and fortifying the company's position in the fiercely competitive streaming market, ensuring that it remains at the forefront of the industry.

Climate change and physiotherapy

Siddharth makarand khadilkar (Bharati vidyapeeth deemed to be university school of physiotherapy sangli)

Abstract :

Global warming, biodiversity loss and the chemical pollution of air, land and water are fundamentally undermining the environmental conditions that support human life on earth. The destruction of the global natural environment has been recognized as the largest threat to human health and wellbeing in the 21st century and is already affecting population health around the world. Interventions to prevent and mitigate climate change should be a high priority in orthopedic physiotherapy and Sustainable healthcare is a health system that maintains or restores health for current generations while minimizing harm to the environment and ensuring the health of future generations. An environmentally sustainable healthcare system offers high-quality services in the present without compromising the ability to meet the health needs of the future. Reducing the health system's contribution to the climate crisis and creating resilience to respond to the worst impacts of a warming climate also.

Predictive Modelling for Football Player Injuries: An In-Depth Analysis

Anirudh K (Christ University)
Ajay Tom (Christ University)

Abstract :

The purpose of the 'Sports Analysis and Prediction' project is to leverage advanced analytics and machine learning techniques to gain valuable insights into sports-related data. This project aims to enhance decision-making processes in sports management by providing predictive models for outcomes, player performance, and injury risks. By conducting a thorough analysis of historical data and employing state-of-the-art algorithms, the project seeks to contribute to the strategic planning and optimization of team performance, injury prevention, and overall success in the dynamic field of sports. This project employed a comprehensive approach to sports injury analysis, combining data science methodologies with domain expertise. The methodology involved the collection and integration of datasets related to player movements, game conditions, and injury records. Exploratory data analysis, feature engineering, and the development of machine learning models (Logistic Regression, Random Forest, and XGBoost) constituted the core methodology. The models were trained on a dataset enriched with player-specific and contextual features, enabling the prediction of injury likelihood. The findings reveal valuable insights into the factors influencing player injuries in football. Key observations include the prominence of knee and ankle injuries, the impact of field surface on injury rates, and the correlation between specific play types and injury occurrences. The machine learning models exhibited varying performance, with Random Forest outperforming others in terms of accuracy and predictive capabilities.

Investigating the Impact of Blood Flow Restriction Technique on Anaerobic Performance in Male footballers Following ACL Reconstruction : A pilot Study

Prishita Kumar (Lovely Professional University)
Thiagarajan Subramanian (Lovely Professional University)

Abstract :

Anterior Cruciate Ligament (ACL) injuries pose significant challenges to the athletic performance and overall well-being of footballers, requiring a comprehensive and targeted rehabilitation approach. In past few decades Blood Flow Restriction Techniques (BFRT) have gained attention for their potential to enhance muscle strength and function with reduced mechanical stress. The available literature supports the efficacy of BFRT in various rehabilitation contexts but its specific impact on anaerobic performance in male footballer's post-ACL reconstruction remains a relatively unexplored area.

Role of Design Thinking in the battle against Junk food's Unhealthy Influence

Mahima Agarwal (Welingkar institute of Management and Research)

Om Raut (Welingkar institute of Management and Research)

Madhav Murthy (Welingkar institute of Management and Research)

Prakash Unakal (Welingkar institute of Management and Research)

Abstract :

The objective of this research is to understand the dynamics of fast-food consumption among individuals. Specifically, the research aims to investigate the frequency of fast-food consumption, assess awareness of the harmful effects of fast food, identify factors influencing food choices, examine the relationship between daily consumption and overall food intake, evaluate the use of fast food as a breakfast alternative, determine preferred fast-food restaurants, and to analyse expenditure on fast food. By addressing these objectives, the research seeks to gain a comprehensive understanding of the various factors influencing fast food consumption, its potential health implications, and individual preferences and behaviours related to this dietary choice. A survey-based study is carried out to understand the perception of people towards junk food and its influence on health. Random sampling is considered, and number of responses are obtained. Design thinking method is applied for this study. It is clear from the survey that junk food intake in recent decades has changed dietary patterns and become a significant public health problem. Aggressive marketing strategies, socioeconomic inequities, and the addictive nature of specific components have all led to the widespread consumption of junk food among younger generations and older persons, creating obstacles to public health measures aimed at encouraging healthy eating habits.

The process of upcycling in fashion industry through design thinking

Yash Chhitarka (Prin. L.N. Welingkar institute of management development and research)

Diya Munjal (Prin. L.N. Welingkar institute of management development and research)

Madhav Murthy (Prin. L.N. Welingkar institute of management development and research)

D.N. Murthy (Prin. L.N. Welingkar institute of management development and research)

Abstract :

Design and design thinking are more in demand than ever in the business sector. Until recently, the term "design" was mostly used to describe an object appearance. However, today, "design" refers to a dynamic notion that defines how firms can adapt their approaches to problem-solving to quickly changing environments and optimize effect and shareholder value. There are beginning and ending points in design. Design thinking is one of the most crucial methods for starting the trip and arriving at the goal at the perfect time. "We employ design thinking as a process to work through difficult issues; it allows us to investigate ideal future states using systemic thinking and intuition." Fundamentally, it aims to comprehend user wants and experiences .

Sociological Impact on the Origin and Survival of Traditional Martial Art Angampora

WM. Niyomal (Sabaragamuwa University of Sri Lanka)
TP. Liyanage (Sabaragamuwa University of Sri Lanka)

Abstract :

Sri Lanka can be shown as an island with a great culture in its indigenous martial art pointed out as Angampora. Along with the family background as well as educational, cultural and tribal changes in the country, Angampora martial art has also changed remarkably. According to the historical facts, Angampora is currently in ruins and it, was taught by the early traditional Angampora Rishis. The Present research was based on the data provided by fifteen informants related to Angampora who were purposively selected from the Kaluthara, Galenbinduwewa, Korathota and Ritigala areas in Sri Lanka. Primary data were mostly acquired using observation, structured interviews and semi-structured interviews. Ten written books and historical reports served as the sources for the secondary data. The collected data were analyzed using descriptive analysis method. According to finding of the study, family background and Yakka tribe were the main factors that affected the origin and survival of Angampora, while education, culture and gender didn't have much effect. But as a cultural aspect, it is seen that in Angampora that the practice was mandatory for a Sinhala Buddhists. Finally the conclusion shown the family background and Yakka tribe affected the origin and survival of traditional martial art Angampora. Furthermore, traditional art studies are verydearth, so further researches are needed. The martial art of Angampora should be conservedand made more widely known in nation because it is currently on the verge of extinction.

Relationship Between Scapular Position and Pulmonary Parameters among Young Athletes Playing Recreational Racquet Sports

Samruddhi Kendhe (Postgraduate student, Department of Physiotherapy, Lovely Professional University)
Neelam Sharma (Postgraduate student, Department of Physiotherapy, Lovely Professional University)
Thiagarajan Subramanian (Postgraduate student, Department of Physiotherapy, Lovely Professional University)
Dr. Suresh Mani (Postgraduate student, Department of Physiotherapy, Lovely Professional University)

Abstract :

Racquet sports like badminton are one of the most commonly played recreational sports that require overhead motion. Throwing overhead requires an intricate and skillful motion that puts a lot of tension on the shoulder complex. The scapulohumeral rhythm is responsible for enhancing throwing performance as well as scapulothoracic movement and scapular muscles participate in respiration. Hence the relation between scapular position and pulmonary parameters needs to be studied in recreational sports players who show change in scapular position according to previous literature

Sustainable Neck Pain Management for Homemakers. A Pre-Post Experimental Study.

Dr Prashant Naik (Bharati Vidyapeeth (Deemed to be University) School of Physiotherapy, Sangli)
Jinal Naik (Arogyam Advance Physiotherapy Joint and spine clinic)

Abstract :

Background: Neck pain, a major global disability, disproportionately affects women, especially homemakers performing repetitive domestic tasks with poor ergonomics. Regular exercise helps, but access might be limited. Telerehabilitation, using technology for remote care, emerges as a potential solution.

Study Aim: The aim of this study was to assess the effectiveness of a combined tele-rehabilitation program incorporating structured neck exercises and ergonomic advice for the sustainable management of neck pain among homemakers experiencing non-specific neck pain. The primary focus was on investigating the impact of the intervention on activity limitations and participation restrictions, with the goal of providing valuable insights into an accessible and sustainable approach for neck pain management in this specific population.

Methods: 63 female homemakers (average age 36) with moderate neck pain participated in a 30-day intervention. After initial in-person training, they performed daily supervised exercises via telerehabilitation and received ergonomic advice. Pain, strength, quality of life, and functional limitations were assessed before and after the program.

Results: The combined intervention significantly improved pain, strength, quality of life, and all components of the ICF Core Set, a standardized outcome measure for disability.

Conclusion: Telerehabilitation with structured neck exercises and ergonomic advice can effectively reduce pain, improve strength and quality of life, and enhance function in homemakers with neck pain. This study also highlights the ICF Core Set usefulness in evaluating neck pain interventions. Telerehabilitation offers a promising, accessible treatment option for individuals facing barriers to in-person care.

Unveiling the Shadows: Understanding Urban Perspectives on Cervical Cancer

Dr. Sheetal Mahendher (Professor - Head, Department of QT and Business Analytics , ISBR Business School)

Prof Leonard (Assistant Professor, Analytics and QT, ISBR Business School)

Aparajitha R (Student 'ISBR Business School)

Abstract :

The purpose of this paper is to understand the perception and awareness of cervical cancer vaccination among individuals aged 18 to 55 in Bangalore Urban. This research employs inductive reasoning and a sample size of 30 participants. Through the analysis of current Budget statements regarding cervical cancer vaccination, the study examines the public&knowledge, perception, and awareness of the vaccine's existence and efficacy. The findings uncover a spectrum of emotions and perceptions, indicating varying levels of awareness and willingness to adopt the vaccination. Despite residing in urban areas, many individuals exhibit limited awareness of cervical cancer vaccination, resulting in low uptake rates. This phenomenon is attributed to factors such as misinformation, inadequate education, and societal stigma surrounding discussions on cervical health and vaccination. Moreover, challenges related to access to healthcare services and affordability further hinder the vaccine utilization. The research underscores the importance of addressing misconceptions, enhancing education, and improving accessibility to increase awareness and uptake rates of cervical cancer vaccination. Efforts directed towards promoting preventive healthcare measures and reducing barriers to vaccination are crucial in combating cervical cancer and enhancing public health outcomes in urban communities.

Impact of Job Satisfaction on Work Output: Insights from Selected it Companies in Bengaluru

M. Deepa (ISBR Research Centre)
Dr.M.Amaresha (ISBR Research Centre)

Abstract :

The flatness of the world is evident as a result of advancements in information technology (IT). Information technology has stirred global society and catalyzed a worldwide industrial revolution. According to the Information Systems Strategy Triangle, a corporation must effectively manage its commerce, organizational, and information systems strategies in order to achieve success. Therefore, it is unsurprising that the job happiness of IT employees is contributing significantly to the success of businesses nowadays. With the increasing prominence of IT, it has been apparent that it has evolved into a complex and diverse field. Moreover, the global community is increasingly reliant on technical solutions to address their challenges. Employers place great importance on job satisfaction as dissatisfied employees exhibit a higher tendency to engage in malingering, are more likely to quit their jobs, experience tardiness, earn less compared to their more content colleagues, and negatively impact the overall morale of the organization. The primary objective of the study is to assess the job satisfaction of people working in the information technology sector in Bengaluru City. The study mostly relies on primary data acquired from Information Technology professionals using a standardized questionnaire method. This study concludes that working duties, job stability, and salary have a considerable impact on job satisfaction. The majority of employees anticipate a higher compensation package commensurate with their job obligations. Information technology organizations must significantly enhance the culture and style of their working environment. This also implies that in order to apply the findings to a similar collection of IT companies, a conceptual model needs to be created for job satisfaction, taking into account components such as psychological, physical, and environmental aspects.

A Study on the Antecedents of Luxury Apparel Purchase Decision

Prof .Madan Gowda k J (Program Manager and Assistant Professor ,ISBR Business School)
Sowmaya .S (Student , ISBR Business School)

Abstract :

The study focuses on finding the various factors influencing purchase decision of luxury apparels and the role of solidarity behaviour on brand switching. We used non-probability sampling method to collect the data from our respondents via questionnaire. The total number of respondents in our study is 175. Cronbach's Alpha test was used to find out the reliability of the test. We used Karl Pearson's Correlation and Chi Square tests to analyse and interpret the data. Multiple factors affect the purchase decision of consumers and it varies from different societies.

About ISBR

An institute of international education standards, ISBR Business School, was set up under the aegis of Bangalore Education Trust, which was established in the year 1990. The incubators of ISBR had a dream - the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values.



Education at ISBR prepares its students to think boldly and act confidently in any business environment. ISBR takes pride in creating an atmosphere where both students and faculty can pursue boundless knowledge, under a single roof where theory and practice go hand in hand to present a better understanding of oneself and the world around them. ISBR offers a diverse range of programs, including PGDM, MBA, Law, Commerce and executive education. The institution's extensive industry connections, accomplished faculty, and state-of-the-art infrastructure create an immersive learning environment that empowers students to become future-ready leaders.

ISBR has achieved notable recognitions and rankings, encompassing

- Platinum Institute in the AICTE-CII Survey consecutive for 7 years in a row, positioning
- ISBR among the top 3% of Indian Management Colleges.
- ISBR has also achieved Grade II autonomy by the AICTE and Government of India.
- No. 1 among New Generation B-Schools of India in the DM B-School Survey.
- Listed among the top 1% B-School Brands of India by Business Barons.
- Ranked as one of the top 29 institutes in India according to the Silicon India Survey.
- Awarded the Grand Jury Award for Quality of Campus Life and Student Diversity at the
- Education World India Private Higher Education Awards

Additionally, ISBR has received prestigious awards, such as:

- Business Excellence Award by Bharti Group.
- Exemplary Placement Award by Discovery Education.
- National Championship for Entrepreneur Activities by NEN.
- Centurion Award by Centum Learning Centre.
- Management College of the Year in Global Exposure by Higher Education Reviewer. Best
- Business School of the Year by PRCI.

These achievements demonstrate ISBR's commitment to fostering a dynamic learning environment and cultivating future leaders through innovation, research, and strong corporate connections.

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