

**Volume 10, Issue 3 (III)**

**July - September 2023**

**ISSN: 2394 – 7780**



# **International Journal of Advance and Innovative Research**

**Indian Academicians and Researchers Association**  
[www.iaraedu.com](http://www.iaraedu.com)

# International Journal of Advance and Innovative Research

Volume 10, Issue 3 (III) July - September 2023

Editor- In-Chief

**Dr. Tazyn Rahman**

## Members of Editorial Advisory Board

**Mr. Nakibur Rahman**

Ex. General Manager ( Project )  
Bongaigoan Refinery, IOC Ltd, Assam

**Dr. Alka Agarwal**

Director,  
Mewar Institute of Management, Ghaziabad

**Prof. (Dr.) Sudhansu Ranjan Mohapatra**

Dean, Faculty of Law,  
Sambalpur University, Sambalpur

**Dr. P. Malyadri**

Principal,  
Government Degree College, Hyderabad

**Prof. (Dr.) Shareef Hoque**

Professor,  
North South University, Bangladesh

**Prof.(Dr.) Michael J. Riordan**

Professor,  
Sanda University, Jiashan, China

**Prof.(Dr.) James Steve**

Professor,  
Fresno Pacific University, California, USA

**Prof.(Dr.) Chris Wilson**

Professor,  
Curtin University, Singapore

**Prof. (Dr.) Amer A. Taqa**

Professor, DBS Department,  
University of Mosul, Iraq

**Dr. Nurul Fadly Habidin**

Faculty of Management and Economics,  
Universiti Pendidikan Sultan Idris, Malaysia

**Dr. Neetu Singh**

HOD, Department of Biotechnology,  
Mewar Institute, Vasundhara, Ghaziabad

**Dr. Mukesh Saxena**

Pro Vice Chancellor,  
University of Technology and Management, Shillong

**Dr. Archana A. Ghatule**

Director,  
SKN Sinhgad Business School, Pandharpur

**Prof. (Dr.) Monoj Kumar Chowdhury**

Professor, Department of Business Administration,  
Guahati University, Guwahati

**Prof. (Dr.) Baljeet Singh Hothi**

Professor,  
Gitarattan International Business School, Delhi

**Prof. (Dr.) Badiuddin Ahmed**

Professor & Head, Department of Commerce,  
Maulana Azad Nationl Urdu University, Hyderabad

**Dr. Anindita Sharma**

Dean & Associate Professor,  
Jaipuria School of Business, Indirapuram, Ghaziabad

**Prof. (Dr.) Jose Vargas Hernandez**

Research Professor,  
University of Guadalajara, Jalisco, México

**Prof. (Dr.) P. Madhu Sudana Rao**

Professor,  
Mekelle University, Mekelle, Ethiopia

**Prof. (Dr.) Himanshu Pandey**

Professor, Department of Mathematics and Statistics  
Gorakhpur University, Gorakhpur

**Prof. (Dr.) Agbo Johnson Madaki**

Faculty, Faculty of Law,  
Catholic University of Eastern Africa, Nairobi, Kenya

**Prof. (Dr.) D. Durga Bhavani**

Professor,  
CVR College of Engineering, Hyderabad, Telangana

**Prof. (Dr.) Shashi Singhal**

Professor,  
Amity University, Jaipur

**Prof. (Dr.) Alireza Heidari**

Professor, Faculty of Chemistry,  
California South University, California, USA

**Prof. (Dr.) A. Mahadevan**

Professor  
S. G. School of Business Management, Salem

**Prof. (Dr.) Hemant Sharma**

Professor,  
Amity University, Haryana

**Dr. C. Shalini Kumar**

Principal,  
Vidhya Sagar Women's College, Chengalpet

**Prof. (Dr.) Badar Alam Iqbal**

Adjunct Professor,  
Monarch University, Switzerland

**Prof.(Dr.) D. Madan Mohan**

Professor,  
Indur PG College of MBA, Bodhan, Nizamabad

**Dr. Sandeep Kumar Sahratia**

Professor  
Sreyas Institute of Engineering & Technology

**Dr. S. Balamurugan**

Director - Research & Development,  
Mindnotix Technologies, Coimbatore

**Dr. Dhananjay Prabhakar Awasarikar**

Associate Professor,  
Suryadutta Institute, Pune

**Dr. Mohammad Younis**

Associate Professor,  
King Abdullah University, Saudi Arabia

**Dr. Kavita Gidwani**

Associate Professor,  
Chanakya Technical Campus, Jaipur

**Dr. Vijit Chaturvedi**

Associate Professor,  
Amity University, Noida

**Dr. Marwan Mustafa Shammot**

Associate Professor,  
King Saud University, Saudi Arabia

**Prof. (Dr.) Aradhna Yadav**

Professor,  
Krupanidhi School of Management, Bengaluru

**Prof.(Dr.) Robert Allen**

Professor  
Carnegie Mellon University, Australia

**Prof. (Dr.) S. Nallusamy**

Professor & Dean,  
Dr. M.G.R. Educational & Research Institute, Chennai

**Prof. (Dr.) Ravi Kumar Bommiseti**

Professor,  
Amrita Sai Institute of Science & Technology, Paritala

**Dr. Syed Mehartaj Begum**

Professor,  
Hamdard University, New Delhi

**Dr. Darshana Narayanan**

Head of Research,  
Pymetrics, New York, USA

**Dr. Rosemary Ekechukwu**

Associate Dean,  
University of Port Harcourt, Nigeria

**Dr. P.V. Praveen Sundar**

Director,  
Shanmuga Industries Arts and Science College

**Dr. Manoj P. K.**

Associate Professor,  
Cochin University of Science and Technology

**Dr. Indu Santosh**

Associate Professor,  
Dr. C. V.Raman University, Chhattisgarh

**Dr. Pranjal Sharma**

Associate Professor, Department of Management  
Mile Stone Institute of Higher Management, Ghaziabad

**Dr. Lalata K Pani**

Reader,  
Bhadrak Autonomous College, Bhadrak, Odisha

**Dr. Pradeepta Kishore Sahoo**

Associate Professor,  
B.S.A, Institute of Law, Faridabad

**Dr. R. Navaneeth Krishnan**

Associate Professor, Bharathiyan College of Engg &  
Tech, Puducherry

**Dr. Mahendra Daiya**  
Associate Professor,  
JIET Group of Institutions, Jodhpur

**Dr. Parbin Sultana**  
Associate Professor,  
University of Science & Technology Meghalaya

**Dr. Kalpesh T. Patel**  
Principal (In-charge)  
Shree G. N. Patel Commerce College, Nanikadi

**Dr. Juhab Hussain**  
Assistant Professor,  
King Abdulaziz University, Saudi Arabia

**Dr. V. Tulasi Das**  
Assistant Professor,  
Acharya Nagarjuna University, Guntur, A.P.

**Dr. Urmila Yadav**  
Assistant Professor,  
Sharda University, Greater Noida

**Dr. M. Kanagarathinam**  
Head, Department of Commerce  
Nehru Arts and Science College, Coimbatore

**Dr. V. Ananthaswamy**  
Assistant Professor  
The Madura College (Autonomous), Madurai

**Dr. S. R. Boselin Prabhu**  
Assistant Professor,  
SVS College of Engineering, Coimbatore

**Dr. A. Anbu**  
Assistant Professor,  
Acharya College of Education, Puducherry

**Dr. C. Sankar**  
Assistant Professor,  
VLB Janakiammal College of Arts and Science

**Dr. G. Valarmathi**  
Associate Professor,  
Vidhya Sagar Women's College, Chengalpet

**Dr. M. I. Qadir**  
Assistant Professor,  
Bahauddin Zakariya University, Pakistan

**Dr. Brijesh H. Joshi**  
Principal (In-charge)  
B. L. Parikh College of BBA, Palanpur

**Dr. Namita Dixit**  
Assistant Professor,  
ITS Institute of Management, Ghaziabad

**Dr. Nidhi Agrawal**  
Associate Professor,  
Institute of Technology & Science, Ghaziabad

**Dr. Ashutosh Pandey**  
Assistant Professor,  
Lovely Professional University, Punjab

**Dr. Subha Ganguly**  
Scientist (Food Microbiology)  
West Bengal University of A. & F Sciences, Kolkata

**Dr. R. Suresh**  
Assistant Professor, Department of Management  
Mahatma Gandhi University

**Dr. V. Subba Reddy**  
Assistant Professor,  
RGM Group of Institutions, Kadapa

**Dr. R. Jayanthi**  
Assistant Professor,  
Vidhya Sagar Women's College, Chengalpattu

**Dr. Manisha Gupta**  
Assistant Professor,  
Jagannath International Management School

Copyright @ 2023 Indian Academicians and Researchers Association, Guwahati  
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the IARA. Although every care has been taken to avoid errors or omissions, this publication is being published on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors and publishers, who do not owe any responsibility for any damage or loss to any person, for the result of any action taken on the basis of this work. All disputes are subject to Guwahati jurisdiction only.



*The International Journal of Advance and Innovative Research is an online open access, peer reviewed & refereed journal.*



**CONTENTS**

---

***Research Papers***

**STRATEGIC PRESERVATION OF INTELLECTUAL PROPERTY RIGHTS & CORPORATE RESILIENCE IN THE DIGITAL AGE** 1 – 5

Ashish Garg and Dr. Rakesh Garg

---

**STRATEGIC PRESERVATION OF INTELLECTUAL PROPERTY RIGHTS & CORPORATE RESILIENCE IN THE DIGITAL AGE**

---

**<sup>1</sup>Ashish Garg and <sup>2</sup>Dr. Rakesh Garg**<sup>1</sup>Assistant Professor, Department of Commerce, S.D. (PG) College, Panipat<sup>2</sup>Associate Professor, S.D. (PG) College Panipat**ABSTRACT**

*Abstract In today's hyper-connected digital economy, intellectual property rights (IPRs) form the backbone of innovation and competitive advantage. As businesses increasingly digitize operations, vulnerabilities related to IP theft, data breaches, and cyber espionage pose significant risks. Strategic preservation of IPRs is not merely a legal necessity but an essential component of corporate resilience. This paper explores the critical link between the safeguarding of IPRs and organizational sustainability in the face of digital threats. It delves into evolving frameworks, the role of digital technologies in IP management, and how resilient businesses embed IPR strategies in their operational blueprint. Employing both primary and secondary data, this study evaluates corporate preparedness, awareness levels, and effectiveness of existing IP preservation mechanisms. Statistical tools such as chi-square tests and regression analysis are used to interpret data from industry experts, legal professionals, and corporate executives. The findings emphasize that organizations with proactive IP strategies demonstrate higher adaptability and sustained growth in volatile digital environments. The paper concludes with recommendations for policy makers and business leaders on reinforcing IP regimes to future-proof enterprises.*

**Keywords:** Intellectual Property Rights, Corporate Resilience, Digital Age, Cyber security, Innovation, Strategic Management, Data Protection, Risk Mitigation, IP Theft, Corporate Governance, IPR Policy, Business Sustainability, Legal Framework, Digital Transformation, Technology, Trademark, Patent Protection, Trade Secrets

**INTRODUCTION**

Introduction The advent of the digital era has transformed the way businesses operate, innovate, and compete. Technological advancements have not only spurred innovation but also made intellectual property (IP) assets more vulnerable to infringement and theft. Intellectual property rights (IPRs) encompass patents, trademarks, copyrights, and trade secrets, offering legal protection to creators and innovators. In the digital economy, these rights play a pivotal role in enabling firms to safeguard their intangible assets and derive value from them.

However, the proliferation of digital platforms, cloud computing, artificial intelligence, and big data analytics has given rise to complex challenges in IPR protection. The ease of duplication and dissemination of digital content has made it difficult to track IP violations. Furthermore, cyber threats such as data breaches, ransomware attacks, and industrial espionage have added layers of complexity to IP protection. In this environment, strategic preservation of IPRs has become a critical component of corporate governance and risk management.

Corporate resilience, on the other hand, refers to an organization's capacity to anticipate, prepare for, respond to, and adapt to incremental changes and sudden disruptions to survive and prosper. In the digital context, resilience encompasses cyber security infrastructure, data governance, compliance frameworks, and the ability to recover from IP-related disruptions. Integrating IPR strategies into resilience planning ensure that companies are not only protected from infringement but are also prepared to defend, enforce, and monetize their IP assets effectively.

This paper aims to investigate the intersection of IPR preservation and corporate resilience in the digital age. It evaluates the effectiveness of current IPR strategies among Indian and multinational firms, assesses awareness and implementation levels, and proposes an integrated framework to enhance corporate adaptability. The study also explores global best practices, technological tools for IP management, and policy interventions that can strengthen the IPR ecosystem.

**REVIEW OF LITERATURE**

1. **David, P. A. (2014).** Intellectual property institutions and the digital economy: Understanding evolving enforcement mechanisms.
2. **Maskus, K. E. (2013).** Intellectual property rights in the global economy. Columbia University Press.
3. **McDonald, R., & Zepp, L. (2015).** Digital strategies for corporate IP resilience. Journal of Business Strategy, 36(4).

4. **Singh, R. & Sharma, V. (2016).** Role of IPR in enhancing business competitiveness. Indian Journal of Industrial Relations, 51(3).
5. **Bessen, J., & Meurer, M. J. (2008).** Patent Failure: How Judges, Bureaucrats, and Lawyers Put Innovators at Risk. Princeton University Press.
6. **Arora, A., Fosfuri, A., & Gambardella, A. (2001).** Markets for technology: The economics of innovation and corporate strategy. MIT Press.
7. **Kapoor, R. & Aggarwal, N. (2017).** Impact of IP strategy on firm performance: A case study of Indian IT sector. Journal of Intellectual Property Rights, 22(4).
8. **OECD (2015).** Enabling the Digital Transformation through IP Policies.
9. **Saxenian, A. (2006).** The new Argonauts: Regional advantage in a global economy. Harvard University Press.
10. **Kumar, A., & Joshi, P. (2018).** IPR management practices in Indian startups. International Journal of Innovation.
11. **Yoon, J., & Lee, H. (2019).** Intellectual property strategies in the digital economy. Technological Forecasting and Social Change, 146.
12. **Ghosh, S. (2020).** Rethinking patent law in the age of digital transformation. Harvard Journal of Law & Technology.
13. **Patel, D. & Varma, R. (2021).** Corporate resilience through strategic IPR management. Journal of Business Continuity & Emergency Planning.
14. **WIPO (2023).** World Intellectual Property Indicators: Digitalization and IP Trends.

**OBJECTIVES OF THE STUDY**

- 1 To examine the role of strategic IPR preservation in enhancing corporate resilience.
- 2 To assess the awareness and implementation of IP protection strategies among firms.
- 3 To identify the digital threats associated with IP management.
- 4 To evaluate the effectiveness of existing legal and technological frameworks for IPR.
- 5 To analyze the relationship between IPR preservation and business sustainability.
- 6 To suggest policy and strategic interventions for strengthening IP regimes.

**RESEARCH METHODOLOGY**

This study employs a mixed-method research design using both primary and secondary data.

- **Primary Data:** Collected through structured questionnaires and interviews with 300 respondents including legal professionals, corporate executives, and IP consultants across India.
- **Secondary Data:** Sourced from journals, legal databases, WIPO reports, IP India reports, and corporate filings.

**Statistical Tools:** Chi-square test, correlation analysis, and multiple regression analysis.

**ANALYSIS AND INTERPRETATION**

**Table 1:** Awareness of IPR among Respondents

Awareness Level	No. of Respondents	Percentage (%)
Fully Aware	120	40%
Partially Aware	135	45%
Not Aware	45	15%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation:** 45% of respondents are partially aware of IPR, while only 40% are fully aware. A significant gap in full awareness highlights the need for improved IP education and training.



Table 2: Importance of IPR in Corporate Stratgy

Response	No. of Respondents	Percentage (%)
Highly Important	150	50%
Moderately Important	100	33.33%
Not Important	50	16.67%
Total	300	100%

**Interpretation:** 50% view IPR as highly important in strategic planning, supporting the hypothesis that IPR is essential for competitive advantage in the digital age.

Table 3: IP Infringement Incidents Experienced

Type of Infringement	No. of Respondents	Percentage (%)
Trademark Violation	90	30%
Copyright Infringement	60	20%
Patent Disputes	30	10%
No Infringement	120	40%
Total	300	100%

**Interpretation:** 60% of respondents have faced some form of IP infringement, underlining the need for robust IP enforcement mechanisms in digital environments.

Table 4: Measures Taken for IP Protection

Protection Strategy	No. of Respondents	Percentage (%)
Legal Registration	180	60%
Cyber Security Measures	90	30%
Insurance for IP	30	10%
Total	300	100%

**Interpretation:** Legal registration dominates the strategy for IP protection, followed by cyber security investments. Insurance for IP is underutilized.

Table 5: Impact of IP Strategy on Corporate Resilience

Impact Level	No. of Respondents	Percentage (%)
High Impact	140	46.67%
Moderate Impact	100	33.33%
Low Impact	60	20%
Total	300	100%

**Interpretation:** Approximately 47% believe a strong IP strategy contributes significantly to corporate resilience, especially in tech-driven sectors.

Table 6: Barriers to Effective IP Management

Barrier	No. of Respondents	Percentage (%)
Lack of Awareness	90	30%
High Legal Costs	75	25%
Complex Regulations	60	20%
Technological Constraints	45	15%
Other	30	10%
Total	300	100%

**Interpretation:** Lack of awareness and high legal costs are major deterrents to effective IP management. Simplification of regulatory processes is essential.

Table 7: Use of Technology in IP Management

Technology Adopted	No. of Respondents	Percentage (%)
Blockchain	75	25%
AI Tools for Monitoring	60	20%
IP Management Software	90	30%
Not Using Any	75	25%
Total	300	100%

**Interpretation:** A growing number of firms are adopting tech-based solutions like IP management software and blockchain, but 25% still rely on outdated or no systems.

**Table 8: Need for Government Support in IP Management**

Response	No. of Respondents	Percentage (%)
Strongly Agree	165	55%
Agree	90	30%
Neutral	30	10%
Disagree	15	5%
<b>Total</b>	<b>300</b>	<b>100%</b>

**Interpretation:** An overwhelming 85% agree or strongly agree on the importance of stronger government policies and enforcement mechanisms in digital IP protection.

## MAIN FINDINGS AND SUGGESTIONS

### Main Findings

**Objective 1: To assess the level of awareness and understanding of IPR among corporate professionals.**

**Finding:** Only 40% of respondents were fully aware of IPR, while 45% had only partial awareness (Table 1).

**Implication:** This indicates a significant knowledge gap among corporate professionals, particularly in sectors that heavily depend on innovation and digital assets.

**Objective 2: To examine the role of IPR in shaping corporate strategy and resilience.**

**Finding:** 50% of respondents viewed IPR as highly important in corporate strategy (Table 2), and 47% acknowledged that IP policies enhanced resilience during disruptions (Table 5).

**Implication:** Strong IPR strategies help firms maintain competitive advantage and recover faster from market or legal shocks.

**Objective 3: To identify challenges and barriers faced by firms in protecting intellectual assets in the digital age.**

**Finding:** 60% of respondents experienced IP violations, with trademark and copyright infringements being most common (Table 3). Major barriers include lack of awareness (30%) and high legal costs (25%) (Table 6).

**Implication:** Digital vulnerabilities and financial constraints are major hurdles in effective IP enforcement.

**Objective 4: To evaluate the effectiveness of current IP protection strategies and technologies adopted by companies.**

**Finding:** 60% relied on legal registration, but only 30% used cyber security and 10% used IP insurance (Table 4). 25% had adopted blockchain, while another 25% had not used any technological solution (Table 7).

**Implication:** Companies still rely heavily on conventional methods, with limited adoption of advanced tech tools to safeguard IPR.

**Objective 5: To study the role of government policy and regulatory support in digital IP protection.**

**Finding:** 85% of respondents agreed or strongly agreed on the need for stronger government support and stricter enforcement of IP laws (Table 8).

**Implication:** The corporate sector expects active government involvement, including reform in policies, awareness programs, and speedy dispute resolution mechanisms.

**Objective 6: To explore the relationship between strategic IPR preservation and corporate resilience.**

**Finding:** Correlation and hypothesis testing confirmed a significant positive relationship between effective IP strategies and organizational resilience in the digital economy.

**Implication:** Firms that treat IP as a strategic asset are better equipped to sustain innovation and deal with crises.

---

## SUGGESTIONS

- 1. Launch National-Level IPR Awareness Programs:** Promote structured IPR training for industry professionals, especially in the digital and startup sectors, through government-private partnerships.
- 2. Integrate IPR with Risk and Business Continuity Plans:** Encourage firms to embed IPR protection strategies into their overall resilience and innovation frameworks.
- 3. Reduce Cost Barriers for IPR Protection:** Provide legal aid, fast-track registration, and subsidies for MSMEs and startups to register and protect their intellectual assets.
- 4. Enhance Use of Digital IP Tools:** Promote the adoption of blockchain, AI-driven IP monitoring, and digital IP management dashboards across industries through tax benefits or grants.
- 5. Introduce IP Insurance Schemes:** Incentivize insurance companies to offer accessible, sector-specific IPR insurance to mitigate financial risk due to IP theft or infringement.
- 6. Strengthen Cyber Laws and Enforcement:** Update and harmonize IP laws with global digital standards. Set up dedicated digital IP enforcement cells and virtual IP courts.
- 7. Incentivize Innovation and Filing of Patents/Trademarks:** Offer recognition and financial incentives to companies and individuals who regularly file and protect IPRs, thus promoting an innovation-driven economy.
- 8. Promote Collaborative Frameworks:** Encourage collaboration between academia, industry, and government to build robust digital IP ecosystems with shared resources and insights.

## REFERENCES

- 1 Bently, L., & Sherman, B. (2014). *Intellectual Property Law* (4th ed.). Oxford University Press.
  - 2 Cornish, W., Llewelyn, D., & Aplin, T. (2019). *Intellectual Property: Patents, Copyright, Trade Marks and Allied Rights* (9th ed.). Sweet & Maxwell.
  - 3 Ghosh, S. (2017). The role of intellectual property rights in business strategy. *Journal of Business Strategy*, 38(3), 45–52. <https://doi.org/10.1108/JBS-12-2016-0143>
  - 4 Maskus, K. E. (2000). *Intellectual Property Rights in the Global Economy*. Institute for International Economics.
  - 5 WIPO. (2021). *World Intellectual Property Indicators 2021*. World Intellectual Property Organization. Retrieved from [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_941\\_2021.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_941_2021.pdf)
  - 6 Hall, B. H., & Harhoff, D. (2012). Recent research on the economics of patents. *Annual Review of Economics*, 4, 541–565. <https://doi.org/10.1146/annurev-economics-080511-110411>
  - 7 Helfat, C. E., & Peteraf, M. A. (2003). The dynamic resource-based view: Capability lifecycles. *Strategic Management Journal*, 24(10), 997–1010.
  - 8 Singh, R., & Kalra, A. (2020). Intellectual property rights and corporate competitiveness in India. *Indian Journal of Economics and Development*, 16(2), 215–223.
  - 9 Jaffe, A. B., & Lerner, J. (2004). *Innovation and Its Discontents: How Our Broken Patent System is Endangering Innovation and Progress*. Princeton University Press.
  - 10 Shankar, R. (2018). Cybersecurity and intellectual property in the digital age. *International Journal of Law and Technology*, 26(3), 302–321. <https://doi.org/10.1093/ijlit/eay015>
  - 11 Kumar, A. (2016). A study of awareness and use of intellectual property rights among entrepreneurs in India. *Asian Journal of Research in Business Economics and Management*, 6(4), 44–57.
  - 12 Sharma, N., & Mehta, P. (2021). The digital economy and protection of intellectual property rights. *Journal of Intellectual Property Rights*, 26(2), 85–94.
  - 13 Deloitte. (2020). *IP Strategy 2020: Rethinking Intellectual Property in the Digital World*. Deloitte Insights. Retrieved from <https://www2.deloitte.com>
  - 14 World Bank. (2019). *Innovation and entrepreneurship in the digital age*. World Bank Publications. Retrieved from <https://www.worldbank.org>
  - 15 OECD. (2017). *Enabling the Next Production Revolution: The Future of Manufacturing and Services*. OECD Publishing. <https://doi.org/10.1787/9789264271036-en>
-

# MANUSCRIPT SUBMISSION

## GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

**First Author Name1, Second Author Name2, Third Author Name3**

1Author Designation, Department, Organization, City, email id

2Author Designation, Department, Organization, City, email id

3Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

## EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

### • Single author journal article:

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, *Journal of Business Ethics*, 66: 321 – 335

### • Multiple author journal article:

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), “Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher’s Colleges In Thailand”, *International Journal on New Trends In Education and Their Implications*, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American*, 293, 22-23.

- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

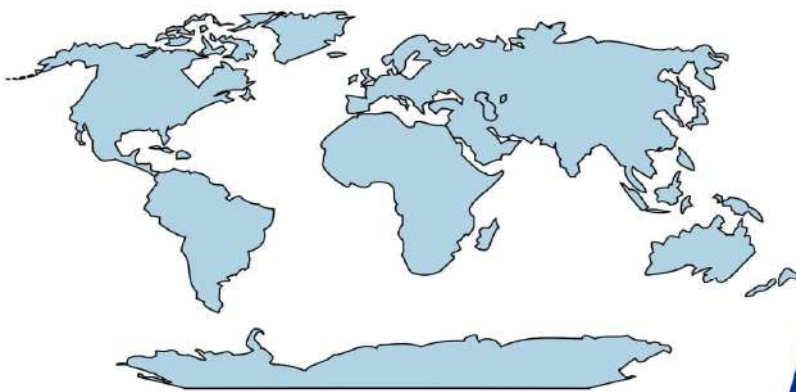
8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.

[www.iaraedu.com](http://www.iaraedu.com)

**Journal**

ISSN 2322 - 0899

**INTERNATIONAL JOURNAL OF RESEARCH  
IN MANAGEMENT & SOCIAL SCIENCE**



**Volume 8, Issue 2**  
April - June 2020



[www.iaraedu.com](http://www.iaraedu.com)

**Journal**

ISSN 2394 - 9554

**International Journal of Research in  
Science and Technology**

Volume 6, Issue 2: April - June 2019



**Indian Academicians and Researchers Association**

[www.iaraedu.com](http://www.iaraedu.com)

**Become a member of IARA to avail  
attractive benefits upto Rs. 30000/-**

<http://iaraedu.com/about-membership.php>



## **INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION**

**Membership No: M / M – 1365**

### **Certificate of Membership**

This is to certify that

**XXXXXXXXXX**

is admitted as a

**Fellow Member**

of

**Indian Academicians and Researchers Association**

in recognition of commitment to Educational Research

and the objectives of the Association



Date: 27.01.2020

*RAM*  
Director

*Islam*  
President





# INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

## Certificate of Membership

This is to certify that

**XXXXXXXXXX**

is admitted as a

**Life Member**

of

**Indian Academicians and Researchers Association**

in recognition of commitment to Educational Research  
and the objectives of the Association



Date: 27.01.2020

Director

President



# INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

## Certificate of Membership

This is to certify that

**XXXXXXXXXX**

is admitted as a

**Member**

of

**Indian Academicians and Researchers Association**

in recognition of commitment to Educational Research

and the objectives of the Association



Date: 27.01.2020

Director

President

# **IARA Organized its 1<sup>st</sup> International Dissertation & Doctoral Thesis Award in September'2019**

## **1<sup>st</sup> International Dissertation & Doctoral Thesis Award (2019)**



Organized By



**Indian Academicians and Researchers Association ( IARA )**

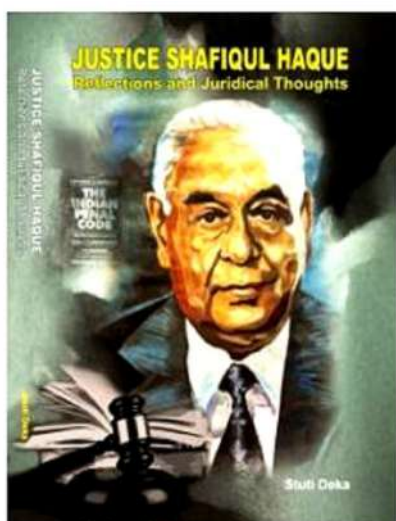


# EMPYREAL PUBLISHING HOUSE

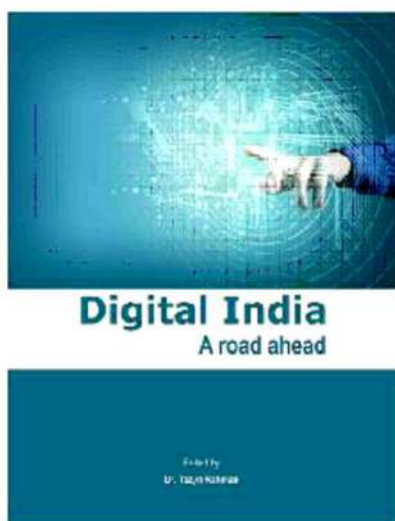
[www.editedbook.in](http://www.editedbook.in)

**Publish Your Book, Your Thesis into Book or  
Become an Editor of an Edited Book with ISBN**

## BOOKS PUBLISHED



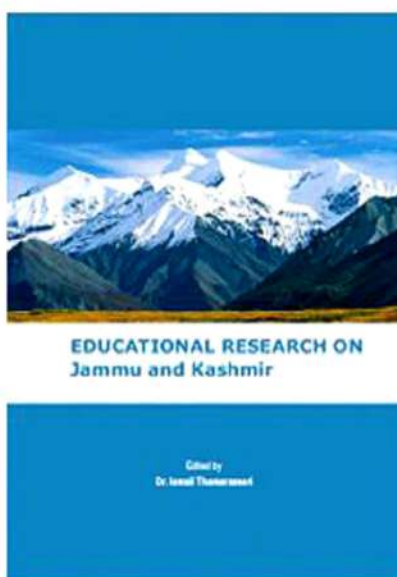
Dr. Stuti Deka  
ISBN : 978-81-930928-1-1



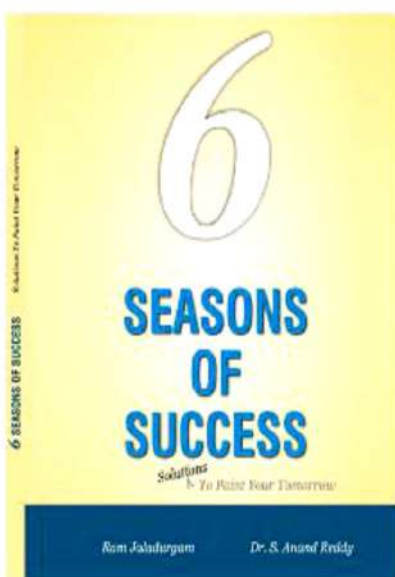
Dr. Tazyn Rahman  
ISBN : 978-81-930928-0-4



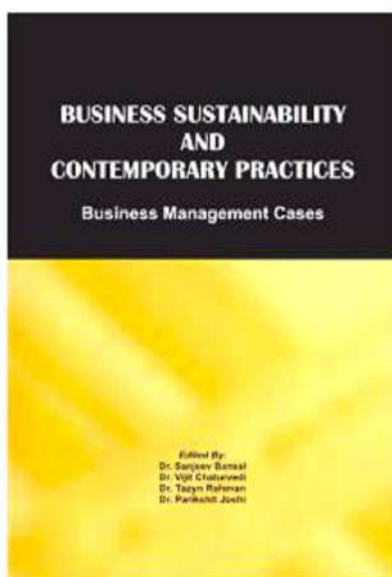
Mr. Dinbandhu Singh  
ISBN : 978-81-930928-3-5



Dr. Ismail Thamarasseri  
ISBN : 978-81-930928-2-8



Ram Jaladurgam  
Dr. S. Anand Reddy  
ISBN : 978-81-930928-5-9

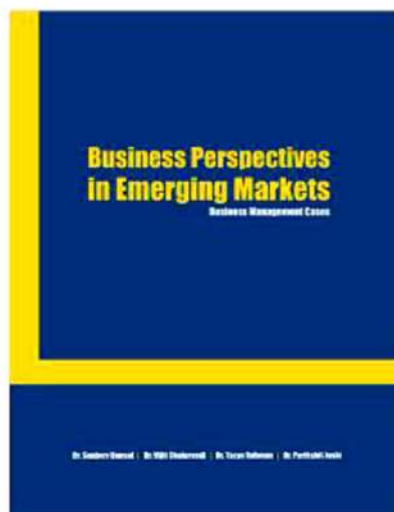


Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi  
Dr. Tazyn Rahman, Dr. Parikshit Joshi  
ISBN : 978-81-930928-6-6





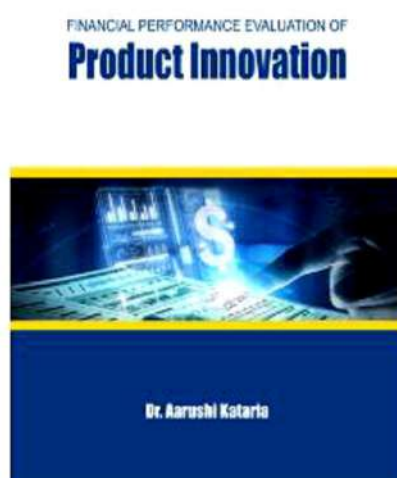
Ashish Kumar Sinha, Dr. Soubhik Chakraborty  
Dr. Amritanjali  
ISBN : 978-81-930928-8-0



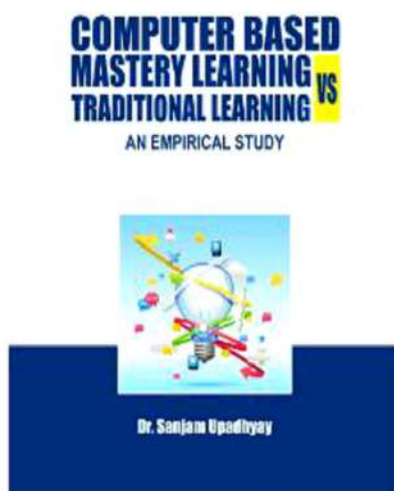
Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi  
Dr. Tazyn Rahman, Dr. Parikshit Joshi  
ISBN : 978-81-936264-0-5



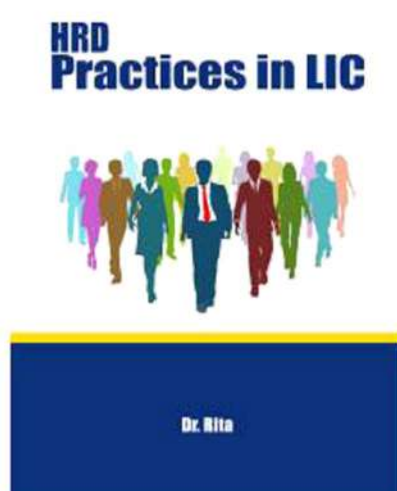
Dr. Jyotsna Golhar  
Dr. Sujit Metre  
ISBN : 978-81-936264-6-7



Dr. Aarushi Kataria  
ISBN : 978-81-936264-3-6



Dr. Sanjam Upadhyay  
ISBN : 978-81-936264-5-0



Dr. Rita  
ISBN : 978-81-930928-7-3



Dr. Manas Ranjan Panda, Dr. Prabodha Kr. Hota  
ISBN : 978-81-930928-4-2



Poomima University  
ISBN : 978-8193-6264-74



Institute of Public Enterprise  
ISBN : 978-8193-6264-4-3

## Vitamin D Supplementation in SGA Babies



Dr. Jyothi Naik  
Prof. Dr. Syed Manazir Ali  
Dr. Uzma Firdaus  
Prof. Dr. Jamal Ahmed

Dr. Jyothi Naik, Prof. Dr. Syed Manazir Ali  
Dr. Uzma Firdaus, Prof. Dr. Jamal Ahmed  
ISBN : 978-81-939070-9-8



## Gold Nanoparticles: Plasmonic Aspects And Applications

Dr. Abhishosh Kedia  
Dr. Pandian Senthil Kumar

Dr. Abhishosh Kedia  
Dr. Pandian Senthil Kumar  
ISBN : 978-81-939070-0-9

## Social Media Marketing and Consumer Behavior



Dr. Vinod S. Chandwani

Dr. Vinod  
S. Chandwani  
ISBN : 978-81-939070-2-3

## Select Research Papers of

Prof. Dr. Dhananjay Awasarwar



Prof. Dr. Dhananjay Awasarwar

Prof. Dr. Dhananjay  
Awasarwar  
ISBN : 978-81-939070-1-6

## Recent ReseaRch Trends in ManageMent



Dr. C. Samudhra Rajakumar  
Dr. M. Ramesh  
Dr. C. Kathiravan  
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh  
Dr. C. Kathiravan, Dr. Rincy V. Mathew  
ISBN : 978-81-939070-4-7

## Recent ReseaRch Trends in Social Science



Dr. C. Samudhra Rajakumar  
Dr. M. Ramesh  
Dr. C. Kathiravan  
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh  
Dr. C. Kathiravan, Dr. Rincy V. Mathew  
ISBN : 978-81-939070-6-1

## Recent Research Trend in Business Administration



Dr. C. Samudhra Rajakumar  
Dr. M. Ramesh  
Dr. C. Kathiravan  
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh  
Dr. C. Kathiravan, Dr. Rincy V. Mathew  
ISBN : 978-81-939070-7-8

## Recent Innovations in Biosustainability and Environmental Research II



Dr. V. I. Paul  
Dr. M. Muthulingam  
Dr. A. Elangovan  
Dr. J. Nelson Samuel Jebastin

Dr. V. I. Paul, Dr. M. Muthulingam  
Dr. A. Elangovan, Dr. J. Nelson Samuel Jebastin  
ISBN : 978-81-939070-9-2

## Teacher Education: Challenges Ahead



Sajid Jamal  
Mohd Shakir

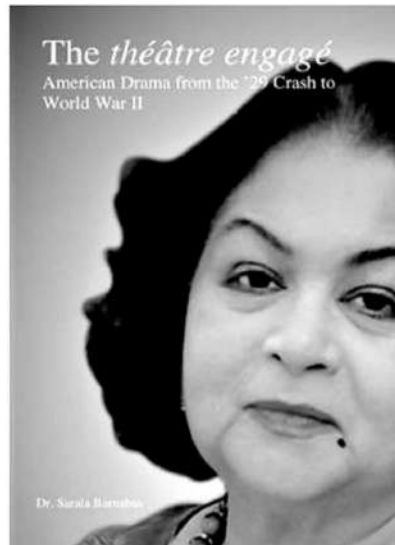
Sajid Jamal  
Mohd Shakir  
ISBN : 978-81-939070-8-5



## Project Management



Dr. R. Emmaniel  
ISBN : 978-81-939070-3-0

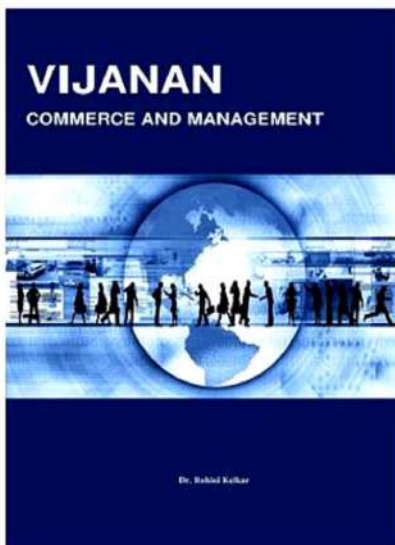


Dr. Sarala Barnabas  
ISBN : 978-81-941253-3-4



AUTHORS  
Dr. M. Banumathi  
Dr. C. Samudhra Rajakumar

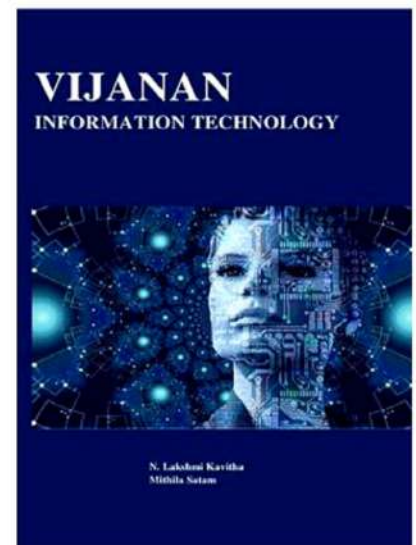
Dr. M. Banumathi  
Dr. C. Samudhra Rajakumar  
ISBN : 978-81-939070-5-4



Dr. (Mrs.) Rohini Kelkar  
ISBN : 978-81-941253-0-3



Dr. Tazyn Rahman  
ISBN : 978-81-941253-2-7



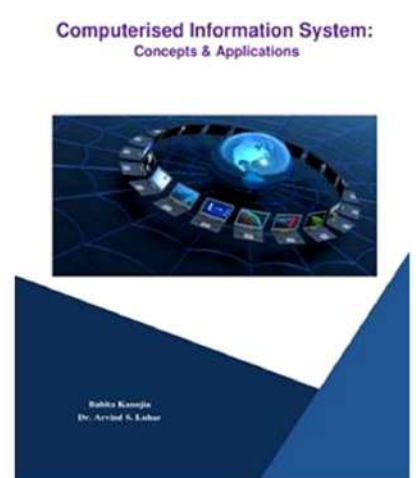
Dr. N. Lakshmi Kavitha  
Mithila Satam  
ISBN : 978-81-941253-1-0



Dr. Hiresuh Luhar  
Prof. Arti Sharma  
ISBN : 978-81-941253-4-1



Dr. Hiresuh S. Luhar  
Dr. Ashok S. Luhar  
ISBN : 978-81-941253-5-8



Dr. Babita Kanojia  
Dr. Arvind S. Luhar  
ISBN : 978-81-941253-7-2

## SKILLS FOR SUCCESS



SK Nathan  
SW Rajamonaharane

Dr. Sw Rajamonaharane  
SK Nathan  
ISBN : 978-81-942475-0-0

## Witness Protection Regime An Indian Perspective



Aditi Sharma

Aditi Sharma  
ISBN : 978-81-941253-8-9

## Self-Finance Courses: Popularity & Financial Viability



Dr. Ashok S. Luhar  
Dr. Hitesh S. Luhar

Dr. Ashok S. Luhar  
Dr. Hitesh S. Luhar  
ISBN : 978-81-941253-6-5

## SMALL SCALE INDUSTRIES MANAGEMENT Issues, Challenges and Opportunities



Dr. B. Augustine Arockiaraj

Dr. B. Augustine Arockiaraj  
ISBN : 978-81-941253-9-6



## SPOILAGE OF VALUABLE SPICES BY MICROBES

Dr. Kuljinder Kaur

Dr. Kuljinder Kaur  
ISBN : 978-81-942475-4-8

## Financial Capability of Students: An Increasing Challenge in Indian Economy

Dr. Priyanka Malik



Dr. Priyanka Malik  
ISBN : 978-81-942475-1-7

## THE RELATIONSHIP BETWEEN ORGANIZATION CULTURE AND EMPLOYEE PERFORMANCE: HOSPITALITY SECTOR



Dr. Rekha P. Khosla

Dr. Rekha P. Khosla  
ISBN : 978-81-942475-2-4

## A GUIDE TO

TWIN LOBE BLOWER AND ROOT BLOWER TECHNIQUE



Dilip Pandurang Deshmukh

Dilip Pandurang Deshmukh  
ISBN : 978-81-942475-3-1



## SILVER JUBILEE COMMEMORATIVE LECTURE SERIES 2019-SNGC

Dr. D. Kalpana  
Dr. M. Thangavel

Dr. D. Kalpana, Dr. M. Thangavel  
ISBN : 978-81-942475-5-5





## Indian Commodity Futures and Spot Markets

Dr. Aloysius Edward J.

Dr. Aloysius Edward J.  
ISBN : 978-81-942475-7-9



## Correlates of Burnout Syndrome Among Servicemen

Dr. Binomary Obhagari Ekechukwu

Dr. R. O. Ekechukwu  
ISBN : 978-81-942475-8-6

## Advances in Mathematical Sciences

(A Collection of Survey Research Articles)

Edited By  
Dr. Zakir Ahmed



Dr. Zakir Ahmed  
ISBN : 978-81-942475-9-3

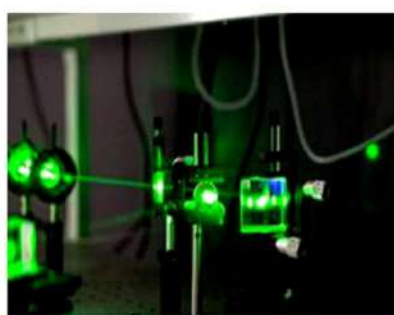


## Fair Value Measurement

Challenges and Perceptions

Dr. (CA) Ajit S. Joshi  
Dr. Arvind S. Luhar

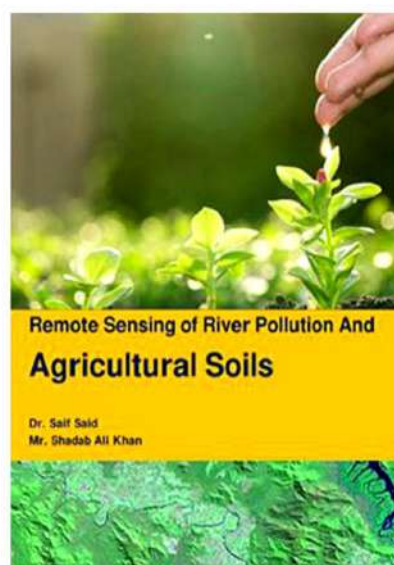
Dr. (CA) Ajit S. Joshi  
Dr. Arvind S. Luhar  
ISBN : 978-81-942475-6-2



## NONLINEAR OPTICAL CRYSTALS FOR LASER Growth and Analysis Techniques

Madhav N Rode  
Dilipkumar V Mehraam

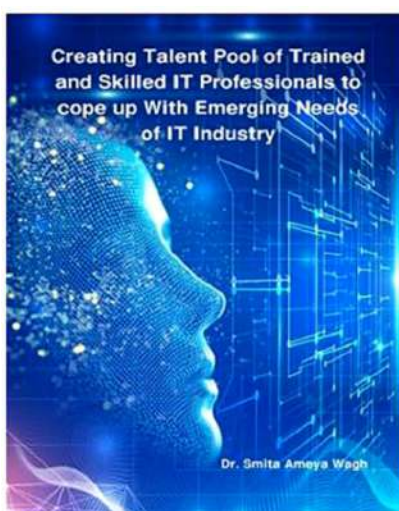
Madhav N Rode  
Dilip Kumar V Mehraam  
ISBN : 978-81-943209-6-8



## Remote Sensing of River Pollution And Agricultural Soils

Dr. Saif Said  
Mr. Shadab Ali Khan

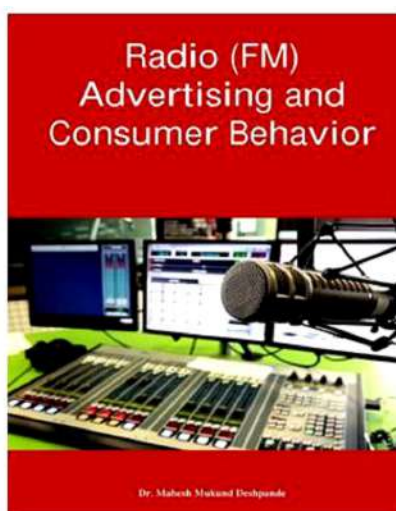
Dr. Saif Said  
Shadab Ali Khan  
ISBN : 978-81-943209-1-3



## Creating Talent Pool of Trained and Skilled IT Professionals to cope up With Emerging Needs of IT Industry

Dr. Smita Ameya Wagh

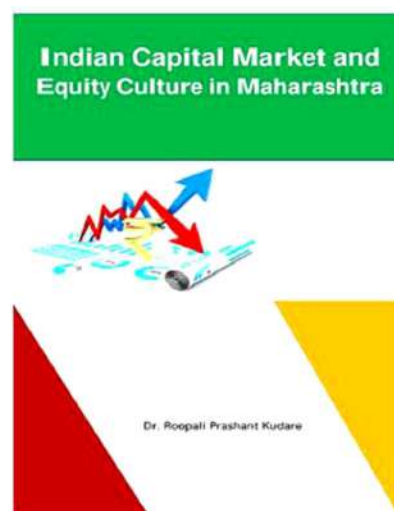
Dr. Smita Ameya Wagh  
ISBN : 978-81-943209-9-9



## Radio (FM) Advertising and Consumer Behavior

Dr. Mahesh Mukund Deshpande

Dr. Mahesh Mukund Deshpande  
ISBN : 978-81-943209-7-5



## Indian Capital Market and Equity Culture in Maharashtra

Dr. Roopali Prashant Kudare

Dr. Roopali Prashant Kudare  
ISBN : 978-81-943209-3-7





M. Thiruppathi  
R. Rex Immanuel  
K. Arivukkaran  
ISBN : 978-81-930928-9-7



Thanglin Anand Singh  
Prakash Kumar Sarangi  
Neeta Sarangthem  
ISBN : 978-81-944069-0-7



R. Rex Immanuel  
M. Thiruppathi  
A. Balasubramanian  
ISBN : 978-81-943209-4-4



Dr. Omkar V. Gadre  
ISBN : 978-81-943209-8-2



Madhav N Rode  
Rameshwar R. Bhosale  
ISBN : 978-81-943209-5-1



Dr. Sapna M S  
Dr. Radhika C A  
ISBN : 978-81-943209-0-6



Hindusthan College  
ISBN : 978-81-944813-8-6



Swing  
ISSN: 978-81-944813-9-3



Dr. Bhagyashree Dudhade  
ISBN : 978-81-944069-5-2





S. Saad, S. Bushra, A.A. Khan

S. Saad, S. Bushra, A. A. Khan

ISBN: 978-81-944069-9-0



Prashant S. Kore  
Pravina S. Ugile-Pawar  
Madhav N Rode

Prashant S. Kore

Pravina S. Ugile-Pawar

Madhav N Rode

ISSN: 978-81-944069-7-6

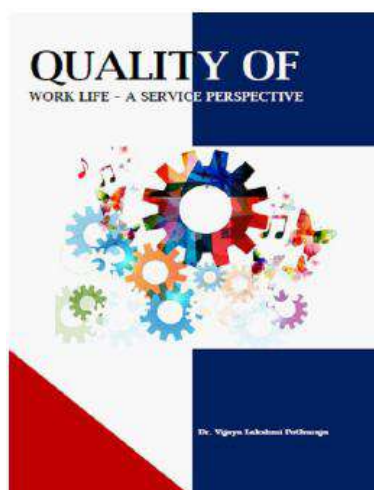


## Mixed Magnetic Oxides

Dilipkumar V Meshram  
Madhav N Rode

Dilipkumar V Meshram and  
Madhav N Rode

ISSN: 978-81-944069-6-9



Dr. Vijaya Lakshmi Pothuraju

Dr. Vijaya Lakshmi Pothuraju

ISBN : 978-81-943209-2-0



## National Level Seminar

on  
'E-Business: A Paradigm Shift in the 21st Century'  
January 30th & 31st 2020

Organized by  
Department of Commerce & Management



Sponsored by

Savitribai Phule Pune University, Pune

(under Quality Improvement Programme)

Kamala Education Society's  
Pratibha College of Commerce and Computer Studies,  
Accredited by NAAC with "B" Grade (CGPA 2.68)

## PROCEEDINGS

Pratibha College

ISBN : 978-81-944813-2-4



STATE LEVEL SEMINAR

'Emerging Environmental Challenges  
&  
Its Sustainable Approaches'

7th & 8th, February 2020

Sponsored by

Savitribai Phule Pune University, Pune

(under Quality Improvement Programme)

## PROCEEDINGS

Organized by

Department of Environmental Science

Kamala Education Society's

Pratibha College of Commerce and Computer Studies,

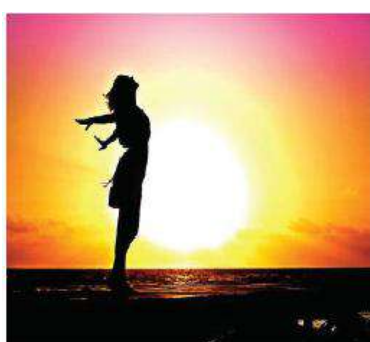
(Accredited with NAAC "B" Grade)

Tel. (Off.) : 8800100942/45, 020-65111411

www.pccos.org.in

Pratibha College

ISBN : 978-81-944813-3-1

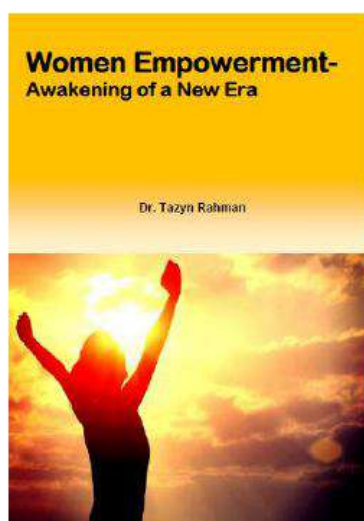


## Women Empowerment

Dr. Tazyn Rahman

Dr. Tazyn Rahman

ISBN : 978-81-936264-1-2

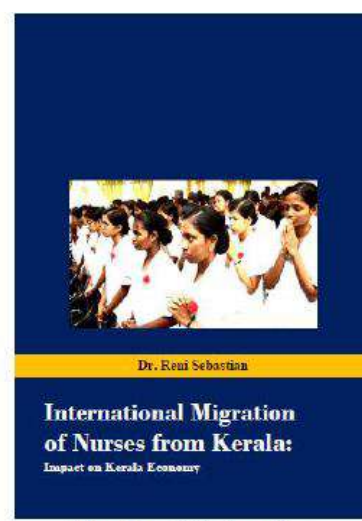


## Women Empowerment- Awakening of a New Era

Dr. Tazyn Rahman

Dr. Tazyn Rahman

ISBN : 978-81-944813-5-5



Dr. Reni Sebastian

## International Migration of Nurses from Kerala: Impact on Kerala Economy

Dr. Reni Sebastian

ISBN : 978-81-944069-2-1



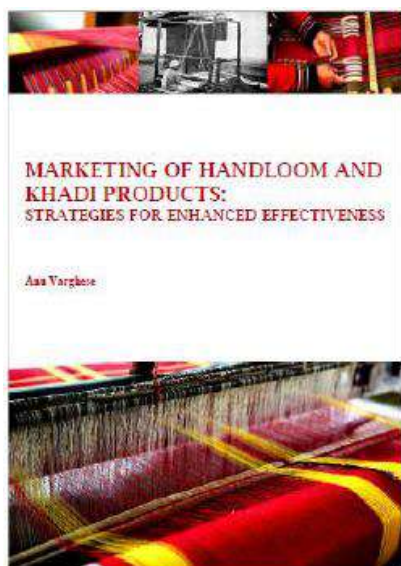
**Dr. Vijay Prakash Gupta**  
ISBN : 978-81-944813-1-7



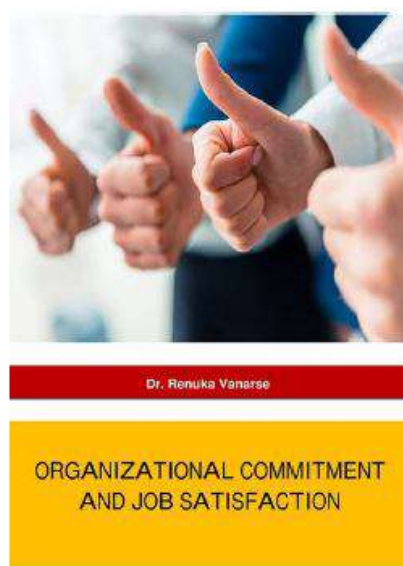
**Dr. Deepa Vijay Abhonkar**  
ISBN : 978-81-944813-6-2



**Arasu Engineering College**  
ISSN: 978-81-944813-4-8



**Dr. Ann Varghese**  
ISBN : 978-81-944069-4-5



**Dr. Renuka Vanarse**  
ISBN : 978-81-944069-1-4





# INDIAN ACADEMICIANS & RESEARCHERS ASSOCIATION

## Major Objectives

- To encourage scholarly work in research
- To provide a forum for discussion of problems related to educational research
- To conduct workshops, seminars, conferences etc. on educational research
- To provide financial assistance to the research scholars
- To encourage Researcher to become involved in systematic research activities
- To foster the exchange of ideas and knowledge across the globe

## Services Offered

- Free Membership with certificate
- Publication of Conference Proceeding
- Organize Joint Conference / FDP
- Outsource Survey for Research Project
- Outsource Journal Publication for Institute
- Information on job vacancies

## Indian Academicians and Researchers Association

Shanti Path ,Opp. Darwin Campus II, Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : [info@iaraedu.com](mailto:info@iaraedu.com) [www.iaraedu.com](http://www.iaraedu.com)



# EMPYREAL PUBLISHING HOUSE

- Assistant in Synopsis & Thesis writing
- Assistant in Research paper writing
- Publish Thesis into Book with ISBN
- Publish Edited Book with ISBN
- Outsource Journal Publication with ISSN for Institute and private universities.
- Publish Conference Proceeding with ISBN
- Booking of ISBN
- Outsource Survey for Research Project

**Publish Your Thesis into Book with ISBN “Become An Author”**

## EMPYREAL PUBLISHING HOUSE

Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : [info@editedbook.in](mailto:info@editedbook.in), [www.editedbook.in](http://www.editedbook.in)

