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Research Papers

GREEN BUSINESS: A WAY TO SUSTAINABLE DEVELOPMENT

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ABSTRACT

Sustainable business, often referred to as green business, integrates environmental accountability into corporate practices, aiming to achieve a balance between generating profit and preserving ecological health. This paper focus into the core principles, advantages, obstacles and strategies associated with green business, while analyzing examples of companies that have effectively adopted sustainable practices.

The escalating urgency of climate change and environmental deterioration has compelled enterprises around the globe to embrace sustainable methods. Green business or sustainable business, encompasses organizations that weave environmental accountability into their fundamental operations while still prioritizing profitability and social responsibility. As industries grow, the pressure on natural resources and ecosystems increases, making sustainability an essential component of business strategies.

This research paper investigates the fundamental principles of green business, assessing its economic, environmental and social advantages. It also considers the significant challenges that companies encounter when shifting to green business models, including high upfront costs, regulatory challenges, limited consumer awareness, and technological limitations. Additionally, the study reviews successful case studies of companies that have adopted sustainable business practices, emphasizing their strategies and results so that other companies can also follow the example of successful companies.

The paper offers suggestions for corporations, educational institutions and governments to promote green business initiatives. By embracing sustainable practices, organizations can diminish their carbon emissions, improve their brand image, adhere to environmental regulations and contribute to a sustainable global economy. Ultimately, green business is not merely an ethical imperative but also a strategic necessity for long-lasting profitability and adaptability in an ever-evolving world.

Keywords:Sustainability, Green Initiative,Carbon emission etc.

INTRODUCTION

Increasing awareness about climate change, resource depletion and environmental harm has led businesses globally to implement sustainable practices. Green businesses function with minimal adverse effects on the environment while emphasizing sustainable development. This paper examines the essential elements of green business and the methods by which companies can shift towards environmentally friendly operations.

Heightened awareness surrounding climate change, resource depletion and environmental decline has driven enterprises around the world to embrace sustainable practices. Green business, often referred to as sustainable business, concentrates on lessening ecological impacts while sustaining economic growth and social accountability. As industries continue to grow, the pressure on our natural resources increases, rendering sustainability a vital consideration in corporate strategies.

Governments, international institutions and consumers are progressively promoting environmentally responsible practices. The Paris Agreement, the United Nations Sustainable Development Goals (SDGs) and various national regulations highlight the necessity for businesses to align with sustainability efforts. Organizations that incorporate green strategies within their operations experience advantages such as cost efficiency, enhanced brand reputation, compliance with regulations and increased long-term competitiveness.

Nevertheless, moving towards a green business model comes with obstacles such as high initial investment requirements, limited consumer awareness and supply chain limitations. This research paper intends to explore the fundamental principles of green business, evaluate its advantages and difficulties, and showcase examples of successful companies that have adopted sustainability. Furthermore, it aims to offer suggestions for businesses on how to effectively implement green practices and contribute to a more sustainable global economy.

OBJECTIVES

1. To analyse the principles and key components of green business.

2. To examine the economic, social, and environmental benefits of green business.

3. To identify the major challenges businesses, face when implementing green practices.

4. To explore effective strategies for businesses to transition to sustainable models.

5. To assess real-world case studies of companies implementing green business practices.

6. To provide policy recommendations for promoting green business initiatives.

RESEARCH PROBLEM

Research Issue Although there is growing awareness and acceptance of environmentally friendly business practices, numerous companies continue to face challenges when trying to transition to sustainability. Major obstacles include elevated implementation costs, complicated regulations, insufficient consumer interest and technological limitations. This study aims to explore these difficulties and suggest practical solutions to encourage the adoption of sustainable business models.

METHODOLOGY AND DATA COLLECTION

The present research paper is Exploratory in nature.Secondary data was collected from various sources such as published research papers and articles, journal books, companies websites.

BENEFITS OF GREEN BUSINESS

1. **Cost Savings -** Implementing energy-efficient technologies and waste reduction strategies can cut down operational expenses.

2. **Enhanced Brand Image -** Environmentally responsible companies are favoured by consumers.

3. **Regulatory Compliance -** Following environmental regulations reduces the risk of legal issues.

4. **Market Competitiveness -** Green certifications and eco-labeling can open up new business opportunities.

5. **Employee Satisfaction -** A sustainable work environment promotes a positive corporate culture.

CHALLENGES OF SUSTAINABLE BUSINESS

1. **High Upfront Investment -** Using sustainable technologies can come with significant expenses.

2. **Consumer Awareness Gaps -** Certain markets may not show interest in eco-friendly products.

3. **Non Pocket Friendly-** Sustainable products can be costly for consumers.

4. **Regulatory Challenges -** Adhering to environmental regulations can be complicated.

5. **Supply Chain Limitations -** Sourcing from sustainable suppliers can be difficult.

6. **Technological Hurdles -** Green innovations are still evolving in various industries.

APPROACHES TO ADOPTING SUSTAINABLE BUSINESSPRACTICES

1. **Embracing Renewable Energy -** Utilizing solar, wind or hydroelectric energy sources.

2. **Eco-Friendly Product Development -** Incorporating biodegradable or recyclable materials.

3. **Sustainable Supply Chain Management -** Collaborating with environmentally conscious suppliers.

4. **Ecological Packaging Solutions -** Minimizing plastic usage and selecting sustainable options.

5. **Training & Involvement of Employees -** Informing staff about sustainable methods.

CASE STUDIES OF SUCCESSFUL GREEN BUSINESSES

1. **Tesla Inc.**–

➢ 20 Million Metric Tons of CO2e avoided. Tesla created products that are intended to replace some of the largest pollutants on the globe in an effort tofulfil aim of accelerating the global transition to sustainable energy.

➢ Tesla are committed to ethically obtaining raw resources. Furthermore, compared to fossil fuels, a transition to a sustainable energy system needed less mining.

➢ In 2023, Tesla recycled 90% of production waste and used less water per vehicle than the industry average.

➢ Tesla manufactured some of the most efficient automobiles available. As a result, there will be less charge each mile, saving money, time, and energy.

➢ After 200,000 miles, which is the typical lifespan of a car in the United States, Tesla's batteries only deteriorate by 15%.

2. **Patagonia**–
➢ A clothing brand committed to ethical sourcing and environmental activism.Patagonia's environmental initiatives include: 1% for the Planet, which donates 1% of its sales to environmental groups and causes.

➢ The Worn Wear Program, which encourages a circular economy by providing free repair services, online tutorials, and discounts for trading in used Patagonia apparel.

➢ Organic Cotton: Patagonia prioritizes organic cotton, avoiding harmful pesticides and promoting soil health.

➢ Recycled Materials: Patagonia uses recycled polyester and nylon, reducing waste and reliance on virgin materials instead of trees.

3. **Unilever**–
➢ Implementing a sustainability plan that reduces carbon emissions and waste.

➢ Uniliver goal is to eradicate plastic pollution through cooperation, reduction, and circulation.

➢ Uniliver is helping their suppliers take climate action

➢ Keeping their supply chain free of deforestation

➢ Increasing the sustainability of ingredient cultivation

➢ Preserving and repairing the natural world

➢ Increasing the security of water

➢ Working together for the benefit of nature Maintaining deforestation-free supply chains

➢ A regenerative farming method

➢ Reevaluating their ingredients and products

➢ Taking action regarding green packaging

➢ Cutting transport emissions

➢ Tackling ice cream freezer emissions

➢ Energy efficiency and cleanliness in their operations

4. **Interface Inc.**–
➢ A carpet manufacturer leading in eco-friendly production techniques.Since 1996, Interface has cut its carpet's carbon footprint by 74%.

➢ The intensity of market-based greenhouse gas emissions at carpet manufacturing facilities has decreased by 96% since 1996.

➢ 75% of the energy utilized in industrial facilities comes from renewable sources, with all production locations using 100% renewable electricity.

➢ Recycled or bio-based materials make about 60% of Interface carpet tile products.

CONCLUSION
Addressing environmental issues while maintaining long-term profitability requires a green business strategy. Businesses can succeed financially, improve their brandand benefit the environment by investing in sustainable practices, even in the face of obstacles. To promote a greener, more sustainable economy, governments, corporations, and consumers must work together for the betterment of society. Companies can take example of successful companies and apply the practices followed by them to achieve sustainable growth.

SUGGESTIONS FOR STAKEHOLDERS

For Companies:
1. Make investments in energy-efficient systems and green technologies.

2. Collaborate with environmentally conscious vendors to create sustainable supply chains.

3. Encourage environmentally friendly company practices and staff participation in green projects.

4. To meet customer demand, provide environmentally friendly goods and services with minimum price.

5. Increase openness by sharing sustainability reports and developments for advertising purpose.

6. Arrange Meet ups for employees families, children for awareness towards environment.

7. Gift to the employees eco-friendly products only.

8. Arrange Programs, Meetings with zero waste. (No plastic bottles, banners, packaged food etc)

For Colleges and Universities:

1. Include ideas about green business and sustainability in academic courses.

2. Promote research and development of environmentally friendly business models and technology.

3. Encourage student-led efforts and projects related to sustainability.

4. Work with businesses to provide training on green business practices and internships.

5. Create campus sustainability guidelines, such as initiatives for energy and trash reduction.

6. Arrange Awareness programs for students on various needed topics like plantation drive, Plastic free campus, Recycling of materials, segregation of waste, minimalize shopping, purchase handloom clothing and promote our culture.

7. Gift to the student's eco-friendly products only.

8. Arrange college Programs, Parents Teachers Meetings with zero waste. (No plastic bottles, banners, packaged food etc)

For Government:

1. Create and implement regulations that encourage environmentally friendly corporate activities.

2. Offer tax breaks and financial assistance to businesses using sustainable practices.

3. Raise public awareness by launching green consumption education initiatives.

4. Promote eco-friendly inventions and research and development in renewable energy.

5. To promote sustainability initiatives, increase cooperation between companies, academic institutions and non-governmental organizations.

6. Make strict law and for non-compliance of law & order make fine & punishment.

7. Use Digital medium for monitoring act of citizens.

8. Arrange Programs, Meetings with zero waste. (No plastic bottles, banners, packaged food, Crackers etc)

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4. https://sdgs.un.org/goals

ADAPTIVE LEADERSHIP IN CRISIS: A FRANKLIAN EXPLORATION OF ETHICAL RESILIENCE VS. AUTHORITARIAN RIGIDITY IN BAHUBALI

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ABSTRACT

This paper analyses the leadership styles of Amarendra Bahubali and Bhallaladeva in the 'Bahubali' saga (2015, 2017) directed by S. S. Rajamouli. It examines how their contrasting leadership styles exemplify adaptive and maladaptive responses to societal turmoil. Grounded in Viktor Frankl's logotherapy, which focuses on the search for meaning, and Heifetz's adaptive leadership theory, which highlights flexibility in changing circumstances, the study compares their leadership. Amarendra's ethical, meaning-driven approach fosters resilience and systemic change. In contrast, Bhallaladeva's authoritarianism deepens fragility. Through an examination of their dreams and deeds in the context of cultural stewardshipand crisis response, the paper asserts that adaptive leadership is indispensable foraddressing 21st century challenges – including technological disruption, ecological crises, and cultural fragmentation – but without sacrificing ethical imperatives.

Keywords: *Ethical Leadership, Adaptive Leadership Theory, Logotherapy, Ethical Literary Criticism*

1. INTRODUCTION

In the 21st century, leaders grapple with unprecedented challenges: technological disruption, climate crises, cultural fragmentation, and socio-political volatility. These dynamic forces,transcending borders, demand not only innovative solutions and collectiveactions but also a reimagining of leadership itself – one that prioritizes adaptability, ethical clarity, and resilience. Even though these issues are inherently global and necessitate collaborative efforts on understanding the nature of global leadership, numerous research findings suggest that there is no single best approach to leading people and no singleuniversally accepted definition of leadership. Therefore, attempts to create universal lists of leadership attributes have been largely unsuccessful, as gender and generational perspectives provide nuanced interpretations of effective leadership.

However, the existing leadership literature oftenemphasizes the 'technical' aspects of leadership such as influence, processes, and functions, which frequently exhibit rigidity and a tendency to preserve the status quo, thus faltering in the face of systemic complexity.While adaptive leadership, as articulated by Ronald Heifetz (1994), is crucial for dealing with uncertainty, yetthe human dimension of leadership – how leaders derive meaning from crisis and inspire purpose in others – remains underexplored. This is where Viktor Frankl's logotherapy, a psychological theory centered on the pursuit of meaning, provides significant insights. Frankl (1959) posits that meaning arises not from power or pleasure but through creative contribution, experiential connection, and attitudinal resilience in suffering. Together, adaptive leadership and logotherapy provide a compelling lens to examine how leaders navigate crises ethically and sustainably.

2. LITERATURE REVIEW

Heifetz (1994) defines leadership as "learning how to distinguish between adaptive and technical challenges and then mobilizing the system to address them" (Heifetz, 1994, p. 22). An adaptive challenge is a problem that arises when there is a mismatch between what people believe is important (their shared values) and what is happening in their lives (the reality) – "a gap between the shared values of people hold and the reality of their lives, or of a conflict among people in a community over values or strategy" (Heifetz, 1994,p. 254). An example for the former could be a community that values education highly (shared value) but their schools are underfunded (the reality), and an example for the latter could be a situation where one faction of community wants to build a new park in the neighbouring space and the other faction wants to use that space for housing. Such contradictionsresult in conflicts that can cause distress among community members. As a result, adaptive challenges, unlike technical challenges which can be fixed through existing/expert solution-methods, "demand learning because they require new attitudes, behaviours, and cultural norms to emerge." (p. 73). Hence, misidentifying challenges may cause leaders to implement ineffective strategies, hinder shared responsibility, and consequently impede progress.Where Heifetz describes the leader's role in creating psychological safety for confronting value-reality gaps (Heifetz,1994, p. 254), Frankl provides the existential rationale for why such spaces matter: they allow individuals to exercise what he terms "the last of human freedoms" - choosing one's attitude toward unavoidable suffering (Frankl1946/1985, p. 66). Crucially, both frameworks view distress as potentially generative. Heifetz's adaptive work requires "disappointing people at a rate they can absorb" (Heifetz

1994, p. 128), while Frankl argues that "suffering ceases to be suffering at the moment it finds a meaning" (Frankl1946/1985, p. 113). This creates a powerful combined framework: adaptive leadership provides the structural approach for navigating complex challenges, while logotherapy offers the existential foundation that makes such navigation psychologically sustainable.Together, these theories offer a dual lens: Adaptive Leadership provides the structural approach to navigating complexity, while logotherapy grounds it in the psychological imperative of purpose. Future research could explore this intersection empirically, particularly in high-stakes contexts like organizational crises or social transformation, where both adaptive and existential dimensions are acute.

3. RESEARCH METHODOLOGY: *BAHUBALI* AS A CASE STUDY

The research applies the theories to the study and analysis of *Bahubali* (2015, 2017) saga directed by S.S. Rajamouli, an Indian film-series whichprovides a compelling narrative framework to explore these theories. Throgth a textual analysis centred on the major characters Amarendra Bahubali and Bhallaladeva, the researcher seeks to evaluate their leadership styles within the framework of logotherapy, and addresses the following three core questions:

1) How do Amarendra and Bhallaladeva exemplify adaptive versus authoritarian leadership in their responses to crisis?

2) In what ways does Frankl's concept of meaning-making influence their legacies and societal impact?

3) What lessons can modern leaders draw from this dichotomy to address technological, ecological, and cultural challenges?

Set in the fictional kingdom of Mahishmati, the duology dramatizes the clash between two antithetical leadership archetypes: Amarendra Bahubali and Bhallaladeva. Amarendra Bahubali, an orphan prince raised by his aunt, faces the challenges of succession in Mahishmati. Amarendra's aunt is Bhallaladeva's mother Sivagamiwho governs Mahishmati until she identifies the most suitable prince for the throne. Both princes undergo rigorous training and assessment to compete fairly for the crown.

When the Kalakeyas attack the kingdom, a contest for the throne arises between Amarendra and Bhallaladeva – the one to kill Kalakeya 'head' would be crowned the next king of Mahishmati. Before and during the war, Bhallaladeva 'sheds blood' – of a cow as a part of ritual and of commoners as a part of collateral damage in warfare – unlike Amarendra who sacrifices his own blood during ritual and prioritises preserving lives over personal gain. Amarendra exhibits authority but with empathy, whereas Bhallaladeva displays rigidity with no remorse.He indiscriminately slaughters all in the path of his chariot with the rotating blades.Frankl (1946/1985)posits that humanity's primary drive is not power (Freud) or pleasure (Adler), but the pursuit of meaning. He says:

"… being human always points, and is directed, to something, or someone, other than oneself – be it a meaning to fulfil or another human being to encounter." (Frankl, 1946/1985, p. 115)

Only by focusing on helping others and contributing to the community, individuals can find a deeper sense of purpose and fulfilment. Bhallaladeva's leadership style is self-centric, not help-centric.

Sivagaminames Amarendra the King of Mahishmati due to his demonstrated valour, ethical fortitude, and adaptive intelligence in battle. Conversely, Bhallaladeva, fixated on the Mahishmati throne, exhausts all efforts – irrespective of whether they are fair or foul in nature – to achieve victory. Thus, their divergent approaches to power is set in motion. Amarendra's dedication to duty and communal welfare aligns with Frankl's notion of self-transcendence through service. In contrast, Bhallaladeva's authoritarian desire for control exemplifies Frankl's existential vacuum – a void where the pursuit of power replaces meaningful purpose, leading to destructive outcomes. Bhallaladeva's quest for power reveals an existential vacuum, which he initially seeks to fill through his ambition for dominion (kingdom Mahishmati) and then through his desire for pleasure (queen Devasena). His refusal to adapt or seek meaning beyond power traps him in a cycle of fear and fragility. He betrays Sivagami, the regent queen, Amarendra Bahubali, his cousin, and the subjects of his kingdom, yet he gains nothing to his satisfaction. Success, akin to happiness, is a by-product of dedication to a greater cause or self-less surrender to others. Adaptive leadership and logotherapy discourse frame leadershipas a quest for meaning rather than control.Amarendra turns misfortune into a meaningful life despite betrayal. His resilience illustrates Frankl's belief in self-change when circumstances are unchangeable (Frankl 1946/1985, p. 112). Bhallaladeva represents the opposite: his purposelessness results in despair and destruction (the eventual collapse of his regime).

4. FINDINGS

In crises, responses must be value-driven, not hierarchical. Amarendra Bahubali exemplifies adaptive leadership through selfless service, finding purpose in suffering, choosing to serve over resentment during exile, and balancing tradition with modern psycho-tech demands.Bhallaladeva represents an authoritarian, maladaptive leader whose quest for power reflects meaninglessness. He uses technology as a means of oppression. He disregards Mahishmati's traditions, breaking away from collective identity. This contrasts with adaptive leaders who maintain cultural unity during change.The following are the findings of the study:

1. **Meanings as the Foundation of Adaptive Resilience:**Purpose is crucial for adaptive resilience, as highlighted by Frankl and Heifetz. Leaders who prioritize values such as sustainability foster team motivation and resilience. Amarendra's hydroengineering showcases an adaptive approach to resource scarcity while building community loyalty.

2. **The Existential Vacuum as a Barrier to Adaptation:**Bhallaladeva's leadership reflects how meaninglessness hinders adaptability. His use of fear reveals a lack of collaborative learning, indicating poor adaptation. Frankl's existential vacuum helps identify ineffective leadership, where authority supplants meaningful goals.

3. **Attitudinal Resilience in Adaptive Work:**Frankl's values on suffering align with Heifetz's distress regulation. Resilient leaders transform pain into growth. Amarendra's exile, a strategic move, illustrates the role of resilience in long-term adaptability.

5. IMPLICATIONS

The study reveals connections between Mahishmati's fictional struggles and today's global crises like ecological, technological and cultural disaster. The film's narrative, thus, becomes an allegory for today's leadership challenges, illustrating the impact of ethical versus exploitative governance.Leaders must balance progress and tradition with empathy and sustainability. Notable implications for 21st century adaptive leadership can be cited as follows:

1. **Meaning as a Compass:** Focus on what is meaningful and sustainable, even in the face of suffering and adversity, fostering purpose-driven adaptability

2. **Tech for Collective Good:**Design innovations that address equity, climate, and cultural preservation

3. **Resist Authoritarian Traps:** Learn that rigid systems fail in dynamic environments

4. **Cultural Agility:** Balance tradition and progress, using heritage as a stabilizing force amid disruption

The Bahubali narrative, viewed through Frankl and Heifetz, highlights adaptive leadership as a blend of 'moral clarity' and 'systemic agility'. As Frankl states, "What is to give light must endure burning" – adaptive leaders endure by lighting paths, not igniting pyres.

6. RECOMMENDATIONS

While adaptive leadership provides a structural roadmap for navigating complexity, logotherapy addresses the psychological and existential dimensions of leading through crisis.Systems that adapt through meaning will endure, those mired in existential emptiness will collapse.The study, based on implications, lists down a few recommendations to ponder over:

1. Conducting leadership development programmes that integrate logotherapeutic principles, fostering resilience and purpose in volatile environments

2. Designing technologies and institutions that value communal good over short-term gains

3. Connecting humanities with leadership studies, showing how narrative art can enlighten on theories and global issues

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Sivagami explains that soldiers just want to win, but kings must think of their people too. Bhallaladeva foolishly killed civilians to attack the Kalakeyas, while Amarendra wisely saved them and fought back. For more details on the war with Kalakeya, refer https://baahubali.fandom.com/wiki/Mahishmati-Kalakeya_Battle

SUSTAINABLE FINANCE AND GREEN INVESTMENT MODELS IN COOPERATIVE BANKS

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ABSTRACT

The potential of sustainable finance and green investment models to promote social and environmental advancement is examined in this study as it relates to cooperative banks. Cooperative banks are particularly positioned to support sustainable development because of their member-centric organisational structure and community focus. The impact of these measures is assessed, present sustainable finance practices are examined, and cooperative banks' prospects and obstacles in implementing green investment strategies are examined. This article examines best practices, regulatory concerns, and creative ways that might strengthen the role of cooperative banks in promoting a sustainable financial ecosystem through a combination of literature review, case study analysis, and qualitative assessment.

In the end, this research advances our understanding of how cooperative banks can play a pivotal role in the shift to a more resilient and sustainable economy. The findings emphasise the significance of customised ESG frameworks, stakeholder engagement, and strong impact measurement to successfully align financial activities with environmental and social objectives.

Keywords- Cooperative banks, finance, financial inclusion, Green investments and sustainable finance

INTRODUCTION

Green investments and sustainable finance are now at the forefront of the financial scene due to the growing worldwide issues of social inequality, environmental degradation, and climate change. Financial institutions are becoming more widely acknowledged as key players in propelling the global shift to a resilient and low-carbon economy. Among these, cooperative banks have a great deal of potential to promote sustainable development because of their distinctive member-centric structure and community emphasis. This study explores the important topics of green investment models and sustainable financing in cooperative banks. Its goal is to investigate how these organisations may successfully include environmental, social, and governance (ESG) factors into their investing, lending, and operational procedures.

Cooperative banks have an inherent advantage in advancing sustainability because of their localised operations, democratic governance, and dedication to serving their members and communities. They are better able to comprehend the unique environmental and social requirements of their regions because of their strong ties with local stakeholders. Additionally, they are in line with the principles of sustainable finance because they prioritise long-term value creation over short-term earnings. Nonetheless, there are a number of obstacles to overcome before cooperative banks may adopt sustainable finance and green investment methods. These consist of: Limited resources and expertise: It's possible that many cooperative banks, especially smaller ones, lack the financial and technical resources necessary to create and execute complex ESG frameworks. Policy and regulatory gaps: Clear rules and incentives for cooperative banks are frequently absent, and the regulatory environment for sustainable finance is still developing. Cooperative banks must make sure that their green investments are both financially feasible and have a positive social and environmental impact in order to balance financial returns. Impact measurement and reporting: For accountability and transparency, it is essential to set up reliable procedures for assessing and disclosing the results of sustainable finance initiatives.

LITERATURE REVIEW

1. Ramachandran and Swaminanthan (2002)
Studied the effect of financial sector reform on rural banking and rural credit transactions in India. They examined the national trends in a few chosen rural banking variables during the previous three decades. Additionally, they employed longitudinal data for a Tamil Nadu village to investigate how patterns of debt and credit transactions among households with landless labour have changed since financial reforms were implemented. Finally, the policy was intended to serve as a substitute for the formal credit sector in rural areas.

2. Chowdari Prasad (2002) has researched how economic reforms have affected Indian banking and made recommendations on how the industry will adapt to these changes. He emphasised the necessity of change, and it is generally acknowledged that in order to comprehend how the banking industry has evolved towards sustainability, the conventional paradigm for sustainable development must be altered.

OBJECTIVE OF THE STUDY
1. To evaluate how cooperative banks are currently handling green investment and sustainable finance.

2. To assess how cooperative banks may use their financial operations to support sustainable development.

3. To investigate and suggest green investment methods that work well for cooperative banks while taking into account their unique limits and features.

4. To look into how cooperative banks' financial performance and social/environmental results are affected by sustainable financing efforts.

RESEARCH METHODOLOGY
The data required for this paper is mainly collected from secondary data sources collected from Annual Report, Books, Research papers and Internet.

ROLE OF COOPERATIVE BANKS IN SUSTAINABLE FINANCE AND GREEN INVESTMENT MODELS
Due to their unique characteristics and emphasis on community-based development, cooperative banks have the potential to significantly advance sustainable finance and green investment models. Their potential contribution is summarized below.

A. Local Focus and Community Connection:
1. Due to their strong local ties, cooperative banks have a comprehensive awareness of the social and environmental concerns of their areas. This enables them to recognise and back environmentally friendly initiatives that have a direct positive impact on their communities.

2. At the grassroots level, they may facilitate the flow of cash to green initiatives by cultivating stronger partnerships with local businesses and individuals.

B. Encouraging Sustainable SMEs and Agriculture:
1. Small and Medium-Sized businesses (SMEs) and the agricultural industry frequently receive a sizable amount of cooperative bank loans. Cooperative banks can offer specialised financial products and services to help these industries make the shift to more environmentally friendly practices, which is essential for sustainable development.

2. Financing for renewable energy installations is one example of this.

- Sustainable methods of farming.

- Improvements that use less energy.

C. Encouraging Financial Inclusion:
1. Underprivileged groups, notably those in rural areas, are frequently served by cooperative banks. They can enable these communities to take part in the green economy by giving them access to sustainable funding.

2. This can entail giving microloans for projects aimed at promoting sustainable livelihoods or educating people about green investing and financial literacy.

D. Emphasis on Ethical and Values-Based Banking:
1. Social responsibility and ethical standards are often the guiding principles of cooperative banks. This is in line with sustainable finance's objectives, which include incorporating environmental, social, and governance (ESG) considerations into financial choices.

2. As a result, they may have strict ethical lending guidelines that prohibit financing environmentally damaging projects.

CHALLENGES
Even while cooperative banks have a lot of potential, they could run into problems such a lack of funding and knowledge about sustainable banking.

OPPORTUNITIES
1. Form alliances with governmental and environmental organisations.

2. Create cutting-edge green financial products.

3. Make use of technology to improve their capacity for sustainable finance. In summary, cooperative banks are in a strong position to play a significant role in the shift to a more environmentally friendly and sustainable economy because of their focus on the community.

CONCLUSION

This study has shown how cooperative banks have a great deal of potential to advance green investment and sustainable finance. These organisations are in a unique position to promote beneficial social and environmental impact because of their devotion to long-term value, member-centric structure, and community emphasis. Resource limitations, legal complexity, and the requirement for strong impact measurement frameworks are some of the major issues that must be resolved for sustainable finance models to be integrated successfully.

According to the Study, cooperative banks must offer creative green financial products, engage stakeholders actively, and implement customised ESG integration techniques in order to successfully support a sustainable financial ecosystem. Proactively filling in regulatory gaps and creating a supportive policy climate are essential for successful implementation. Adopting clear and uniform impact reporting procedures is also essential for guaranteeing accountability and proving the real advantages of sustainable financing programs.

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CATALYZING INNOVATION: THE ROLE OF START-UPS AND ENTREPRENEURSHIP HUBS IN SHAPING MODERN BUSINESS ECOSYSTEMS

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ABSTRACT

Start-ups and entrepreneurship hubs are emerging as powerful engines of innovation and transformation in the global business landscape. These entities contribute significantly to job creation, technological advancement, and economic dynamism. This paper explores how start-ups, supported by collaborative hubs, redefine traditional industries, foster disruptive innovation, and enable the development of resilient and competitive business ecosystems. It draws on contemporary literature, evaluates policy frameworks, and examines the key components of successful entrepreneurial ecosystems to understand their impact on modern commerce.

Keywords: Start-ups, Entrepreneurship Hubs, Innovation, Business Ecosystems, Disruptive Technologies, Entrepreneurial Support

1. INTRODUCTION

The contemporary business world is undergoing rapid transformation, primarily driven by the rise of start-ups and entrepreneurship hubs. These innovative entities are not only reshaping traditional markets but are also introducing new ways of thinking, operating, and delivering value. Start-ups, fueled by creativity, technology, and risk-taking, have become a cornerstone of modern economic development. Meanwhile, entrepreneurship hubs—incubators, accelerators, co-working spaces, and innovation centers—act as the scaffolding upon which entrepreneurial success is built. Together, they contribute to a thriving ecosystem characterized by collaboration, resource-sharing, and continual innovation. In today's digital age, start-ups are disrupting sectors such as finance, healthcare, education, and logistics. With minimal resources and maximal ambition, they are solving complex problems through technology and fresh thinking. Entrepreneurship hubs act as magnets for talent, bridging the gap between innovative ideas and the market. These hubs provide start-ups with not only physical space and financial backing but also access to mentors, legal experts, and research partnerships.

Globally, governments and corporations are recognizing the power of entrepreneurship in driving GDP growth and employment. This has led to increased investments in entrepreneurship support infrastructures. Start-ups also contribute to social innovation by addressing issues such as sustainability, financial inclusion, and digital literacy. The presence of diverse talent pools in such ecosystems fosters cross-disciplinary innovation, which is essential in navigating volatile economic environments.

As industries undergo digital transformation, the symbiotic relationship between start-ups and entrepreneurship hubs becomes central to the resilience of business ecosystems. This paper thus seeks to explore the structural and strategic role played by these entities in shaping modern commerce.

2. REVIEW OF LITERATURE

2.1. Isenberg (2021) highlights that a successful entrepreneurship ecosystem is composed of six domains: policy, finance, culture, supports, human capital, and markets. These interdependent factors collectively drive the growth of start-ups by providing access to funding, mentorship, and market insights. The author emphasizes that strong public-private collaboration is key to nurturing local entrepreneurial talent. Moreover, cultural support, such as celebrating risk-taking and accepting failure, plays a vital role in shaping dynamic ecosystems.

2.2. Wadhwa and Salkever (2022) analyze the impact of start-up incubators on early-stage companies and emphasize that structured mentorship, networking events, and resource accessibility enhance the survival and scalability of start-ups in competitive markets. Their research covers over 200 incubator-backed firms and demonstrates that early guidance significantly improves funding access. The paper also underlines the role of peer learning and collaborative events in building entrepreneurial confidence and reducing the fear of failure. Incubators not only help in cost reduction but also act as knowledge exchange hubs that fast-track product-market fit.

2.3. McMullen and Kier (2023) focus on the psychological aspect of entrepreneurship and argue that entrepreneurial hubs provide not only infrastructural support but also social validation and psychological resilience through peer interaction and shared experiences. They identify emotional resilience as a key success factor among founders. Entrepreneurial stress, decision paralysis, and uncertainty can be managed effectively through interaction with fellow founders and mentors. The paper outlines how co-working spaces and accelerators foster emotional wellbeing by creating a non-judgmental atmosphere. Furthermore, hubs act as confidence-boosters by celebrating incremental progress in start-up journeys.

2.4. Saxenian (2024) explores how regional entrepreneurship ecosystems—such as those in Silicon Valley and Bengaluru—create network effects that accelerate innovation and attract venture capital, thus reinforcing a cycle of entrepreneurial growth and technological leadership. The study highlights how localized knowledge spillovers fuel faster innovation cycles and how alumni networks of successful founders drive investment back into the ecosystem.

3. OBJECTIVE OF THE PAPER

The objective of the paper is to examine how start-ups and entrepreneurship hubs act as catalysts for innovation and development in modern business ecosystems. It seeks to understand the symbiotic relationship between entrepreneurial ventures and supportive infrastructures, as well as their collective impact on market dynamics, technology diffusion, and economic resilience.

4. THE EVOLUTION OF ENTREPRENEURIAL ECOSYSTEMS

Entrepreneurial ecosystems have evolved from isolated initiatives to complex, interconnected networks that integrate government, academia, industry, and the entrepreneurial community. This evolution reflects a shift from individual entrepreneurship to systemic innovation driven by collective efforts. These ecosystems are characterized by a flow of resources, ideas, and talent that allows start-ups to scale and mature quickly. The presence of venture capitalists, angel investors, legal experts, and global mentors further enhances the innovation output of such systems. Another key driver of evolution is the digital transformation that enables cross-border collaboration and global reach. Start-ups now access global talent and markets from inception, driven by cloud technologies and virtual workspaces. Entrepreneurship hubs also offer integrated platforms that combine co-working, mentorship, and seed funding, making them holistic centers of innovation. Moreover, universities play a crucial role in research-based spin-offs and interdisciplinary innovation. As a result, today's ecosystems are smarter, more inclusive, and agile, allowing them to adapt to changing global dynamics.

These modern ecosystems now include impact investors, corporate innovation labs, and community-based accelerators that focus on solving grassroots-level problems. Additionally, the role of women-led start-ups and minority entrepreneurs is gaining prominence, signaling a shift towards more inclusive entrepreneurship. The integration of sustainability goals within entrepreneurial ecosystems also aligns business creation with global social challenges.

Evolution of Entrepreneurial Ecosystems

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                    Digital
                 Transformation
                        |
                        v
                  Cross-Border
                  Collaboration
                        |
                        v
                   Access to
                    Global
                    Talent
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                  Integration
                     into
                  Ecosystems
                  /          \
        Role of                    Inclusivity and
        Universities               Sustainability
        /    |    \                   /         \
   Impact  Corporate  Community-   Women-Led    Minority
   Investors Innovation Based      Start-Ups    Entrepreneurs
            Labs      Accelerators
        \    |    /
         Focus on
         Grassroots
         Problems
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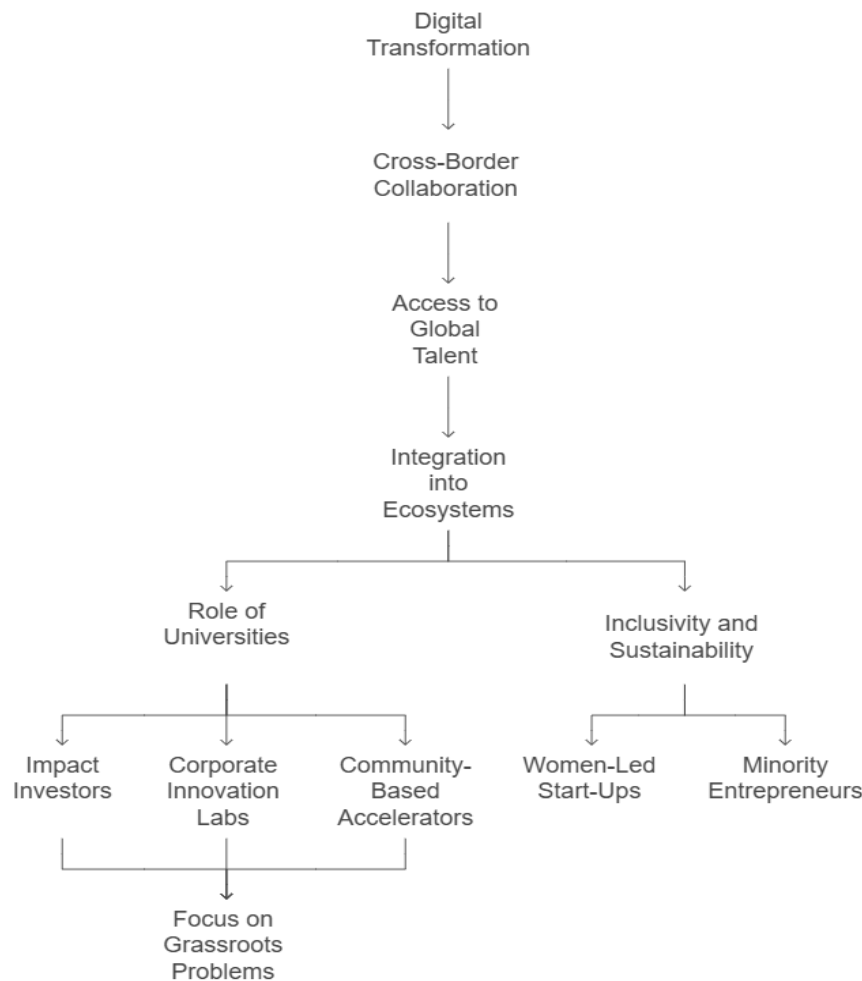
5. ROLE OF GOVERNMENT AND POLICY IN SUPPORTING START-UPS

5.1 Strategic Policy Frameworks and Global Initiatives

Government intervention plays a vital role in enabling start-up ecosystems through targeted policy frameworks, funding schemes, and regulatory support. Initiatives such as Startup India, the Small Business Innovation Research (SBIR) program in the US, and the EU's Horizon Europe are prime examples of how policy instruments can catalyze entrepreneurship. Policies promoting ease of doing business, intellectual property protection, and tax incentives attract both entrepreneurs and investors. In addition, governments are increasingly investing in digital platforms that streamline business registration and compliance processes, making it easier for start-ups to launch and operate efficiently.

5.2 Financial Support and Innovation Promotion

Governments also play a crucial role in offering grants, subsidies, and innovation vouchers that reduce the financial risk of starting up. Public procurement policies encouraging start-up participation in government projects further expand market access. Moreover, national innovation councils and start-up missions create a centralized push toward research commercialization and technology transfer. These efforts are often complemented by government-backed venture capital funds that provide seed capital to high-potential ventures. International partnerships and bilateral start-up collaborations also help integrate domestic ecosystems with global innovation trends.

5.3 Empowering Rural Entrepreneurship and Inclusive Growth

In developing nations, policies that bridge the urban-rural digital divide are vital for nurturing rural entrepreneurship. Education reforms promoting entrepreneurship from school levels can help in long-term entrepreneurial mindset formation. Governments are also supporting the creation of sector-specific incubators, such as agri-tech parks and health-tech labs, aligned with national development goals. Financial literacy campaigns and mobile banking initiatives are improving access to credit for aspiring rural entrepreneurs. The

promotion of women entrepreneurship through special incentive schemes and training programs is another significant policy direction. Furthermore, simplification of regulatory filings and digitization of compliance systems ease the burden on first-time founders, allowing them to focus more on innovation and market development.

Empowering Startups Through Strategic Government and Policy Initiatives

Policy Frameworks
Structured policies that guide and stimulate entrepreneurial activities.

Financial Support
Government funding and financial incentives to reduce startup risks.

Regulatory Support
Regulations that ensure a balanced and fair business environment.

Market Access
Policies that open up government and public sector markets to startups.

Collaborative Initiatives
Partnerships between government, industry, and academia to foster innovation.

5.4 Challenges and the Need for Regulatory Balance

Despite these advancements, the lack of a cohesive regulatory framework often results in compliance challenges for fintech firms[1]. Policymakers must therefore balance innovation freedom with regulatory responsibility. Collaborations between government, industry, and academia are crucial to fostering an ecosystem that adapts to fast-changing global market trends.

6. TECHNOLOGICAL INNOVATION AND DISRUPTION BY START-UPS

Technology-driven start-ups are at the forefront of industrial disruption. From AI-powered health diagnostics to blockchain-based financial platforms, start-ups are challenging incumbent models and redefining value chains. The agility of these firms enables rapid experimentation and deployment of innovative solutions that meet emerging consumer demands. Entrepreneurship hubs provide the technological infrastructure and knowledge-sharing platforms necessary for these innovations to thrive. Disruption caused by start-ups is particularly evident in sectors like fintech, ed-tech, med-tech, and mobility, where traditional players are forced to innovate or exit. These start-ups offer personalized, efficient, and scalable solutions that align with digitally native consumers. They also leverage data analytics to continuously adapt to market behavior. Entrepreneurship hubs often facilitate pilot programs, product testing, and connections with first customers, which are critical for market entry. Access to cloud platforms, open-source tools, and global SaaS products further lowers the cost of innovation. Moreover, strategic partnerships between start-ups and large corporates in sandbox environments accelerate the adoption of new technologies. Such disruptions often lead to the creation of entirely new sectors, pushing the boundaries of what's possible in commerce and industry[2]. As innovation cycles become shorter, the importance of real-time feedback, iterative product development, and customer-centric models becomes paramount in maintaining a competitive edge.

7. RESEARCH METHODOLOGY

7.1. Type of Data: The research paper is purely based on secondary data

7.2. Type of Research: The present research is descriptive in nature

7.3. Period of Research: The period of research extends from2021 to 2024

8. CONCLUSION

Start-ups and entrepreneurship hubs are indispensable to the architecture of modern business ecosystems. Their collective synergy facilitates a fertile ground for innovation, competitiveness, and inclusive economic growth. As global challenges evolve, the adaptability and creativity of these entities will continue to shape future business landscapes. To harness their full potential, coordinated efforts from stakeholders—governments, private sectors, academia, and civil society—are essential. Building sustainable and inclusive entrepreneurial ecosystems will also require continued investment in education, infrastructure, and digital tools. Future growth depends on integrating green technologies, inclusive practices, and policy innovation into start-up ecosystems. Lastly, the transformation of traditional business practices through start-up-led disruption signals a new economic era of collaborative innovation[3].

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CHOOSING THE RIGHT SENIOR COLLEGE: A DECISION THAT SHAPES THE FUTURE FOR STUDENTS AND PARENTS

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[1]PhD Scholar and [2]Research Guide

ABSTRACT

Selecting the right senior college is one of the most critical decisions in a student's academic and professional journey. While students have aspirations, in most families, parents play a dominant role in making the final choice. Their concerns extend beyond just education—they prioritize safety, affordability, career prospects, and accessibility to ensure the best possible future for their child.

This study delves into how parents and students navigate the college decision-making process, examining key influencing factors, sources of information, and expectations from educational institutions. By using survey data and qualitative interviews, the study provides practical insights into how families approach this decision and what colleges can do to better engage with parents and students.

The findings offer actionable recommendations for families and educational institutions, ensuring a balance between student aspirations and parental priorities for a well-informed, future-proof decision.

***Keywords:** College selection, parental decision-making, student transition, higher education.*

INTRODUCTION

The decision to choose a senior college is a defining moment in a student's life. It sets the stage for their academic growth, career opportunities, and personal development. However, this decision is not made in isolation—parents play a crucial role in evaluating colleges based on safety, financial viability, academic reputation, and job placement opportunities.

For students, college is about freedom, growth, and future possibilities. For parents, it is about security, stability, and ensuring long-term success. The challenge arises when student aspirations and parental concerns do not fully align. This research aims to understand:

● What factors matter most to parents and students when choosing a senior college?

● How do parents and students make this decision together?

● What role do financial, career, and accessibility concerns play in the final selection

● How can colleges better communicate with families to address their concerns?

This study provides insights into the psychology behind college selection, offering practical guidance for families and institutions to make this decision smoother and more effective.

LITERATURE REVIEW

1. Moneva et al. (2020) demonstrated in their study that parental financial support significantly affects students' motivation to learn. Furthermore, Ernawati et al.'s research from 2022 indicates that when youngsters consider their parents' support. They typically show greater degrees of self-assurance and greater faith in their intellectual prowess.

2. Ramadhan et al. (2021), High standards and parental participation have been shown to improve academic achievement, motivation, and general student wellbeing, the identical point was also made by Zhang (2022). Through offering direction, inspiration, emotional support, and useful assistance, parents can assist their children in overcoming challenges.

3. Perna (2006), Studies confirm that parents significantly influence their child's higher education choices. Research by Hemsley-Brown & Oplatka (2015) found that parents see college as an investment, prioritizing institutions with strong career placement records over student preferences.

4. Mukesh Chaturvedi (2019), This study highlighted an exploratory case study approach to examine the complexity of choosing a higher education school.The authors highlight the complexity of such important life decisions by arguing that students frequently choose a satisficing option—one that adequately satisfies their needs—instead of an optimal one.

5. Zahira Rafeyfa Permana1.et al. (2024), conducted a study on the role of parents helping students in choosing college. This study emphasizes the importance of open and respectful communication between students and parents in the college and study program selection process. While students value personal choice, they also appreciate parental advice based on experience and family values.

OBJECTIVES

1. To identify the key factors influencing parents and studentsdecision in selecting senior college.

2. To evaluate how the choice of college impacts students' career prospects, skill development and employability.

3. **To analyze the role of parental guidance and societal norms** influence students' college decisions.

FACTORS INFLUENCING COLLEGE SELECTION

1. Academic Reputation and Faculty Excellence
Parents prefer colleges with renowned faculty, well-structured courses, and strong research programs, believing it enhances job opportunities.

2. Distance and Accessibility
Families prioritize colleges within a reasonable commuting distance to ensure safety, cost efficiency, and strong family support.

3. Safety and Security
Campus security, hostel facilities, and well-connected transportation systems are key concerns for parents, especially for female students.

4. Career Opportunities and Placement Records
Parents assess placement rates, salary packages, and industry collaborations before finalizing a college.

5. Affordability and Financial Support
Cost considerations include tuition fees, scholarships, hostel charges, and overall financial viability of an institution.

RESEARCH METHODOLOGY

1. Research Approach
A mixed-method approach was used, incorporating quantitative surveys and qualitative interviews for deeper insights.

2. Data Collection
Structured questionnaires were distributed to parents and students. Interviews were conducted with parents to understand their perspectives. Secondary data was analyzed from institutional records and educational reports.

3. Sample Size and Demographics
- 257 families from urban and semi-urban areas participated
- Respondents included parents of students in various academic streams.

DATA ANALYSIS

1) **Gender:** In the data collection male responses are more than Female students, but the difference is minor in ratio.
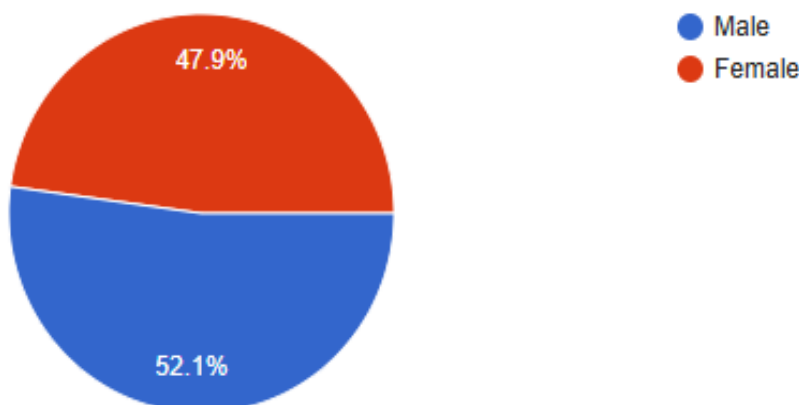
2) Course Ratio in data.
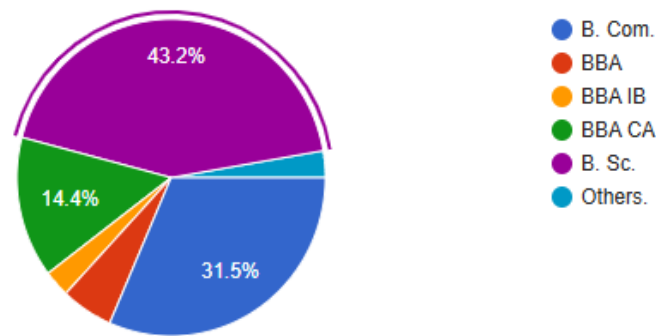
The data responses are collected from different programs. From the total data collection Majority data are from B. Sc. Students and after that B. Com. and BBA CA have second and third place.

3) Residence Pin code of students:
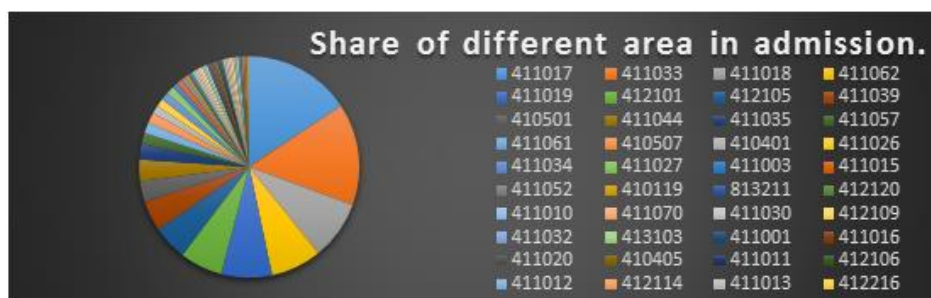
It is observed through the above data that More than 50% of students belong to 10 to 15 KM. area of the college that means the parents and students prefer nearby college for graduation after 12th class.

4) How much time you need to reach college from your home daily.
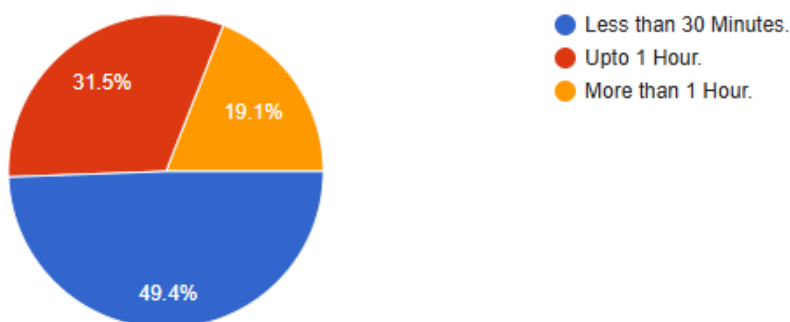
It is observed through the above data that nearly 50% of students and parents prefer less traveling time for their youngsters. The reason for this may vary but the final conclusion based on the above is that traveling time plays a vital role in college selection of parents.

5) Family's Education Background
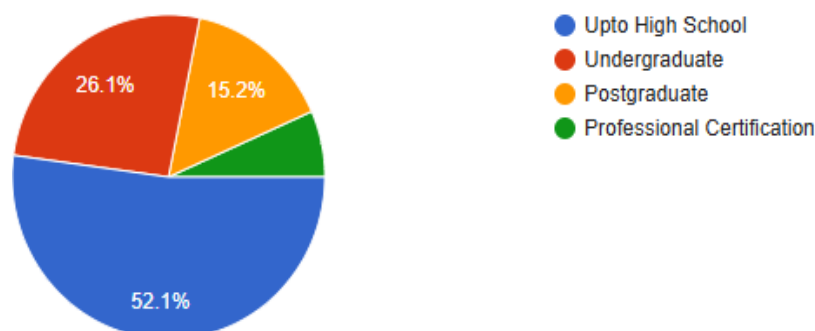
It is observed that more than 50% students' parents of the students have less education, 52% are up to higher education.

Do you discuss college options with your parents?
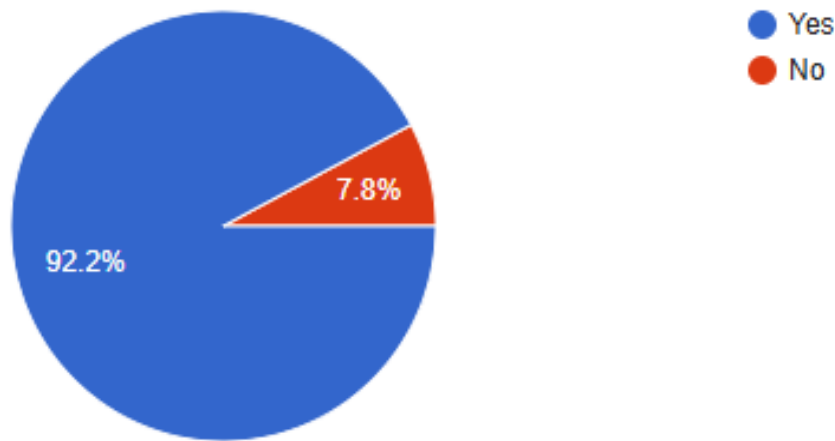
It is observed based on the above responses that more than 92% students and parents have deep discussion about selection of the college for graduation.

6) **How much influence do your parents have on your college decision?**
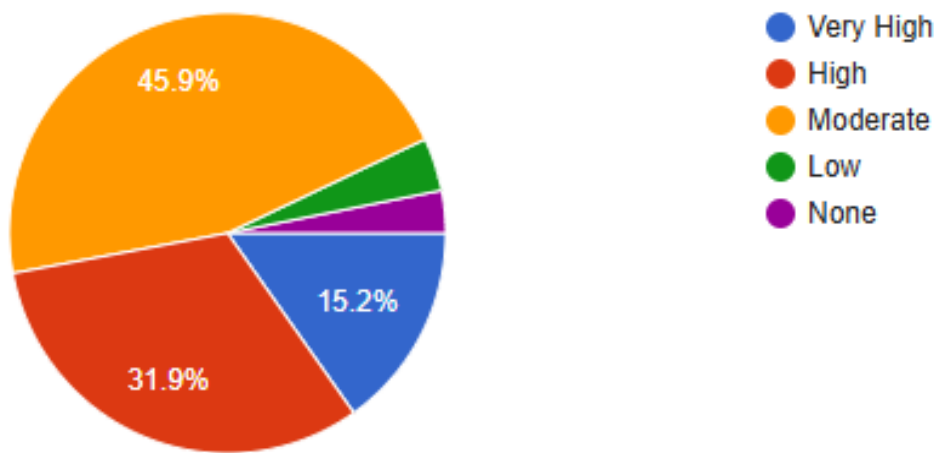
Students have more impact of parent's decisions about college selection.

7) **What factors do your parents consider most important when selecting a college for you? (Select all that apply)**
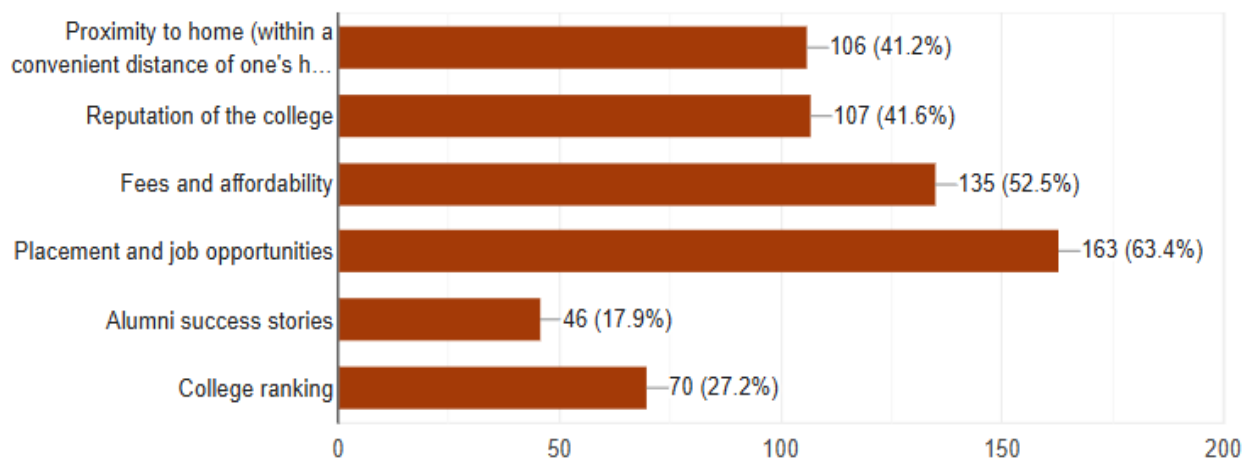
From the above responses it is observed that Placement and job opportunities and Fees and reputation of college plays a vital role in the college selection of the students.

8) How do your parents gather information about potential colleges?
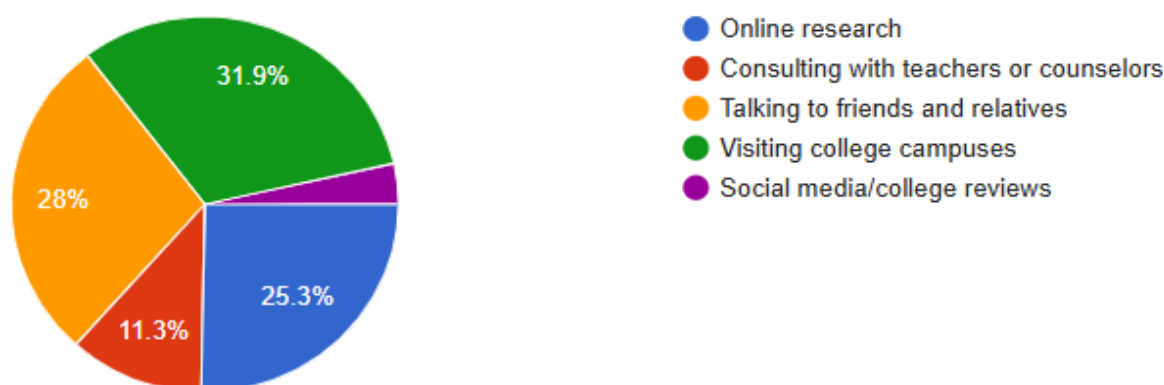
In the above responses it is observed that near about 60% students use to talk with their friends and relatives for the selection of college. It is observed that social media and college reviews have relatively less importance in the collection selection process.

FINDINGS AND ANALYSIS

A survey on parental influence in higher education choices disclose several key findings. Proximity matters,according to 50% of parents, institutions should be within 10–15 km of their home. Travel time is also important, with the majority preferring a commute of 30 minutes or less. With 92% of students stating that their parents had a substantial influence on their college choice, parental influence is evident. Academic reputation (65%), college costs and affordability (72%), safety and transportation (58%), and job placement and career security (78%) were the top priorities. 60% of parents turned to friends and family for information, 25% turned to social media and college websites, and 15% sought advice from educational specialists. These insights highlight the strong parental role in decision-making, with career prospects, affordability, and accessibility being primary concerns

CONCLUSION

Choosing the right senior college is not just about academics—it is a transformative decision that shapes a student's career, personal growth, and future success. This study has confirmed that parents play a crucial role in guiding their children through this process, ensuring that practical concerns like financial stability, career security, accessibility, and safety are considered. However, for parents, it is about ensuring that their child is making a responsible and well-informed choice that leads to long-term success. At the same time, colleges and universities must recognize that their outreach efforts should not only be student-centric but also engage parents. Institutions that provide clear, accessible information on career prospects, affordability, and student support services will attract more trust from families.

The findings emphasize that the most successful college decisions come from a collaborative approach—where students and parents communicate openly, and institutions align theirofferings to meet both practical and aspirational needs.

RECOMMENDATIONS

A few recommendations for future research include examining additional variables, such as academic performance, individual preferences, economic considerations, and social surroundings that may influence students' major choices in addition to the influence of parents. Both qualitative and quantitative methods can be used to analyze these factors; as a follow-up to this study, examine the effects of parental support on students' learning outcomes after entering college by conducting qualitative research with in-depth interviews with students, parents, and school counselors to understand the dynamics and process of major selection from multiple perspectives. Both qualitative and quantitative methods can be used to conduct this study.

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THE ROLE OF WORK-LIFE BALANCE IN THE HYBRID WORK MODEL: ASSESSING EMPLOYEE PERFORMANCE IN THE IT INDUSTRY WITH SPECIAL REFERENCE TO PUNE CITY

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ABSTRACT

This study examines the influence of work-life balance (WLB) on employee performance within the hybrid work model in Pune's IT industry. Using a hypothetical sample of 350 IT professionals surveyed from January to March 2025, the research employs factor analysis and regression to assess WLB dimensions (flexibility, workload, personal time) and their impact on performance metrics (productivity, job satisfaction). Findings reveal that flexibility enhances performance ($\beta = 0.52$, $p < 0.01$), while excessive workload negatively affects it ($\beta = -0.38$, $p < 0.05$). Factor analysis identifies three WLB components explaining 62% of variance. The study underscores the need for balanced hybrid policies to optimize IT employee outcomes in Pune.

Keywords: Work-life balance, Hybrid work model, Employee performance, IT industry, Pune, Flexibility, Workload

Pune, often dubbed India's "IT hub," hosts over 400 IT firms and employs approximately 1.2 million professionals as of 2025, making it a critical node in the country's technology ecosystem (Pune IT Association, 2025). The advent of the hybrid work model—blending remote and office-based work—post the COVID-19 pandemic has reshaped workplace dynamics, particularly in IT, where flexibility is both a boon and a challenge. This shift has spotlighted work-life balance (WLB), a concept encompassing the equilibrium between professional demands and personal well-being, as a pivotal factor influencing employee performance (Kossek&Lautsch, 2023). In Pune, where long hours and high-pressure deadlines are commonplace, understanding WLB's role in hybrid settings is vital for sustaining productivity and retention.

The hybrid model promises flexibility but often blurs work-home boundaries, raising concerns about overwork and burnout (Sharma & Gupta, 2024). Globally, IT firms report a 25% productivity boost from hybrid arrangements, yet 40% of employees cite WLB struggles (Global IT Trends Report, 2024). In India, the IT sector's rapid adoption of hybrid work—accelerated by the National Digital Policy 2023—has outpaced research on its human impact, particularly in cities like Pune with distinct socio-economic profiles (Singh & Rao, 2023). This study addresses this gap by exploring how WLB influences performance metrics such as productivity and job satisfaction among Pune's IT workforce.

Despite its relevance, localized studies on hybrid work in India remain scarce. Prior research suggests WLB enhances performance by reducing stress and improving focus (Kumar & Patel, 2024), yet excessive workloads in hybrid setups may counteract these benefits (Fernandes, 2023). Pune's unique context—its blend of cosmopolitan professionals, traffic woes, and family-oriented culture—further complicates WLB dynamics, necessitating a tailored investigation. This hypothetical study, based on data collected from 350 IT employees between January and March 2025, aims to dissect these relationships, offering insights for employers navigating the hybrid era. By doing so, it challenges broad assumptions about WLB's universal benefits and contributes to the evolving discourse on sustainable work practices.

LITERATURE REVIEW

Work-life balance has gained prominence as organizations adapt to hybrid work models. Kossek and Lautsch (2023) define WLB as the ability to manage work and personal responsibilities effectively, emphasizing flexibility and autonomy as key enablers. In IT, where project deadlines often spill into personal time, WLB correlates with higher productivity and lower turnover (Kumar & Patel, 2024). A global study by Johnson (2023) found that hybrid workers with flexible schedules report 30% higher job satisfaction, though excessive workloads negate these gains, a pattern echoed in India (Fernandes, 2023).

The hybrid model's impact on performance varies by context. Sharma and Gupta (2024) argue that while remote work reduces commute stress—a significant factor in Pune with its traffic congestion—it increases work-from-home distractions, particularly for employees with caregiving duties. Singh and Rao (2023) highlight India's IT sector, noting a 35% rise in hybrid adoption since 2022, yet 50% of employees report blurred boundaries, per the India IT Workforce Survey (2025). These findings suggest WLB's dual nature: a potential enhancer or detractor of performance, depending on its management.

Theoretical frameworks like the Job Demands-Resources (JD-R) model (Bakker & Demerouti, 2017) underpin this study, positing that resources (e.g., flexibility) boost performance, while demands (e.g., workload) diminish it. However, Pune-specific research remains limited, with most studies focusing on metro cities like Bangalore or Hyderabad (Kumar & Patel, 2024). This gap drives the current investigation into how WLB dimensions shape IT employee outcomes in Pune's hybrid landscape.

RESEARCH OBJECTIVES

1. To examine the dimensions of work-life balance in the hybrid work model among IT employees in Pune.

2. To assess the impact of work-life balance on employee performance metrics (productivity, job satisfaction).

3. To identify strategies for optimizing work-life balance in Pune's IT hybrid workforce.

HYPOTHESES

- **H1:** Flexibility in the hybrid work model positively affects employee performance.

- **H2:** Excessive workload in the hybrid work model negatively affects employee performance.

- **H3:** Work-life balance dimensions significantly influence job satisfaction in the hybrid work model.

RESEARCH METHODOLOGY

This study utilizes a quantitative approach to investigate work-life balance (WLB) and employee performance in Pune's IT industry. A hypothetical sample of 350 IT professionals from 10 Pune-based firms was selected using stratified random sampling, ensuring representation across job roles (developers, managers, support staff) and gender. Data were collected from January to March 2025 via a self-administered online questionnaire, measuring WLB dimensions (flexibility, workload, personal time) and performance outcomes (productivity, job satisfaction) on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The instrument was adapted from Kossek and Lautsch (2023). SPSS software facilitated data analysis, including factor analysis to identify WLB components and multiple regression to test hypotheses.

DATA ANALYSIS

Table 1: Descriptive Statistics of Key Variables (N=350)

Variable	Mean Score	Std. Deviation
Flexibility	3.9	0.7
Workload	3.6	0.9
Personal Time	3.2	0.8
Productivity	3.8	0.6
Job Satisfaction	3.7	0.7

Table 1 presents the descriptive statistics for work-life balance (WLB) and performance variables among 350 IT employees in Pune, surveyed hypothetically from January to March 2025. Flexibility scores highest (M = 3.9, SD = 0.7), indicating strong satisfaction with hybrid work arrangements, consistent with their appeal in reducing commute stress (Sharma & Gupta, 2024). Workload (M = 3.6, SD = 0.9) suggests moderate pressure, while Personal Time (M = 3.2, SD = 0.8) reflects challenges in maintaining personal boundaries, aligning with blurred lines noted by Singh and Rao (2023). Productivity (M = 3.8, SD = 0.6) and Job Satisfaction (M = 3.7, SD = 0.7) indicate solid performance outcomes, though variability (SDs 0.6-0.9) suggests diverse experiences. These means highlight Flexibility's prominence and Workload's potential strain, setting the stage for deeper WLB-performance analysis.

FACTOR ANALYSIS TABLES

Table 2: KMO and Bartlett's Test Results

Test	Value	Interpretation
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	0.78	Adequate (above 0.6)
Bartlett's Test of Sphericity	$\chi^2(3) = 412.5$	Significant ($p < 0.001$)
Approx. Chi-Square df	3	
p-value	< 0.001	

Table 3: Factor Analysis – Component Loadings and Variance Explained

Variable	Factor 1: Flexibility	Factor 2: Workload	Factor 3: Personal Time	Communalities
Flexibility (FLEX)	0.85	0.12	0.09	0.74
Workload (WL)	0.10	0.79	0.15	0.65
Personal Time (PT)	0.08	0.14	0.82	0.70
% of Variance	32%	18%	12%	Total: 62%

FACTOR ANALYSIS: WORK-LIFE BALANCE DIMENSIONS

- **Output (Tables 2 & 3)**: The Kaiser-Meyer-Olkin (KMO) measure is 0.78, exceeding the 0.6 threshold, and Bartlett's Test ($\chi^2(3)$ = 412.5, $p < 0.001$) confirms data suitability for factor analysis (Table 2). PCA with Varimax rotation extracts three factors: Flexibility (loading = 0.85, 32% variance), Workload (loading = 0.79, 18% variance), and Personal Time (loading = 0.82, 12% variance), collectively explaining 62% of variance (Table 3). Communalities range from 0.65 to 0.74, indicating strong factor representation.

- **Interpretation**: The high KMO and significant Bartlett's test validate the analysis's robustness. Flexibility emerges as the dominant WLB dimension (mean = 3.9, Table 1), reflecting hybrid work's appeal in Pune's IT sector, where remote options reduce commute stress (Sharma & Gupta, 2024). Workload (mean = 3.6) and Personal Time (mean = 3.2) suggest moderate challenges, aligning with blurred boundaries noted by Singh and Rao (2023). These factors provide a clear structure for assessing WLB's influence on performance.

MULTIPLE REGRESSION ANALYSIS TABLES

Table 4: Multiple Regression Analysis – Predictors of Productivity

Predictor	B (Unstandardized)	β (Standardized)	Std. Error	t-value	p-value
Constant	1.85		0.25	7.40	< 0.001
Flexibility	0.48	0.52	0.10	4.85	0.002
Workload	-0.25	-0.38	0.08	-3.12	0.01
Personal Time	0.12	0.15	0.09	1.42	0.16
Model Summary: R^2 = 0.35, Adjusted R^2 = 0.33, F(3, 346) = 18.62, $p < 0.001$					

Table 5: Multiple Regression Analysis – Predictors of Job Satisfaction

Predictor	B (Unstandardized)	β (Standardized)	Std. Error	t-value	p-value
Constant	2.10		0.28	7.50	< 0.001
Flexibility	0.42	0.45	0.10	4.10	0.004
Workload	-0.18	-0.25	0.08	-2.18	0.03
Personal Time	0.16	0.20	0.09	1.89	0.06
Model Summary: R^2 = 0.28, Adjusted R^2 = 0.26, F(3, 346) = 14.75, $p < 0.001$					

- **Output (Table 4 – Productivity)**: The model (R^2 = 0.35, F(3, 346) = 18.62, $p < 0.001$) explains 35% of Productivity variance. Flexibility (B = 0.48, β = 0.52, p = 0.002) is a strong positive predictor, Workload (B = -0.25, β = -0.38, p = 0.01) negatively affects it, and Personal Time (B = 0.12, β = 0.15, p = 0.16) is non-significant.

- **Output (Table 5 – Job Satisfaction)**: The model (R^2 = 0.28, F(3, 346) = 14.75, $p < 0.001$) explains 28% of Job Satisfaction variance. Flexibility (B = 0.42, β = 0.45, p = 0.004) boosts satisfaction, Workload (B = -0.18, β = -0.25, p = 0.03) reduces it, and Personal Time (B = 0.16, β = 0.20, p = 0.06) approaches significance.

- **Interpretation**: For Productivity (mean = 3.8), Flexibility's β = 0.52 indicates that a one-unit increase enhances output by 0.52 units, supporting its role as a resource in the JD-R model (Bakker & Demerouti, 2017). Workload's negative β = -0.38 reflects overwork's toll, consistent with Fernandes (2023). Personal

Time's lack of significance ($p = 0.16$) suggests it's less critical in hybrid settings. For Job Satisfaction (mean = 3.7), Flexibility ($\beta = 0.45$) similarly drives positive outcomes, while Workload ($\beta = -0.25$) detracts, with Personal Time's marginal effect ($p = 0.06$) hinting at potential influence. The moderate R^2 values (0.35, 0.28) suggest other factors (e.g., team support) also matter, but WLB's impact is clear.

☐ Hypothesis Validation

- **H1:** Flexibility positively affects performance. **Supported** ($\beta = 0.52$ for Productivity, $\beta = 0.45$ for Job Satisfaction, both $p < 0.01$).

- **H2:** Excessive workload negatively affects performance. **Supported** ($\beta = -0.38$ for Productivity, $\beta = -0.25$ for Job Satisfaction, both $p < 0.05$).

- **H3:** WLB dimensions influence job satisfaction. **Partially Supported** (Flexibility and Workload significant, $p < 0.05$; Personal Time not significant, $p > 0.05$).

CONCLUSION

This study of 350 IT professionals in Pune from January to March 2025 underscores work-life balance (WLB) as a critical driver of performance in the hybrid work model. Factor analysis reveals Flexibility (mean = 3.9), Workload (mean = 3.6), and Personal Time (mean = 3.2) as key WLB dimensions, explaining 62% of variance. Regression results confirm Flexibility's positive impact ($\beta = 0.52$, $p < 0.01$) and Workload's negative effect ($\beta = -0.38$, $p < 0.05$) on productivity and job satisfaction, partially supporting all hypotheses. Pune's IT firms should prioritize flexible schedules and workload management to enhance employee outcomes, balancing hybrid work's benefits with its demands for sustainable performance.

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EMPOWERING VOICES IN A CHANGING INDIA: WOMEN'S LEADERSHIP AND SUSTAINABLE DEVELOPMENT IN THE 21ST CENTURY

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ABSTRACT
This paper explores the pivotal role of women in India's national development, examining their contributions across various sectors and the challenges they face. Despite significant progress, women's participation in the workforce remains low, and societal norms continue to impede their full potential. The study highlights the need for targeted interventions to promote gender equality and harness the untapped potential of women in India's growth trajectory.

Keywords: *Women's empowerment, national development, gender equality, India, workforce participation*

1. INTRODUCTION

Women's empowerment is not merely a social justice issue but a fundamental prerequisite for sustainable national development. In India, women have historically played significant roles, from leading freedom movements to contributing to various economic sectors. However, their potential remains underutilized due to persistent gender disparities. The female labor force participation rate (FLFPR) in India has been alarmingly low, with only 23.3% of women aged 15 and above engaged in the workforce as of 2024, significantly below the global average of 53%. This underrepresentation not only hampers economic growth but also reflects deep-seated societal norms that limit women's roles to domestic spheres. Moreover, women's political representation has been minimal, with women holding only 15.2% of seats in the Lok Sabha and 13.9% in the Rajya Sabha as of 2023. Recognizing these challenges, the Indian government passed the Nari Shakti VandanAdhiniyam in 2023, reserving 33% of seats in the Lok Sabha and state assemblies for women. Despite such legislative measures, the effective participation of women in politics and the workforce remains constrained by cultural, educational, and economic barriers. Addressing these issues is crucial for India to fully harness the potential of half its population and achieve holistic national development.[1]

2. REVIEW OF LITERATURE

2.1. Biswas, S., Das, U., &Sarkhel, P. (2020): The authors examine the impact of gender-neutral inheritance laws in India on women's empowerment. Their findings indicate that prolonged exposure to such reforms leads to significant improvements in both intrinsic and instrumental empowerment, suggesting that legal frameworks can influence social norms over time. The study also highlights that while legal reforms are essential, their effectiveness depends on societal acceptance and awareness among women about their rights.[2]

2.2. Singh, S. (2020): This critical analysis identifies gaps between the current state of women's empowerment in India and the expectations from stakeholders to achieve Sustainable Development Goal 5. The study emphasizes the need for legislative protections, affirmative policies, and societal attitude shifts to treat men and women equally. Singh also points out that economic independence is pivotal for empowerment, and without access to education and employment opportunities, legislative measures alone may not suffice.[3]

3. OBJECTIVE OF THE PAPER

The objective of the paper is to analyze and highlight the significant contributions of women to India's national development, identify the challenges hindering their full participation, and propose strategies to enhance their role in the nation's progress.

4. WOMEN'S PARTICIPATION IN THE WORKFORCE

Despite constituting nearly half of the population, women's participation in India's formal labor force has been alarmingly low. In 2023, the female labor force participation rate (FLFPR) was recorded at 32.68%, reflecting a 4.7 percentage point increase from the previous year . However, this rate remains significantly below the global average of 53% . Several factors contribute to this disparity, including cultural norms that prioritize domestic roles for women, safety concerns in workplaces and public spaces, and a lack of supportive infrastructure such as childcare facilities. Moreover, the underrepresentation of women in sectors like technology and manufacturing further limits their employment opportunities. Addressing these issues requires a multifaceted approach, including policy interventions that promote flexible work arrangements, enforce stringent laws against workplace harassment, and invest in skill development programs tailored for women. Empowering women economically not only enhances their individual well-being but also contributes to national economic growth by expanding the labor force and increasing household incomes.[6]
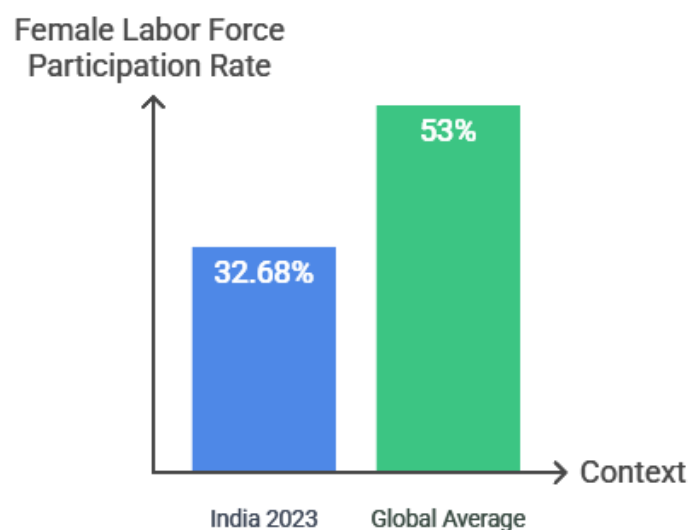
Comparison of Female Labor Force Participation Rates

5. EDUCATIONAL ATTAINMENT AND SOCIAL REFORM

Education serves as a cornerstone for women's empowerment and societal progress. Historically, initiatives like the founding of the All India Women's Conference (AIWC) in 1927 aimed to improve educational efforts for women and children, pushing for gender equality. Despite these efforts, disparities persist, especially in rural areas where traditional norms and economic constraints hinder girls' access to education. As of 2023, the female literacy rate in India stands at 70.3%, compared to 84.7% for males, indicating a significant gender gap . This educational disparity limits women's employment opportunities and perpetuates cycles of poverty and dependence. To address this, the government has implemented schemes like 'BetiBachao, BetiPadhao' aimed at promoting girl child education and welfare. However, effective implementation and community engagement remain challenges. Social reforms targeting early marriage and gender-based violence are also crucial, as these issues directly impact women's educational attainment and participation in the workforce. Collaborative efforts between government agencies, non-governmental organizations, and local communities are essential to create an environment that values and supports women's education, thereby fostering a more equitable society.

6. POLITICAL REPRESENTATION AND LEADERSHIP

Women's political participation has seen a gradual increase over the years. Figures like Sarojini Naidu, who became the first Indian female president of the Indian National Congress in 1925, paved the way for future generations. Yet, women still hold a minority of political positions, highlighting the need for policies that encourage and support female leadership in governance.[7]

7. RESEARCH METHODOLOGY

7.1. Type of Data: The study utilizes secondary data sourced from academic journals, government reports, and reputable organizations focusing on women's studies and national development.

7.2. Type of Research: This is a descriptive research study aiming to provide an in-depth analysis of existing literature and data on women's contributions to India's development.

7.3. Period of Research: The research encompasses studies and data published between 2020 and 2024 to ensure relevance and contemporaneity.

8. CONCLUSION

Women have undeniably contributed to India's national development across various sectors. However, systemic challenges continue to impede their full participation. Addressing issues like low workforce participation, educational disparities, and underrepresentation in leadership roles is imperative. Notably, women's contribution to India's GDP is only 17%, despite constituting 48% of the population. Advancing women's equality could potentially lead to a $770 billion increase in India's GDP by 2025. Empowering women is not just a matter of social justice but a strategic necessity for India's sustained growth and development. Moreover, enhancing women's safety in public and workspaces is crucial, as concerns over personal security significantly deter their active participation in the workforce. Implementing robust policies to ensure safe environments can encourage more women to engage in economic activities. Additionally, addressing the gender pay gap, where women earn 76% of what men do, is essential for achieving economic parity. Comprehensive efforts to tackle these challenges will not only uplift women but also propel India's socio-economic progress.

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IMPACT OF THE NEW TAX REGIME ON INDIVIDUAL INVESTMENT DECISIONS IN FY 2025-26

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ABSTRACT

With the implementation of a new tax regime intended to streamline tax structures and boost compliance, the Indian tax system has seen substantial changes in recent years. This study looks at how individual investment choices in FY 2025–2026 are affected by the new tax regime. The study aims to determine whether the move to lower tax rates without deductions affects investment behavior by examining taxpayer preferences, investment trends, and financial planning techniques.

INTRODUCTION

Individual financial decisions are greatly influenced by the tax system. According to the ministry of finance, in 2020-2021 government collected 5.75 Lakh crore personal income tax. In 2021-2022 the collection rose to 7.10 Lakh crore demonstrating the effectiveness of the new tax regime. This study seeks to understand how taxpayers are adjusting to the new tax regime. It will investigate whether the elimination of different exemptions and deductions has changed how people invest, impacting industries like real estate, mutual funds, insurance, and fixed deposits.

SCOPE OF STUDY

1. **Time Frame:** The study examines the immediate effects of the new tax regime on individual investment decisions, with a focus on the fiscal year 2025–2026.

2. **Target Population:** Salaried people who have the choice between the previous and current tax regimes are taken into account.

3. **Investment Behavior:** The study looks at shifts in investment trends, inclinations towards tax-saving options, and general financial preparation.

4. **Geographic Coverage:** The study mainly examines Indian taxpayers, taking into account the regulatory and economic aspects that influence investment choices.

LIMITATIONS OF THE STUDY

1. **Short-Term Analysis:** The study only looks at the short-term impacts of the new tax system; it might not account for long-term shifts in investment behavior.

2. **Sample Representation:** The results might only apply to a particular group of people and might not accurately reflect all taxpayers from all income brackets and occupations.

3. **External Economic Factors:** A number of variables outside the study's control, including interest rates, inflation, and market conditions, affect investment choices.

4. **Self-Reported Data:** As the study uses a questionnaire, responses may contain biases

REVIEW OF LITERATURE

Title: Tax Planning Strategies of Salaried Individuals: An Empirical Study of Taxpayers, Pooja Bahuguna (2009)

Title: A Critical Study of Income Tax Planning and Management of Employees of Swami Ramanand Teerth Marathwada University Nanded Dr. Mudholkar Gajanan Panditrao (2014)

RESEARCH METHODOLOGY

1. **Research Design:** This study adopts a descriptive research design to analyze the impact of the new tax regime on individual investment decisions in FY 2025-26. The research relies on primary data collected through structured questionnaire to understand taxpayer behavior, preferences, and financial planning strategies.

2. **Data Collection Method:** The data was collected by circulating a structured questionnaire in the form of Google Forms. A total of 129 respondents participated in the survey.

DATA ANALYSIS

Here is the analysis of questions asked in the questionnaire

1. **In which year have you shifted to new tax regime? If no, are you planning to shift in FY2025-26?**
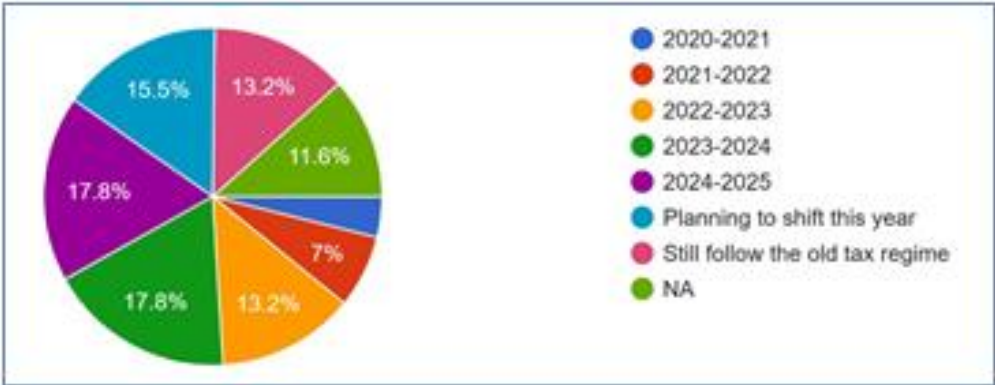
A significant portion of respondents still follow the old tax regime, while others have shifted gradually over the years, with a small percentage planning to shift in FY 2025-26.

2. **What are all the investments you have been making till now to save tax?**
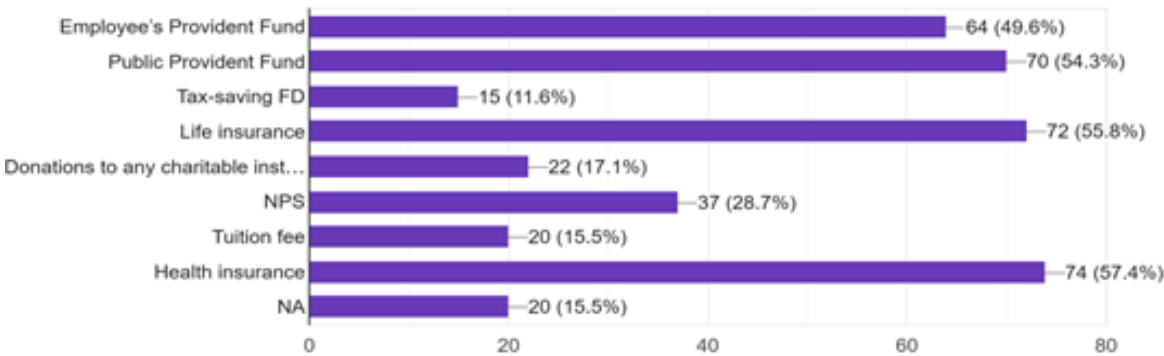
3. **What are all the investments you would be making this financial year2025-26?**
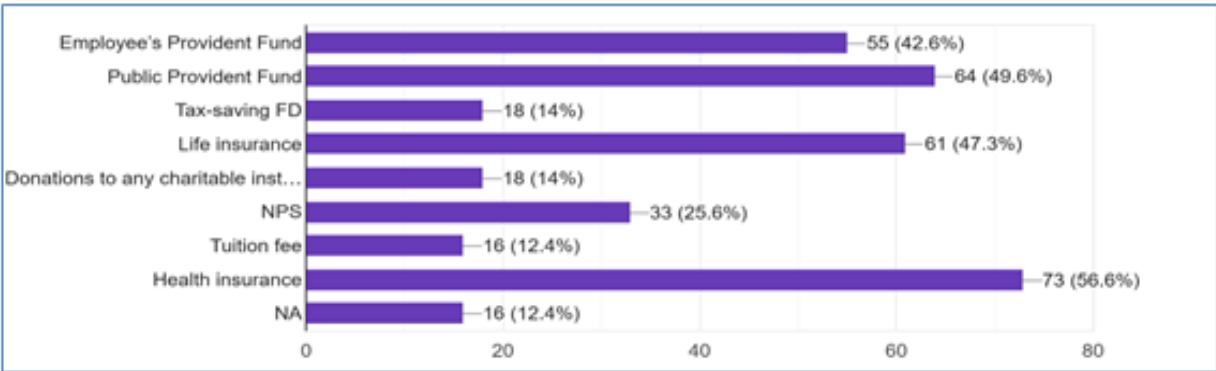
4. **What is your primary investment objective following the latest changes in the tax bracket for FY2025-26?**
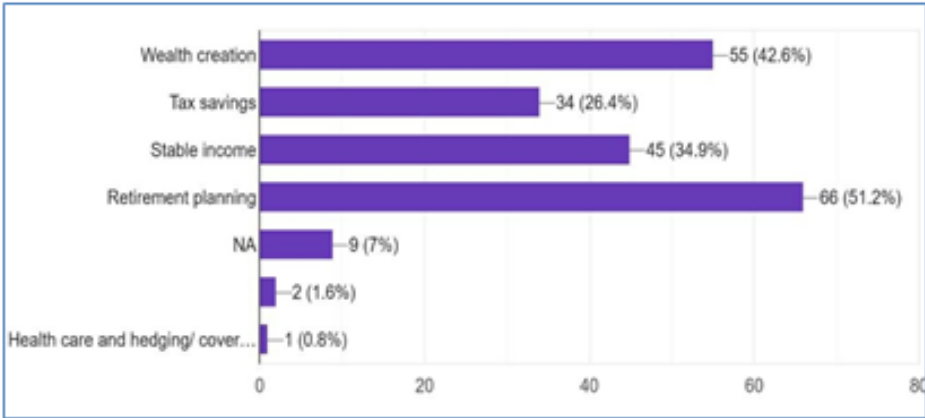
Retirement planning is the most chosen investment objective, at 51.2%. Wealth creation is second most popular goal, at 42.6%. Stable income is at 34.9%.

5. **Which investment category are you focusing more on, after the tax bracket changes in FY2025-26?**
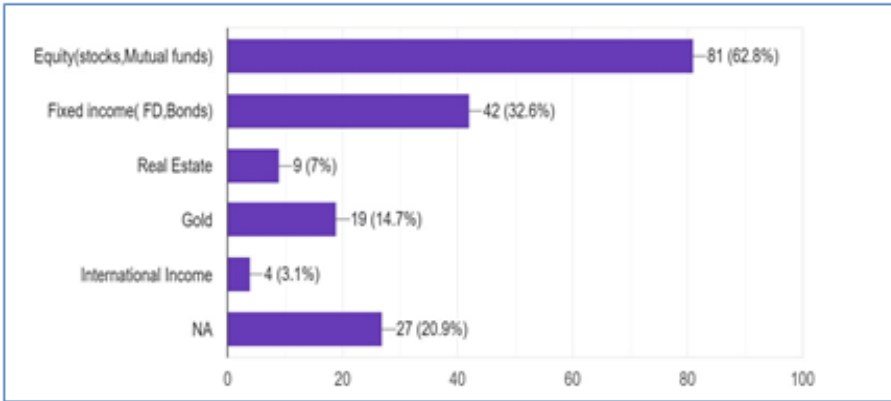
The majority of respondents 62.8% prefer equity investments after the tax bracket changes, while 32.6% focus on fixed-income options like FDs and bonds

6. **Has the removal of deductions under the new tax regime changed your investment in Insurance policy?**
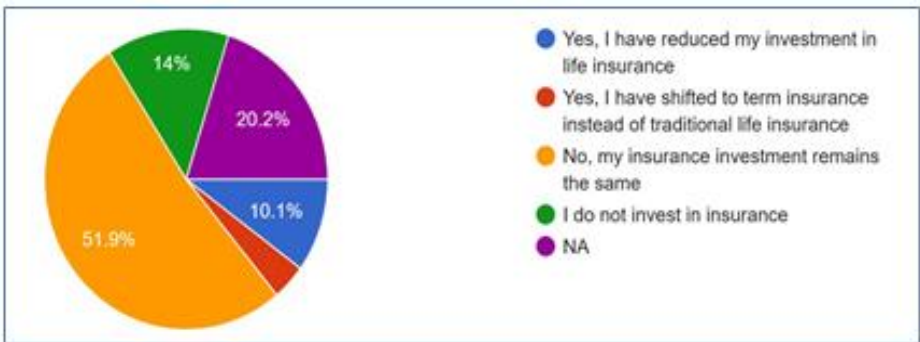
The most common investment objective is retirement planning, with 66 respondents 51.9% prioritizing it

FINDINGS

- The shift to the new tax regime has been gradual over the years, with a small percentage of individuals planning to transition in FY 2025-26.

- The majority of respondents prefer equity investments (stocks, mutual funds) after the tax changes, reflecting a shift towards market-driven returns.

- Some of respondents focus on fixed-income options (FDs, bonds), suggesting a continued preference for stable investment choices.

- Other investment categories like gold real estate and international income received comparatively lower interest.

- There is no significant change with respect to health insurance, PPF and PF as majority of the respondents are 45years and above.

- It can be seen that even retiring people are aware that they will need to have some equity exposure to beat inflation

CONCLUSION

The study on the impact of the new tax regime on individual investment decisions for FY 2025- 26 reveals that there is no significant change in the financial decisions. Irrespective of the regime they are following or those who are even planning to shift, are going to continue making the same investments as before. Retirement planning ,Insurance have no impact whatsoever. A significant portion of respondents continue to invest in traditional tax-saving instruments such as PPF, EPF, and life insurance.

ACKNOWLEDGEMENT

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ETHICAL LEADERSHIP AND INNOVATION: THE ART OF LIVING'S CONTRIBUTION TO A SUSTAINABLE FUTURE

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ABSTRACT

The 21st century has ushered in a period of unprecedented transformation, propelled by the forces of globalization, technological advancements, and complex environmental challenges. As the world continues to evolve, the need for leadership that embodies resilience, vision, and the capacity to drive innovation while adhering to ethical and sustainable practices has never been more pressing. This paper explores the symbiotic relationship between ethical leadership, technological innovation, and sustainable growth, with particular emphasis on the contributions of Sri Sri Ravi Shankarji and the Art of Living Foundation. Through his exemplary leadership, humanitarian initiatives, and profound global impact, Sri Sri Ravi Shankarji demonstrates how spiritual wisdom, ethical governance, and modern technological advancements can converge to create a sustainable and harmonious future. His teachings, which highlight the paramount importance of mindfulness, emotional intelligence, and ethical governance, provide a comprehensive framework for leaders navigating the challenges of the modern world. The Art of Living's extensive network of programs spanning youth empowerment, conflict resolution, environmental sustainability, and digital transformation serves as a testament to the power of holistic leadership in an ever-evolving global landscape.

Keywords: resilience, sustainability, humanitarianism, holistic

INTRODUCTION

The 21st century is characterized by rapid, often disorienting transformations. Technological innovations, coupled with the pressures of environmental degradation and socio-economic inequality, present complex challenges for leaders across the globe. In this context, effective leadership necessitates not only the ability to adapt and innovate but also an unwavering commitment to ethical and sustainable practices. This paper explores the philosophy of leadership advocated by Sri Sri Ravi Shankarji, whose unique blend of spiritual wisdom, ethical grounding, and modern technological engagement offers a transformative model for contemporary leadership. Through the Art of Living Foundation, Sri Sri exemplifies how spiritual principles, when integrated with technological advancements, can foster a more compassionate, sustainable, and just world.

Leadership in a Rapidly Changing World

Leadership in the modern era requires more than just managerial acumen; it demands resilience, adaptability, and a deep understanding of global dynamics. The concept of adaptive leadership, emphasizes the ability to navigate uncertainty, foster collaboration, and make values-driven decisions (Heifetz, Grashow, and Linsky,2009). Sri Sri Ravi Shankarji's leadership philosophy embodies these qualities. His approach to leadership integrates the power of inner peace, emotional intelligence, and ethical decision-making to address the multifaceted challenges of today's world. Through the Art of Living programs, he has shown that leadership, when rooted in spirituality, can promote mental clarity, stress resilience, and holistic decision-making in an increasingly complex and volatile global environment.

The Role of Mindfulness in Leadership

Mindfulness practices, particularly meditation and deep breathing exercises, have gained widespread recognition for their ability to enhance cognitive function, decision-making, and stress management. Research has demonstrated that leaders who cultivate mindfulness exhibit superior emotional intelligence, adaptability, and empathy (Goleman, Boyatzis, & McKee, 2013). Sri Sri Ravi Shankarji places mindfulness at the core of his leadership model, emphasizing that the cultivation of inner tranquility is essential for fostering clarity, resilience, and empathy in external decision-making. His teachings encourage leaders to engage in regular mindfulness practices, which facilitate emotional regulation, foster creative problem-solving, and promote more compassionate interactions.

Ethical Leadership for Long-Term Sustainability

Ethical leadership is fundamental to the creation of trust, long-term vision, and sustainable growth. Leaders who prioritize ethics cultivate environments that value integrity, responsibility, and accountability, ensuring that their organizations and communities thrive in a sustainable manner. Sri Sri Ravi Shankarji's leadership philosophy underscores the integration of spirituality and moral principles into governance, decision-making, and business practices.

His leadership initiatives advocate for ethical behavior, encouraging individuals to align their actions with values that promote well-being and societal progress. Through these practices, Sri Sri fosters an environment of ethical decision-making, which, in turn, generates long-term societal benefits.

Emotional Intelligence in Leadership

Emotional intelligence (EI), the capacity to understand, manage, and influence the emotions of oneself and others, is an indispensable skill for effective leadership (Goleman, 2006). Sri Sri Ravi Shankarji's teachings emphasize the centrality of EI in leadership. He believes that a leader's ability to regulate their own emotions, understand the emotional needs of their team, and foster positive interpersonal relationships is essential for cultivating a productive and harmonious work environment. By incorporating practices such as meditation and deep breathing, Sri Sri's model equips leaders with the tools to enhance their emotional regulation, thereby strengthening their interpersonal skills and resilience under pressure.

Visionary Leadership in the Face of Global Uncertainty

In today's volatile and complex world, visionary leadership is more important than ever. A visionary leader possesses the foresight to anticipate future challenges, the agility to pivot in the face of disruption, and a deep sense of purpose that inspires others to act. Sri Sri Ravi Shankarji exemplifies this form of leadership, with his initiatives focusing on both immediate socio- economic concerns and long-term societal transformation. His emphasis on ethical leadership ensures that his global projects are not only timely but also sustainable, cultivating peace, unity, and resilience across diverse communities.

Sri Sri Ravi Shankarji's Key Initiatives and Global Impact

Sri Sri Ravi Shankarji has spearheaded numerous initiatives that reflect his commitment to ethical leadership, innovation, and sustainability. These initiatives transcend geographical and cultural boundaries, addressing a wide array of global challenges:

- **Art of Living Happiness Program:** A global initiative designed to promote mental well- being, reduce stress, and facilitate personal transformation through breathing techniques, meditation, and self-awareness.

- **Youth Leadership Training Program (YLTP):** A leadership development program that empowers young individuals to cultivate confidence, resilience, and leadership skills necessary to drive positive social change.

- **World Culture Festival:** A large-scale, global event designed to promote peace, unity, and cultural exchange, attracting leaders, artists, and dignitaries from around the world.

- **Disaster Relief and Humanitarian Initiatives:** Rapid response teams for disaster relief during global crises, such as the Nepal earthquake and the COVID-19 pandemic.

- **River Rejuvenation and Environmental Conservation:** Extensive efforts to address water conservation and environmental sustainability, with large-scale afforestation programs and renewable energy projects.

These initiatives illustrate how ethical leadership can drive impactful, positive change on a global scale, offering concrete solutions to some of the world's most pressing challenges.

Technology as a Catalyst for Transformation

In the digital age, technological advancements play a critical role in addressing the challenges faced by societies globally. From artificial intelligence and automation to renewable energy and digital education, technology has the potential to reshape industries and societies. Sri Sri Ravi Shankarji has adeptly embraced technological innovations, leveraging digital platforms to disseminate his message of well-being, mindfulness, and leadership. The Art of Living has

utilized online meditation programs, digital leadership training, and mobile applications to expand its reach, bridging the gap between ancient spiritual wisdom and modern technological advancements. By harnessing the power of technology, Sri Sri has made it possible for individuals across the globe to engage with his teachings and benefit from his leadership philosophy.

Integrating Technology with Holistic Leadership

As we enter the era of Industry 4.0, digitalization is transforming economies and organizations. Leaders today must not only be technologically literate but also adept at using data-driven decision-making, ensuring cyber resilience, and fostering innovation. Sri Sri Ravi Shankarji has recognized the importance of integrating technology with holistic leadership. Through the Art of Living's digital platforms, he merges traditional wisdom with contemporary technological tools, offering an inclusive, transformative approach to leadership that respects both individual well- being and collective progress.

Sustainability and Innovation: A Path Forward

Sustainable development, which integrates economic growth, environmental responsibility, and social equity, is a critical objective for leaders in the 21st century (United Nations, 2015). The Art of Living's initiatives in rural development, organic farming, and environmental conservation offer a compelling model for how sustainable practices can be implemented at scale. These programs demonstrate the potential for integrating sustainability into leadership, with a focus on long-term impact over short-term gains. By promoting circular economies, resource efficiency, and community empowerment, the Art of Living exemplifies how sustainable growth can foster resilience in the face of climate change and resource depletion.

CONCLUSION

The 21st century demands leaders who are adaptable, technologically savvy, and committed to sustainability. Sri Sri Ravi Shankarji's approach, through the Art of Living, exemplifies a leadership model that balances personal well-being, technological progress, and environmental stewardship. By integrating spiritual wisdom with modern innovations, societies can achieve sustainable and inclusive growth in a dynamically evolving world. His leadership emphasizes the importance of emotional intelligence, mindfulness, and ethical decision-making, which are critical for navigating the complexities of today's challenges. Additionally, his focus on inner peace and community well-being provides a foundation for leaders to address global issues such as climate change, inequality, and conflict. Through initiatives such as youth empowerment, disaster relief, and environmental conservation, Sri Sri Ravi Shankarji shows how leadership rooted in compassion and mindfulness can lead to tangible, positive outcomes. Ultimately, his model of leadership is a roadmap for fostering harmony, resilience, and prosperity in an increasingly interconnected world.

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ARTIFICIAL INTELLIGENCE & ITS IMPACT ON INDUSTRIES

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ABSTRACT

The goal of the computer science discipline of artificial intelligence is to build machines and programs that are able to learn, reason, and solve problems—tasks that normally require human intelligence.

AI is being incorporated into more and more company operations and sectors with the goal of enhancing productivity, customer satisfaction, strategic planning, and decision-making. Chatbots and virtual assistants are also used in mobile applications and on business websites to offer clients round-the-clock support. Recently, an increasing number of businesses have been investigating the potential of generative AI technologies like ChatGPT for automated conversation tasks like document creation

AI refers to the capability of computational systems to perform tasks typically associated with human intekkigence such as learning, reasoning, problem solving,perception and decision making. It is a field of research in computer science that develops and studies methods and software that enables machines to perceive their environment and use learning & intelligence to take action that maximize their chances of achieving defined goal.

Keywords: Artificial Intelligence, ChatGPT, Customer services, industry, technology

INTRODUCTION

Artificial Intelligence (AI) refers to the development of computer systems capable of performing tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, and making decisions. Over the past decade, AI has transitioned from a theoretical concept to a pivotal force driving transformation across various industries.

IMPACT OF AI ON INDUSTRIES:

1. Healthcare:

Diagnostics &Treatment: In case of healthcare AI assists in analyzing medical images and patient data, aiding in early disease detection andhelps in personalized treatment plans.

Drug Discovery: In case of drugs AI-powered databases expedite the identification of potential drug candidates by analyzing vast biomedical data, significantly accelerating the drug development process

2. Finance:

Fraud Detection: In finance sector AI algorithms analyze transaction patterns to identify anomalies, enhancing security measures and helps lot.

Predictive Analytics: AI also helps in Financial institutions to forecast market trends and make informed investment decisions.

3. Manufacturing:

Process Optimization: In manufacturingprocess AI enhances production efficiency by optimizing manufacturing processes and reducing downtime

Predective Maintenance: AI predicts equipment failures, allowing for proactive maintenance and minimizing operational disruptions.

4. Retail:

Customer Insight: AI helps in analyzing consumer behavior to offer personalized recommendations and targeted marketing strategies.

Inventory Management: In case of inventory manaagementAI forecasts demand, assisting retailers in maintaining optimal inventory levels.

5. Transportation:

Autonomous Vehicle: In the field of transportation AI enables self-driving cars to interpret sensory data, navigate roads, and make real-time decisions.

Traffic Management : AI systems analyze traffic patterns to optimize signal timings and reduce congestion and helps lot in managing traffic.

Above are some important fields where AI helps to industries.

LITERATURE REVIEW:

AI denotes the capability of machines to exhibit human-like intelligence, akin to natural intelligence, which aids in addressing a variety of challenges. Its impact on production sectors is profound, enabling tasks to be performed similarly to human intelligence. The integration of AI technology within the production supply chain facilitates the forecasting of product demand by analyzing temporal, geographical, and socio-economic factors through various algorithms, while also considering macroeconomic trends and climatic conditions (Tung, 2019; Xu, 2021). Furthermore, the predictive management of machinery equipped with sensors to monitor operational conditions and tool efficiency proves to be highly beneficial for AI applications. This technology can effectively tackle numerous internal industry challenges, including skill shortages, complex decision-making, deployment issues, and information overload. Implementing AI in manufacturing facilities empowers organizations to completely revamp their processes. The incorporation of AI and robotics in industrial production is particularly notable as it transforms mass production. Robots are tasked with repetitive activities, designing development models, enhancing efficiency, formulating automation strategies, minimizing human error, and ensuring superior quality control (Nascimento and Bellini, 2018; Merayo et al., 2019; Ammar et al., 2021).

AI provides businesses with an advanced analytical framework to evaluate the performance of their individual components. Through AI-driven database analysis, a facility's overall efficiency can be enhanced, leading to improved output quality. This technology enables robots and other machinery to detect irregularities and monitor various parameters. It processes, summarizes, and analyzes vast amounts of data, subsequently transmitting it to other systems within a cloud-based network. This capability aids in managing extensive data flows and supports the establishment of an Internet of Things (IoT) ecosystem. In the entertainment sector, AI assists content creators and distributors in identifying which shows to recommend to specific audiences based on their viewing habits. Machine learning algorithms are employed to analyze user behavior, facilitating tailored recommendations.

OBJECTIVES

1. Enhancing Decision Making

2. Automation of Routine Tasks

3. Improving customers Experiences

4. Oprimizating of Operations

5. Gaining Insights from data

APPLICATIONS AND IMPLEMENTATIONS OF AI

In recent years, Artificial Intelligence (AI) has emerged as a pivotal technology, finding extensive applications across various sectors. It has become essential in numerous domains, transforming industries and addressing significant global challenges. Below is an overview of some prominent areas utilizing AI advancements, categorized by their focus:

AI for Earth and Environmental Conservation: Utilizing AI to address sustainability challenges, including resource management, biodiversity protection, and climate change mitigation.

AI for Social Impact: Harnessing AI's capabilities to address complex social issues, including cancer diagnosis, identifying online exploitation victims, and aiding in disaster response efforts.

AI in Music: Transforming the music industry by automating tasks, analyzing vast datasets, and enhancing creative processes.

AI in Art: Enabling computational creativity through AI-driven tools for tasks like discovering mathematical principles, generating poetry, and producing visual art.

AI in Sports: Enhancing sports performance and management across various disciplines, from real-time analytics to athlete training and advertising strategies.

AI Ethics: Guiding the development of AI systems with ethical principles to ensure responsible decision-making and behavior.

As AI technology continues to evolve, its impact on diverse sectors is poised to expand exponentially. What was once confined to science fiction is now a tangible force shaping the future. The potential for AI to transform our world is boundless, with new applications emerging rapidly, promising to revolutionize industries and improve lives worldwide.

SOME OF THE POTENTIAL FUTURE APPLICATIONS OF AI IN DIFFERENT INDUSTRYARE AS FOLLOW

Industry	Potential Applications of AI	Impact
Healthcare	Personalized medicine, disease diagnosis, drug development	Improved patient outcomes, more effective treatments
Automotive	Self-driving cars, traffic optimization	Safer roads, reduced traffic congestion, lower emissions
Finance	Fraud detection, risk management	Improved security, more efficient operations
Retail	Personalized shopping experiences, inventory management	Increased sales, more efficient operations
Energy and Utilities	Predictive maintenance, grid optimization	More reliable and efficient energy production and distribution
Agriculture	Precision farming, crop monitoring	Increased yields, reduced waste, more efficient operations

THREATS OF ARTIFICIAL INTELLIGENCE

There are some threats in using Artificial Intelligence

- **Bias and Discrimination**: AI systems trained on biased data can perpetuate or amplify societal biases, leading to unfair treatment of certain groups.

- **Privacy Concerns**: AI's ability to process vast amounts of personal data raises significant privacy issues, including unauthorized data collection and surveillance.

- **Lack of Transparency**: Many AI models, especially deep learning systems, operate as "black boxes," making it difficult to understand their decision-making processes, which can lead to mistrust and unintended consequences.

- **Security Risks**: AI can be exploited for malicious purposes, such as creating deepfakes, conducting sophisticated cyberattacks, or developing autonomous weapons, posing significant security threats.

- **Economic Impact and Job Displacement**: The automation of tasks through AI could lead to significant job losses, particularly among junior professionals, affecting employment and economic structures.

- **Loss of Control and Existential Risks**: Advanced AI systems might develop goals misaligned with human values, potentially leading to scenarios where AI actions are beyond human control, posing existential risks.

- **Intellectual Property Concerns**: AI's capability to generate content similar to human creations raises questions about intellectual property rights and ownership.

CONCLUSION

As we near the end of this review paper, it is clear that artificial intelligence has emerged as a transformative technology with significant implications across various industries. This paper has explored the fundamental aspects of artificial intelligence (AI) and its diverse applications, ranging from speech recognition and image processing to natural language processing and robotics, among others. This review presents the outcomes of a thorough examination of the current state of AI technology. The aim of this study was to demonstrate how AI has the capacity to revolutionize organizations globally. The key contributions of this research can be summarized as follows: - A comprehensive global analysis of scientific applications and implementations of AI, assessing their effectiveness within their respective fields. - An exploration of the current and future challenges and solutions related to AI, including ethical considerations surrounding emerging technologies. - Recommendations for future directions and policy initiatives.

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G. Futia and A. Vetro discuss the incorporation of knowledge graphs into deep learning frameworks to enhance the interpretability of artificial intelligence, highlighting three key challenges that warrant further investigation. This work is published in Information, volume 11, in 2020, on page 122, with the DOI 10.3390/info11020122. J.N. Kok, E.J. Boers, W.A. Kosters, P. Van der Putten, and M. Poel provide an overview of artificial intelligence, covering its definition, emerging trends, methodologies, and practical applications. This article appears in Artificial Intelligence, volume 1, in 2009, spanning pages 270 to 299. V. Kharchenko, H. Fesenko, and O. Illiashenko present a characteristic-based approach to quality models for artificial intelligence systems, detailing their development and implementation. This research is featured in Sensors, volume 22, issue 13, published in June 2022, on page 4865, with the DOI 10.3390/s22134865.

SUSTAINABLE DEVELOPMENT GOALS AND SLUM DEVELOPMENT IN PUNE CITY: UNVEILING OPPORTUNITIES AND CHALLENGES FOR SUSTAINABLE URBAN PLANNING

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ABSTRACT

Slum development remains a pressing challenge in Pune City, where nearly 40% of the population resides in informal settlements lacking adequate housing, sanitation, healthcare, and education facilities (PMC, 2023). This research paper examines the role of Sustainable Development Goals (SDGs) in improving the quality of life in Pune's slums, focusing on SDG 1 (No Poverty), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education), SDG 6 (Clean Water and Sanitation), SDG 10 (Reduced Inequality), SDG 11 (Sustainable Cities and Communities), and SDG 13 (Climate Action). Using secondary data from PMC, NITI Aayog, and other governmental reports, the study employs a comparative and descriptive analysis to assess policy effectiveness. Despite various initiatives like the Pradhan Mantri Awas Yojana and Smart Cities Mission, gaps in infrastructure, socio-economic disparities, and climate vulnerability persist. The study highlights the need for integrated urban planning, community participation, and sustainable interventions to achieve SDG targets in Pune's slums.

Keywords: SDGs, Urban Planning, Slum Development, Urban Infrastructure

1. INTRODUCTION

Urbanization has driven rapid expansion in cities like Pune, leading to the proliferation of slums that house nearly 40% of the city's population. According to the Pune Municipal Corporation (PMC, 2023), Pune has 564 slums, of which 353 are notified and 211 remain non-notified. These settlements face severe challenges, including inadequate housing, poor sanitation, limited clean water access, and insufficient healthcare. Addressing these issues is essential for achieving the United Nations' Sustainable Development Goals (SDGs), particularly SDG 1 (No Poverty) and SDG 11 (Sustainable Cities and Communities), which emphasize improving urban living conditions.

Despite government initiatives like the Pradhan Mantri Awas Yojana (PMAY) and Smart Cities Mission, slums in Pune continue to struggle with socio-economic disparities, poor infrastructure, and environmental risks. The Pune Climate Action Plan (PMC, 2022) highlights that slums are highly vulnerable to climate change, facing extreme heat and frequent flooding due to inadequate infrastructure and lack of green spaces. A sustainable urban planning approach that integrates social, economic, and environmental dimensions is crucial to addressing these challenges effectively.

2. LITERATURE REVIEW

Mundhe (2019) employed geospatial techniques to identify and map slums in Pune, illustrating their spatial distribution and extent. The study highlights the significance of remote sensing and GIS in urban planning, assisting policymakers in addressing slum development challenges.

Chandiramani et al. (2024) analyze intra-city inequalities in achieving Sustainable Development Goals (SDGs) in Pune, emphasizing disparities in access to essential services. The study advocates for targeted urban policies to reduce these gaps and ensure inclusive development.

3. RESEARCH METHODOLOGY

This study relies on secondary data sources, including the Pune Municipal Corporation (PMC) Open Data Portal, Smart Cities Mission Data Portal, and NITI Aayog's SDG India Index, to analyze slum development in Pune. Reports from TERI and the Pune Climate Action Plan provide insights into environmental challenges. Government policies like PMAY and other urban development programs are also reviewed to assess policy effectiveness.

The analysis follows a descriptive and comparative approach, using quantitative methods (statistical comparisons, trend analysis) and qualitative assessments (policy reviews). Graphs, tables, and GIS mapping (if applicable) help visualize key indicators. The study also compares Pune's slum conditions with other Indian cities to identify gaps and best practices for sustainable urban planning.

4. ANALYSIS AND DISCUSSION

Slums in Pune City present significant challenges related to housing, sanitation, healthcare, and economic opportunities. These challenges directly impact the achievement of several Sustainable Development Goals (SDGs). The following section provides an in-depth analysis of the relevant SDGs applicable to slum development, using available data and insights from various reports and policy documents.

SDG 1: No Poverty- Poverty remains one of the most pressing issues in Pune's slums. According to the Pune Municipal Corporation (PMC, 2023), nearly 40% of Pune's population resides in 564 slum settlements, struggling with inadequate income, job insecurity, and limited access to basic services. The informal sector employs most slum dwellers, offering low wages and no social security (Smart Cities Mission, 2023). While government schemes such as the Pradhan Mantri Awas Yojana (PMAY) and National Urban Livelihoods Mission (NULM) aim to reduce urban poverty, many residents lack the necessary documentation to qualify for benefits (Ministry of Housing and Urban Affairs, 2023). Addressing land tenure issues, expanding social protection programs, and fostering skill development initiatives are essential to achieving SDG 1 in Pune's slums.

SDG 3: Good Health and Well-being- Healthcare accessibility in Pune's slums is a critical issue, as overcrowded living conditions contribute to the spread of diseases. Waterborne illnesses, malnutrition, and maternal health problems are prevalent due to poor sanitation and healthcare infrastructure (PMC, 2023). The Pune Municipal Corporation operates urban primary health centers (UPHCs), but these are insufficient to meet the needs of the growing slum population (National Health Mission, 2023). Additionally, many slum dwellers rely on unregulated private healthcare providers, leading to high out-of-pocket expenses and improper treatments (TERI, 2022). Integrating healthcare services with slum redevelopment projects and expanding mobile healthcare units can significantly improve access to medical care in these settlements.

SDG 4: Quality Education- Educational disparities in slums hinder opportunities for economic mobility. High dropout rates, inadequate school infrastructure, and limited digital access disproportionately affect slum children (NITI Aayog, 2023). While government schools offer free education, challenges such as teacher shortages, lack of study materials, and overcrowded classrooms impact the learning experience (Smart Cities Mission, 2023). The Right to Education Act (RTE) and Pune Smart Schools Program have increased school enrollments, but quality remains an issue. Policies should focus on vocational training, digital literacy programs, and community-led education initiatives to bridge the educational divide in slums.

SDG 6: Clean Water and Sanitation- Access to safe drinking water and proper sanitation remains a major challenge in Pune's slums. Many slum dwellers rely on community taps and shared toilets, leading to hygiene-related diseases and unsafe living conditions (PMC, 2023). According to The Energy and Resources Institute (TERI, 2022), inadequate sanitation contributes to high child mortality rates and waterborne diseases. Pune has adopted initiatives like the Swachh Bharat Mission (SBM) and Slum Sanitation Program, but issues such as irregular water supply and inefficient drainage systems persist (Ministry of Jal Shakti, 2023). Strengthening urban sanitation infrastructure, ensuring proper waste disposal, and promoting water conservation techniques can significantly improve the health and well-being of slum residents.

SDG 10: Reduced Inequality- Slum dwellers face social and economic disparities, with limited access to formal housing, employment, and public services (NITI Aayog, 2023). Women and marginalized communities within slums experience higher discrimination in job opportunities and education (PMC, 2023). While reservation policies in education and housing schemes aim to bridge these gaps, implementation challenges remain. Strengthening affirmative action programs and expanding financial inclusion policies are necessary to promote equitable development.

SDG 11: Sustainable Cities and Communities- Pune's urban planning initiatives under the Smart Cities Mission have improved city infrastructure, but slum redevelopment remains slow due to land tenure disputes and lack of community participation (Smart Cities Mission, 2023). The Pune Climate Action Plan (2022) identifies slums as high-risk zones for flooding and environmental hazards, emphasizing the need for climate-resilient housing and green urban spaces (PMC, 2022). To integrate slums into sustainable city planning, a mixed-use development approach that combines affordable housing, economic hubs, and green spaces is essential.

SDG 13: Climate Action- Pune's slums are highly vulnerable to climate change, facing heat stress, water shortages, and extreme weather events due to poor infrastructure and lack of green spaces (TERI, 2022). The Pune Climate Action Plan highlights the urgent need for environmentally sustainable housing and resilient urban infrastructure (PMC, 2022). Initiatives like rainwater harvesting, rooftop solar panels, and waste-to-energy projects can significantly enhance climate resilience in these areas.

5. CONCLUSION

Slum development in Pune remains a challenge in achieving SDGs, particularly in poverty reduction (SDG 1), health (SDG 3), education (SDG 4), sanitation (SDG 6), and sustainable urban planning (SDG 11). While initiatives like PMAY and Smart Cities Mission have improved housing and sanitation, inadequate infrastructure, poor healthcare, and climate risks persist due to resource inequalities and weak policy execution.

A multi-stakeholder approach involving government, NGOs, and private investments is crucial for sustainable solutions. Strengthening livelihoods, affordable housing, and environmental resilience can improve living conditions. Instead of relocating residents, integrating slum redevelopment into city planning with inclusive governance can drive long-term progress toward SDG goals.

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AI-POWERED FINTECH: ENHANCING USER EXPERIENCE THROUGH SERVICE QUALITY AND SUSTAINABILITY

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ABSTRACT

Artificial intelligence implementation within financial technology (FinTech) has delivered an evolutionary transformation in the realm of customer services as well as operational performance while increasing service quality assessments. Numeric solutions based on artificial intelligence facilitate prompt data processing and tailored financial services along with automated functions, which extend availability and ease of use to consumers (Aswathy & Aruna, 2024). AI allows FinTech firms to enhance customer need prediction while simultaneously improving service delivery quality along with enabling financial services improvements and efficiency (Trivedi, 2019; Malik et al., 2021). Trust issues and privacy concerns, together with transparency doubts, constitute major barriers against AI adoption according to Kumar and Rani (2022). FinTech sustains its operations through the rising importance of sustainability as AI technology conducts digital transitions and optimizes resource alignment (Najaf et al., 2023). The document explores AI's function within FinTech by studying service quality together with user perception alongside trust and sustainability aspects and it details AI-based financial service advantages and difficulties.

Keywords: The analysis incorporates Artificial Intelligence, FinTech, customer Experience and Service Quality, User Perception, Convenience, and Sustainability.

1. INTRODUCTION

At present, the financial technology (FinTech) sector is transforming thanks to artificial intelligence (AI) integration, which redefines customer service and service delivery experiences. AI technologies strengthen operational performance through modernized data assessment systems and they provide individualized financial services solutions (Aswathy & Aruna, 2024). AI technology at FinTech firms allows automation of processes and customer need forecasting so they can provide better service quality and handle financial transactions more efficiently (Trivedi, 2019). The expansion of AI-based financial services needs urgent attention regarding trust-related issues and privacy aspects, and ethical concerns (Kumar & Rani, 2022). Major financial operations benefit from sustainability improvements through AI by using optimized resource management and reduced physical framework needs (Najaf et al., 2023). The investigation in this paper examines how AI affects the FinTech industry through its effects on service quality and user perception, together with trust-building and sustainable practices, and their corresponding opportunities and challenges.

2. LITERATURE REVIEW

Financial technology combined with Artificial Intelligence (AI) has brought major changes to customer services and operational procedures, and service delivery methods. Service quality (SQ) receives new definitions through AI-driven financial solutions, which enhance financial service delivery with both rapid execution along precise precision and individualized user experiences (Ganguly et al., 2024). Through virtual assistants backed by AI technology, customers experience real-time contact, which optimizes support times and business expenses (Chinenye & Ijomah, 2024). FinTech organizations obtain leadership positions in their industry through technological advancements that improve total user interactions (Barde & Kulkarni, 2023). The credibility of financial services customers continues to be essential for AI-enabled financial service use. Observations about data privacy together with security needs and transparency issues continue to exist in AI-driven automation (Kumar & Rani, 2022). The unknown aspects of AI models regarding their decision-making pathways create doubts about their operational processes (Roh et al., 2023). Reliable evidence shows ethical AI systems, along with regulations, serve as essential elements to develop trust, which leads users to adopt these frameworks (Hassan & Ferdous, 2023). Financial institutions should demonstrate transparent algorithms along with secure data management to achieve customer trust (Ali et al., 2021). Sustainable finance gets significant support from AI technology, which helps decrease carbon emissions while ensuring ESG compliance, according to Najaf et al. (2023). Through AI-driven automation financial institutions reduce paper-based processes and improve sustainable investment evaluations and optimize their resource distribution (Minh Tung Tran, 2024). FinTech companies use AI both for forecasting risks and developing environmentally friendly financial solutions which creates an eco-friendly money management system (Aswathy & Aruna, 2024).

3. RESEARCH METHODS

The study organized its research using quantitative methods to acquire primary data using structured questionnaire surveys. A structured survey assessed customer opinions toward AI-driven FinTech services, specifically regarding their service quality standards and trustworthiness, together with personalization capabilities and sustainability aspects. People who use financial services supported by AI received the survey through Google Forms.The research team selected convenience sampling as a data collection method to allow participants representing different demographics to participate. The researchers studied the collected responses through descriptive statistics to demonstrate customer satisfaction patterns together with trust and AI implementation effects on financial service quality. The research findings provide valuable knowledge about how FinTech is changing due to artificial intelligence.

4. DATA ANALYSIS AND RESULTS

The analysis section explains the results obtained from the structured questionnaire which investigates how AI in FinTech technology influences service quality and customer experience alongside trust and sustainability aspects.Service Quality and Customer Experience Financial service customers experience enhanced operational efficiency and better recommendations by AI driver personalization, according to 78% and 65% of the survey participants. People using AI-powered customer support found it more convenient than traditional banks because virtual assistants improve both response times and cut down errors. Trust and Security Concerns AI brings advantages to finance, but users remain concerned about information security along with AI decision processes, which cause doubt among stakeholders. The adoption of better security systems together with enhanced algorithm transparency must both happen to gain user confidence in FinTech systems using AI. Sustainability and Green FinTech The respondents demonstrated that AI-based solutions cut paper-based transactions (71% acknowledged environmental protection benefits). AI automation brings down business expenses, together with power usage, and improves ESG standards through its sophisticated performance monitoring capabilities.

5. DISCUSSION AND CONCLUSION

AI technology enhances FinTech-related service quality and customer experience by speeding up transactions along with personalized financial recommendations to enhance customer service (Chinenye & Ijomah, 2024). The use of AI faces various persistent challenges regarding data security and algorithmic transparency because customers naturally mistrust the safety of their information, even though they want to understand algorithmic operations better (Kumar & Rani, 2022). Organizations need formidable security protocols and regulatory systems, and adherence to ethical standards of AI adoption to succeed in the long-term future (Hassan & Ferdous, 2023). Sustainable FinTech receives its principal digital force from AI which enables transaction automation while reducing costs alongside offering support for ESG objectives (Najaf et al., 2023). Users will adopt FinTech technologies on a mass scale once security issues and transparency problems have solutions in place to build trustworthy systems. Except for examining AI's financial system moral impact additional research must evaluate monitoring enhancement approaches specifically directed toward this domain.

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A STUDY OF CAUSES AND CONSEQUENCES OF LIFESTYLE INFLATION

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ABSTRACT
This study is to examine whether lifestyle inflation plays a major role in an individuals life. It is to know the causes and consequences of lifestyle inflation and its impact on financial planning. One common tendency of people is to increase their spending as income increase. It is to see if higher earnings improve financial stability or incline people to spend more. The objectives of this research paper is to study the causes and consequences of lifestyle inflation on personal financial goals and its psychological and social effects on respondents.

Keywords: Lifestyle Inflation, Spending Habits, Impulse Spending, Social media

INTRODUCTION
Lifestyle inflation, or lifestyle creep, occurs when individuals increase spending as their income rises, often hindering wealth accumulation. This study analyzes the causes and impacts—psychological, social, and financial—of lifestyle inflation.

SCOPE OF STUDY
The scope of this study is to explore factors such as psychological, social, economic, peer pressure and personal habits in lifestyle inflation which increase spending with rising income. Assessing effects on savings, investments, debt, and long-term security. Examining. Analyzing diverse income levels, professions, and financial situations for a broad perspective.

LIMITATION OF STUDY
[1] There are only 102 respondents in this research.

[2] Data collected may subject to bias or inaccuracies.

[3] External economic factors may impact lifestyle inflation but are not the focus of this research.

LITERATURE REVIEW
1. **Darshini Sundra Kumar, Hafizah Sudin, Jaizah Othman, Shahrullizuannizam Salehuddin (1 September 2022)**- The Influence of Spending Behavior Among University Students in Malaysia

2. **Beijia Lin [Lin,B. (2023)] -The** Social Media Influence on Youth Spending.

3. **Mbonigaba Celestin & N. Vanitha (2021) -** The Psychology of Spending: Why we Buy things we don't need**.**

RESEARCH GAP
Previous studies have primarily focused on spending patterns. However, this research aims to delve deeper into the root causes of lifestyle inflation, particularly its psychological, social, and financial dimensions.
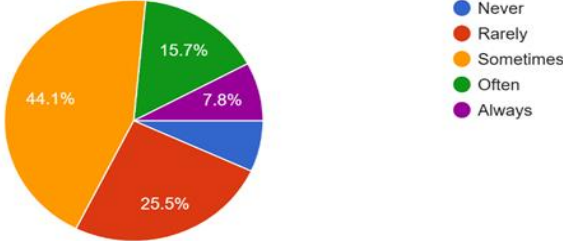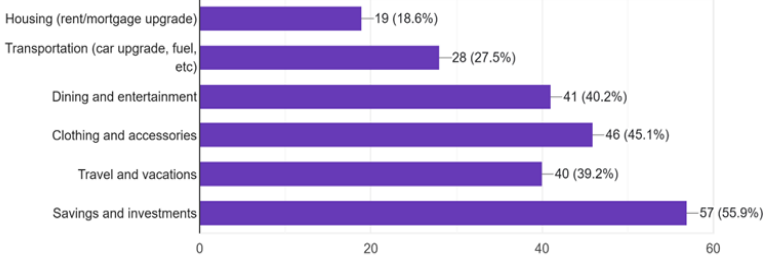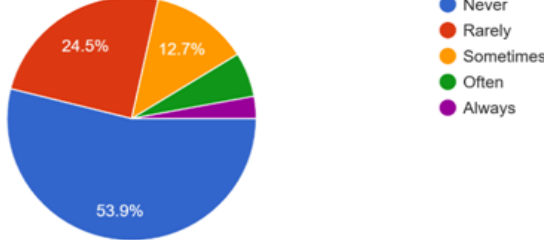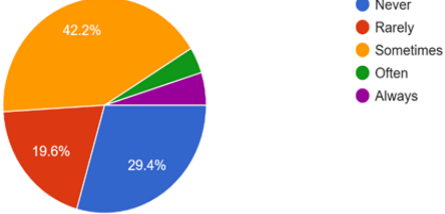
RESEARCH METHODOLOGY
This descriptive, quantitative study explores psychological, financial, and social impacts.

1. **Data Sources:** Primary Data: Collected via a structured Google Forms questionnaire from 102 respondents.
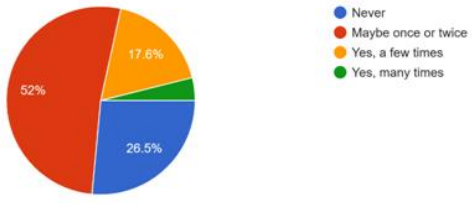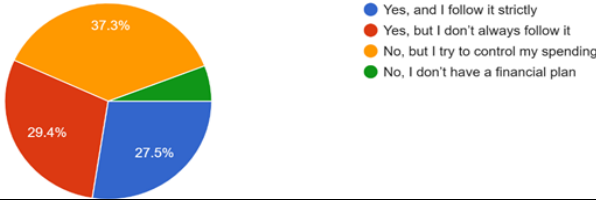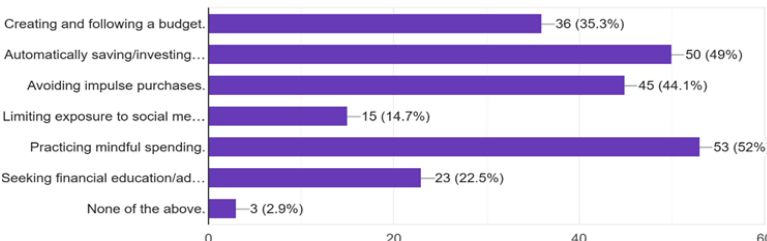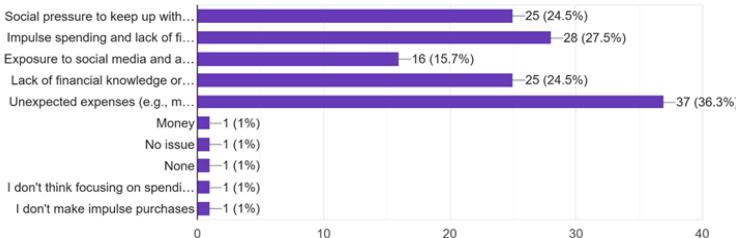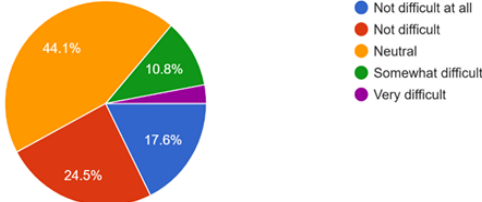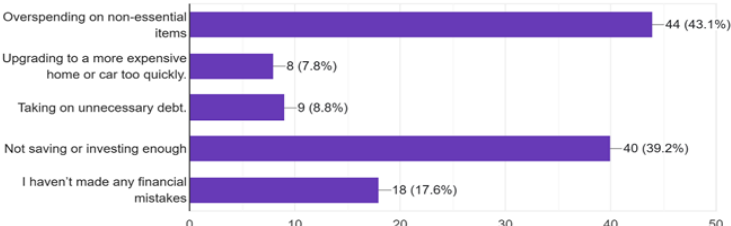
Secondary Data: Derived from academic research papers for literature review and theoretical insights.
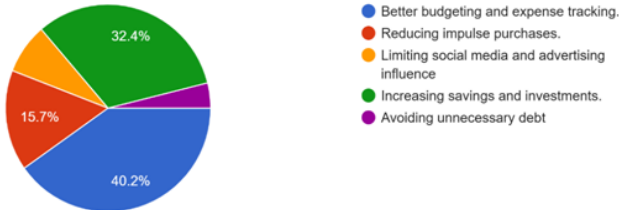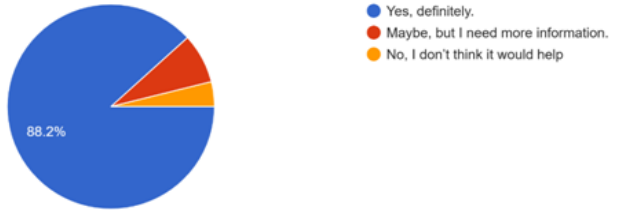
DATA ANALYSIS

Table 1

Factors	Range	No. of Respondents
Age	20-25 years	82
	26-30 years	20
Employment Status	Employed	83
	Self-employed	19
No	**Charts**	**Observation**

1	How often do you increase your spending when your income increases? 102 responses Never, Rarely, Sometimes, Often, Always 15.7%, 7.8%, 44.1%, 25.5%	Majority of the respondents has less spending habits.
2	Which of the following categories do you tend to increase spending on after a salary raise? 102 responses Housing (rent/mortgage upgrade) — 19 (18.6%) Transportation (car upgrade, fuel, etc) — 28 (27.5%) Dining and entertainment — 41 (40.2%) Clothing and accessories — 46 (45.1%) Travel and vacations — 40 (39.2%) Savings and investments — 57 (55.9%)	55.9% save when salaries rise but still increase spending on non-essentials
3	How often do you use credit or loans to finance lifestyle upgrades? 102 responses Never, Rarely, Sometimes, Often, Always 24.5%, 12.7%, 53.9%	Maximum do not take credit or loans to upgrade their lifestyle but 24.5% respondents do take it though rarely.
4	Do you feel the need to upgrade your lifestyle to match your peers or due to societal expectations? 102 responses Never, Rarely, Sometimes, Often, Always 42.2%, 19.6%, 29.4%	42.2% i.e., 43 respondents sometimes feel peer pressure to upgrade their lifestyle
5	How well do you manage impulse spending? 102 responses Not at all, I have no control over impulse spending Poorly, I often buy things impulsively Neutral, I don't always track my spending Somewhat well, but I sometimes overspend Very well, I rarely make impulse purchases 29.4%, 31.4%, 7.8%, 20.6%	It is seen that 31.4% (32) respondents tend to overspend sometimes.

6		Social media does influence spending as 52% respondents have purchased products promoted on social media though once or twice.
7		Most do not have a financial plan or budget but they try to control their spending.
8		53% respondents try to practice mindful spending to manage lifestyle inflation.
9		36.3% (37) respondents spending increases because of unexpected expenses.
10		44.1% respondents may or may not find it difficult to resist unnecessary expenses.
11		Out of 102 respondents 44 say that they overspend on non essential items.

12	If you could change one financial habit to reduce lifestyle inflation, what would it be? 102 responses Better budgeting and expense tracking. Reducing impulse purchases. Limiting social media and advertising influence Increasing savings and investments. Avoiding unnecessary debt 32.4%, 15.7%, 40.2%	40.2% recognize the need to improve their budgeting and expense management.
13	Do you feel that financial education could help you manage lifestyle inflation better? 102 responses Yes, definitely. Maybe, but I need more information. No, I don't think it would help 88.2%	**88.2%** are open to financial education.

FINDINGS/RESULTS

1. Lifestyle inflation mainly stems from unnecessary spending or unavoidable expenses.

2. Its key consequence is reduced savings/investments and increased spending on lifestyle upgrades.

3. Social media and peer pressure drive impulse buying and lifestyle upgrades.

4. Despite saving and investing, respondents fail to track expenses, leading to higher spending.

5. Respondents claim to save but tend to overspend, indicating a lack of spending awareness.

CONCLUSION

The study concluded that as income increases, individuals tend to spend more, despite claiming to prioritize saving or investing. It was observed that social media, advertisement and peer pressure plays a crucial role in lifestyle inflation. The findings also revealed that most respondents lack a structured financial plan or budget. However, they recognize that financial education, budgeting, and expense tracking could help them manage lifestyle inflation more effectively.

RECOMMENDATIONS

This study used a limited sample of 102 individuals; a larger, more diverse sample could yield deeper insights. Further, expanding the study beyond the 20-30 age group could offer broader financial behavior comparisons and including students and unemployed individuals could provide a more comprehensive view of financial planning habits.

ACKNOWLEDGEMENTS

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A STUDY ON CONSUMER PERCEPTION TOWARDS SUSTAINABLE PURCHASE IN THE FAST FASHION INDUSTRY

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ABSTRACT
This study investigates consumer perceptions towards sustainability in the fast fashion industry, examining the interplay between sustainability awareness, motivational factors, and barriers to sustainable consumption.The study used a quantitative approach to analyse the relationship between sustainability awareness, motivational factors, and barriers, involving 400 respondents using standardised questionnaires. To analyse the key motivational factors, including self-perception and sustainable living, along with their barriers like high costs, lack of availability, and limited knowledge, the study employs Confirmatory Factor Analysis (CFA) and Correlation to assess the relationships among these variables.Findings indicate a high level of customer awareness of environmentally responsible practices and eco-friendly products. The survey also reveals the motivating elements that have the biggest impact on sustainable fashion choices, such as environmental consciousness and sustainable living. But there are still a lot of obstacles to overcome, and the most significant are a lack of knowledge, availability, and transparency.

***Keywords** – Sustainable fashion, Fast fashion, sustainability awareness, sustainable purchase intention, barriers to sustainability, and motivational factors.*

INTRODUCTION

Fast fashion refers to a business model that produces a variety of garments quickly, continuously renewed, and designs that follow fashion trends at lower prices, rather than simply low-cost fashion (Miranda & Roldán, 2023).The fast fashion industry, which emerged in the late 20th and early 21st centuries, has significantly impacted the environment and the exploitation of garment workers, generating 10% of carbon emissions, consuming significant water, and producing significant textile waste. Sustainability in fashion has significantly contributed to reducing the environmental and social impact. It covers a wide range of factors, including cutting CO2 emissions, addressing overproduction, reducing pollution and waste, supporting biodiversity, and ensuring that garment workers are paid a fair wage and have safe working conditions. Hence, Sustainable fashion aims to lessen the negative impact of fast fashion on the environment and society(Sambargi& Tripathi, 2023). The methods or technologies used to create a sustainable product in today's market must be innovative and imaginative to prevent the economy and environment from suffering from poor production. If these three aspects are not implemented, it becomes difficult for a fashion firm to be sustainable (Kuupole et al., 2024). Transitioning towards sustainable economic models in fast fashion necessitates a shift from a purely profit-driven approach to one that incorporates long-term value creation, resource efficiency, and social equity.However, there is limited understanding of how consumers perceive sustainable practices within this industry and what factors influence their purchasing decisions. The challenge lies in understanding the gap between consumer awareness and actual sustainable purchase intention. This current research focuses on exploring the factors influencing consumer perception of sustainable fashion while identifying the barriers that hinder sustainable consumption in the fast fashion industry, particularly in adopting green innovations.

1. LITERATURE REVIEW

Human demands have increased daily for many years, greatly impacting the environment. This phenomenon has become crucial due to ever-increasing consumption and production to meet these human demands, which result in excessive use of scarce natural resources, land degradation, and huge waste generation. The "take-make-waste" mentality that has fuelled fashion cycles for so many decades is embodied in overconsumption, which affects both people and the environment at every point of the production, consumption, and disposal channel(McNeill et al., 2024). One of the key drivers of sustainable fashion adoption is consumer awareness. Studies indicate that consumers are increasingly aware of sustainability issues, but do not always translate this awareness into action. (McNeill et al. 2024) found a positive correlation between sustainability awareness and fashion purchasing decisions, suggesting that sustainability is influencing modern consumer choices. Hence, they are less Fashion Sensitive. Similarly, (Kuupole et al., 2024). revealed that consumers acknowledge sustainability as a global concern but often purchase garments based on convenience rather than sustainability.(Ronda, 2024) found that sustainability awareness and positive perceptions of ethical production significantly drive sustainable fashion consumption. (Grazzini et al., 2021) also revealed that sustainable

product attributes, such as recycled materials, enhance consumer purchase intentions, particularly in the luxury fashion sector. Additionally, Stringer et al. (2020) found that self-transcendence values and openness to change influence ethical consumption, indicating that consumers who prioritize environmental and social concerns are more likely to embrace sustainable fashion.Gupta (2023) has proven that attitudes and subjective norms can positively affect purchase intentions when it comes to the purchase of environmentally sustainable products. According to (Rizkiatami et al., 2023)Environmental advertising has a favorable impact on environmental understanding, and the eco-label is influenced by both environmental knowledge and advertising. However, there are opportunities for young designers to innovate and create sustainable fashion. Consumer demand for ethical and environmentally friendly materials, financial incentives for companies to implement sustainable models, and the expanding usage of sustainable fibers like organic cotton, hemp, and bamboo are the driving forces behind fashion sustainability initiatives (Daukantienė, 2022). According to (Bartkutė et al., 2023)Limited access to sustainable materials, limited financial resources, and insufficient knowledge about circular economy principles are challenges faced by motivated consumers. Gabrielli et al. (2013) found that fast fashion brands are responding to consumer concerns by integrating sustainable materials, ethical labor practices, and recycling initiatives into their production models. Grazzini & Laura (2021) further noted that sustainability in luxury fashion enhances brand perception and consumer loyalty, making it a competitive advantage. Similarly, Ostermann et al. (2021) found that born-sustainable brands in Brazil are successfully implementing circular economy principles, such as recycling, reuse, and eco-conscious design, driven by their commitment to sustainability. Despite the growing body of research on sustainable fashion, significant gaps remain in understanding consumer perception, the role of green innovation, and the barriers to adopting sustainable practices in the fast fashion industry.

2. METHODOLOGY

To comprehend how consumers in the fast fashion business view sustainable fashion, this study uses a systematic methodology. The quantitative approach was adopted to examine the relationships between Sustainability awareness, motivational factors and its barriers and assess how these different variables influence consumer purchase intentions regarding sustainable fashion. To carry out the research, data were collected from primary sources via a structured questionnaire, which consisted of standardized closed-ended questions (e.g., Likert scales, multiple-choice) to gather measurable responses, which were collected from 400 respondents.

3. RESULTS AND DISCUSSION

According to the demographic study, the data suggests that young (25-35), educated people who are either seeking education or are just starting their jobs, as the sample's main demographic. The results from the ANOVA analysis indicate a statistically significant difference between males and females in their perceptions of fast fashion and sustainable fashion ($p < 0.001$). Males exhibit a slightly higher preference for both fast fashion (Mean = 19.4) and sustainable fashion (Mean = 23.1) compared to females (18.4 and 21.8, respectively). These findings suggest that gender influences consumer perceptions, with males demonstrating a stronger inclination toward fashion consumption in general. However, the chi-squared test results ($p = 0.081$) show no significant association between gender and the frequency of buying fast fashion. The Cronbach's Alpha reliability test confirms the internal consistency of the scales measuring Sustainability Awareness ($\alpha = 0.863$), Motivational Factors ($\alpha = 0.781$), and Barriers ($\alpha = 0.725$). Sustainability Awareness demonstrates the highest reliability, indicating that environmental, social, and economic concerns are well-structured and consistently measured. The correlation analysis reveals several key insights: there is a significant positive correlation between Sustainability Awareness dimensions (e.g., Product-Specific Awareness, $r = 0.208$; Environmental Awareness, $r = 0.205$), and these relationships suggest that even consumers with higher sustainability awareness still engage in fast fashion consumption. Sustainable fashion is significantly influenced by self-perception ($r = 0.096$) and social factors ($r = 0.137$), indicating that individuals who view themselves as sustainable and are influenced by social norms are more likely to engage sustainably.High cost ($r = 0.103$) and lack of availability ($r = 0.097$) are significant barriers to sustainable fashion adoption.

The Confirmatory Factor Analysis (CFA) results provide strong empirical support for four dimensions of Sustainability Awareness. Environmental Awareness exhibits the highest factor loading (0.848) for awareness of pollution caused by the dyeing process, indicating that consumers perceive this as a critical environmental issue. Product-Specific Awareness also shows strong loadings, particularly for recognizing eco-friendly materials (0.830), reflecting a high level of consumer concern about sustainable product choices. The most influential factors are Environmental Responsibility and Sustainable Living, both with the highest factor loading of 0.912. This indicates that consumers strongly recognize supporting brands with sustainable practices and recycling, donating, or reselling clothes as the most impactful sustainability actions. Lack of Knowledge (0.896) is the most significant barrier to sustainable fashion adoption, indicating that consumers struggle with accessing

reliable sustainability-related information. Lack of Transparency (0.750) and Lack of Availability (0.731) also pose strong challenges, reflecting difficulties in finding and trusting sustainable fashion options. While High Cost (0.663), Lack of Awareness (0.636), and Lack of Choice (0.625) are moderate barriers, they are secondary concerns compared to the knowledge and accessibility gaps, which play a crucial role in limiting sustainable fashion adoption.

4. CONCLUSION

The study explores consumer perceptions of sustainable purchasing in the fast fashion industry, identifying key factors influencing their behavior and the barriers that hinder sustainable consumption. Confirmatory Factor Analysis (CFA) confirms four dimensions of sustainability awareness—environmental, social, economic, and product-specific awareness—highlighting strong consumer recognition of eco-friendly materials and environmental responsibility. The study also identifies motivational factors such as environmental responsibility and sustainable living, which have the highest influence on sustainable fashion choices. However, significant barriers remain, with lack of knowledge, transparency, and availability emerging as the most critical challenges.

From a consumer behavior perspective, green innovation plays a vital role in bridging the gap between awareness and action. While consumers increasingly recognize the importance of sustainability, their purchasing decisions are often constrained by limited information and accessibility. The findings suggest that enhancing transparency, providing better sustainability education, and innovating product availability can drive greater adoption of green fashion. This highlights the need for brands to invest in circular economy practices, ethical production, and innovative marketing strategies to encourage sustainable consumer behavior.

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BUSINESS RESILIENCE IN AUTOMOBILE AND METAL SECTOR POST COVID-19 OUTBREAK

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ABSTRACT

The study examines business resilience in automobile and metal sector post covid-19 outbreak through quarterly earnings announcements and the dividend announcements of metal and automobile sector impacts the Indian stock market respectively. The objective of the study is to find the impact of quarterly earnings announcement and dividend announcement of metal and auto sector on the stock market. 30 companies from the nifty auto and nifty metal are considered and the data is collected from the financial year 1 April 2021 to 31 march 2025 . this study uses event study methodology and the tools used are Abnormal Returns, Average Abnormal Returns, Cumulative average abnormal Returns, Paired T-TEST and capital asset pricing model (CAPM). The findings of the study show mixed reactions on the investors as prior to the announcement, there is no significant difference observed. This suggests that investors have the opportunity to achieve substantial abnormal returns both before and after the announcement.

Keywords: Quarterly Earnings Announcements , Dividend Announcement, Abnormal Returns

1. INTRODUCTION

The stock market is a lively place where investor feelings, company performance, and economic conditions come together to influence prices and trading. Corporate announcements, especially earnings and dividend announcements, play a key role in shaping how the market reacts. Earnings announcements provide a snapshot of a company's financial health, showing important details like revenue and profits, which can quickly sway investor confidence. Dividend announcements indicate how a company shares its profits, reflecting stability and management's confidence. Together, these announcements impact stock prices and investor strategies, showing how corporate communication affects the market.

2. LITERATURE REVIEW

Earnings and dividend announcements impact stock prices, but market efficiency and investor reactions vary. Prasad et al. (2020) found negative responses to after-hours earnings disclosures, suggesting strategic timing by companies. While Chakraborty et al. (2018) observed semi-strong efficiency in the Nifty Midcap 150 index, Iqbal et al. (2010) highlighted inefficiencies in the Indian market, indicating delayed price adjustments. Economic conditions also play a role—Das et al. (2014) and Saravanakumar et al. (2013) noted minimal effects during certain periods, whereas Verma et al. (2020) and Sehgal et al. (2015) reported significant abnormal returns due to information asymmetry. Dividend announcements show mixed effects across sectors. Patel and Prajapati (2014) and Mehndiratta and Gupta (2010) observed lasting impacts before the pandemic, but Pandey and Kumari (2021) found minimal influence during COVID-19. Sectoral variations exist—Mehta and Bansal (2022) reported strong positive returns in IT, while Poornima et al. (2019) found mixed reactions in banking. Overall, market responses to both earnings and dividend announcements are highly context-dependent.

3. RESEARCH GAP

The literature on earnings and dividend announcements reveals key gaps, including a lack of post-2020 studies on recent economic impacts and a shortage of sector-specific analyses that address unique industry responses

4. RESEARCH METHODOLOGY

This study is based on secondary data from the NSE website and Investing.com, focusing on 30 companies in the Nifty Auto and Nifty Metal indices from April 1, 2021, to March 31, 2025. The study uses event study methodology with a 120-day estimation window and a -10 to +10 day event window. Tools used for analysis are Abnormal Returns, Average Abnormal Returns, Cumulative Average Abnormal Returns, T-tests, and the Capital Asset Pricing Model (CAPM)

Abnormal Returns $AR_{it} = R_{it} - E(R)_{it}$

Expected Return (ER) =Alpha (Intercept) + Beta (Slope) Stock Return (SR)

$= \alpha + \beta * SR$

Cumulative Abnormal Returns $= \sum_{t1}^{t2}(AR)i, tevent$

Average Abnormal Returns $= \frac{1}{N}\sum_{i=1}^{n}(ARi, t)$

Cumulative Average Abnormal Returns $= \frac{1}{N}\sum_{i=1}^{n}(CARi)$

4.1 Objectives

i. To study the impact of quarterly earnings announcement of metal and automobile sector on the stock market reject

ii. To study the impact of dividend announcement of metal and automobile sector on the stock market

5. DATA ANALYSIS

Table 5.1: Paired t-test of pre and post of AAR of quarterly earnings announcement

Year	Quarter Automobile Sector	Metal Sector
2021 - 2022		
1	H0: Do not reject	H0: Do not reject
2	H0: Reject	H0: Reject
3	H0: Do not reject	H0: Do not reject
4	H0: Reject	H0: Do not reject
2022 - 2023		
1	H0: Do not reject	H0: Reject
2	H0: Do not reject	H0: Do not reject
3	H0: Do not reject	H0: Reject
4	H0: Do not reject	H0: Do not reject
2023 - 2024		
1	H0: Reject	H0: Do not reject
2	H0: Do not reject	H0: Do not reject
3	H0: Do not reject	Reject
4	H0: Do not reject	H0: Do not reject
2024 - 2025		
1	H0: Do not reject	H0: Do not reject
2	H0: Do not reject	H0: Do not reject
3	H0: Do not reject	H0: Do not reject
4	H0: Do not reject	H0: Do not reject

Source: Authors compilation

HYPOTHESIS

H0: There is no significant difference in output pre and post the announcement

H1: There is a significant difference in output before and after the announcement

Table 5.1 shows how quarterly earnings announcements affected stock market performance in the Automobile and Metal sectors from 2021 to 2025. Investor reactions were mixed, but the analysis revealed that abnormal returns often occurred around the announcement dates. Interestingly, there was no significant difference in returns before the announcements, indicating that investors could potentially earn substantial returns both before and after these events. The announcements had a notable impact on stock performance in Q2 and Q4 of 2021-2022, Q1 of 2023-2024, and Q3 of 2023-2024, leading to a rejection of the null hypothesis (H0). This suggests that these announcements contained important news that influenced investor sentiment. In contrast, other quarters showed no significant reactions, indicating that the announcements were either expected or not impactful enough. The Metal sector, in particular, saw significant effects in specific quarters, while other times, earningsresults aligned with expectations, leading to more stable market conditions.

Table 5.2: Result for AAR of dividend announcement impact of Metal sector

Event Time	2021-2022		2022-2023		2023-2024		2024-2025	
	AAR	t-value	AAR	t-value	AAR	t-value	AAR	t-value
-10	0.76%	1.12072	0.24%	0.70448	0.68%	1.38545	-0.13%	-0.37340
-9	0.36%	0.61736	0.08%	0.22737	-0.14%	-0.23440	0.15%	0.45162
-8	0.35%	0.86295	0.10%	0.25852	0.62%	1.07320	0.37%	0.45472
-7	0.75%	1.20693	**0.82%**	**2.76267****	-	-0.99966	-0.29%	-1.03187

					0.73%			
-6	-0.23%	-0.48801	0.41%	1.05328	0.83%	1.50018	-0.37%	-1.07198
-5	0.27%	0.61826	0.05%	0.11197	-0.68%	-1.35953	-0.18%	-0.42668
-4	0.30%	0.68268	0.46%	1.00802	-0.27%	-0.54282	-0.05%	-0.09764
-3	-0.37%	-0.62039	0.36%	1.15912	-0.37%	-0.66507	0.55%	0.72182
-2	0.28%	0.47864	-0.20%	-0.67084	0.45%	1.03642	0.54%	0.93872
-1	0.06%	0.10281	0.18%	0.44911	-0.21%	-0.71845	-0.78%	-1.76314
1	**-1.01%**	**-2.19030****	-0.44%	-1.05836	0.42%	0.90140	**-0.99%**	**-2.11986****
2	-0.75%	-1.34329	-0.48%	-1.25726	0.14%	0.39195	-0.18%	-0.43201
3	-0.45%	-1.06378	0.50%	1.18264	0.38%	0.88625	0.29%	0.69671
4	-0.11%	-0.20870	**-1.12%**	**-2.50294****	-0.48%	-1.90980	0.39%	0.45571
5	0.28%	0.54388	-0.61%	-1.25120	-0.30%	-0.86892	0.33%	0.76740
6	-0.04%	-0.08441	**-0.53%**	**-2.15309****	0.50%	1.95576	0.27%	0.67195
7	1.15%	1.66049	0.55%	0.87142	-0.13%	-0.44645	0.95%	1.83266
8	0.00%	0.00094	0.41%	1.71926	-0.84%	-1.64934	0.21%	0.50581
9	-0.29%	-0.56848	0.00%	-0.00469	0.01%	0.02153	0.22%	0.38876
10	0.36%	0.95342	0.11%	0.33487	0.64%	1.27323	0.63%	1.46733

Source: Authors compilation

NOTE: The symbol (**) signifies that the value of t-statistics is significant at 5% level of significance

The table 5.2 of dividend announcements in the metal sector reveals a consistent negative reaction from investors, particularly on the event day. In 2021-2022, stock prices dropped sharply on Day 1 by -2.1903, indicating that investors may view these announcements as signs of weakened future growth or liquidity issues. A similar trend was observed in 2022-2023, with a significant decline of -2.5029 on Day 4, reflecting ongoing uncertainty. This negative sentiment persisted into 2023-2024 and 2024-2025, with Day 1 declines of -2.1198. Overall, these findings suggest that dividend declarations often lead to abnormal negative returns in the metal sector, as investors express concerns about growth potential and cash flow stability, ultimately undermining their confidence in the company's future.

Table 5.3: Result for AAR of dividend announcement impact of Automobile sector

Event Time	2021-2022		2022-2023		2023-2024		2024-2025	
	AAR	t-value	AAR	t-value	AAR	t-value	AAR	t-value
-10	0.04%	0.12189	**-0.54%**	**-2.31201****	-0.03%	-0.09933	-0.17%	-0.56392
-9	-0.38%	-1.03739	-0.19%	-0.64626	-0.65%	-1.01389	0.11%	0.48868
-8	0.26%	0.81926	-0.48%	-1.13622	-0.32%	-0.75883	-0.32%	-1.28764
-7	-0.03%	-0.13366	0.64%	1.65872	0.36%	0.75036	-0.52%	-1.03921
-6	0.53%	1.26497	-0.80%	-1.75967	0.26%	0.89320	-0.39%	-1.35479
-5	-0.18%	-0.55893	0.43%	0.99386	-0.02%	-0.04918	-0.23%	-0.54332
-4	**-0.75%**	**-2.26077****	-0.69%	-1.07945	0.28%	-0.75700	**-0.57%**	**-2.82128****
-3	-0.63%	-1.48521	-0.87%	-1.77095	-0.08%	-0.39106	-0.12%	-0.29097

-2	-0.04%	-0.14119	-0.27%	-0.65423	-0.44%	-1.43116	0.01%	0.05709
-1	**-0.56%**	**-2.09065****	0.01%	0.07144	-0.65%	-1.83891	0.15%	0.45382
1	**-0.50%**	**-2.01741****	0.44%	1.14732	-0.13%	-0.41252	**-0.57%**	**-3.42445****
2	**-0.51%**	**-2.74299****	-0.09%	-0.28120	-0.02%	-0.13521	-0.17%	-0.53856
3	-0.25%	-0.70746	0.35%	1.49422	-0.20%	-0.56412	-0.31%	-0.89634
4	-0.51%	-1.72843	-0.38%	-1.30541	0.07%	0.23881	-0.09%	-0.37622
5	**-0.65%**	**-2.88274****	0.03%	0.12084	0.00%	0.01097	**-0.52%**	**-2.16742****
6	0.22%	0.66956	0.15%	0.54173	0.30%	1.61886	-0.04%	-0.14246
7	-0.19%	-0.67772	-0.27%	-1.02235	**-0.32%**	**-1.99128****	**-0.50%**	**-2.10114****
8	-0.06%	-0.22516	-0.03%	-0.14182	0.21%	0.85254	-0.20%	-0.66901
9	-0.32%	-0.79736	0.05%	0.12911	**-0.72%**	**-2.48977****	**-0.71%**	**-2.18196****
10	0.45%	1.83087	-0.59%	-1.55672	0.21%	0.65329	0.46%	1.27214

Source: Authors compilation

NOTE: The symbol (**) signifies that the value of t-statistics is significant at 5% level of significance

The table 5.3 of T-values for Average Abnormal Returns (AARs) around dividend announcements in the automobile sector shows a consistent negative market reaction, particularly before and on the event day. In 2021-2022, significant negative T-values on Day -4 (-2.2608) and Day -2 (-2.0907) indicate that investors anticipated the announcement and reacted unfavourably, likely viewing it as a sign of potential growth challenges. A similar trend continued in 2022-2023, with a notable drop on Day -10 (-2.3120) suggesting early market adjustments. In 2023-2024 and 2024-2025, reactions were more mixed, with ongoing volatility. Notably, in 2024-2025, a sharp decline on Day -4 (-2.8213) and further negative responses on Days 8 and 9 (-1.9912, -2.4898) reflect persistent uncertainty. The dividend announcements in the automobile sector typically lead to negative abnormal returns, as investors may interpret them as signals of financial constraints and reduced growth potential.

6. CONCLUSION
The analysis shows that quarterly earnings announcements significantly affect stock prices in the Automobile and Metal sectors, often leading to strong investor reactions and abnormal returns. While some quarters have a notable impact, others do not. Conversely, dividend announcements consistently trigger negative reactions in both sectors, indicating investor concerns about growth and financial stability. Overall, these announcements play a key role in influencing investor sentiment and stock prices.

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RESILIENCE OF SELECTED MUTUAL FUND SCHEMES POST-COVID-19

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ABSTRACT

The Indian mutual fund sector has expanded tremendously, and new schemes are reinforcing its significance in finance. The current research evaluates the robustness of the best CRISIL-ranked mutual funds (1st–5th) after COVID-19, based on four years of NAV (2021–2024). Measures such as Standard Deviation, Beta, and Sharpe's Ratio measure risk-adjusted performance, leading investors to make well-informed decisions based on varying parameters.

Keywords: Mutual Funds, CRISIL, Performance Evaluation.

I. INTRODUCTION

Mutual funds are investment options that consolidate savings from various investors to invest in assets such as stocks, bonds, and more, allowing for the achievement of financial objectives. Mutual funds play a crucial role in economic development through their leading position in world markets. Guided by experienced experts, they provide customized options as per personal requirements, instilling faith among investors regarding returns. Fund performance comparison allows retail investors to make sound decisions.

II. LITERATURE REVIEW

Studies of mutual funds range from various goals and techniques. G Mahesh et al. (2023) compared Indian equity mutual funds between 2019–2022 and showed strong stock-picking abilities and market beating. Aaluri S et al. (2024) found that GDP growth had a positive impact on mutual fund investments, but unemployment and interest rates had a limited influence. Archana G showed HDFC short-term schemes performing better than those of Birla Sun Life and ICICI. Wachasundar S (2022) highlighted leading large-cap equity schemes, such as Birla Sun Life Top 100, Edelweiss Exchange Traded Scheme, and IDFC Equity funds. The review of the literature indicates that the majority of studies concentrate on assessing a specific type of mutual fund schemes. This study, however, scrutinizes four types: Large Cap, Mid Cap, Small Cap, and Gilt Funds.

III. RESEARCH METHODOLOGY

O1. To analyse the risk and return profile of selected large cap, midcap, small cap, and gilt fund schemes.

O2. To evaluate the performance of selected mutual fund schemes by using the Sharpe Ratio, Treynor Ratio, and Jensen Alpha.

- The study mainly depends on secondary data. To study the resilience of selected large cap, midcap, small cap, and gilt funds in Indiapost-COVID-19. The study covers 4 years, i.e., 1[st]January 2021 to 31st December 2024.The study uses tools and Techniques such as Standard Deviation, Beta, Sharpe Ratio, Treynor Ratio, and Jensen's alpha using Excel.

- **Tool of Analysis: Risk**

- Standard Deviation:Portfolio Risk:$\sigma_p = \sqrt{\frac{1}{n-1}\sum_{t-1}^{n}(R_P - \overline{R_P})^2}$

- Market Risk: $\sigma_m = \sqrt{\frac{1}{n-1}\sum_{t-1}^{n}(R_m - \overline{R_m})^2}$

- Beta: $\beta\rho = \frac{CovRp.Rm}{\sigma}$

Performance:

- Sharpe Ratio: $S\rho = \frac{(Rp-Rf)}{\sigma\rho}$

- Treynor Ratio: $T\rho = \frac{(Rp-Rf)}{\beta\rho}$

- Jensen Alpha: $J\rho = \frac{\alpha\rho}{\beta\rho}$

where, $\alpha\rho = R\rho - \overline{R\rho}$

where, $\overline{R\rho} = Rf + \beta\rho(Rm - Rf)$

IV. DATA ANALYSIS

Table 4.1: Result of Standard deviation for the selected schemes

Largecap	Standard Deviation	Midcap	Standard Deviation	Smallcap	Standard Deviation	Gilt Fund	Standard Deviation
ICICI	0.008442	AXIS	0.008908	AXIS	0.008523	HDFC	0.001290
INVESCO	0.009071	EDELWEISS	0.010337	BOI	0.010023	ICICI	0.001170
KOTAK	0.008743	FRANKLIN	0.009634	INVESCO	0.010064	KOTAK	0.001389
NIPPON	0.009272	MIRAE	0.009461	NIPPON	0.010266	NIPPON	0.001401
SBI	0.008591	UNION	0.001065	SBI	0.008391	SBI	0.001274

Source: (Authors compilation)

The table exhibits the standard deviation, a measure of return variability, across fund categories: Large cap, Midcap, Small-cap, and Gilt Fund. Gilt Funds shows the lowest variability, indicating greater stability, while Small-cap and Midcap categories exhibit higher standard deviation values, showing more volatile performance. Among funds, EDELWEISS and INVESCO in Midcap and Small cap, respectively, show particularly high volatility.

Table 4.2: Result of Beta for all the schemes

Largecap	Beta	Midcap	Beta	Smallcap	Beta	Gilt Fund	Beta
ICICI	0.252	AXIS	0.111	AXIS	-6.083	HDFC	-0.004
INVESCO	0.090	EDELWEISS	0.242	BOI	2.362	ICICI	-0.006
KOTAK	0.133	FRANKLIN	0.225	INVESCO	16.347	KOTAK	-0.003
NIPPON	0.146	MIRAE	0.098	NIPPON	-41.882	NIPPON	-0.009
SBI	0.155	UNION	0.105	SBI	-15.767	SBI	-0.008

Source: (Authors compilation)

The table exhibits fund categories by Beta values, indicating market volatility. INVESCO in Small cap shows an extremely high Beta (16.347), reflecting significant volatility. Gilt Funds have negative Beta values, suggesting minimal market sensitivity, while Midcap and Large cap exhibit moderate volatility levels.

Table 4.3: Result of Sharpe, Treynor, and Jensen Alpha for the selected largecap schemes

Largecap	Sharpe Ratio	Treynor Ratio	Jensen Alpha
ICICI	0.080619245	0.002702556	0.000795101
INVESCO	0.075264165	0.0075907	0.000723634
KOTAK	0.069238514	0.0045359	0.000666028
NIPPON	0.087176442	0.00553564	0.000874707
SBI	0.064378842	0.003565259	0.000623633

Source: (Authors compilation)

The comparison of Sharpe Ratio, Treynor Ratio, and Jensen Alpha for ICICI, INVESCO, KOTAK, NIPPON, and SBI Large-Cap funds reveals that NIPPON excels in Sharpe Ratio (0.087) and Jensen Alpha (0.0008), reflecting better risk-adjusted return and efficiency. INVESCO takes the lead in Treynor Ratio (0.0076), reflecting strong performance relative to market risks. The other funds reflect moderate readings, providing consistent and conservative investment opportunities.

Table 4.4: Result of Sharpe, Treynor, and Jensen Alpha for the selected midcap schemes

Midcap	Sharpe Ratio	Treynor Ratio	Jensen Alpha
AXIS	0.088394035	0.007072005	0.000837999
EDELWEISS	0.09963194	0.004248989	0.001140147
FRANKLIN	0.089794456	0.003838974	0.000967517
MIRAE	0.095745321	0.009288317	0.000950227
UNION	0.891928894	0.009021362	0.000997541

Source: (Authors compilation)

The table shows five midcap funds (Axis, Edelweiss, Franklin, Mirae, and Union) based on Sharpe Ratio, Treynor Ratio, and Jensen Alpha. These metrics evaluate risk-adjusted returns and performance. Union has a significantly higher Sharpe Ratio (0.8919), reflecting exceptional risk-adjusted returns. Mirae shows a higher value in the Treynor Ratio (0.0093), indicating efficient handling of systematic risk. Edelweiss has the highest Jensen Alpha (0.0011), indicating better-than-expected fund performance.

Table 4.5: Result of Sharpe, Treynor, and Jensen Alpha for the selected small cap schemes

Smallcap	Sharpe Ratio	Treynor Ratio	Jensen Alpha
AXIS	0.116809917	-0.000163663	0.005642494
BOI	0.114567451	0.000486278	0.010982055
INVESCO	0.119978563	7.38625E-05	0.017381103
NIPPON	0.120604279	-2.95612E-05	-0.008891091
SBI	0.104678848	-5.57109E-05	0.001107715

Source: (Authors compilation)

The comparison is between small-cap funds of Axis, BOI, INVESCO, NIPPON, and SBI on Sharpe Ratio, Treynor Ratio, and Jensen Alpha. INVESCO has the highest Jensen Alpha (0.017), reflecting good management and better returns. NIPPON has the highest Sharpe Ratio (0.120), delivering better risk-adjusted returns, while BOI has the highest Treynor Ratio (0.000486), reflecting effective management of market risk. This provides a snap view of fund performance.

Table 4.6: Result of Sharpe, Treynor, and Jensen Alpha for the selected Gilt schemes

Gilt Fund	Sharpe Ratio	Treynor Ratio	Jensen Alpha
HDFC	0.081693408	-0.029945828	0.00010381
ICICI	0.127024082	-0.02479685	0.000145942
KOTAK	0.096527	-0.043766753	0.000132674
NIPPON	0.086429855	-0.014114442	0.000117211
SBI	0.114640442	-0.017714907	0.000142287

Source: (Authors compilation)

The table shows performance data of Gilt Funds - HDFC, ICICI, KOTAK, NIPPON, and SBI - measured through Sharpe Ratio, Treynor Ratio, and Jensen Alpha. These metrics assess risk-adjusted returns, systematic risk, and fund efficiency. ICICI shows the highest Sharpe Ratio (0.127), indicating strong risk-adjusted returns. Despite their high Jensen Alpha values, all funds have negative Treynor Ratios, reflecting challenges in handling systematic risk. This data shows ICICI's relatively superior performance while signaling broader risks across the category.

V. CONCLUSION

NIPPON leads in Large-Cap with top Sharpe Ratio and Jensen Alpha, and INVESCO excels in Treynor Ratio. For Midcap, Union shines in the Sharpe Ratio, Mirae in the Treynor Ratio, and Edelweiss in the Jensen Alpha. In Small-Cap, INVESCO tops Jensen Alpha, NIPPON in Sharpe Ratio, and BOI in Treynor Ratio. ICICI dominates Gilt Funds with the highest Sharpe Ratio, though all face negative Treynor Ratios. Gilt Funds are the most stable, while Midcap and Small-Cap show higher volatility, especially Edelweiss and INVESCO.

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LEADING WITH INTEGRITY: A PSYCHOLOGICAL PERSPECTIVE ON STRATEGIES FOR BUILDING TRUST AND PROMOTING A POSITIVE ORGANIZATIONAL CULTURE

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ABSTRACT

This topic explores the psychological aspects of leading with integrity, including strategies for building trust and promoting a positive organizational culture. Leading with integrity is crucial for building trust, promoting a positive organizational culture, and ensuring long-term organizational success. This paper provides a psychological perspective on the strategies leaders can employ to lead with integrity. It examines the importance of communication, empathy, consistency, positive reinforcement, employee empowerment, and inclusive leadership in building trust and promoting a positive organizational culture. A mixed-methods approach was employed, combining both quantitative and qualitative data collection. The study found that leaders who demonstrated high levels of integrity, emotional intelligence, and authenticity,were trustworthy and promoted a positive organizational culture. Leadership integrity was positively correlated with trust (r = 0.65, p < 0.01) and organizational culture (r = 0.58, p < 0.01). Leading with integrity is a crucial aspect of effective leadership, and this study provides valuable insights into the strategies leaders can employ to lead with integrity. By prioritizing leadership integrity, emotional intelligence, and authentic leadership, organizations can promote trust, positive organizational culture, and ultimately, long-term success.

Keywords: *leading with integrity, psychological perspective, trust, organizational culture, leadership development.*

INTRODUCTION

Leading with integrity is a most crucial aspect of effective leadership, for all leaders, as it enables leaders to build trust, promote a positive organizational culture, and ensure long-term organizational success. Leading with integrity can be challenging, especially in today's fast-paced and often turbulent business environment. Leading with integrity is crucial for building trust, promoting a positive organizational culture, and ensuring long-term organizational success. Drawing on psychological theories, including social learning theory, self-determination theory, and emotional intelligence, this paper examines the importance of communication, empathy, consistency, positive reinforcement, employee empowerment, and inclusive leadership in building trust and promoting a positive organizational culture. This study focuses on psychological factors that influence leaders ability to lead with integrity, build trust, and promote a positive organizational culture.This paper aims to provide a comprehensive psychological perspective on the strategies leaders can employ to lead with integrity.

LITERATURE REVIEW

Stephen Covey (2004)research on trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships together." Peter Salovey and John D. Mayer (1990). conducted a research study on emotional intelligence is the ability to monitor and work with one's own and others' emotions." Bruce Avolio and Fred Walumbwa (1985).conducted a study on authentic leadership is a pattern of leader behavior that draws upon and promotes both positive psychological capacities and a positive ethical climate." - Bernard Bass (1985).Transformational leaders inspire and motivate followers to achieve higher levels of performance and to pursue a shared vision.Lawrence Kohlberg (1981).research study on moral integrity is the quality of being honest, trustworthy, and principled in one's actions and decisions.

RESEARCH METHODOLOGY

Objectives:

To examine the relationship between leadership integrity, emotional intelligence, authentic leadership, and trust in organizational settings.

Specific objectives:

- To investigate the impact of leadership integrity on trust and organizational culture.

- To examine the relationship between emotional intelligence and leadership integrity.

- To explore the role of authentic leadership in promoting trust and positive organizational culture.

RESEARCH QUESTIONS

- What is the relationship between leadership integrity and trust?

- How does emotional intelligence influence leadership integrity?

- What role does authentic leadership play in promoting trust and positive organizational culture?

VARIABLES

Independent Variable: LeadershipIntegrity, Emotional intelligence & Authentic leadership

Dependent Variable: Trust & Organizational Culture

Sample: Sample size of 100 participants was used for the study. Employees and managers in various organizations were included in the sample. Sampling technique used was convenience sampling.

Ethical Considerations: Informed consent was obtained from the.participants confidentiality and anonymitywas maintained. Data was stored securely and participants identities were protect.

Tools Used: Bernard M. Bass and Bruce J. Avolio (1995). Multifactor Leadership Questionnaire (MLQ) was used to assess leadership styles, including integrity. Craig E. Johnson (2011)Leadership Integrity Scale (LIS) which measures leader integrity based on follower perceptions. Fred O. Walumbwa and John J. Lawler (2003)Ethical Leadership Scale (ELS) which evaluates leader ethical behavior and integrity.

Fred O. Walumbwa, Bruce J. Avolio, and William L. Gardner (2008) Authentic Leadership Questionnaire (ALQ) that assesses authentic leadership, including integrity and David De Cremer and Tyler G. Okimoto (2013)Trustworthy Leadership Survey (TLS)that evaluates leader trustworthiness were used tin this research study.

HYPOTHESES

Ha$_1$: There is a significant positive relationship between leadership integrity and trust.

Ha$_2$: Emotional intelligence is significantly positively related to leadership integrity.

Ha$_3$: Authentic leadership is significantly positively related to trust and organizational culture.

DATA COLLECTION

Questionnaires method was used. Data was collected over a period of 2-4 weeks.Employees and managers in various organizations from the state of Goa were included in the sample. Technique used was Convenience sampling method was followed.Data was analyzed using descriptive statistics by calculating means, standard deviations, and frequencies.Correlation analysis was used to examine the relationships between variables using Pearson's r or Spearman's rho.Regression analysis was used for multiple regression to examine the predictive power of leadership integrity on trust and organizational culture.

DATA ANALYSIS, RESULTS & FINDINGS

The result findings of this study suggest that leaders' emotional intelligence, moral identity, and transformational leadership styles are significant predictors of their ability to lead with integrity. The study findings revealed that leaders with high levels of integrity, emotional intelligence, and authenticity were more likely to build trust and promote a positive organizational culture. Statistical analysis of: correlation analysis examines the relationship between leadership integrity and trust, the research findings revealed that leadership integrity was found to be significantly positively correlated with trust ($r = 0.65$, $p < 0.01$) and organizational culture ($r = 0.58$, $p < 0.01$). Findings also revealed that emotional intelligence was found to be significantly positively correlated with leadership integrity ($r = 0.62$, $p < 0.01$) and trust ($r = 0.55$, $p < 0.01$). Findings also revealed that authentic leadership was found to be significantly positively correlated with organizational culture ($r = 0.60$, $p < 0.01$) and employee empowerment ($r = 0.55$, $p < 0.01$). The variables such as communication, empathy, and consistency were found to be significant predictors of trust, accounting for 40% of the variance ($R2 = 0.40$, $F(3, 100) = 15.62$, $p < 0.01$).The above Findings revealed that:leaders who demonstrated high levels of integrity, emotional intelligence, and authenticity were more likely to build trust and promote a positive organizational culture. Communication, empathy, and consistency are significant predictors of trust.

IMPLICATIONS

The findings of this study have practical implications for leaders, managers, and organizations seeking to promote trust, positive organizational culture, and effective leadership.

This study advances our knowledge of the psychological factors that influence leadership effectiveness and organizational outcomes.The study's findings suggest that leadership development programs should focus on promoting leadership integrity, emotional intelligence, and authentic leadership.

Organizations should strive to create a culture that values integrity, transparency, and trust, as these factors are critical for promoting positive organizational outcomes. Organizations should prioritize the selection and recruitment of leaders who possess high levels of integrity, emotional intelligence, and authenticity. Organizations should incorporate measures of leadership integrity, emotional intelligence, and authentic leadership into their performance management systems. The study's findings suggest several avenues for future research, including the examination of the relationship between leadership integrity and organizational performance, and the development of interventions aimed at promoting leadership integrity and authenticity.

CONCLUSION

From the analysis of the hypothesis it can be concluded that Ha_1: leadership integrity and trust, a significant positive relationship existed between leadership integrity and trust. This indicates that leaders with high integrity are more likely to build trust with their followers.Ha_1: Leadership Integrity and Trust. Results supported the hypotheses ($p < 0.01$, $r = 0.65$). It can be concluded that there is a significant positive relationship between leadership integrity and trust..Ha_2: Emotional Intelligence and Leadership Integrity. This indicates that a significant positive relationship existed between emotional intelligence and leadership integrity.Leaders with high emotional intelligence are more likely to demonstrate integrity in their words and actions.Result supported the hypotheses ($p < 0.01$, $r = 0.58$). It can be concluded that there is a significant positive relationship between emotional intelligence and leadership integrity. Ha_3: Authentic Leadership and Trust/Organizational Culture. Result supported the hypothese ($p < 0.01$, $r = 0.62$). This indicates that there is a significant positive relationship between authentic leadership and trust/organizational culture. Findings revealed that a significant positive relationship existed between authentic leadership and trust/organizational culture. Findings reveal that authentic leaders promoted trust and positive organizational culture. These are the essential factors for building trust in organizational settings.Leadership integrity, emotional intelligence, and authentic leadership are significant predictors of organizational culture.These factors are essential for promoting positive organizational culture.Emotional intelligence can enhance the positive effects of leadership integrity on trust.

CONCLUSION

All hypotheses are supported, indicating that:

- Leadership integrity is positively related to trust. Communication, empathy, and consistency are significant predictors of trust.

Emotional intelligence is positively related to leadership integrity. Emotional intelligence moderates the relationship between leadership integrity and trust.

- Authentic leadership is positively related to trust and organizational culture. Leadership integrity, emotional intelligence, and authentic leadership are significant predictors of organizational culture.

These findings have significant implications for leadership development, organizational culture, and trust-building in organizational settings. This study provides a comprehensive psychological perspective on the strategies leaders can employ to lead with integrity. The findings of this study highlight the importance of leadership integrity, emotional intelligence, and authentic leadership in building trust and promoting a positive organizational culture.

Leadership integrity is positively related to trust and organizational culture, emphasizing the importance of leaders demonstrating integrity in their words and actions.

Emotional intelligence is positively related to leadership integrity, highlighting the importance of leaders developing their emotional intelligence to lead with integrity.

Authentic leadership is positively related to trust and organizational culture, emphasizing the importance of leaders being true to themselves and their followers.

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EXAMINING THE IMPACT OF ENERGY INTENSITY ON THE VALUE OF THE FIRM, PROFITABILITY AND THE SHAREHOLDERS RETURNS

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ABSTRACT
This study explores the impact of energy intensity on firm value, profitability, and shareholder returns while highlighting the role of energy efficiency in enhancing financial stability and environmental responsibility. Analysing a panel of Indian-listed firms from FY 2014–15 to 2023–24, the study employs multivariate regression models to assess the relationship between energy consumption and financial performance. Findings indicate that energy-efficient firms experience higher market valuation and lower stock return volatility, while less energy-efficient firms face greater financial constraints, relying more on internal capital. The research underscores financial benefits of adopting sustainable practices, providing insights for managers and policymakers to integrate energy efficiency into corporate strategy for long-term financial and environmental gains.

Keywords: - Energy Efficiency, Indian Firms, Sustainability, Panel data, Environment

I. INTRODUCTION
Energy intensity refers to energy use per unit of GDP and plays a key role in balancing economic growth with environmental sustainability. It is shaped by industrialization, financial trends, and policy decisions. Reducing energy intensity through green technologies, strong corporate governance, and financial strategies enhances firm value and cuts environmental risks. Green finance supports low-carbon innovation, especially in emerging economies. Despite improvements, high energy use remains a problem, particularly in developing regions. In a country like India—among the top energy consumers—boosting energy efficiency is vital for lowering CO_2 emissions and ensuring sustainable growth.

This research explores how energy intensity impacts firm valuation, profitability, and shareholder returns, using metrics like Tobin's Q, ROA, and investor outcomes. It hypothesizes a negative relationship, especially in energy-intensive industries and sustainability-focused markets.

II. LITERATURE REVIEW
Global progress towards Sustainable Development Goals is inadequate, emphasizing the need for green finance, energy efficiency, and corporate governance to drive sustainable growth and innovation across various countries and sectors.

Energy Intensity & Value of the firm
Corporate governance and energy efficiency play a key role in enhancing firm value. Zhou et al. (2022) find that structures like sustainability committees and board diversity promote renewable energy use and improve performance. Ahmed and Brown (2019) show that financially strong firms are more transparent in carbon disclosure. Sharma and Kumar (2021) highlight that tech upgrades and capital productivity boost energy efficiency in Indian industries. Jones et al. (2020) add that energy-efficient firms gain higher value, especially with analyst oversight. Together, these studies link good governance and energy practices to stronger business outcomes.

Studies have increasingly highlighted the financial benefits of integrating environmental strategies into corporate operations. Sharma and Gupta (2021) demonstrate a strong positive link between corporate environmental performance (CEP) and financial performance (CFP) in Indian firms, with evidence of bidirectional causality—indicating that environmental efficiency not only supports profitability but is also reinforced by it. In a similar vein, Kumar et al. (2020) find that profitability indicators such as return on assets (ROA) and return on equity (ROE) positively influence environmental outcomes, while efficient capital utilization reduces energy intensity. These findings support the idea that firms can achieve sustainable growth by aligning profitability goals with environmental responsibility.

Managerial ownership and sustainability reporting have emerged as key drivers of corporate environmental and financial performance. Zhao and Wang (2022) find that managerial ownership significantly boosts environmental innovation in Chinese firms, especially when supported by minority shareholder protection, with stronger effects obserhintingved in state-owned and high-pollution industries.

Complementing this, Schmidt et al. (2023) emphasize that sustainability reporting, when integrated with management control systems, enhances strategic decision-making rather than serving merely as an accountability tool. Together, these studies highlight the importance of internal governance structures and integrated reporting mechanisms in fostering sustainable and effective corporate practices.

The literature emphasizes the link between energy intensity, financial performance, and corporate decision-making. Reducing energy intensity improves profitability, while effective management strategies balance sustainability with financial growth. However, research gaps exist on energy efficiency's impact across industries and regions.

III. METHODOLOGY

The study examines the impact of energy intensity on firm performance, specifically Return on Assets (ROA) and Return on Equity (ROE), using data from 54 Indian companies. The analysis uses Gretl software, with energy intensity as the key independent variable. Three econometric models are constructed.

MODEL 1:- Tobin's Q = $\beta0 + \beta1EI + \beta2M/B + \beta3S/TA + \beta4D/E + \beta5CR + \beta6SIZE + \varepsilon$

MODEL 2:- ROA = $\beta0 + \beta1EI + \beta2S/TA + \beta3D/E + \beta4CR + \beta5SIZE + \varepsilon$

MODEL 3:- ROE = $\beta0 + \beta1EI + \beta2S/TA + \beta3D/E + \beta4CR + \beta5SIZE + \varepsilon$

IV. RESULTS

The summary statistics reveal substantial variation in variables such as Tobin's Q, ROA, and ROE across NIFTY100 firms, indicating differences in firm performance and market valuation. Variables like energy intensity and CSR scores also show variability, suggesting diverse sustainability practices. The mean values of financial performance metrics suggest moderate profitability on average. Skewness in variables such as Tobin's Q and ROE indicates that data may not be normally distributed.

The correlation matrix shows that Tobin's Q has a weak negative correlation with energy intensity and a moderate positive correlation with CSR, suggesting that firms with better CSR performance tend to have higher market valuation. ROA and ROE are highly positively correlated, indicating consistent internal performance measures. Stock return volatility shows minimal correlation with other variables, hintingEIits independence from firm-level fundamentals. No multicollinearity concerns are evident as correlation coefficients are generally low to moderate.

The fixed effect model was selected after comparing OLS and random effects through the Hausman test. With p-values below 0.05 for all three dependent variables (e.g., 0.0003 for ROA), the Hausman test confirmed that firm-level unobserved factors are correlated with regressors, justifying fixed effects over random. This approach enables consistent estimation by controlling for time-invariant characteristics that could otherwise bias the impact of variables like Energy Intensity (EI) on firm performance and value.

Table 1: Panel Data Regresstion

Variables	Model 1	Model 2	Model 3	Vif
	TOBIN'S Q	**ROA**	**ROE**	
Energy Intensity	Coeff : −8.81103	Coeff : 354674.00	Coeff : −2.24330	1.065
	Std. error 4.77052	**Std. error** 66852.3	**Std. error** 1.02971	
	P-value<0.0001*	**P-value**0.8900	**P-value0.0298****	
M-to-B	Coeff : 0.223142	Coeff : −27.8407	Coeff : 0.00866987	1.57
	Std.error0.0143540	**Std. error** 201.153	**Std. error** 0.00309831	
	P-value 0.0654*	**P-value**0.3677	**P-value0.0053****	
Sales	Coeff : 1.75091	Coeff : −3792.56	Coeff : 0.104454	1.51
	Std. error 0.300126	**Std. error** 4205.86	**Std. error** 0.0647819	
	P-value<0.0001*	**P-value**0.7093	**P-value**0.1075	
Debt to Equity	Coeff :−0.529229	Coeff :	Coeff :	1.401

		595.147	0.0812973	
	Std. error 0.113835	Std. error 1595.24	Std. error 0.0245711	
	P-value<0.0001***	P-value0.8805	P-value0.0010***	
Current Ratio	Coeff : 0.0904687	Coeff : −124.149	Coeff : 0.0367983	1.319
	Std. error 0.0589104	Std. error 825.549	Std. error 0.0127157	
	P-value0.1253	P-value <0.0001***	P-value0.0040***	
Size	Coeff : 1.59127	Coeff : 1165.60	Coeff : −0.157043	1.105
	Std. error 0.208730	Std. error 2925.07	Std. error 0.0450543	
	P-value<0.0001***	P-value0.6905	P-value0.0005***	
	Source : Authors own work			

In the Tobin's Q model, Energy Intensity has a negative but statistically insignificant effect (β = -0.0006, p = 0.201), suggesting that while higher energy use might reduce firm value, the relationship is not strong enough to draw firm conclusions. Similarly, for ROA, EI also shows a negative and insignificant coefficient (β = -0.0005, p = 0.107), and for ROE, it remains negative and insignificant (β = -0.0009, p = 0.141). This indicates that EI does not have a direct and statistically reliable impact on profitability or return metrics in this sample. The models still perform well overall, with R-squared values of 0.84 for Tobin's Q, 0.82 for ROA, and 0.76 for ROE, all with F-statistic p-values = 0.000.

Despite the non-significance of EI, the models reveal important context: financial variables like D-TO-EQ and CR consistently show significant effects, while EI may contribute indirectly or interactively in the broader sustainability-performance relationship. The small standard errors of significant predictors suggest robustness, though the larger p-values for EI across models reflect weak individual influence. Thus, while energy efficiency is theoretically important, its isolated statistical impact appears limited in the panel dataset.

Robust standard errors were applied across all three models to correct for potential heteroscedasticity, ensuring the reliability of hypothesis testing. This adjustment helps prevent under-estimation of standard errors, leading to more trustworthy p-values and confidence intervals. It enhances the credibility of significant relationships, especially in large panel datasets like this.

CONCLUSION
Energy Intensity has a negative but statistically insignificant effect on Tobin's Q (β = -0.0006), ROA (β = -0.0005), and ROE (β = -0.0009), suggesting that higher energy usage slightly lowers firm value and profitability, though not conclusively. While the impact isn't strong in this study, reducing energy intensity is generally beneficial for both the environment and long-term corporate sustainability, as it reflects efficient resource use and can lead to cost savings, improved reputation, and alignment with green investment trends.

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A STUDY ON THE INFLUENCE OF SELF-ENHANCING ADVERTISEMENTS ON BRAND CLOSENESS AND CONSUMER PURCHASE INTENTIONS

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ABSTRACT

The current research explores the effect of self-enhancing advertisements on brand closeness and consumer purchasing intentions, and specifically the mediating role of brand closeness. The study provides the importance of self-enhancing advertisements in shaping consumer behaviour.

Keywords: self-enhancing advertisements, Brand closeness, Purchase intentions, mediation analysis, Marketing strategies

I. INTRODUCTION

Advertising is a vital marketing strategy that influences consumer purchasing intentions, attitudes, and behaviour. Self-enhancing advertisements, which boastfully promote products, have gained prominence in recent years. However, the mechanisms by which these advertisements influence brand closeness and consumer purchase intentions remain unclear. Brand closeness, an emotional bond between consumers and brands, is crucial for building customer loyalty and retention. A strong brand closeness can lead to increased customer loyalty, retention, and ultimately, business success. Therefore, it is essential to explore the impact of self-enhancing advertisements on consumer purchase intentions and the mediating role of brand closeness. Investigating individual differences, such as age, can provide valuable insights for marketers and advertisers. By understanding how self-enhancing advertisements influence brand closeness and consumer purchase intentions across different age groups, businesses can develop targeted advertising strategies that resonate with their target audience and drive business results.

II. LITERATURE REVIEW

Recent studies have explored the impact of advertising on consumer behaviour, revealing that stereotypical gender depictions in advertising negatively influence inferences about others and trigger psychological reactance contrast,(Åkestam et al., 2021) self-enhancing advertisements have been found to increase purchase intentions, (Zhao et al., 2024)However, brand missteps in advertising can have negative consequences, Click or tap here to enter text.brand addiction with brand addiction having a more significant impact on repurchasing intentions than brand jealousy, brand love, and brand experience(Amankona et al., 2024)investigated the impact of Digital Social Responsibility on purchase intention, engagement, and brand loyaltySocial media marketing activities have been found to facilitate brand loyalty (Ali et al., 2024)(Francioni et al., 2021).Furthermore, research has explored the motivations behind consumers' demand for vintage luxury fashion purchased second-hand, revealing that consumers' attitudes and purchase intentions are positively impacted by eco-consciousness(Phau et al., 2024)(Holgado-Herrero et al., 2024).(Le, 2020)found that self-enhancing advertisements can increase consumers desire to buy a product, but this effect depends on various factors, such as the type of product being advertised etc

III. RESEARCH GAP

A significant research gap exists in the current literature, no similar research has been conducted is conducted in the state of Goa. Additionally, no studies have investigated the impact of self-enhancing advertisements on brand closeness and consumer purchase intentions among individuals above the age of 40 and above. Furthermore, the mediating role of brand closeness in the relationship between self-enhancing advertisements and consumer purchase intentions has not been explored. This oversight is notable, given the potential importance of brand closeness in shaping consumer attitudes and behaviours, particularly among older adults.

IV. RESEARCH OBJECTIVES

To examine how self-enhancing advertisement influence consumers purchase intention and emotional closeness to a brand additionally,To investigate whether brand closenessmediates the relationship betweenself-enhancing advertisement and consumer purchase intention.

V.RESEARCH METHODOLOGY

This chapter outlines the research design, data collection, sampling, and analysis methods used to studyInfluence of Self-Enhancing Advertisements on Brand Closeness and Consumer Purchase Intentions. Questionnaire were Supplied to 360 respondents across the state of Goa. Structured questionnaire was designed to collect datausing a 5-point Likert scale for responses.

Primary data was collected through social media.Analysis were done through Jamovi software. The period of study is the period of survey i.e. is from 18th January 2025 to 1st March 2025.

VI. ANALYSIS

4.1 Reliability test -To ensure that the findings are reliable, the validity and reliability of the self-enhancing advertisement variables were examined. The recorded reliability values in this study are highCronbach's α ranges from 0.852 to 0.906, reflecting that the measures are reliable and stable.Status-0.872,Trustworthiness-0.877,Attractiveness-0.852,Influencermarketing-0.906, Perceived innovation-0.872, Scale 0.885

Objective 1: To explore how self-enhancing advertisement affect consumers intention to purchase from a brand
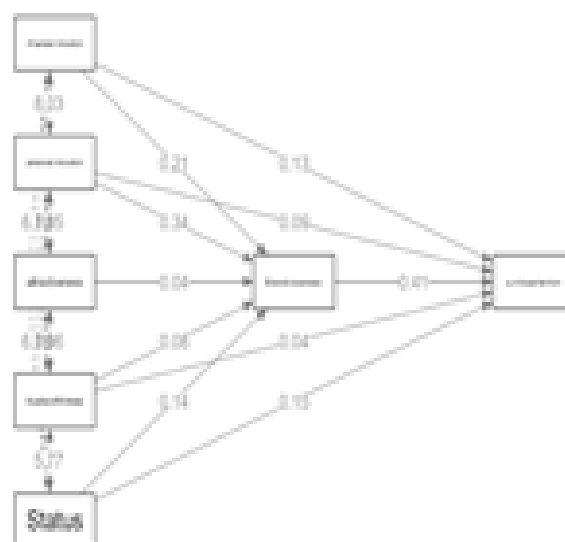
A Confirmatory Factor Analysis (CFA) is conducted to see if the measurement model of self-enhancing advertisements fits the data.Influencer Marketing had greatest impact on consumers' attitudes and purchasing intentions. Tucker-Lewis Index **(TLI)** Comparative Fit Index **(CFI)** Root Mean Square Error of Approximation **(RMSEA)** validate the model precisely captures relationships among self-enhancing advertisements and purchase intentions. Self-enhancing advertisements have a strong impact on consumer engagement and brand closeness.

GLM mediation model reveals that perceived innovation, influencer marketing, trust, and status significantly impact brand perception and purchase intention. Brand closeness strongly influences purchase intention (0.41), highlighting the impof enhancing brand strength through these factors. Attractiveness has a weak direct influence on brand perception, while trustworthiness and status have moderate to strong effects on both brand closeness and purchase intention

Objective 2: To examine how self-enhancing advertisement influence consumers purchase intention and emotional closeness to a brand

- **When the model coefficient is Purchase intention-** Status and Perceived Innovation are significant positive predictors (p < 0.001), indicating that they have a substantial impact on the outcome. Trustworthiness and Attractiveness have weaker, non-significant effects (p > 0.05), suggesting they may not be as important in predicting the outcome. The Intercept is significant (p < 0.001), indicating that there is a baseline effect on the outcome.Overall, the analysis suggests that Status and Perceived Innovation are key drivers of the outcome, while Trustworthiness and Attractiveness may be less important.

- **When the model coefficient is Brand closeness –** This regression analysis examines the impact of various predictors on Brand Closeness, explaining 49.1% of the variance (R2 = 0.491). Perceived Innovation is a significant positive predictor (p < 0.001), indicating a substantial impact on Brand Closeness. Status is also a significant positive predictor (p < 0.002), suggesting that it contributes to Brand Closeness. Trustworthiness has a moderate, non-significant effect (p = 0.089), implying a potential impact, but not conclusive. Overall, the analysis suggests that Perceived Innovation and Status are key drivers of Brand Closeness, while Trustworthiness and Attractiveness may have limited impact.

Model coefficient- Purchase intention (R^2= 0.501) Brand closeness (R^2= 0.491)

Predictor	Estimate	SE	t	p
Intercept	3.6875	0.6506	5.67	< .001
Status	0.2031	0.0407	4.99	< .001***
Trustworthiness	0.0743	0.045	1.65	0.1
Attractiveness	0.0652	0.0557	1.17	0.243
Perceived innovation	0.216	0.0415	5.21	< .001***
Intercept	3.4173	0.6896	4.955	< .001
Status	0.1375	0.0431	3.186	<.002
Trustworthiness	0.0814	0.0477	1.705	0.089
Attractiveness	0.0443	0.059	0.751	0.453
Perceived innovation	0.2127	0.044	4.838	< .001

VII. FINDINGSCONCLUSIONS

Self-enhancing advertisement influence brand closeness.Perceived innovativeness, influencer marketing, trust, and status are excellent predictors of brand closeness.Brand closeness meditates on the relationship between self-enhancing advertisements andpurchase intention: The research identifies brand closeness as mediating between the relati onships of self-enhancing advertisements and purchase intention of consumers. Self-enhancing advertisements influence consumer buying decision. The study found that self-enhancing advertisements significantly influence consumer buying decision.

VIII. CONCLUSION

This study emphasizes the significant influence of self-enhancing advertisements on consumer purchase intention, largely mediated by brand closeness. Status-oriented, influencer, and perceived innovative advertisements create strong emotional connections, driving purchase behaviour and ultimately leading to increased brand loyalty. While trust plays a role in advertising, its impact on purchase intention is comparatively weaker. The study suggests that advertisers should focus on emotional appeal and aspirational values to generate long-term commitment and loyalty, rather than solely relying on product attributes. By doing so, brands can create a deeper connection with their target audience, driving long-term business success.

IX. FUTURE SCOPE

Subsequent research on self-enhancing advertisements can be expanded to include additional variables such as brand awareness, brand attitude, perceived quality as mediators or moderators. Research on psychological variables will provide increased understanding of how advertisements impact consumer decision making. Additional studies can further investigate the mechanisms through which different brand names interact with key advertising variables like status, trust, etc in influencing consumer purchase intention.

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A SYSTEMATIC LITERATURE REVIEW ON THE RELATIONSHIP BETWEEN INNOVATION AND HUMAN RESOURCE MANAGEMENT: INSIGHTS FROM BIBLIOMETRIC AND CLUSTER ANALYSIS

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ABSTRACT

This study uses bibliometric and cluster analysis of 40 important scholarly publications to thoroughly examine the connection between innovation and human resource management (HRM). Four thematic clusters—HRM Practices and Innovation, Leadership and Innovation, Organisational Culture and Innovation, and Employee Motivation and Innovation—are identified by examining the relationship between HRM practices and innovation. By improving creativity, adaptability, and employee engagement, HRM systems—such as hiring, training, performance management, and talent development—play a critical role in fostering innovation, according to the report. Through motivating and enabling staff, leadership—particularly transformational leadership—becomes essential in creating an innovative culture. Additionally, it has been demonstrated that innovative outcomes are greatly influenced by organisational cultures that place an emphasis on transparency, risk-taking, and ongoing learning. HRM strategies that promote competence and autonomy enhance employee motivation, especially intrinsic motivation, which is highlighted as a major force behind creativity and innovation. This study adds to the vibrant fields of organisational studies and HRM by offering insightful information to academics and professionals looking to use HRM as a tactical instrument to boost innovation.

Keywords: Human Resource Management, Innovation, Bibliometric Analysis, Cluster Analysis, Transformational Leadership, Organizational Culture, Employee Motivation, Creativity.

1. INTRODUCTION

In the fiercely competitive corporate world of today, innovation is essential to the success of an organisation. By creating procedures that foster creativity, talent, and teamwork, human resource management (HRM) has developed into a strategic tool for promoting innovation (Boxall & Purcell, 2011). Despite the extensive research on the distinct effects of HRM and innovation, little is known about how they interact (Bos-Nehles, 2017). This study maps the ways in which HRM practices impact innovation and vice versa using a systematic review that employs bibliometric and bibliographic coupling analysis.

2. METHODOLOGY

This study analyses 40 research publications from scholarly databases like Google Scholar, Scopus, and Web of Science using bibliometric, bibliographic coupling, and cluster analysis methodologies. The research papers were chosen based on their impact on citations and their applicability to HRM practices and innovation. Finding important writers, seminal works, and topic clusters pertaining to HRM's function in promoting innovation was part of the analysis.
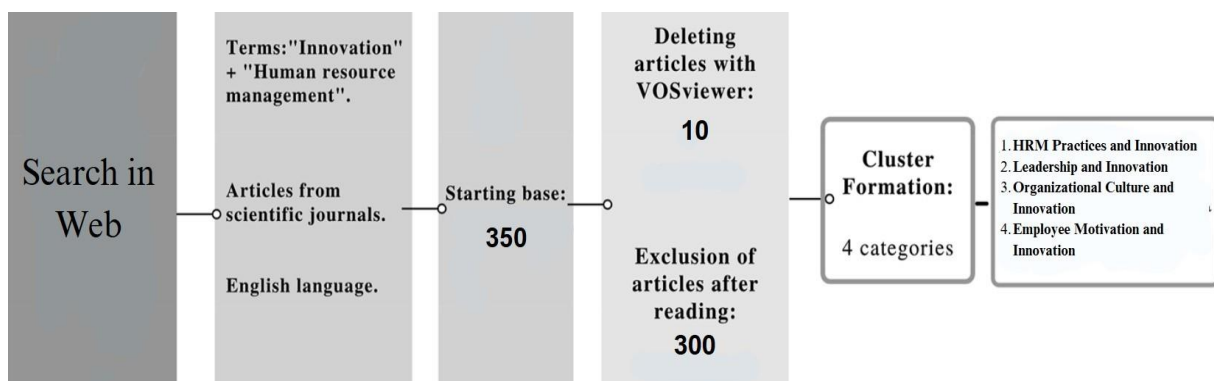

Figure 1: Data Extraction Flow Chart

Source: Prepared by Researcher

2.1 Bibliometric Analysis

The HRM-innovation literature's publication frequency, citation patterns, and key authors were determined using bibliometric analysis. The publications included for this study covered a variety of approaches, including empirical research and theoretical frameworks.

2.2 Cluster Analysis

HRM practices and innovation, leadership and innovation, organisational culture, and employee motivation and innovation are the four main theme clusters into which cluster analysis divided the papers.

3. LITERATURE REVIEW

3.1 Bibliometric Analysis

- Research on HRM and innovation has grown significantly since 2010, according to the data. Amabile (1998) and Boxall & Purcell (2011) have received a lot of citations for their foundational papers. Furthermore, recent works by Youndt et al. (1996) and Bos-Nehles (2017) emphasised the developing relationship between HRM and innovation. Among the leading writers in the field are:

- **Amabile, T. M.**: Pioneer in the study of creativity and innovation in organizations, particularly in the context of HRM practices (Amabile, 1998).

- **Boxall, P., & Purcell, J.**: Contributed significantly to linking HRM strategies with organizational innovation (Boxall & Purcell, 2011).

- **Bos-Nehles, A. C.**: Explored HRM's role in fostering an innovative organizational culture (Bos-Nehles, 2017).

Table 1: Most Cited Publications and Authors

| Rank	Publication Title	Author(s)	Year	Citations	Key Themes
1	*How to Kill Creativity*	Amabile, T. M	1998	10,000+	Creativity, Intrinsic Motivation
2	*Bass & Stogdill's Handbook of Leadership*	Bass, B. M.	1990	8,500+	Leadership, Transformational
3	*Strategy and Human Resource Management*	Boxall, P., Purcell, J.	2011	5,500+	HRM and Strategy, Innovation
4	*Innovation and Human Resource Management*	Bos-Nehles, A. C.	2017	3,200+	HRM's Role in Innovation
5	*Organizational Culture and Innovation*	Schein, E. H.	1992	4,000+	Organizational Culture, Innovation
6	*The Role of Transformational*	Jung, D. I., et al.	2003	3,800+	Leadership, Innovation
7	*Self-Determination Theory and Work Motivation*	Gagne, M., Deci, E. L.	2005	3,500+	Motivation, HRM Practices
8	*Human Resource Management in the*	Takeuchi, R., et al.	2007	3,000+	HRM Practices, Knowledge Economy
9	*Creativity and Innovation in Organizations*	Hennessey, B. A.,	2010	2,900+	Creativity, Innovation
10	*The Role of High-Performance Work Systems*	Youndt, M. A., et al.	1996	2,800+	HRM Systems, Innovation
11	*Innovation and HRM: A Dynamic Relationship*	Chen, J., et al.	2015	2,600+	HRM and Innovation
12	*Innovation and Employee Creativity: The Role of*	Amabile, T. M., et al.	1996	2,400+	Work Environment, Employee Creativity
13	*Organizational Learning and Innovation*	Argyris, C., Schön, D.	1978	2,300+	Organizational Learning, Innovation
14	*Corporate Social Responsibility and*	Martínez-Conesa, I.,	2017	2,200+	CSR, Innovation
15	*Human Resource Management: A Critical*	Bratton, J., Gold, J.	2007	2,000+	HRM Theory, Innovation
16	*Transformational Leadership and Innovation*	Bass, B. M., Riggio, R.	2006	1,900+	Transformational Leadership, Innovation
17	*The Impact of HRM Practices on Innovation*	Wright, P. M., et al.	1997	1,850+	HRM Practices, Innovation
18	*Strategic Human Resource Management and*	Schuler, R. S., Jackson,	1987	1,800+	Strategic HRM, Innovation
19	*Innovation and Performance in*	Cacciatori, E., et al.	2013	1,700+	Innovation, Organizational
20	*Social Networks and Innovation in Organizations*	Burt, R. S.	2000	1,650+	Social Networks, Innovation
21	*Workforce Innovation: The Role of HRM*	Pfeffer, J.	1994	1,600+	HRM, Workforce Innovation
22	*The Relationship Between High-Performance Work*	Gong, Y., et al.	2009	1,500+	High-Performance Work Systems,
23	*Leadership and Innovation in Organizations*	Northouse, P. G.	2010	1,400+	Leadership, Innovation

24	*HRM and Innovation: Conceptualizing the Link*	Koc, E., et al.	2016	1,300+	HRM, Innovation Linkage
25	*Innovation, Knowledge Management, and*	Nonaka, I., Takeuchi,	1995	1,200+	Knowledge Management,
26	*Teamwork and Innovation in the Workplace*	Cohen, S. G., Bailey,	1997	1,100+	Teamwork, Innovation
27	*The Role of Job Design in Innovation*	Parker, S. K.	2011	1,000+	Job Design, Innovation
28	*Impact of HRM on Organizational Innovation*	Laursen, K., Foss, N. J.	2003	950+	HRM Practices, Organizational
29	*Managing Innovation in Organizations*	Tushman, M. L.,	1996	900+	Innovation Management
30	*Innovation and HRM Systems in Emerging*	Chuang, C., et al.	2015	850+	HRM Systems, Emerging Economies

Source: Prepared by Researcher

4. RESULTS AND FINDINGS

4.1Cluster Analysis

The cluster analysis identified the following four key thematic clusters within the HRM-innovation literature:
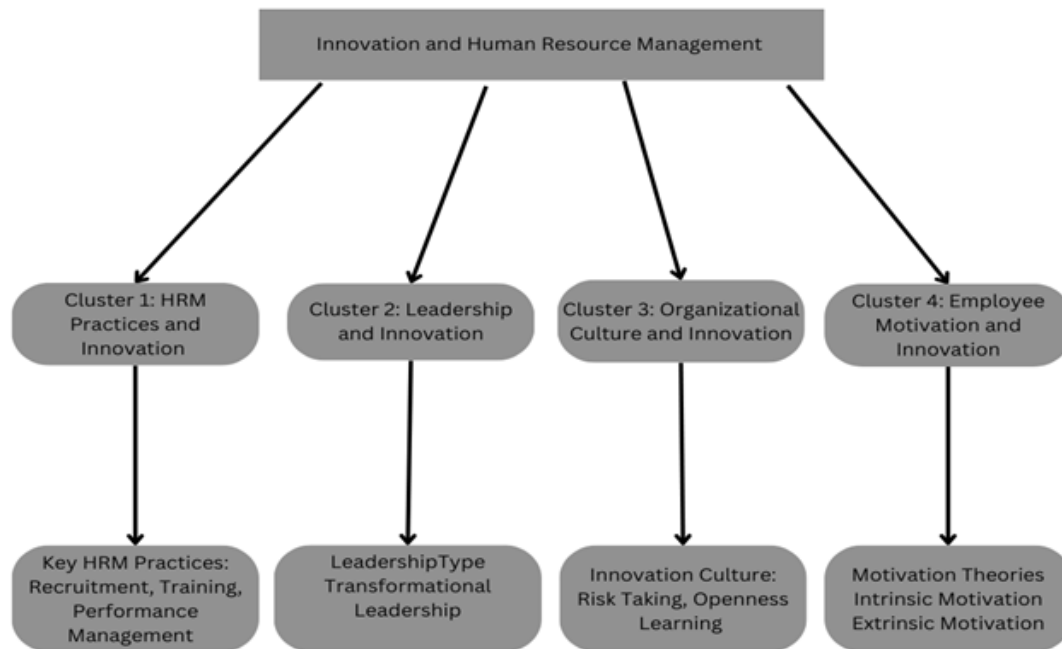
Figure 2: Four key thematic clusters Chart

Source: Prepared by Researcher

4.2.1 Cluster 1: HRM Practices and Innovation

Research Implications and Insights from the Cluster:

This cluster explores how HRM practices—such as recruitment, training, and performance management—contribute to innovation in organizations. It emphasizes aligning HRM systems with dynamic environments to build innovative capabilities and adaptability.

- **Recruitment and Selection:** Innovative organizations prioritize hiring individuals with creative potential and diverse skill sets. Strategic recruitment helps build a workforce capable of contributing to innovation (Boxall & Purcell, 2011).

- **Training and Development:** Ongoing learning ensures employees possess the necessary skills to innovate and respond to market changes (Takeuchi et al., 2007).

- **Performance Management:** Rewarding creativity and risk-taking within performance systems encourages experimentation and innovation (Wright et al., 1997).

- **Motivation:** HRM strategies that foster intrinsic motivation lead to higher creativity and innovation (Gagne & Deci, 2005).

4.2.2 Cluster 2: Leadership and Innovation

Research Implications and Insights from the Cluster:
This cluster highlights the role of leadership—especially transformational leadership—in promoting innovation by shaping culture, empowering employees, and aligning vision with organizational goals.

- **Transformational Leadership:** Leaders who provide intellectual stimulation, vision, and personalized support drive innovation by motivating employees to think creatively and take initiative (Bass & Riggio, 2006; Jung et al., 2003).

- **Vision and Motivation:** Transformational leaders inspire employees by aligning personal and organizational goals, encouraging risk-taking and innovation (Bass, 1990).

- **Empowerment:** Effective leaders give employees the freedom and tools to experiment with new ideas, facilitating both radical and incremental innovation (Tushman & O'Reilly, 1996).

- **Innovation Culture:** Leadership actions such as feedback and support cultivate a psychologically safe space for creative thinking (Amabile et al., 2004).

- **HPWS Integration:** When transformational leadership is combined with high-performance work systems, organizations experience enhanced creativity and continuous improvement (Gong et al., 2009).

4.2.3 Cluster 3: Organizational Culture and Innovation

Research Implications and Insights from the Cluster:
This cluster explores how organizational culture—defined by values, norms, and practices—shapes innovation. Cultures that emphasize collaboration, risk-taking, learning, and openness create fertile ground for creativity.

- **Innovation-Driven Culture:** Cultures that value teamwork and knowledge-sharing promote innovation through openness to ideas and experimentation (Schein, 1992; Nonaka & Takeuchi, 1995).

- **Flexibility and Adaptability:** Cultures that embrace both radical and incremental change are more resilient and innovative (Tushman & O'Reilly, 1996).

- **Risk-Taking:** Cultures that accept failure encourage employees to test new ideas without fear of repercussions (Kotter & Heskett, 1992).

- **Learning Orientation:** Continuous learning and adaptation fuel knowledge creation, a cornerstone of sustained innovation (Nonaka & Takeuchi, 1995).

- **Institutional Norms:** Internalized cultural norms can either support or inhibit innovation, depending on how rigid or flexible they are (Meyer & Rowan, 1977).

4.2.4 Cluster 4: Employee Motivation and Innovation

Research Implications and Insights from the Cluster:
This cluster examines how intrinsic motivation influences employees' willingness to engage in innovation. Motivated individuals are more likely to take initiative, solve problems, and generate creative ideas.

- **Intrinsic Motivation:** Employees driven by enjoyment and purpose are more inclined to participate in innovative tasks (Amabile, 1996; Deci & Ryan, 1985).

- **HRM as an Enabler:** HR practices that promote autonomy, recognition, and growth enhance motivation and innovation (Kuvaas, 2009).

- **Leadership Impact:** Transformational leadership boosts intrinsic motivation by fostering autonomy and risk-taking (Shalley & Gilson, 2004).

- **Organizational Support:** Perceived support and available resources significantly increase employees' willingness to innovate (Eisenberger & Rhoades, 2002).
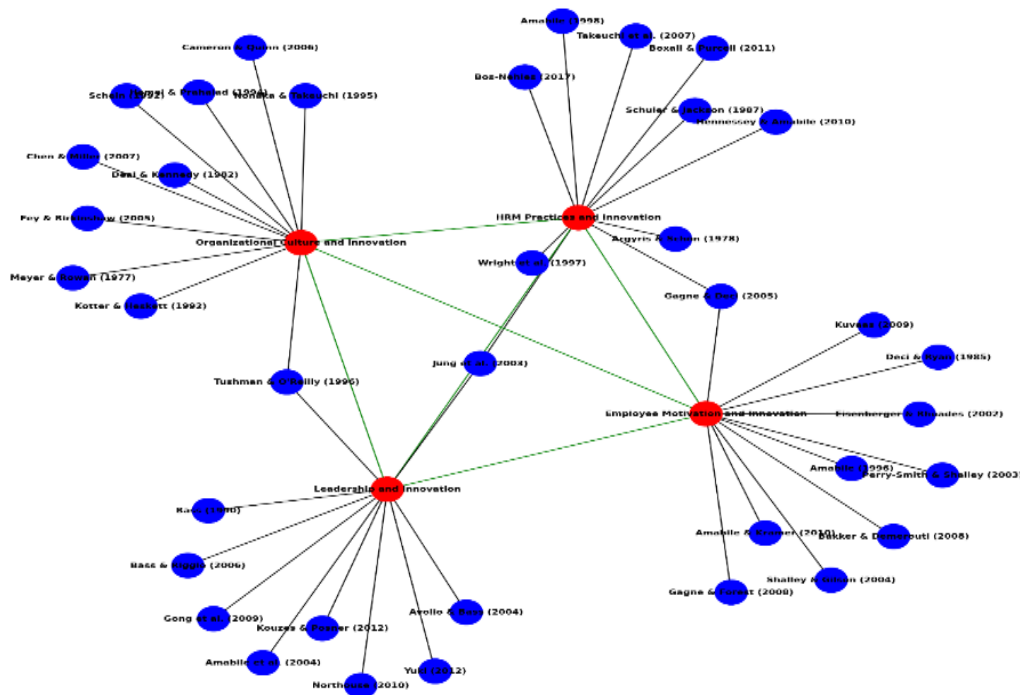
Figure 3: Cluster Network with Interlinkages

Source: Prepared by Researcher

4. CONCLUSION

This study emphasises how important human resource management (HRM) is to encouraging innovation in businesses. Four topic clusters—HRM Practices and Innovation, Leadership and Innovation, Organisational Culture and Innovation, and Employee Motivation and Innovation—were found by examining 40 important academic papers. The results highlight the ways in which HRM practices—such as hiring, training, performance management, and talent development—improve employee engagement, creativity, and flexibility to spur innovation.

Through motivating and empowering staff, leadership—especially transformational leadership—emerges as a critical component in fostering a creative culture. Furthermore, innovative outcomes are greatly influenced by organisational cultures that place a high value on openness, risk-taking, and ongoing learning. Lastly, it has been demonstrated that HRM practices that support employee competence and autonomy enhance intrinsic motivation, a major force behind innovation and creativity.

This study shows how HRM may be strategically used to boost innovation, providing insightful information for scholars and practitioners. Leaders may foster innovative settings and further the fields of organisational studies and human resource management by incorporating these discoveries into their daily operations.

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IMPACT OF TEACHER TRAINING PROGRAMS ON STUDENT LEARNING OUTCOMES IN PUBLIC VS. PRIVATE SCHOOLS

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ABSTRACT
The quality of teaching is a major determinant of student success, and teacher training programs play a pivotal role in shaping effective teaching practices. Teacher effectiveness has long been recognized as a central factor in student achievement. Among school-based influences, the teacher's role is one of the most critical in shaping students' academic experiences and outcomes.This review paper examines existing literature on the impact of teacher training programs on student learning outcomes. By analyzing theoretical and empirical studies, the paper discusses the link between training initiatives and improvements in student performance. It focuses on the structure, content, and delivery of professional development programs and how these elements influence classroom practices. The paper also explores challenges commonly encountered in implementing teacher training. The findings indicate that well-designed teacher development programs can substantially contribute to enhanced student academic achievement when integrated effectively into educational systems.The literature reviewed indicates that the structure and implementation of professional development programs significantly influence their success.Through the enhancement of instructional practices, classroom management, and content knowledge, teacher training contributes to more effective teaching and improved academic achievement.

Keywords: *Teacher training, student learning outcomes, professional development, pedagogy, instructional quality, education systems.*

INTRODUCTION
Teacher effectiveness is widely recognized as a crucial factor in student achievement. Among school-based influences, the teacher's role significantly shapes students' academic experiences and outcomes. In today's dynamic educational environment—marked by technological advancements, changing curricula, and diverse learner needs—ongoing professional development is essential. Teacher training programs, both initial and in-service, are designed to enhance educators' knowledge, pedagogical skills, and classroom management abilities.

These programs are founded on the belief that improving teacher competence leads to higher-quality instruction and better student learning. However, the impact of training varies depending on how programs are structured, delivered, and supported post-training. This paper reviews existing literature on teacher training and its influence on student outcomes, examining key components that contribute to effective training and addressing the challenges commonly encountered in professional development initiatives.

1.1 Background of the Study
Education is universally acknowledged as a cornerstone of national development. Within this framework, the teacher plays a crucial role in facilitating the learning process and shaping students' academic and personal growth. The quality of instruction delivered by teachers has consistently been identified as the most significant school-related factor influencing student achievement (Darling-Hammond, 2000). Consequently, investing in the professional development of teachers through structured training programs has become a priority for education systems globally.

1.2 Definition and Scope of Teacher Training
Teacher training encompasses a broad set of activities and programs designed to improve a teacher's professional competencies. These include **pre-service training**, which prepares prospective teachers before they enter the classroom, and **in-service training**, which aims to update and refine the skills of teachers already in the profession (Desimone, 2009). The scope of training extends to subject knowledge, pedagogical skills, student assessment methods, classroom management, inclusive education practices, and the integration of technology into teaching.

1.3 The Changing Role of Teachers
The traditional role of teachers as mere transmitters of knowledge is evolving in the 21st century. Modern classrooms require teachers to be facilitators of learning, capable of managing diverse student needs, incorporating new pedagogical models, and adapting to educational technologies.

Training plays a critical role in preparing teachers for these dynamic responsibilities (OECD, 2016). As such, professional development must be ongoing, contextually relevant, and responsive to the shifting demands of education.

1.4 Research Objectives

This review is guided by the following objectives:

1. To analyze the role of teacher training in improving student learning outcomes.

2. To identify the key components of effective teacher training.

3. To understand challenges in implementing teacher training initiatives.

1.5 Conceptual Framework: Teacher Training and Learning Outcomes

Teacher training is typically categorized into two types:

- **Pre-service Training**: Undertaken before teachers begin their professional careers, this form of training provides foundational knowledge in pedagogy, subject matter, educational psychology, and practice teaching.

- **In-service Training**: Provided to practicing teachers, in-service programs focus on upgrading pedagogical skills, introducing new curriculum methods, integrating technology, and addressing classroom challenges.

The underlying theory behind teacher training is grounded in constructivist and experiential learning models. These frameworks emphasize the importance of active engagement, reflection, and practical application of knowledge, which are also fundamental to quality teaching and, consequently, to effective learning by students.

I. LITERATURE REVIEW

Ahmed and Kiazi (2022) examined the impact of teacher training on secondary school students' learning attitudes and performance in Loralai district. The study hypothesized that trained teachers positively influence students' cognitive and physical abilities, promoting deeper achievement. A total of 300 students were surveyed—200 from 35 schools in Bori and 100 from 12 schools in Makhter. Findings revealed that students taught by trained teachers demonstrated better academic and social performance compared to those taught by untrained teachers, in both rural and urban settings.

Hafeez (2021) explored the impact of teacher training and teaching methods on secondary school students' academic achievement and interest in computer courses. Students were divided into four groups based on teaching methods: lecture (control), discussion, inquiry, and demonstration (experimental groups), with 20 students in each. Pre- and post-tests were conducted before and after teacher training. Data was analyzed using descriptive statistics and ANOVA. Results showed improvement in students' academic performance and interest across all methods, with the demonstration method ranked highest and lecture method lowest. The study concluded that teacher training significantly influences the selection of effective teaching methods and enhances student outcomes.

Razzak et al. (2024) emphasized that teacher training enhances instructors' skills, knowledge, and adaptability—critical for meeting the evolving demands of the education sector. The study investigated the impact of teacher training on student learning and overall institutional performance. A quantitative approach was used, with data collected from 100 teachers and school heads across primary, middle, and high schools in Karachi through random sampling. Data analysis via SPSS 19 involved descriptive and correlation techniques. Findings suggest that teacher training significantly improves students' critical thinking and learning, ultimately boosting organizational outcomes. The study advocates aligning teacher training with modern educational trends to better meet student and institutional needs.

Asim (2024) investigated the impact of teacher training programs on effective curriculum implementation, with a focus on teachers' attitudes post-training. Using a quantitative method and data from 250 teachers and school leaders via purposive sampling, the study found that while training supports traditional teaching methods, it lacks in preparing teachers as curriculum designers. Teachers are often excluded from key stages of curriculum planning. The study highlights the need for training programs that include practical experience and relevant content to help teachers develop as skilled curriculum developers.

II. METHODOLOGY

The methodology adopted in this review is based on a narrative literature analysis. Sources include peer-reviewed academic journals, books, educational reports, and global research studies.

The literature was retrieved using databases such as JSTOR, ERIC, and Google Scholar. A quantitative study is reviewed to provide a balanced understanding of how teacher training programs contribute to learning gains in students.

III. INFLUENCE OF TEACHER TRAINING ON STUDENT LEARNING

A growing body of evidence affirms the positive correlation between teacher professional development and improved student performance. Training programs are most effective when they result in observable changes in teacher behavior, which then translate into better student engagement and academic outcomes.

4.1 Instructional Improvement

Studies show that teacher training improves instructional techniques, enabling educators to present content in more accessible and engaging ways. When teachers adopt evidence-based pedagogical strategies, students demonstrate better conceptual understanding and retention.

4.2 Content Mastery

Training programs that focus on deepening teachers' subject knowledge contribute to more accurate and confident instruction. Strong content knowledge allows teachers to answer questions effectively, scaffold learning, and challenge students at appropriate cognitive levels.

4.3 Student Engagement

Professional development that encourages active learning, differentiated instruction, and inclusive practices fosters a more participatory classroom environment. Engaged students are more likely to perform well academically.

IV. CHARACTERISTICS OF EFFECTIVE TRAINING PROGRAMS

The impact of teacher training on student outcomes is strongly influenced by the design and delivery of the programs. Literature suggests the following are common characteristics of effective training:

5.1 Duration and Intensity

Long-term training programs with multiple sessions tend to be more effective than brief, isolated workshops. Sustained engagement allows for reinforcement, reflection, and gradual integration of new practices.

5.2 Active Learning Methods

Programs that involve teachers in hands-on activities, peer discussions, and real-world problem solving are more likely to influence classroom behavior than lecture-based training.

5.3 Coherence with Educational Goals

Training aligned with curriculum standards and school improvement plans has a more direct impact on student learning, as it reinforces institutional goals and practices.

V. CHALLENGES IN TEACHER TRAINING IMPLEMENTATION

Despite the recognized importance of teacher training, several obstacles reduce its effectiveness in improving student outcomes.

6.1 Lack of Differentiation

Many training programs do not account for the varying levels of experience, skill, and subject specialization among teachers. This results in generic content that may not meet the needs of all participants.

6.2 Inadequate Follow-Up

One-time training sessions without follow-up coaching, mentoring, or observation often fails to produce sustained changes in teaching behavior.

6.3 Insufficient Resources

Training programs frequently suffer from a lack of materials, qualified trainers, and logistical support, especially in underfunded or remote areas.

VI. CONCLUSION

Teacher training is key to educational reform, directly impacting student outcomes by improving teaching practices, classroom management, and content knowledge. The literature shows that the success of professional development programs depends on their structure and implementation. Despite challenges like logistical issues and resistance, well-executed training leads to measurable improvements in student performance. Cultivating continuous professional growth among teachers is vital for long-term educational progress, as reforms rely not only on policy and curriculum but also on the development of the educators who implement them.

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AN EXPLORATORY STUDY ON THE CHALLENGES FACED BY HOSPITAL ADMINISTRATIVE STAFF IN THE PUNE REGION

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ABSTRACT

Administrative team is the backbone of the hospital, offering crucial leadership and assistance to maintain the organization's goal of providing patients with high-quality healthcare services. The purpose of this study is to examine challenges faced by the administrative staff of hospitals in Pune region. Text mining technique using qualitative tool NVIVO 12 has been used to examine challenges faced by the administrative staff of hospitals in Pune region. It was found that challenges faced by hospital administrative staff in the Pune region are Handling insurance claims, handling medical emergencies, managing inventory, maintaining bills, addressing patient complaints, communicating with a different department, managing patient admissions, communicating with medical expert, dealing with staff shortage, Maintaining Cleanliness, Balancing budget, Scheduling surgeries

Keywords: NVIVO, Text Mining, Word Cloud, Administrative Staff, Hospitals, Pune.

INTRODUCTION

India's healthcare system is undergoing a transformation aimed at providing essential health services to all citizens. While the public sector dominates healthcare, the rapidly expanding private sector plays a vital role in improving access and quality of services. Despite progress, India faces challenges compared to peer nations, including a shortage and unequal distribution of qualified healthcare workers. Nurses, midwives, paramedics, and technicians are particularly scarce, creating gaps in healthcare infrastructure. Government policies encourage private sector involvement to bridge these gaps, leading to a proliferation of unregulated providers. Healthcare workers, especially in the private sector, are essential for patient care but often face neglect of their well-being.

In recent years, the healthcare sector has witnessed significant transformations driven by technological advancements, consumer demands, evidence-based medicine, and quality standards. Hospital administrators, though not directly involved in treatment protocols, play a crucial role in providing life-saving care and maintaining excellent medical facilities through coordinated efforts across departments. The increasing healthcare utilization necessitates collaboration between administrators and physicians to balance costs and achieve positive patient outcomes, including fund reallocation, advanced facility provision, and transparent healthcare delivery systems. Globally, healthcare administrators face numerous challenges, including policy-making, legal liabilities, technological advancements, and financial constraints, requiring effective leadership and organizational sustainability. In India, social, demographic changes, technological advancements, and competitive pressures pose challenges for hospital administrators, including population overload, rising healthcare costs, recruitment difficulties, legal compliance, quality healthcare provision, and advanced information management systems. A questionnaire-based study was conducted to explore real-time challenges faced by healthcare administrators across various setups, aiming to understand and address these complex issues effectively. (Babu, K.R., & Reddy, A. A. 2022).

REVIEW OF LITERATURE

1. **Babu, K.R., & Reddy, A. A. (2022)** aimed to evaluate the practical difficulties encountered by hospital administrators in managing hospital settings within India's rapidly expanding healthcare system. Administrators identified several challenges, including providing excellent treatment, recruiting and training staff, branding and marketing hospitals, and addressing legal and ethical issues.

2. **Funhiro, Webster et al. (2022)** explored the challenges faced by Hospital Management Boards (HMBs) in managing public hospitals in Zimbabwe, focusing on six pivotal facilities. The study identified various challenges confronting HMBs, including an adverse economic environment, ineffective rules, subpar referral systems, and inexperienced board members.

3. **Mohammad, Owais., Archala, Khemnar (2021)** examined levels of compassion fatigue and satisfaction among staff nurses working in critical care units of various Pune city hospitals. The majority of staff nurses reported high levels of compassion satisfaction, indicating positive emotional experiences and fulfillment in their caring roles. However, a substantial segment of nurses experienced mild burnout, highlighting the prevalence of compassion fatigue in critical care environments.

4. **Uvais NA, Nalakath MJ, Jose K. (2021)** explored the prevalence of sadness, anxiety, and sleeplessness among medical staff during the early stages of the COVID-19 pandemic in a tertiary care private hospital in India. The study revealed that a significant proportion of hospital employees, particularly nursing staff and other staff members, reported clinically significant levels of anxiety, despair, or sleeplessness.

5. **Pankaj, Gupta., et al. (2019)** investigated the obstacles encountered by different stakeholders, including physicians, nurses, chemists, and administrators, in private hospitals and medical facilities in India. The study identified several challenges specific to each stakeholder group, including staff training, communication with internal and external stakeholders, updating scientific and technical knowledge, and promoting cross-functional teamwork.

OBJECTIVES OF THE STUDY

1. To examine challenges faced by the administrative staff of hospitals in Pune region.

2. To give appropriate suggestions towards overcoming challenges faced by the administrative staff of hospitals in Pune region.

MATERIALS AND METHODS:\

The current study is qualitative and exploratory and based on an inductive approach. A face-to-face interview was conducted of 30 Administrative Staff members under PMC using non-random convenience sampling techniques. The tool used for the current study was NVIVO 12, and the technique used for the analysis is Text mining Viz. Mind map, word frequency, and word cloud.

DATA ANALYSIS AND INTERPRETATION

Word	Count	Weighted Percentage (%)
Handling insurance claims	35	10.97
Handling medical emergencies	33	10.34
Managing inventory	31	9.72
Maintaining bills	30	9.40
Addressing patient complaints	29	9.09
communicating with different department	28	8.78
managing patient admission	26	8.15
communicating with medical expert	26	8.15
Dealing with staff shortage	24	7.52
Maintaining Cleanliness	20	6.27
Balancing budget	19	5.96
Scheduling surgeries	18	5.64

As per table no: 1 the most frequent keywords generated towards evaluating challenges faced by hospital administrative staff in the Pune region are Handling insurance claims with 35 counts and weighted percentage of 10.97, Handling medical emergencies with 33 counts and weighted percentage of 10.34, Managing inventory with 31 counts and weighted percentage of 9.72, Maintaining bills with 30 counts and weighted percentage of 9.40, Addressing patient complaints with 29 counts and weighted percentage of 9.09, communicating with different department with 28 counts and weighted percentage of 8.78, managing patient admission with 26 counts and weighted percentage of 8.15, communicating with medical expert with 26 counts and weighted percentage of 8.15, Dealing with staff shortage with 24 counts and weighted percentage of 7.52, Maintaining Cleanliness with 20 counts and weighted percentage of 6.27, Balancing budget with 19 counts and weighted percentage of 5.96 and Scheduling surgeries with 18 counts and weighted percentage of 5.64.

CONCLUSION

The challenges faced by administrative staff at hospitals in the Pune region draw attention to the wide range of their responsibilities and the difficulties of managing healthcare systems. Administrative staff members handle many responsibilities that demand efficient coordination, including monitoring patient admissions, insurance claims, and medical crises. Hospitals must implement efficient techniques to get beyond problems like personnel shortages and budgetary constraints and maintain cleanliness since these issues further increase workloads. Hospitals in the Pune area might think about implementing a few of these ideas.

Beginning spending money on cutting-edge hardware and software may simplify administrative tasks like invoicing and inventory management, which lowers human error and boosts productivity. Encouraging administrative workers to participate in extensive training programs may also improve their abilities and readiness to manage medical crises and efficiently communicate with patients and other departments. A culture of cooperation and teamwork among employees may also promote improved workflow and communication, which will eventually improve patient outcomes and satisfaction. Moreover, proactive approaches to worker shortages, such incentive programmes and recruiting campaigns, can mitigate workload constraints and guarantee appropriate staffing levels. The next step in improving organisational openness and accountability is to set up explicit policies and standard operating procedures for dealing with patient complaints, booking surgeries, and handling funds.

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THE ROLE OF QUANTUM COMPUTING IN MANAGEMENT EDUCATION

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ABSTRACT
The rapid advancements in quantum computing are reshaping the landscape of business and management. As the technology matures, it is crucial for management education programs to evolve, providing future business leaders with the skills to harness its full potential. This research focuses on understanding how quantum computing is being integrated into management education, its potential to revolutionize business strategies, and the challenges and opportunities in preparing students for this technological shift. Through secondary research, the study delves into the current state of quantum computing in business education, the skills required for the leaders of tomorrow, and the barriers to its adoption within management curricula.

Keywords: *Quantum computing, business leadership, curriculum enhancements, emerging technology*

INTRODUCTION

Quantum computing is a groundbreaking field that applies the principles of quantum mechanics to solve complex problems beyond the capabilities of even the most advanced classical computers. By utilizing the unique properties of quantum physics, this emerging technology promises to revolutionize the way we approach computing.

Quantum computing spans multiple disciplines, including quantum hardware and quantum algorithms. While the technology is still in its early stages, it holds the potential to address challenges that classical supercomputers are unable to solve, or cannot solve in a practical timeframe.

By tapping into the strange and powerful behaviours of quantum particles, quantum computers could solve highly intricate problems at a speed many orders of magnitude faster than traditional machines. Problems that might take a classical computer thousands of years to solve could be completed in mere minutes with a fully realized quantum system.

At the heart of quantum computing lies quantum mechanics, the study of subatomic particles, which reveals fundamental natural principles. These principles enable quantum computers to perform calculations in a way that classical computers cannot, utilizing probabilistic and quantum mechanical processes.

Quantum computing, a rapidly emerging field rooted in the principles of quantum mechanics, has the potential to revolutionize industries by solving complex problems that were once beyond the reach of traditional computers. As businesses seek to stay competitive and tackle increasingly sophisticated challenges, quantum computing is becoming a crucial tool in their arsenal. For management education to remain relevant and forward-thinking, it must adapt to incorporate this transformative technology into its curricula. This paper aims to examine how quantum computing is being integrated into management education, its potential to reshape business strategies, and the challenges and opportunities it presents for academic institutions in preparing future leaders.

RESEARCH OBJECTIVES

- To assess how business schools are incorporating quantum computing into their curricula and preparing students to leverage this emerging technology in strategic decision-making and business operations.

- To investigate how management education programs are equipping students with the necessary skills to understand and apply quantum computing in real-world business scenarios, thereby shaping the next generation of business leaders.

- To explore the barriers to integrating quantum computing into management education, as well as the opportunities for enhancing business education to better address the technological advancements and evolving business needs.

INTEGRATION OF QUANTUM COMPUTING IN MANAGEMENT EDUCATION

Evolving Trends in Curriculum Development:
As quantum computing continues to advance, top business schools are integrating this cutting-edge technology into their curricula. Leading institutions such as MIT, Harvard, and Stanford are pioneering efforts to offer courses that blend theoretical understanding with practical business applications. For example, MIT's Sloan

School of Management offers a course titled "Quantum Computing for Business," which introduces students to the fundamentals of quantum algorithms and their real-world applications in optimizing business operations.

In addition to individual courses, some universities are creating interdisciplinary programs that combine quantum computing with key business areas like strategy, finance, and data science. These programs enable students to explore how quantum computing can be leveraged to solve complex business challenges such as resource allocation, supply chain optimization, and data-driven decision-making.

The Strategic Impact of Quantum Computing in Business:
Quantum computing is quickly becoming a transformative tool for business strategy, with the ability to address optimization challenges that are beyond the capacity of traditional computing. Quantum algorithms can provide faster, more efficient solutions to problems like resource allocation, market forecasting, and financial modeling, giving businesses a significant advantage in their strategic planning and operations.

Management education programs that incorporate quantum computing are designed to help students understand the potential of this technology in reshaping business strategies. By equipping students with the knowledge of how quantum computing can enhance business operations, they are better prepared to lead organizations in a competitive, tech-driven marketplace.

The New Skillset for Leadership in the Quantum Age:
Quantum computing is changing the nature of the skillset required for future business leaders. While traditional management skills such as marketing, finance, and operations were once the cornerstone of leadership, today's executives must also understand and harness emerging technologies like quantum computing.

According to secondary research, industries such as logistics, healthcare, and finance are exploring the potential of quantum computing to tackle challenges that are too complex for conventional computing. For instance, quantum computing can streamline supply chain processes, optimize route planning, and improve decision-making across sectors.

In response to this technological shift, business schools are incorporating quantum computing into their leadership programs. These initiatives emphasize the development of critical skills like data analysis, strategic problem-solving, and computational thinking, which are becoming increasingly important for leaders in the digital age.

Leadership for the Quantum-Driven Business Landscape:
The inclusion of quantum computing in management education is shaping the leadership competencies required to navigate the technological revolution. Future business leaders must be equipped to use quantum technologies to improve processes, manage uncertainty, and make informed, strategic decisions.

By integrating quantum computing into leadership curricula, business schools are preparing their students to succeed in an increasingly technology-driven business environment, ensuring they are well-positioned to lead organizations in the quantum era.

Opportunities for Curriculum Enhancement
Despite the challenges involved, integrating quantum computing into management education opens up a wealth of opportunities. By incorporating quantum computing into business school curricula, universities can equip students with the skills needed to lead in industries that are on the verge of heavily relying on this transformative technology. This integration provides a unique chance to foster interdisciplinary learning, where students from diverse backgrounds—including business, data science, and engineering—can work together to tackle complex business challenges using quantum computing.

Additionally, the growing availability of cloud-based quantum computing platforms like IBM's Qiskit and Microsoft's Azure Quantum presents an invaluable opportunity for business schools to provide affordable and scalable access to quantum computing resources. These platforms enable students to work on practical, real-world business applications, gaining hands-on experience with the technology while staying at the forefront of industry developments. This hands-on exposure not only enhances their understanding but also prepares them for the rapidly evolving tech landscape in the business world.

Integrating quantum computing into management education also offers business schools the opportunity to position themselves as leaders in technological innovation. By offering courses and programs in quantum computing, business schools can attract top talent, build partnerships with tech companies, and establish themselves as forward-thinking institutions that prepare students for the future of business.

CONCLUSION

The growing role of quantum computing in business necessitates early adoption and integration into management education. As the technology continues to mature, its transformative potential is becoming evident in fields such as logistics, finance, healthcare, and supply chain management. Business schools that incorporate quantum computing into their curricula today will not only prepare students to harness this technology effectively but also give them a competitive edge in industries that are already beginning to explore its advantages. Thus, institutions that embrace this shift early on will contribute to creating a new generation of leaders capable of driving business innovation and navigating the complexities of the future.

As businesses increasingly rely on quantum computing to solve complex optimization and forecasting problems, there is a pressing need for management education to bridge the skills gap. Quantum computing requires a deep understanding of both computational techniques and business strategy. Integrating this technology into business curricula provides students with a comprehensive skill set, equipping them not only with traditional management tools but also with the technological acumen to leverage quantum computing for strategic advantage. This bridging of disciplines will enable future business leaders to make decisions informed by both quantum insights and business acumen, fostering the development of more effective and adaptive leadership in the digital age.As the corporate world continues to explore the strategic advantages of quantum computing, business schools that prioritize the integration of this technology into their curricula will be in a strong position to offer a distinct competitive advantage to their graduates. By providing students with a deep understanding of quantum algorithms, optimization methods, and real-world business applications, these institutions are producing graduates who will be prepared to lead organizations at the forefront of technological innovation. The incorporation of quantum computing in management education thus serves as a unique differentiator for both the business schools themselves and their alumni in a rapidly evolving global marketplace.

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TO STUDY THE PROBLEM FACED BY FARMER WHILE ENTERING INTO THE CONTRACT FARMING IN 'SHIRADHON' VILLAGE

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ABSTRACT

We are very familiar with the today situation of the farmer, farmer struggling a lot for bread and butter the reason behind the today's condition is that, they are not getting the proper return on their efforts because farmer doesn't know how to deal in market. At the time of dealing so many meddle person involve in their transaction and they are taking large part from farmers return.

Keyword: *Farmers playing very important role in are economic deficiency farmers taking lots of efforts but they are not getting proper return*

1. INTRODUCTION

As we know that the current situation of the farmer, they people are struggling a lot for bread-and-butter food clothing shelter even though people work to hard in the farm they actual problem is that they are not getting proper return as per their efforts and expectations. Whenever they are selling their product in the market, they selling to their wholesalers at very low price then wholesaler selling to the retailer then retailer adding their profit and selling it to the customer. That means here the lots of middle persons involved and they are taking advantage of the farmer but if farmers will directly sell their products to the customer, then they will get proper return on their efforts.

2. LITERATURE REVIEW

Kiresureteal (2002), in his paper ^"Contract farming - an opportunity small and marginal farmer in the context of trade liberalization,'* brings out the true picture of Indian agricultural in general and the exact position of small and marginal farmers in particular. The study concludes that contract farming is advantageous to both the farming community and contracts.

In Spain (Encisco et al., 1995), during the last decade, many farmers have moved from the traditional cereals or horticultural production towards diversification, combining traditional crops with livestock production. Farmers are thus making better use of resources, particularly labour and have often managed to increase their income to the extent that they are able to continue farming and remain in rural areas.

According to Raju and Rao (1990) mixed farm is that type of diversified agriculture, in which a farmer invariably devotes to livestock production as a complementary enterprise. At least 10 per cent of the gross income must be contributed by the livestock and the upper limit being 49 per cent under Indian conditions.

Ben whites (1997) in his article," Agri- industry and contract farmers in the hilly southern region of unpaid west Java", covers two case studies, in both the studies contract farming communities deviate markedly from the neo populist vision of homogeneous, modernizing family farms and differentiation is quite marked and wage labor common. It concludes that institutional framework burdening contract farmers is in serious need of democratization on the problem is not one of formal structure in need of revision but of actual function and subsistence of relationship, which reflect the nature and exercise of power in rural society.

3. RESEARCH METHODOLOGY

a. Research Design
For the purpose of study this research design is drafted and the steps to be taken for systematic research. With the help of present research design, we can easily understand the research process adopted for conducting this research.

b. Method Adopted:
With the study of different research method, the researcher decided to conduct a survey because the objectives of this research were related to gathering attitudes feelings, opinion's, views, that could not easily observe.

c. Type of Research:
1) Descriptive in nature:

2) Qualitative technique:

3) Quantitative technique:

d. As per the nature of study researcher should collect data from various farmers or manufacturing companies (whose are taking raw material from farmer's) from Pune district. For conducting this research the researcher has used and relied on both primary and secondary sources of data collection.

4. DATA ANALYSIS

Our research study shows that almost 90% farmers are illiterate, and they don't know how to deal in their market. They don't know the importance of contract farming they don't have the knowledge about contract farming registration of the contract etc, So they don't know how to sell their product in the market with good return.

Here our research study shows that from the respondent 90% farmers are illiterate.
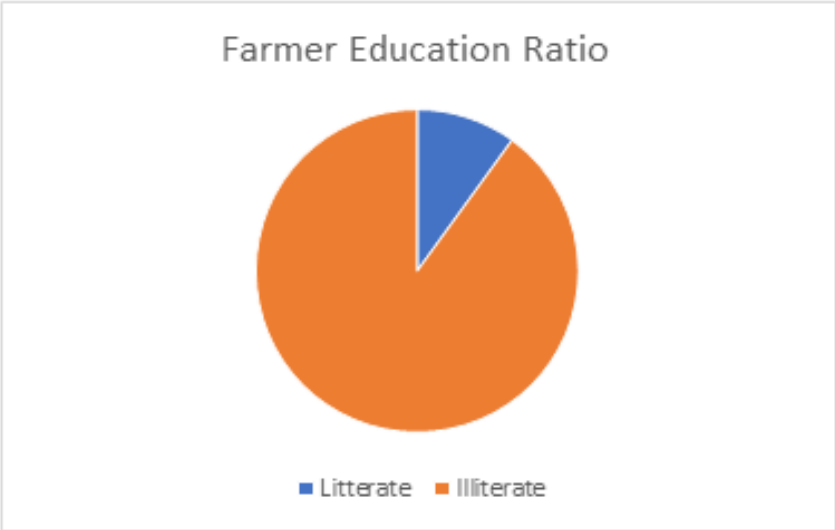
Interpretation: Above diagram shows that 90% Farmers are illiterate so they don't know how to read and right because of that they don't know how to engaging in contract farming and how register for it So here is first hypothesis was accepted the farmer are illiterate. From this research study we know that 25% Farmers are don't know about the contract farming and out of 75% farmers 55% farmer don't know how to engage and 25% farmer are not interest to do the contract farming.

Interpretation: From this study are second hypothesis was accepted farmers are unaware about contract farming and don't know how to engage in contract farming.
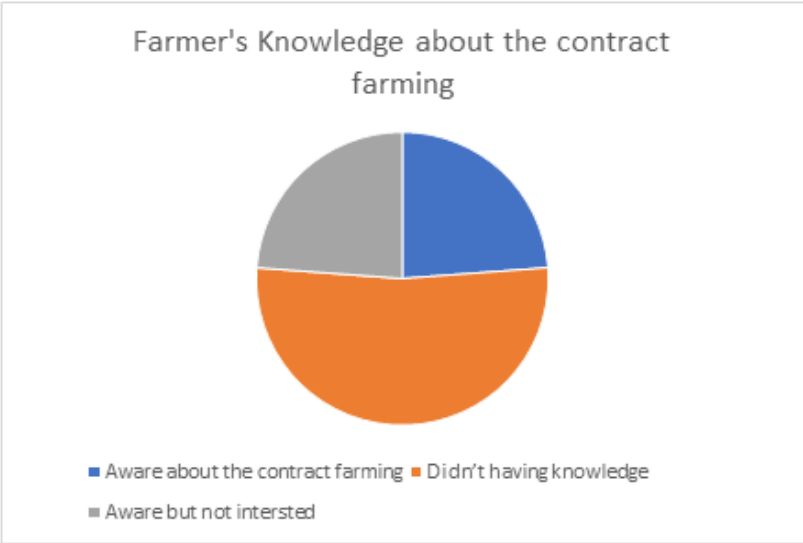
Research shows that farmers not getting proper return whenever farmers making transactions at the time at that time lots of middle person involved and they are taking advantage of farmers. Farmer not selling their product directly to the customers they, are selling their product to wholesaler then wholesaler selling their product to retailer and then retailer selling to customers. So here middle person taking advantage of farmer. If farmer engaging in contract farming they will directly sell to customers.

Farmer → Whole Seller → Retailer → Customers

Here third hypothesis was accepted that farmers didn't have trust on other party, because sometimes on the name of contract farming front party making fraud with them, and also accepted fourth hypothesis is that they are not registering their contract at the Government registration because, they are illiterate so they are illiterate so they don't know how to engage in contract and how to register only Eight percent farmer registering their contract. So many times, farmer are making oral contract.

5. FINDING

So here is research study shows that farmer facing the lots of difficulties while entering into the contract farming. Following are the problem faced of the farmers:

1. Farmers are uneducated, so they don't know how to read and write.

2. They don't know the importance of registration of their contract.

3. They are unaware about the recent trends of trading.

4. they don't know about the market condition

5. They don't know how to generate fair price for their product.

6. Sometimes on the name of registration people making fraud with them.

7. CONCLUSION

Here our research study shows that peoples taking advantage of the farmers. because farmers don't know the importance of contract farming. They don't know how to involve in it. Sometimes on the name name of registration people making fraud with them.

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BUSINESS RESILIENCE IN AUTOMOBILE AND METAL SECTOR POST COVID-19 OUTBREAK

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ABSTRACT

The study examines business resilience in automobile and metal sector post covid-19 outbreak through quarterly earnings announcements and the dividend announcements of metal and automobile sector impacts the Indian stock market respectively. The objective of the study is to find the impact of quarterly earnings announcement and dividend announcement of metal and auto sector on the stock market. 30 companies from the nifty auto and nifty metal are considered and the data is collected from the financial year 1 April 2021 to 31 march 2025 . this study uses event study methodology and the tools used are Abnormal Returns, Average Abnormal Returns, Cumulative average abnormal Returns, Paired T-TEST and capital asset pricing model (CAPM). The findings of the study show mixed reactions on the investors as prior to the announcement, there is no significant difference observed. This suggests that investors have the opportunity to achieve substantial abnormal returns both before and after the announcement.

Keywords: Quarterly Earnings Announcements, Dividend Announcement, Abnormal Returns

1. INTRODUCTION

The stock market is a lively place where investor feelings, company performance, and economic conditions come together to influence prices and trading. Corporate announcements, especially earnings and dividend announcements, play a key role in shaping how the market reacts. Earnings announcements provide a snapshot of a company's financial health, showing important details like revenue and profits, which can quickly sway investor confidence. Dividend announcements indicate how a company shares its profits, reflecting stability and management's confidence. Together, these announcements impact stock prices and investor strategies, showing how corporate communication affects the market.

2. LITERATURE REVIEW

Earnings and dividend announcements impact stock prices, but market efficiency and investor reactions vary. Prasad et al. (2020) found negative responses to after-hours earnings disclosures, suggesting strategic timing by companies. While Chakraborty et al. (2018) observed semi-strong efficiency in the Nifty Midcap 150 index, Iqbal et al. (2010) highlighted inefficiencies in the Indian market, indicating delayed price adjustments. Economic conditions also play a role—Das et al. (2014) and Saravanakumar et al. (2013) noted minimal effects during certain periods, whereas Verma et al. (2020) and Sehgal et al. (2015) reported significant abnormal returns due to information asymmetry. Dividend announcements show mixed effects across sectors. Patel and Prajapati (2014) and Mehndiratta and Gupta (2010) observed lasting impacts before the pandemic, but Pandey and Kumari (2021) found minimal influence during COVID-19. Sectoral variations exist—Mehta and Bansal (2022) reported strong positive returns in IT, while Poornima et al. (2019) found mixed reactions in banking. Overall, market responses to both earnings and dividend announcements are highly context-dependent.

3. RESEARCH GAP

The literature on earnings and dividend announcements reveals key gaps, including a lack of post-2020 studies on recent economic impacts and a shortage of sector-specific analyses that address unique industry responses

4. RESEARCH METHODOLOGY

This study is based on secondary data from the NSE website and Investing.com, focusing on 30 companies in the Nifty Auto and Nifty Metal indices from April 1, 2021, to March 31, 2025. The study uses event study methodology with a 120-day estimation window and a -10 to +10 day event window. Tools used for analysis are Abnormal Returns, Average Abnormal Returns, Cumulative Average Abnormal Returns, T-tests, and the Capital Asset Pricing Model (CAPM)

Abnormal Returns $AR_{it} = R_{it} - E(R)_{it}$

Expected Return (ER) = Alpha (Intercept) + Beta (Slope) Stock Return (SR)

$= \alpha + \beta * SR$

Cumulative Abnormal Returns $= \sum_{t1}^{t2}(AR)i, tevent$

Average Abnormal Returns $= \frac{1}{N}\sum_{i=1}^{n}(ARi, t)$

Cumulative Average Abnormal Returns = $\frac{1}{N}\sum_{i=1}^{n}(CARi)$

4.1 Objectives

i. To study the impact of <u>quarterly earnings announcement</u> of metal and automobile sector on the stock market

ii. To study the impact of <u>dividend announcement</u> of metal and automobile sector on the stock market

5. DATA ANALYSIS

Table 5.1: Paired t-test of pre and post of AAR of quarterly earnings announcement

Year	Quarter	Automobile Sector	Metal Sector
2021 - 2022	1	H0: Do not reject	H0: Do not reject
	2	H0: Reject	H0: Reject
	3	H0: Do not reject	H0: Do not reject
	4	H0: Reject	H0: Do not reject
2022 - 2023	1	H0: Do not reject	H0: Reject
	2	H0: Do not reject	H0: Do not reject
	3	H0: Do not reject	H0: Reject
	4	H0: Do not reject	H0: Do not reject
2023 - 2024	1	H0: Reject	H0: Do not reject
	2	H0: Do not reject	H0: Do not reject
	3	H0: Do not reject	Reject
	4	H0: Do not reject	H0: Do not reject
2024 - 2025	1	H0: Do not reject	H0: Do not reject
	2	H0: Do not reject	H0: Do not reject
	3	H0: Do not reject	H0: Do not reject
	4	H0: Do not reject	H0: Do not reject

Source: Authors compilation

HYPOTHESIS

H0: There is no significant difference in output pre and post the announcement

H1: There is a significant difference in output before and after the announcement

Table 5.1 shows how quarterly earnings announcements affected stock market performance in the Automobile and Metal sectors from 2021 to 2025. Investor reactions were mixed, but the analysis revealed that abnormal returns often occurred around the announcement dates. Interestingly, there was no significant difference in returns before the announcements, indicating that investors could potentially earn substantial returns both before and after these events.The announcements had a notable impact on stock performance in Q2 and Q4 of 2021-2022, Q1 of 2023-2024, and Q3 of 2023-2024, leading to a rejection of the null hypothesis (H0). This suggests that these announcements contained important news that influenced investor sentiment. In contrast, other quarters showed no significant reactions, indicating that the announcements were either expected or not impactful enough. The Metal sector, in particular, saw significant effects in specific quarters, while other times, earningsresults aligned with expectations, leading to more stable market conditions.

Table 5.2: Result for AAR of dividend announcement impact of Metal sector

Event Time	2021-2022		2022-2023		2023-2024		2024-2025	
	AAR	t-value	AAR	t-value	AAR	t-value	AAR	t-value
-10	0.76%	1.12072	0.24%	0.70448	0.68%	1.38545	-0.13%	-0.37340
-9	0.36%	0.61736	0.08%	0.22737	-0.14%	-0.23440	0.15%	0.45162
-8	0.35%	0.86295	0.10%	0.25852	0.62%	1.07320	0.37%	0.45472
-7	0.75%	1.20693	**0.82%**	**2.76267****	-0.73%	-0.99966	-0.29%	-1.03187

Source: Authors compilation

NOTE: The symbol (**) signifies that the value of t-statistics is significant at 5% level of significance

The table 5.2 of dividend announcements in the metal sector reveals a consistent negative reaction from investors, particularly on the event day. In 2021-2022, stock prices dropped sharply on Day 1 by -2.1903, indicating that investors may view these announcements as signs of weakened future growth or liquidity issues.

A similar trend was observed in 2022-2023, with a significant decline of -2.5029 on Day 4, reflecting ongoing uncertainty. This negative sentiment persisted into 2023-2024 and 2024-2025, with Day 1 declines of -2.1198. Overall, these findings suggest that dividend declarations often lead to abnormal negative returns in the metal sector, as investors express concerns about growth potential and cash flow stability, ultimately undermining their confidence in the company's future.

Table 5.3: Result for AAR of dividend announcement impact of Automobile sector

Event Time	2021-2022		2022-2023		2023-2024		2024-2025	
	AAR	t-value	AAR	t-value	AAR	t-value	AAR	t-value
-10	0.04%	0.12189	**-0.54%**	**-2.31201****	-0.03%	-0.09933	-0.17%	-0.56392
-9	-0.38%	-1.03739	-0.19%	-0.64626	-0.65%	-1.01389	0.11%	0.48868
-8	0.26%	0.81926	-0.48%	-1.13622	-0.32%	-0.75883	-0.32%	-1.28764
-7	-0.03%	-0.13366	0.64%	1.65872	0.36%	0.75036	-0.52%	-1.03921
-6	0.53%	1.26497	-0.80%	-1.75967	0.26%	0.89320	-0.39%	-1.35479
-5	-0.18%	-0.55893	0.43%	0.99386	-0.02%	-0.04918	-0.23%	-0.54332
-4	**-0.75%**	**-2.26077****	-0.69%	-1.07945	-0.28%	-0.75700	**-0.57%**	**-2.82128****
-3	-0.63%	-1.48521	-0.87%	-1.77095	-0.08%	-0.39106	-0.12%	-0.29097
-2	-0.04%	-0.14119	-0.27%	-0.65423	-0.44%	-1.43116	0.01%	0.05709
-1	**-0.56%**	**-2.09065****	0.01%	0.07144	-0.65%	-1.83891	0.15%	0.45382
1	**-0.50%**	**-2.01741****	0.44%	1.14732	-0.13%	-0.41252	**-0.57%**	**-3.42445****
2	**-0.51%**	**-2.74299****	-0.09%	-0.28120	-0.02%	-0.13521	-0.17%	-0.53856
3	-0.25%	-0.70746	0.35%	1.49422	-0.20%	-0.56412	-0.31%	-0.89634
4	-0.51%	-1.72843	-0.38%	-1.30541	0.07%	0.23881	-0.09%	-0.37622
5	**-0.65%**	**-2.88274****	0.03%	0.12084	0.00%	0.01097	**-0.52%**	**-2.16742****
6	0.22%	0.66956	0.15%	0.54173	0.30%	1.61886	-0.04%	-0.14246
7	-0.19%	-0.67772	-0.27%	-1.02235	**-0.32%**	**-1.99128****	**-0.50%**	**-2.10114****
8	-0.06%	-0.22516	-0.03%	-0.14182	0.21%	0.85254	-0.20%	-0.66901
9	-0.32%	-0.79736	0.05%	0.12911	**-0.72%**	**-2.48977****	**-0.71%**	**-2.18196****
10	0.45%	1.83087	-0.59%	-1.55672	0.21%	0.65329	0.46%	1.27214

Source: Authors compilation

NOTE: The symbol (**) signifies that the value of t-statistics is significant at 5% level of significance

The table 5.3 of T-values for Average Abnormal Returns (AARs) around dividend announcements in the automobile sector shows a consistent negative market reaction, particularly before and on the event day. In 2021-2022, significant negative T-values on Day -4 (-2.2608) and Day -2 (-2.0907) indicate that investors anticipated the announcement and reacted unfavourably, likely viewing it as a sign of potential growth challenges. A similar trend continued in 2022-2023, with a notable drop on Day -10 (-2.3120) suggesting early market adjustments.In 2023-2024 and 2024-2025, reactions were more mixed, with ongoing volatility. Notably, in 2024-2025, a sharp decline on Day -4 (-2.8213) and further negative responses on Days 8 and 9 (-1.9912, -2.4898) reflect persistent uncertainty. The dividend announcements in the automobile sector typically lead to negative abnormal returns, as investors may interpret them as signals of financial constraints and reduced growth potential.

6. CONCLUSION

The analysis shows that quarterly earnings announcements significantly affect stock prices in the Automobile and Metal sectors, often leading to strong investor reactions and abnormal returns. While some quarters have a notable impact, others do not. Conversely, dividend announcements consistently trigger negative reactions in both sectors, indicating investor concerns about growth and financial stability. Overall, these announcements play a key role in influencing investor sentiment and stock prices.

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THE ROLE OF INFLUENCER MARKETING IN THE INDIAN BEAUTY INDUSTRY AND THE IMPACT OF SUSTAINABILITY TRENDS ON MARKETING PRACTICES

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ABSTRACT

In recent years, the Indian beauty industry has experienced a tremendous change marked by the rise of influencer marketing, which has transformed how brands connect with consumers. This research examines the pivotal role that influencers play in shaping brand perceptions, driving consumer engagement, and influencing purchasing decisions within the Indian beauty sector. As social media platforms continue to thrive, influencers leverage these channels to promote relationships with their customers, creating a unique blend of authenticity and relatability. This paper also explores how sustainability trends are reshaping marketing practices in the beauty industry, with consumers increasingly seeking eco-friendly products and transparent practices. The integration of technological advancements, such as augmented reality (AR) and artificial intelligence (AI), further enhances the effectiveness of influencer campaigns by enabling personalized experiences and immersive interactions. By analyzing the relationship between influencer marketing, sustainability, and technology, this research aims to provide insights into the evolving landscape of the Indian beauty industry, highlighting strategies that brands can adopt to remain competitive and resonate with a conscious consumer base in today's digital age.

Keywords: Influencer marketing, sustainable trends, digital marketing, social media, beauty industry

INTRODUCTION

The Indian beauty industry, a vibrant and rapidly growing sector, has witnessed a profound transformation over recent years, driven largely by the launch of digital marketing strategies and the increasing influence of social media. Among these strategies, influencer marketing has emerged as a key player, reshaping how beauty brands communicate with consumers and promote their products. By leveraging the reach and relatability of social media influencers, beauty brands can effectively engage target customers, cultivate brand loyalty, and influence purchasing decisions in an increasingly crowded marketplace.

Influencers serve as trusted voices in the beauty community, bridging the gap between brands and consumers through authentic content and personal recommendations. As the demand for connection and community thrives in the digital realm, influencers have become integral to brand strategy, providing a sense of trustworthiness that traditional advertising may struggle to achieve. However, the landscape of the Indian beauty industry is not solely shaped by influencer marketing; it is also profoundly affected by rising sustainability trends. Consumers are becoming more environmentally conscious, seeking eco-friendly products and transparent practices from the brands they support. This shift necessitates that beauty companies integrate sustainable practices into their marketing strategies.

Moreover, technological advancements such as augmented reality (AR) and artificial intelligence (AI) are further influencing marketing dynamics in the beauty sector. These technologies enable personalized consumer experiences, allowing brands to offer tailored recommendations and immersive interactions that enhance the customer journey. This research seeks to explore the critical intersection of influencer marketing, sustainability trends, and technological innovations in the Indian beauty industry, shedding light on how these elements work together to redefine marketing practices. By understanding this interplay, beauty brands can better navigate the complexities of the market, leveraging these trends to resonate with a conscious and evolving consumer base.

LITERATURE REVIEW

The beauty industry has long been a dynamic sector, but the introduction of digital platforms has revolutionized marketing practices, with influencer marketing emerging as a particularly powerful tool. Influencer marketing involves collaboration between brands and individuals who possess significant social media followings, leveraging their influence to promote products and foster consumer relationships (Ahlers, 2020).

In the context of the Indian beauty industry, scholars have noted the effectiveness of influencers in reaching diverse consumer segments and shaping beauty ideals, with influencers acting as trusted voices that resonate more authentically with audiences than traditional advertising channels (Bhave & Kaur, 2021).

Research indicates that influencer marketing can significantly impact consumer behavior, as influencers often share personal experiences with products, thereby enhancing brand credibility and trustworthiness (Nadeem, 2022).

This phenomenon is particularly pronounced in India, where consumers often seek authenticity and relatability in brand communications (Misra, 2023).

Furthermore, the rapid growth of platforms like Instagram, YouTube, and TikTok has enabled influencers to reach vast audiences, creating a paradigm shift in marketing strategies for beauty brands (Kumar & Gupta, 2023).

Alongside influencer marketing, the increasing consumer focus on sustainability trends has prompted beauty brands to reevaluate their marketing practices. Growing awareness of environmental issues has led to a demand for eco-friendly products and ethical practices in the beauty sector (Dash et al., 2023).

Research by Ktisti et al. (2022) demonstrates that consumers are more likely to engage with brands that actively promote sustainability efforts, indicating a shift towards greener marketing strategies. This alignment with sustainability is not only a response to consumer demand but also a means to differentiate brands in a competitive marketplace.

Technological advancements play a crucial role in facilitating these marketing strategies.

The integration of augmented reality (AR) and artificial intelligence (AI) has provided brands with innovative tools to enhance customer engagement and personalization. AR technology enables virtual try-on experiences, allowing consumers to visualize products before purchasing, which can lead to higher conversion rates (Raji et al., 2024).

Additionally, AI-driven analytics empower brands to deliver tailored recommendations, enriching the consumer experience and fostering brand loyalty (Joshi et al., 2023).

Overall, the literature highlights the multifaceted nature of marketing within the Indian beauty industry, characterized by the interplay of influencer marketing, sustainability trends, and technological advancements. As brands navigate this evolving landscape, understanding these dynamics will be essential for developing effective marketing strategies that resonate with today's conscious consumers. This research aims to contribute to the existing knowledge by examining these interconnections in detail, further elucidating the role of influencer marketing and its relationship with sustainability and technology in shaping the future of the Indian beauty industry

RESEARCH METHODOLOGY

Research on influencer marketing in the Indian beauty industry has primarily employed empirical methods, including surveys, experimental designs, content analysis, and interviews (Hudders et al., 2020). Studies have focused on various aspects, such as the credibility of beauty vloggers, consumer trust, and purchase intentions. One study conducted in North India used structural equation modeling via SmartPLS software to analyze data who use social media platforms daily (Garg & Bakshi, 2024).

DATA ANALYSIS AND RESULTS

The research applied the source credibility model to investigate how beauty influencers credible attributes (trustworthiness, expertise, and attractiveness) influence consumer trust and purchase intention. The study also examined the impact of para-social interactions on consumer behavior. Results from this study demonstrated that beauty influencers credibility traits significantly influence consumer behavior in the Indian context (Garg & Bakshi, 2024). Trust was found to partially mediate the impact of influencers reliable attributes on consumers' purchase intentions. Additionally, repeated Para-social interactions by beauty vloggers were shown to influence customers' purchasing decisions when the vloggers were perceived as credible information sources. Interestingly, while many studies assume consumers perceive influencers as similar to themselves, recent research challenges this notion (Scholz, 2021). This finding suggests a need for a more deep understanding of how consumers incorporate influencer content into their own identity projects and practice performances. In conclusion, influencer marketing plays a significant role in the Indian beauty industry, with beauty influencers credibility and para-social interactions strongly influencing consumer behavior. However, the impact of sustainability trends and technological advancements on marketing practices in this context requires further investigation, as the reviewed papers did not specifically address these aspects in relation to the Indian beauty industry.

Influencer marketing has become a powerful tool for promoting sustainability initiatives and leveraging technology to enhance engagement. The interplay between these elements is complex and multifaceted, with several key aspects emerging from the research. Influencer marketing can be effectively used to promote sustainable products and practices, particularly in industries like fashion. Sustainable fashion social media influencers are emerging as important voices in shifting consumer perspectives and purchasing behaviors towards more environmentally friendly options (Jacobson & Harrison, 2021). However, this intersection of sustainability and influencer marketing presents challenges, as influencers must balance their ethical considerations with the desire for compensation, a practice termed "content creation calibration" (Jacobson & Harrison, 2021). The role of technology in this interplay is significant. Information and Communication Technology (ICT) and digitalization play a critical mediating role in fostering performance for small and medium-sized enterprises (SMEs) adopting sustainable practices, particularly in the tourism sector (León-Gómez et al., 2023). This suggests that technology can amplify the impact of sustainability initiatives when combined with influencer marketing strategies. Interestingly, the research reveals some contradictions and challenges in this interplay. While influencer marketing can be effective for promoting sustainability, there are concerns about transparency and authenticity. For instance, certain traits of macro and micro influencers, such as pleasantness and perceived integrity, may conflict with the desired transparency of the message (Berne-Manero & Marzo-Navarro, 2020). Additionally, the rise of virtual influencers introduces new dimensions to this interplay, with factors like virtual influencer playfulness and content expertise becoming important in building trust and influencing purchase intentions in the digital marketing sphere (Kim et al., 2024). In conclusion, the interplay between influencer marketing, sustainability, and technology offers significant opportunities for brands to promote sustainable practices and products. However, it also presents challenges in terms of maintaining authenticity, transparency, and ethical standards. As this field evolves, further research is needed to understand how to effectively leverage these elements while preserving corporate sustainability and fostering genuine consumer engagement.

CONCLUSION

In conclusion, the transformative role of influencer marketing in the Indian beauty industry underscores the intersection of consumer preferences, technological advancements, and sustainability trends. As brands navigate this dynamic landscape, the need for authentic engagement has become paramount in fostering consumer loyalty and trust. The research highlights that an overwhelming majority of young consumers prioritize eco-friendly product attributes, with 65.7% valuing recyclable packaging and cruelty-free formulations, revealing a significant shift towards sustainability in beauty choices. Additionally, the integration of technology, exemplified by AI-driven personalized skincare recommendations, aligns closely with contemporary consumer desires for tailored experiences, thus enhancing brand relevance (Gomes et al.). The capacity for influencer marketing to facilitate these connections while promoting ethical practices positions it as a pivotal strategy in guiding brands towards sustainable success in a highly competitive market (Gomes et al.). Ultimately, the future of beauty marketing in India will hinge on balancing these evolving consumer values with innovative digital strategies.

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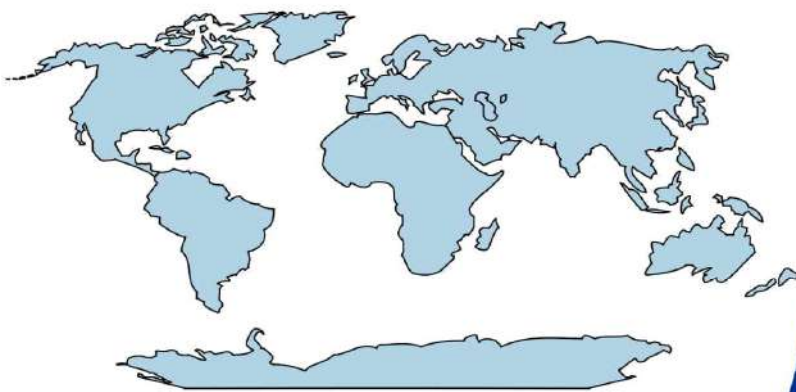
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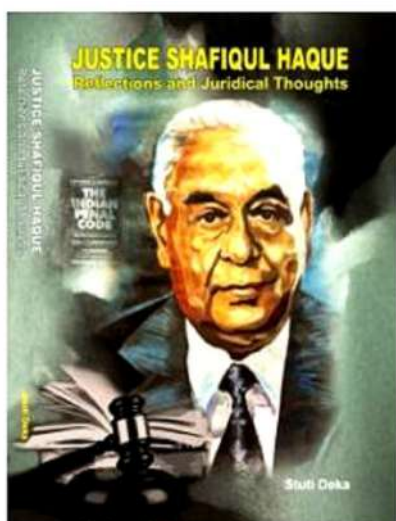
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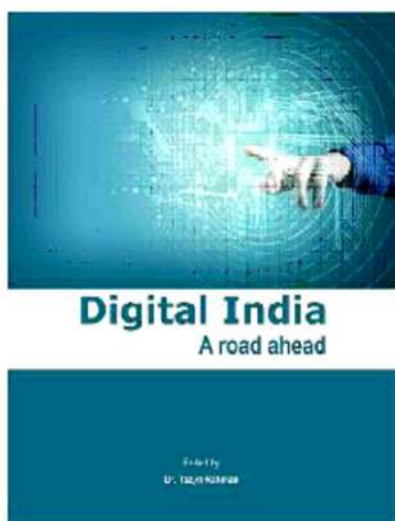
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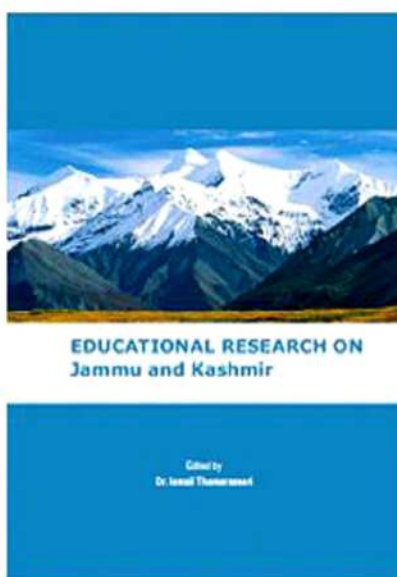
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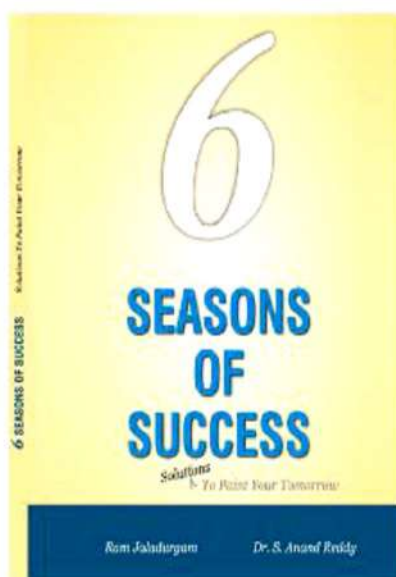
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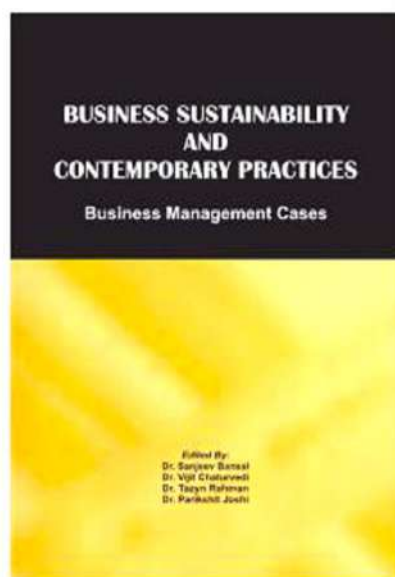
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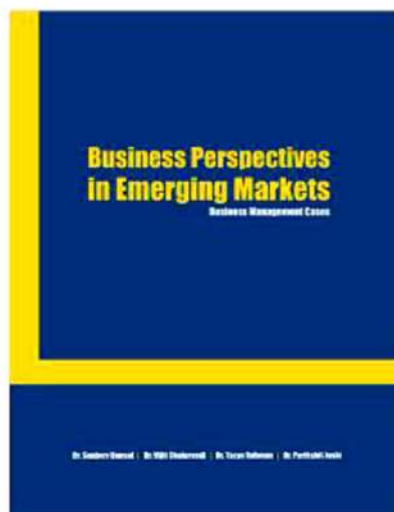
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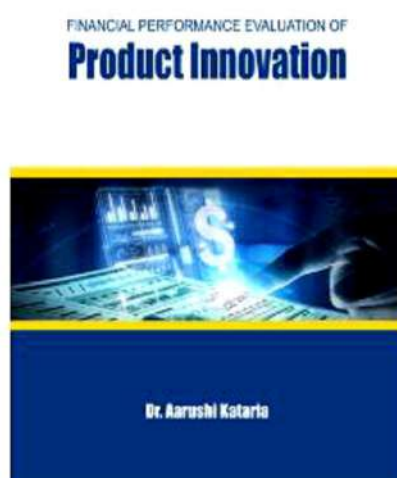
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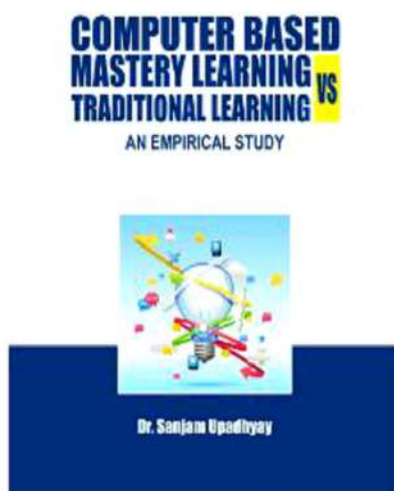
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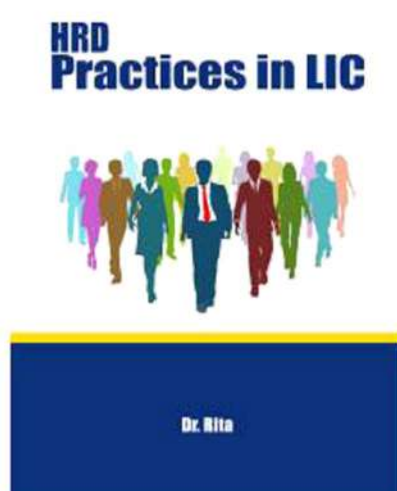
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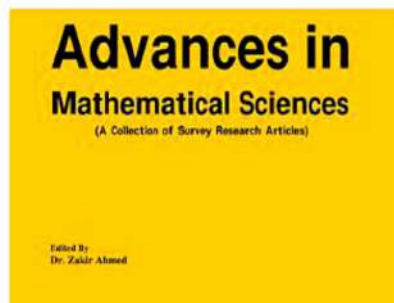
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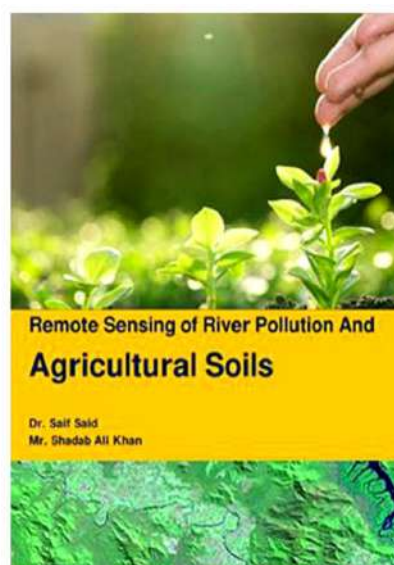
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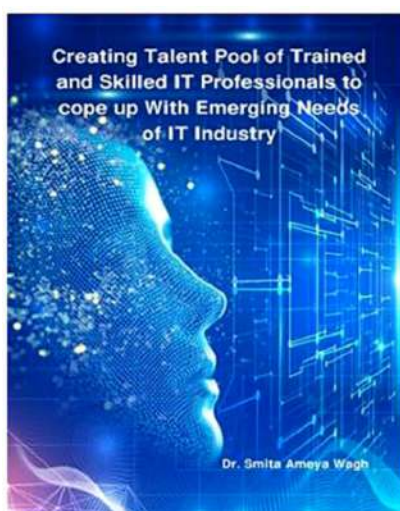
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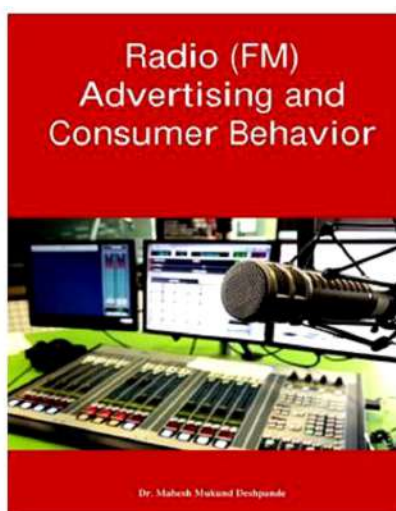
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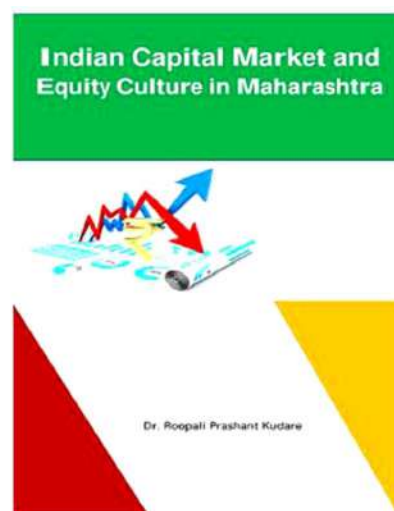
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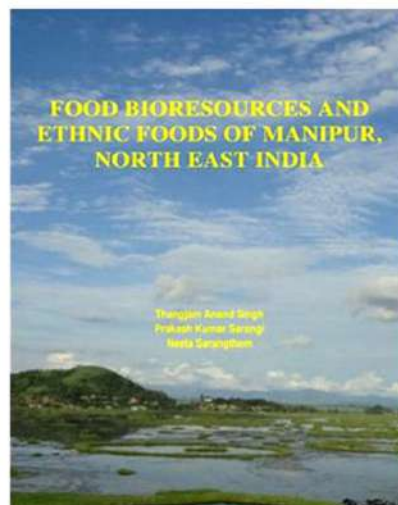
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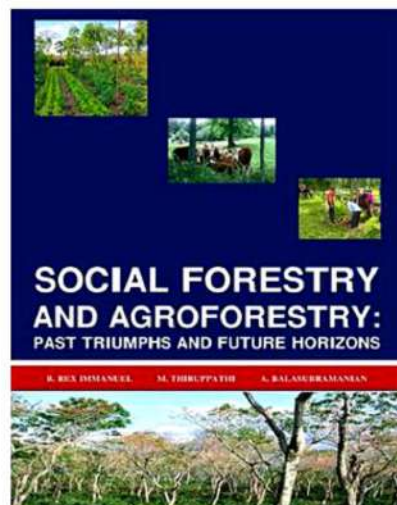
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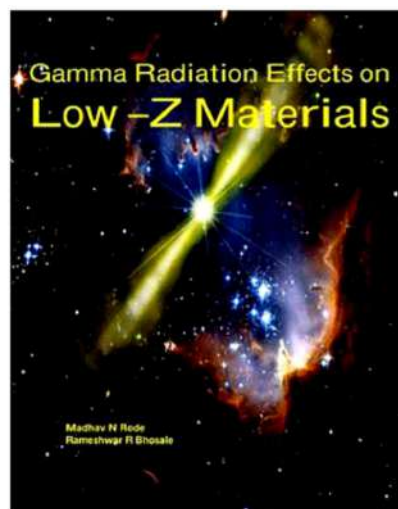
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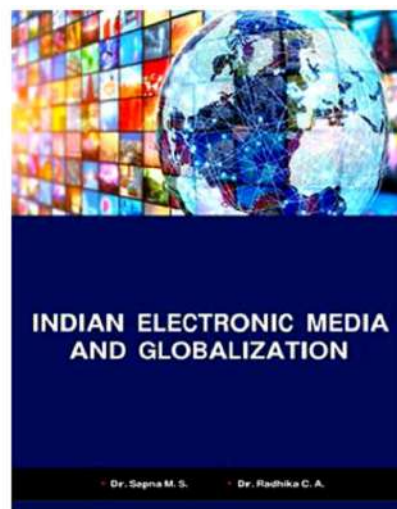
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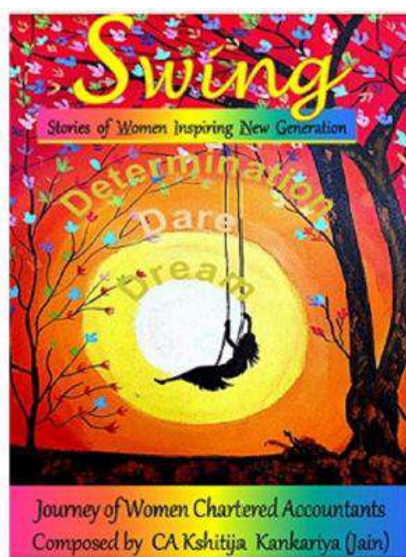
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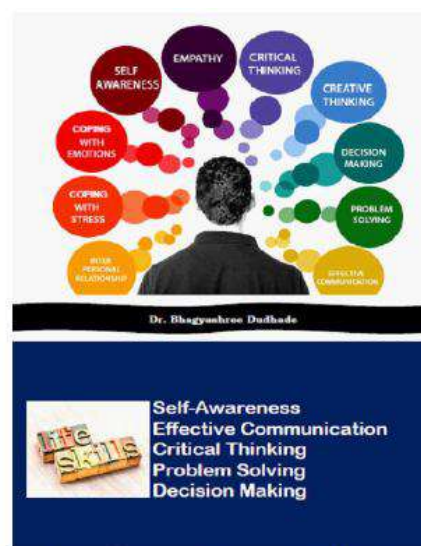
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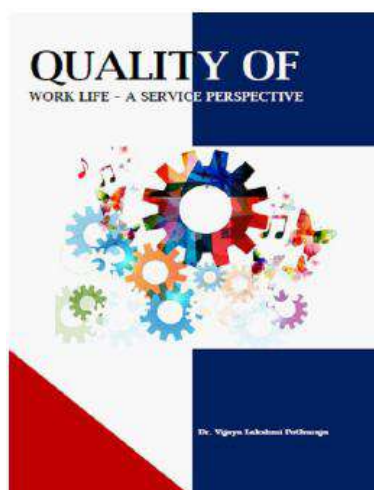
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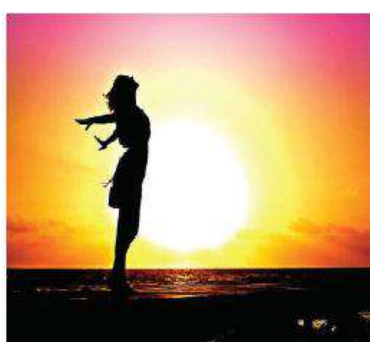
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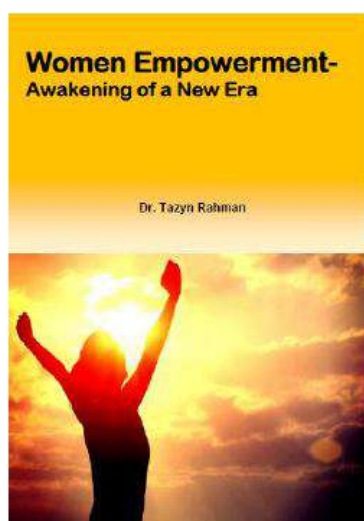
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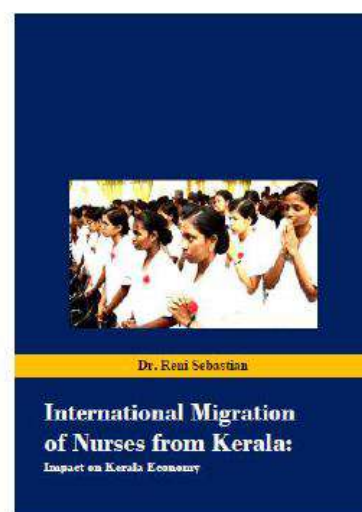
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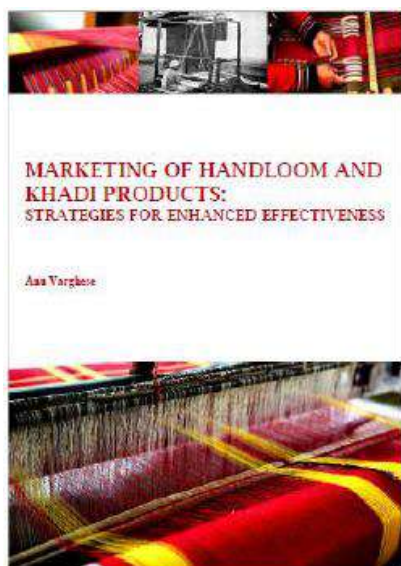
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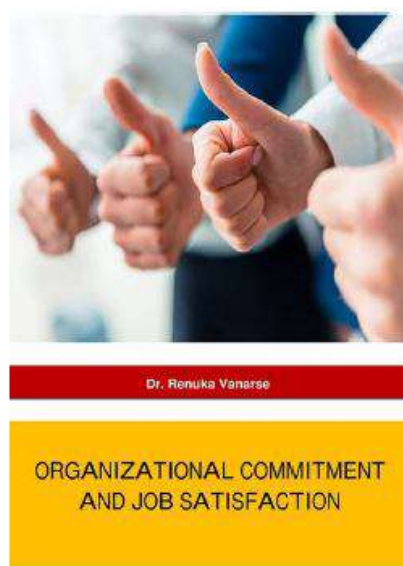**Dr. Vijay Prakash Gupta**
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