



MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT



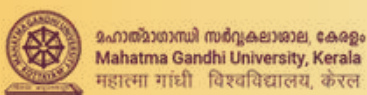
# 9<sup>th</sup> INTERNATIONAL CONFERENCE

ON

**CHALLENGING TECHNOLOGIES AND  
CHANGING BUSINESS PARADIGM  
TOWARDS SUSTAINABILITY**

**THE 21<sup>st</sup> CENTURY SCENARIO –  
(HYBRID MODE)**

**1<sup>st</sup>, 2<sup>nd</sup> FEB, 2024**



**Title**

: “Challenging Technologies and Changing Business Paradigm Towards Sustainability: The 21st Century Scenario”

**Editor’s Name**

: Dr TV Muralivallabhan  
Fr Dr Jose Chittadiyil  
Dr Joshyja Jose  
Dr N Arun Sankar

**Published by**

: Marian Institute of Management

**Publishers Address**

: Marian Institute of Management  
Marian College Kuttikkanam  
Autonomous  
Kuttikkanam P.O, Peermade  
Idukki Dist, Kerala  
Pin: 685 531

**Edition Details**

: 1

**ISBN**

: 978-81-970400-6-1

**Month & Year**

: February, 2024

**Copyright @**

: Marian Institute of Management

**Pages**

: 103



978-81-970400-6-1

**INTERNATIONAL CONFERENCE ON  
CHALLENGING TECHNOLOGIES AND  
CHANGING BUSINESS PARADIGM  
TOWARDS SUSTAINABILITY  
THE 21<sup>st</sup> CENTURY SCENARIO - (HYBRID MODE)**

**1<sup>st</sup>, 2<sup>nd</sup> FEB, 2024**

**Marian College Kuttiakkanam Autonomous**



**MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE**

**MARIAN INSTITUTE OF MANAGEMENT**



മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം  
Mahatma Gandhi University, Kerala  
महात्मा गांधी विश्वविद्यालय, केरल



AOU  
الجامعة العربية المفتوحة  
Arab Open University



LINCOLN  
UNIVERSITY COLLEGE



ST. XAVIER'S COLLEGE  
MAITIGHAR, KATHMANDU, NEPAL  
DEDICATED TO EXCELLENCE, LEADERSHIP, SERVICE



## About the Host Institution

Marian College Kuttikkanam Autonomous was founded in 1995 and is affiliated with Mahatma Gandhi University in Kottayam, Kerala. It is owned and managed by the Catholic Diocese of Kanjirappally through the Peermade Development Society. The institution has a unique and enviable history of gaining autonomy in a span of 20 years. At present, the college offers 20 UG and PG programs, including doctoral programs, with a total student strength of about 3000. Marian College Kuttikkanam Autonomous holds the envious distinction of being the youngest accredited college in India in 2003 and currently holds a re-accreditation with a CGPA of 3.71 A++ by the National Assessment and Accreditation Council (NAAC). The college also won the prestigious status of College with Potential for Excellence (CPE) from the University Grants Commission (UGC) twice, in 2009 and 2014. It was conferred autonomous status in May 2016.

## About MIM

Marian Institute of Management (MIM), the Management education wing of Marian College Kuttikkanam Autonomous, offers one of the reputed MBA programs in Kerala. It is affiliated to MG University, Kottayam. MIM is approved by the All-India Council for Technical Education (AICTE), New Delhi with a sanctioned intake of 180 students. A trusted name on its merit in the higher education academia in Kerala and abroad, MIM is a co-educational institution ideally located in a picturesque, serene, and climatically invigorating milieu at Kuttikkanam, managed by the Catholic Diocese of Kanjirapally. Over the years, MIM has transformed into an institution with quality academics, training, and placement.

Nestled high above the clouds, like a majestic gem perched upon nature's palm, the college on this hill station radiates an aura of serenity, inviting students and scholars from all walks of life to embark on a quest for knowledge. This hill station college, a testament to the harmonious union of academia and nature's unparalleled grandeur, whispers harmonies of inspiration, challenging all who grace its grounds to seek knowledge, explore, and paint their masterpiece on the canvas of life.

## About the Conference

The International Conference on 'Challenging Technologies and Changing Business Paradigm towards Sustainability' is a prestigious gathering that brings together thought leaders, researchers, industry experts, and policymakers from around the world. This annual conference serves as a vital platform for the exchange of innovative ideas, cutting-edge research findings, and practical insights aimed at addressing the pressing global challenges related to technology and sustainability.

In an era marked by rapid technological advancements and growing environmental concerns, this conference plays a pivotal role in fostering collaboration and facilitating discussions on how technology can be harnessed to drive sustainable solutions. It provides a unique opportunity for participants to explore the interface of technology and sustainability, examining the ways in which these two forces can synergize to transform the business landscape and promote ecological and social well-being.



## Sub Themes of the Conference

### **Track-1 Reinventing Marketing Strategies**

Digital Marketing, Permission Marketing, Event and Entertainment Marketing, Consumer Behavior and protection, Product and Brand Management, Integrated Marketing Communications, International Marketing, B2B Marketing, Services Marketing, Green Marketing, Retailing, Rural Marketing, CRM, Sales and Distribution Management, Selling/ Advertising Costs.

### **Track-2 Revamping Finance Mechanism**

Corporate Finance, Banking, Insurance and Financial Services, Asset Pricing, Derivatives, and Risk Management, Managing Financial Institutions, International Finance, Corporate Accounting and Financial Disclosure Practices, Mergers and Acquisitions, Market Microstructure, Financial Literacy and Financial Inclusion, Financial Innovations and Engineering, Sustainable Finance, Crypto currencies, Block Chain and Fintech Applications in Finance, Behavioral Finance, Financial Modeling and Capital Markets.

### **Track-3 Revolutionary changes in OB and HRM**

HR Strategies in Uncertain Times, Organizational Behavior, Diversity, Equity, and Inclusion, Human Resource Planning and Development, Talent and Competency Management, Change Management and Organizational Development, Employer Branding, Employee Engagement, Technology and HR, HR -Accounting, HRIS, Employee Relations, Strategic HRM, and Global HR.

## Sub Themes of the Conference

### **Track-4 Restructuring Operations and SCM**

Manufacturing Processes, SCM, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, Productivity Management and Technology Management.

### **Track-5 Remoulding IT**

E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Project Management, Software Engineering, Decision Support System, Expert Systems, IoT and Knowledge Management.

### **Track-6 Refinement of Corporate and Social Entrepreneurship**

Corporate Ownership, Governance, Business Ethics, Inclusive Growth - Strategy and Policy, CSR, The new age start-ups, SMEs for sustainable and global development, Entrepreneurship, Intrapreneurship, Social-Entrepreneurship, Techno Entrepreneurship and Women Entrepreneurship, Legal provisions for a sustainable society.





MARIAN COLLEGE  
KUTTIKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

## CONFERENCE COMMITTEE

### PATRONS



**H E Mar Jose Pulickal**  
Patron &  
Chairman on BoM



**V Rev Fr Baby Alex  
Mannamplackal**  
Manager & Chairman of GB



**Rev Fr Joseph  
Ponganthanam**  
Administrator



**Rev Fr Ajo  
Pezhumkattil**  
Deputy Administrator



**Prof. Dr Ajimon George**  
Principal

### ORGANISING COMMITTEE



**Dr T.V Muralivallabhan**  
Director, MIM



**Fr Dr Jose Chittadiyil**  
Deputy Director, MIM



**Dr N Arunsankar**  
Associate Professor,  
MIM



**Dr Joshyja Jose**  
Assistant Professor,  
MIM



MARIAN COLLEGE  
KUTTIKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

## TECHNICAL COMMITTEE



**Mr. Bibin Xavier**  
Assistant Professor,  
MIM

## STUDENT COORDINATORS



**Mr. Alen Philip**



**Ms. Malta Chrysolite**



**Mr. Joel C Samuel**

## TECHNICAL STUDENT COORDINATOR



**Mr. Sivajith T S**





MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

**Message From**

**Principal**



In today's interconnected world, the role of conferences like this cannot be overstated. They serve as platforms for intellectual exchange, collaboration, and the advancement of knowledge. They provide an opportunity to explore innovative ideas, address current challenges, and shape the future of our fields.

As we continue to advance in our respective fields, it is imperative to share our knowledge and discoveries with the broader academic community. Your contribution to the conference proceedings will not only showcase your expertise but also contribute significantly to the collective body of knowledge.

This conference is a testament to our commitment to academic excellence and the pursuit of knowledge. It is an opportunity for us to engage in meaningful discussions, exchange ideas, and forge collaborations that will contribute to the advancement of business field.

I extend my best wishes for a successful and enriching conference experience on "Challenging Technologies and Changing Business Paradigm Towards Sustainability: The 21st Century Scenario".

**Prof. Dr Ajimon George**

Principal,

Marian College Kuttikkanam Autonomous





MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

**Message From**

**Director**



Dissemination of any idea effectively in the modern period, is the crux of survival and progress of an institution. An educational institution has a system that imparts knowledge and wisdom to its students to foster the values for a progressive society. A management institute must exhibit its qualitative approach and credentials while imparting management principles and practices to its students. Marian Institute of Management under Marian College , Kuttikkanam is striving its best to implement holistic and integrated management education through the blending of traditional and modern approaches of management education.

Organizing conferences and publishing proceedings is part of expanding academic activities. It is with this purpose that MIM organized an international conference on “Challenging Technologies and Changing Business Paradigm Towards Sustainability: The 21st Century Scenario” the 1st and 2nd of February 2024. The publication of the proceedings of the conference in the form of a book is another step towards the realization of academic goals visualized by MIM.

I thank and congratulate the faculty members and students who burned much midnight oil for the success of the conference.

With the expectation that this publication will open new frontiers of management education, let me conclude.

**Dr TV Muralivallabhan**

Director, MIM



MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

**Message From**  
**Deputy Director**



Welcome to the proceedings of our International Conference on “Challenging Technologies and Changing Business Paradigm Towards Sustainability: The 21st Century Scenario”. It is our great pleasure to organize this conference at the Marian Institute of Management (MIM). This gathering of brilliant minds from around the globe, on or offline, is a testament to our collective commitment to understanding and shaping the future.

The 21st century has been marked by unprecedented technological advancements. These technologies, while promising, pose significant challenges. Parallel to these technological developments, we are facing an urgent call for sustainability. Businesses, as both contributors and potential solution providers, find themselves at the heart of this scenario.

We hope that these proceedings will serve as a valuable resource for the academia, industry and all those interested in the future of our world. They are a call to action for all stakeholders to collaborate and innovate for a sustainable and inclusive future.

We invite you to delve into these pages and join us in this journey into the heart of the 21st-century scenario. Let’s explore, learn, and shape the future together.

**Fr Dr Jose Chittadiyil**

Deputy Director, MIM





MARIAN COLLEGE  
KUTTIKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

**Message From**

**Coordinator**



Dear Attendees, Speakers, and Participants,

We hope this message finds you well. We are delighted to announce that the proceedings of our recent International Conference on "Challenging Technologies and Changing Business Paradigm Towards Sustainability: The 21st Century Scenario". are now available. The proceedings contain a wealth of knowledge and insights shared by our esteemed speakers and presenters from around the globe. We extend our heartfelt gratitude to all the speakers, presenters, attendees, and our organizing committee for making this conference a great success. Your contributions and participation have enriched the academic community. The proceedings contain a collection of abstracts from all presenters, showcasing the diverse range of topics and research shared during the conference. We believe that your contribution has greatly enriched the academic discourse in our field.

Thank you for your valuable contribution to our conference. We look forward to your continued participation in future events.

**Dr Joshyja Jose**

Assistant Professor, MIM





MARIAN COLLEGE  
KUTTIKKANAM  
AUTONOMOUS  
MAKING COMPLETE

MARIAN INSTITUTE OF MANAGEMENT

**Message From**

**Coordinator**



In today's business landscape, companies increasingly acknowledge the importance of innovation in their operations. With rapid technological advancements, shifting customer expectations, and a globalized market, companies must adapt quickly to seize new opportunities. However, many struggle to meet the diverse demands of the corporate world.

Against this backdrop, the current conference proceedings delve into the challenges and strategies for navigating the ever-changing corporate sector amidst the dynamic technologies and evolving business paradigms of the 21st century. We extend our heartfelt gratitude to our management, director, deputy director, and principal for their support and encouragement. Congratulations to all participants for their enthusiastic engagement, and we extend our sincere thanks for their valuable contributions to the success of the conference.

**Dr N Arun Sankar**

Associate Professor, MIM

# INDEX

SL. NO	TITLE	PAGE NO
<b>HUMAN RESOURCE</b>		
1	<b>"REVOLUTIONIZING HUMAN RESOURCE PLANNING AND DEVELOPMENT: EXPLORING THE IMPACT OF EMERGING TECHNOLOGIES ON THE FUTURE OF HR STRATEGIES"</b>	2
2	<b>"GLOBAL HR DYNAMICS: NAVIGATING THE IMPACT OF REMOTE WORK ON COORDINATED AND DIVERSE GLOBAL TEAMS"</b>	3
3	<b>"WORK-LIFE HARMONY IN FLUX: NAVIGATING THE EVOLVING DYNAMICS AND RESILIENCE AMIDST CHANGE"</b>	4
4	<b>"INTRAPRENEURSHIP FOR ORGANIZATIONAL RENEWAL: FOSTERING INNOVATION WITHIN CORPORATIONS"</b>	5
5	<b>"UNVEILING THE INFLUENCE OF LEADERSHIP STYLES ON EMPLOYEE ENGAGEMENT: A DEEP DIVE INTO WORKPLACE DYNAMICS"</b>	6
6	<b>EMPLOYEE ENGAGEMENT IN THE DIGITAL AGE: LEVERAGING TECHNOLOGY FOR HUMAN RESOURCE EXCELLENCE.</b>	7
7	<b>THE IMPACT OF HYBRID WORK MODEL IN THE WORK-LIFE BALANCE OF EMPLOYEES</b>	8
8	<b>A REPORT ON "GENDER BIAS IN MARKETING HIRING PRACTICE: EXPLORING THE REASONS BEHIND WHY COMPANIES PREFER BOYS OVER GIRLS FOR MARKETING JOBS"</b>	9

# INDEX

SL. NO	TITLE	PAGE NO
9	<b>UNDEREMPLOYMENT: A STUDY AMONG GRADUATES &amp; POST GRADUATES OF KERALA</b>	10
10	<b>GREEN INCENTIVES FOR EMPLOYEES: EXPLORING ATTITUDES AND PREFERENCES</b>	11
<b>INFORMATION TECHNOLOGY</b>		
11	<b>DIGITAL TRANSACTIONS UNVEILED: A COMPARATIVE ANALYSIS OF UPI USAGE IN BENGALURU AND HYDERABAD</b>	14
12	<b>"AI-POWERED EXPLORATION: NAVIGATING THE FUTURE OF ACADEMIC LIBRARIES WITH ARTIFICIAL INTELLIGENCE"</b>	15
13	<b>EFFECTS OF AI IN FUTURE JOB MARKET, LOOKING AT JOB OPPORTUNITIES IN ENTERTAINMENT SECTOR IN INDIA</b>	16
14	<b>"REVOLUTIONIZING HEALTHCARE: THE PIVOTAL ROLE OF AI IN ADVANCEMENTS AND PATIENT CARE"</b>	17
15	<b>"EDUCATIONAL EVOLUTION: UNVEILING THE SIGNIFICANCE OF ARTIFICIAL INTELLIGENCE IN LEARNING"</b>	18
16	<b>"RESILIENT DIGITAL TRANSFORMATION: HARNESSING ECONOMIC OPPORTUNITIES AND OVERCOMING SOCIAL CHALLENGES"</b>	19



# INDEX

SL. NO	TITLE	PAGE NO
<b>FINANCE</b>		
17	<b>"THE USE OF TECHNOLOGY IN MICROFINANCE SERVICES: A COMPREHENSIVE ANALYSIS"</b>	21
18	<b>MEASURING SOCIAL ACCEPTANCE OF MICROFINANCE INSTITUTIONS</b>	23
19	<b>SUSTAINABLE PERSONAL FINANCE MANAGEMENT: THE RELATIONSHIP BETWEEN BUDGETING SKILLS AND GREEN CONSUMPTION</b>	24
20	<b>A STUDY ON THE IMPACT OF NEW TAX REGIME ON THE INVESTMENT BEHAVIOUR OF SALARIED EMPLOYEES IN KERALA</b>	25
21	<b>THE IMPACT OF MICROFINANCE ON WOMEN'S EMPOWERMENT.</b>	27
<b>MARKETING</b>		
22	<b>"DIGITAL PLATFORMS AS CATALYSTS FOR SUSTAINABLE MARKETING PRACTICES: NAVIGATING ECO-FRIENDLY STRATEGIES IN THE DIGITAL AGE."</b>	29

# INDEX

SL. NO	TITLE	PAGE NO
23	<b>MARKETING RENAISSANCE: STRATEGIES FOR REINVENTING BRAND SUCCESS IN THE DIGITAL AG</b>	30
24	<b>"REVOLUTIONIZING MARKETING APPROACHES: A FRESH PERSPECTIVE FOR SUCCESS"</b>	31
25	<b>INTEGRATED MARKETING COMMUNICATIONS IN THE ERA OF DIGITAL TRANSFORMATION: A STUDY ON PRODUCT AND BRAND MANAGEMENT</b>	32
26	<b>"STARDUST AND SENTIMENTS: EXPLORING THE IMPACT OF CELEBRITY ENDORSEMENTS ON BRAND PERCEPTION"</b>	33
27	<b>"RESILIENCE IN INFLUENCER MARKETING: NAVIGATING TRENDS AND CHALLENGES IN THE DIGITAL LANDSCAPE"</b>	34
28	<b>"RESILIENT MARKETING STRATEGIES: EXPLORING THE POPULARITY AND ENDURANCE OF INTERNET ADVERTISING IN THE DIGITAL AGE"</b>	35
29	<b>A STUDY ON RAINBOW MARKETING THEME BASED APPROACH-CRITICAL REVIEW</b>	36
30	<b>GREENWASHING AND CONSUMER PURCHASE INTENTIONS TOWARDS COSMETIC PRODUCTS</b>	38

# INDEX

<b>SL. NO</b>	<b>TITLE</b>	<b>PAGE NO</b>
31	<b>ATTITUDE TOWARDS GREEN MARKETING- A STUDY AMONG RETAILERS IN KUTTIKANAM, KERALA</b>	39
32	<b>IMPACT OF E- COMMERCE ON TRADITIONAL RETAILERS</b>	41
33	<b>MARKETING THROUGH THE DIGITAL ERA</b>	42
34	<b>HOW SOCIAL MEDIA INFLUENCE THE BUYING BEHAVIOUR IN RURAL AREAS</b>	43
35	<b>A STUDY ON THE EFFECTIVENESS OF LEAD GENERATION STRATEGY THROUGH INTEGRATION OF AUTOMATION AND TECHNOLOGY</b>	44
36	<b>ROLE OF ADVERTISING IN THE TOURISM SECTOR AND ITS SOCIAL MEDIA INFLUENCE</b>	45
37	<b>THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CUSTOMER DECISION-MAKING AMONG YOUNG CUSTOMERS</b>	46
38	<b>A STUDY ON FACTORS INFLUENCING BRAND LOYALTY AMONG YOUNG ADULT SMARTPHONE USERS</b>	47
39	<b>INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY -INVESTIGATING THE MEDIATING EFFECT OF BRAND IMAGE IN HOME APPLIANCES</b>	48



# INDEX

SL. NO	TITLE	PAGE NO
<b>GENERAL</b>		
40	<b>"BREAKING THE MOLD: MEN'S CRUCIAL ROLE IN ADVANCING CORPORATE GENDER EQUALITY"</b>	51
41	<b>"CLIMATE CRISIS IN DELHI: UNVEILING ENVIRONMENTAL CHALLENGES AND ASSESSING THEIR IMPACT ON ENTREPRENEURSHIP"</b>	52
42	<b>"SUSTAINABLE JURISPRUDENCE: NAVIGATING LEGAL PROVISIONS FOR BUILDING A RESILIENT AND ECO-FRIENDLY SOCIETY"</b>	53
43	<b>"ACADEMIC GRIT: NAVIGATING THE RESILIENCE OF PHD RESEARCH STUDENTS IN THE FACE OF MOUNTING PRESSURE FOR ARTICLE PUBLICATIONS"</b>	54
44	<b>"FROM LOCAL ROOTS TO GLOBAL CHALLENGES: UNRAVELING THE RESILIENCE OF RURAL ENTREPRENEURS IN KARNATAKA AMIDST INFLUX OF EXTERNAL BUSINESSES"</b>	55
45	<b>"THE TRANSFORMATIVE INFLUENCE OF STARTUPS ON LOCAL ECONOMIES: CATALYZING GROWTH AND INNOVATION"</b>	56
46	<b>"IMPACTS OF SUBSTANCE USE ON THE STUDENT COMMUNITY: NAVIGATING CHALLENGES AND FOSTERING WELL-BEING"</b>	57
47	<b>"RESILIENCE AMIDST CONFLICT: THE ISRAEL-PALESTINE WAR AND THE UNYIELDING STRENGTH OF HUMANITY"</b>	58

## INDEX

SL. NO	TITLE	PAGE NO
48	<b>"RESILIENT JOURNEYS: EXPLORING THE CAUSES AND IMPACTS OF HIGH MIGRATION FROM INDIA AND THE STRENGTH OF COMMUNITIES ABROAD"</b>	59
49	<b>"RESILIENT HARMONY: THE INTERCONNECTEDNESS OF PSYCHOLOGY AND MUSIC IN STUDENTS' LIVES AND ITS IMPACT ON RESILIENCE"</b>	60
50	<b>"RESILIENT DRIVE: ASSESSING THE POTENTIAL OF BIOFUEL AS A SUSTAINABLE ALTERNATIVE IN INDIA'S AUTOMOTIVE FUTURE AMIDST THE ELECTRIC VEHICLE CRAZE"</b>	61
51	<b>A STUDY ON THE FACTORS AFFECTING THE ADOPTION OF ELECTRIC VEHICLES IN KERALA</b>	62
52	<b>EFFECTIVENESS OF GREEN SUPPLYCHAIN IN ACHIEVING SUSTAINABILITY IN BUSINESS</b>	63
53	<b>A STUDY ON CONSUMERS INTENTION TO PURCHASE FROZEN FOOD IN ERNAKULAM</b>	64
54	<b>THE ESG IMPERATIVE: INTEGRATING SUSTAINABILITY INTO THE TEA INDUSTRY OF KUTTIKANAM AND VAGAMON, KERALA</b>	65
55	<b>SUSTAINABLE TOURISM PRACTICES AND ECONOMIC DEVELOPMENT WITH A SPECIAL FOCUS ON PILGRIMAGE TOURISM AT ERUMELI</b>	67
56	<b>FACTORS INFLUENCING STUDENT'S INTENTION TO STUDY ABROAD WITH SPECIAL REFERENCE TO KERALA</b>	68

## INDEX

SL. NO	TITLE	PAGE NO
57	<b>A STUDY ON AGRIPRENEURSHIP WITH SPECIAL REFERENCE TO IDUKKI DISTRICT</b>	69
58	<b>A STUDY TO ANALYSE THE KNOWLEDGE AND PRACTICES OF HOUSEHOLD REGARDING DOMESTIC WASTE MANAGEMENT IN KERALA</b>	70
59	<b>FACTORS AFFECTING DEPRESSION AMONG YOUNGSTERS IN KERALA</b>	71
60	<b>THE PROBLEMS AND CHALLENGES FACED BY RUBBER FARMERS IN KERALA</b>	72
61	<b>A STUDY ON FACTORS AFFECTING STUDENT BRAIN DRAIN FROM KERALA</b>	73
62	<b>A REPORT ON THE IMPACT OF OUTCOME BASED EDUCATION ON THE HIGHER EDUCATION STUDENTS IN KERALA</b>	74
63	<b>SPIRITUAL CAPITAL FOR SUSTAINABILITY: AN EMPIRICAL STUDY AMONG THE TEACHERS OF A HIGHER EDUCATION INSTITUTE</b>	75
64	<b>A REPORT ON THE IMPACT OF AI ON EDUCATIONAL SECTOR</b>	76
65	<b>INCLUSIVE GROWTH IN CONTEMPORARY INDIA: ROADBLOCKS AND PROGRESSIVE MEASURES</b>	77
66	<b>RIPPLE EFFECTS OF SOARING LPG PRICES AMONGTHE COMMONER-AN INTROSPECTIVE STUDY</b>	78





# Human Resource



# "REVOLUTIONIZING HUMAN RESOURCE PLANNING AND DEVELOPMENT: EXPLORING THE IMPACT OF EMERGING TECHNOLOGIES ON THE FUTURE OF HR STRATEGIES"

*Dr. Chippy Mohan(1), Poorvi Bhatmurge(2), Shambhavi Shukla(3), Sattyam Goyal(4)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4) Student, 4th Semester BBA , Christ University, Bengaluru*

## **Abstract**

Embracing the Digital Frontier - A Comprehensive Analysis of How Emerging Technologies Shape HR Planning and Development Strategies. This article unfolds at the intersection of human resources and technological innovation, presenting a thorough examination of how emerging technologies are reshaping the landscape of HR planning and development. The abstract highlights the pivotal role of technology in fostering a comprehensive understanding of HR strategies. As organizations navigate the digital frontier, this analysis delves into the transformative impact of artificial intelligence, machine learning, and data analytics on talent acquisition, management, and overall workforce development. With a focus on cultivating an agile and future-ready workforce, the exploration emphasizes the profound influence of virtual learning environments, providing insights into how these technologies revolutionize employee development in the digital age. The abstract sets the stage for a deeper understanding of the paradigm shift brought about by the integration of emerging technologies into HR practices, paving the way for innovative strategies that propel organizations towards a future of adaptive and effective human resource management.

# "GLOBAL HR DYNAMICS: NAVIGATING THE IMPACT OF REMOTE WORK ON COORDINATED AND DIVERSE GLOBAL TEAMS"

*Dr. Chippy Mohan(1), Soumya Sahu(2),  
Atharv Chopra(3), Satwik G(4)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4) Student, 4th Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article explores the transformative impact of remote work on the dynamics of global human resources, addressing the challenges and opportunities it presents to coordinated and diverse teams around the world. As remote work becomes increasingly prevalent, this analysis delves into the evolution of global HR strategies, emphasizing the need for adaptability in managing teams across different time zones and cultural contexts. The abstract highlights the role of technology in facilitating seamless communication and collaboration among remote global teams, shedding light on the importance of virtual leadership and innovative HR practices. Additionally, the article examines the effects of remote work on employee engagement, well-being, and the overall success of global initiatives. By navigating the complex interplay of remote work dynamics, this exploration aims to provide insights that will empower HR professionals to foster cohesion, inclusivity, and productivity in the ever-evolving landscape of global teamwork



# "WORK-LIFE HARMONY IN FLUX: NAVIGATING THE EVOLVING DYNAMICS AND RESILIENCE AMIDST CHANGE"

*Dr. Chippy Mohan(1) , Saravana Adithya S K(2),  
N.P. Dharani(3)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3) Student, 4th Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article unfolds the multifaceted journey of work-life balance, investigating the causes propelling its dynamic transformation and culminating in the conclusions drawn from individuals navigating this evolving landscape. Commencing with an exploration of the drivers behind the changing nature of work-life equilibrium, it delves into the influences of remote work, technological advancements, and shifting family structures. As individuals grapple with unprecedented flexibility, increased connectivity, and evolving familial responsibilities, the analysis uncovers the resilience displayed in proactively managing these changes. From exploring the impact of remote work to navigating the fine line between connectivity and disconnection, this abstract traverse the varied facets of adapting to the modern work-life paradigm. The article concludes by synthesizing the insights gained, underlining the importance of resilience in this ever-shifting dynamic and offering considerations for the future of a balanced and adaptable work-life integration.

# "INTRAPRENEURSHIP FOR ORGANIZATIONAL RENEWAL: FOSTERING INNOVATION WITHIN CORPORATIONS"

*Dr. Chippy Mohan(1) , Debasmita Sahu(2),  
Jahnvi Nayak(3)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3) Student, 4th Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article embarks on a comprehensive exploration of intrapreneurship as a catalyst for organizational renewal, beginning with an analysis of the underlying causes propelling this transformative phenomenon. Delving into the drivers of intrapreneurial spirit within corporations, it scrutinizes factors such as a shifting corporate culture, a quest for sustained innovation, and a growing recognition of the need for agility in the face of industry disruptions. The examination extends to the strategic integration of intrapreneurial initiatives, encompassing incubators, accelerators, and supportive organizational structures. As the narrative unfolds, the abstract transitions into the conclusions derived from this in-depth analysis. It synthesizes key insights into the transformative potential of intrapreneurship, offering a nuanced understanding of how fostering innovation within corporations can lead to organizational renewal. From the identification of intrapreneurial talent to the creation of a conducive environment, the conclusions drawn shed light on the pivotal role intrapreneurship plays in reshaping corporate strategies, fostering resilience, and propelling organizations toward a future of adaptability and sustained success



# "UNVEILING THE INFLUENCE OF LEADERSHIP STYLES ON EMPLOYEE ENGAGEMENT: A DEEP DIVE INTO WORKPLACE DYNAMICS"

*Dr. Chippy Mohan(1) , Eva Lis Mathew(2), Jitisha Sharma(3)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3) Student, 4th Semester BA Economics Honours , Christ University, Bengaluru*

## **Abstract**

"Unveiling the Influence of Leadership Styles on Employee Engagement: A Deep Dive into Workplace Dynamics," delves into the intricate interplay between leadership styles and the critical facet of employee engagement. Navigating a spectrum from authoritative to transformational leadership, we dissect how each style uniquely shapes the workforce's level of engagement. The spotlight is on communication dynamics, investigating whether leadership fosters cohesion or inadvertently creates barriers. Emphasis is also placed on the empowering elements of leadership, exploring how autonomy acts as a catalyst for heightened engagement. Cultural alignment emerges as a pivotal theme, examining the resonance between leadership styles and organizational values to create a harmonious, engaged workplace. Practical insights extend to measurement, with a discussion on key metrics for evaluating the tangible impact of leadership styles on employee engagement. This exploration concludes by distilling actionable strategies, equipping leaders to forge a path forward that optimally balances their style with the goal of fostering sustained employee engagement in the ever-evolving landscape of workplace dynamics.



# **EMPLOYEE ENGAGEMENT IN THE DIGITAL AGE: LEVERAGING TECHNOLOGY FOR HUMAN RESOURCE EXCELLENCE.**

*Dr. Sujitha AnnieKurian, Associate Professor,  
Marian Institute of Management*

*Cyriac Paul*

*Nishin Pauls Jose*

*Alen Issac Thomas*

*Alka Elza Abey*

## **Abstract**

HR's ability to use technology effectively is critical to employee engagement in today's digitally linked workplace. In order to maximize employee involvement in the digital age, this study explores the intricate interplay between technology and HRM. The article delves into the ways in which advanced technology is transforming traditional human resources practices, emphasizing the need for a harmonious blend of digital resources and human-focused methods. With the help of technology, organizations may leverage this research to achieve HR excellence never before seen in the promotion of employee engagement. The primary aim of this research is to ascertain the obstacles that arise from utilizing technology for efficient human resource management, with the goal of fostering employee engagement and happiness.

Keywords: Employee Engagement, HR Excellence, Humancentric, well balanced, Cutting edge.

# THE IMPACT OF HYBRID WORK MODEL IN THE WORK- LIFE BALANCE OF EMPLOYEES

*Lisa Teresa Kurian*

*Dr. Soney John , Professor, Marian Institute of Management*

## **Abstract**

The purpose of this study is to investigate the effect of hybrid work model in the work life balance and productivity of employees. The research employed a combination of primary and secondary data, utilizing and questionnaires as the primary sources. Data was collected from employees and the analysis involved tools such as chart analysis, percentage analysis, as well as correlation analysis using SPSS. The findings of the study revealed that there is a positive impact for hybrid work model in the work life balance and productivity of employees. These findings suggest that the positive impact on job performance, reduced stress levels, and the ability to balance professional and personal commitments are noteworthy outcomes of the hybrid work approach. However, there's still room for improvement in certain areas, such as addressing the needs of the small percentage of employees who feel dissatisfied or have faced difficulties in specific aspects of this work model.

**Keywords:** Hybrid work model, Work-Life Balance, Productivity

# **A REPORT ON “GENDER BIAS IN MARKETING HIRING PRACTICE: EXPLORING THE REASONS BEHIND WHY COMPANIES PREFER BOYS OVER GIRLS FOR MARKETING JOBS”**

*AMALA MADHU*

*Under the guidance of Mr. BIBIN XAVIER, Assistant Professor,  
(MIM)*

## **Abstract**

This research investigates the prevalent issue of gender bias in marketing hiring practices, aiming to uncover the reasons behind the preference for male candidates over females. To explore the factors leading to gender bias, this study followed sequential exploratory mixed research. First, the researcher conducted a qualitative study using the interview method. The thematic analysis identifies key factors contributing to gender bias, emphasizing the impact of stereotypes, perceptions, and working conditions. To validate the results of the qualitative research, a quantitative study was conducted. Through purposive sampling and interviews with 365 marketing experts, the study reveals a moderate positive correlation between stereotypes and gender bias, stressing the need for targeted interventions to challenge ingrained biases. Additionally, negative perceptions are linked to increased gender bias, highlighting the importance of cultivating a positive workplace culture.

The study also uncovers a noteworthy relationship between positive working conditions and reduced gender bias, suggesting that organizational efforts to enhance workplace environments can foster a more equitable industry. The implications call for proactive measures to address stereotypes, improve working conditions, and promote positive perceptions, thereby fostering a more inclusive and diverse marketing landscape. The study underscores the importance of organizational commitment to dismantling biases and creating an environment that champions equality and diversity in marketing hiring practices.



# **UNDEREMPLOYMENT: A STUDY AMONG GRADUATES & POST GRADUATES OF KERALA**

*Rahul S*

*Marian Institute of Management, Kuttikanam*

## **Abstract**

This study investigated underemployment among graduates and postgraduates in Kerala, India, exploring its connection to job dissatisfaction, stress, and peer pressure. Findings revealed a strong link between underemployment and increased levels of both job dissatisfaction and stress, highlighting the detrimental psychological impacts of this phenomenon. Employing a mixed-methods approach with qualitative interviews and quantitative surveys, the research identified four key themes through thematic analysis: skill mismatch, lack of career advancement opportunities, inadequate compensation, and societal pressures. Notably, peer pressure emerged as an additional factor influencing job dissatisfaction and stress, adding complexity to the underemployment equation. An unexpected finding was the lack of a significant relationship between individual skills and underemployment, suggesting a potential influence of broader systemic or economic factors. These findings emphasize the multifaceted nature of underemployment among educated professionals in Kerala. This research offers crucial insights for policymakers and stakeholders, serving as a valuable basis for developing strategies to combat underemployment and its detrimental effects on both individuals and society.

Keywords: Underemployment, graduates, postgraduates, Kerala, India, job dissatisfaction,

## **GREEN INCENTIVES FOR EMPLOYEES: EXPLORING ATTITUDES AND PREFERENCES**


*Anisha Joseph. M. Com Student, Department of Commerce, CHRIST (Deemed to be University), Bangalore. Email: anisha.joseph@mcom.christuniversity.in*

*Neetha Jose. M. Com Student, Department of Commerce, CHRIST (Deemed to be University), Bangalore, Email: neetha.jose@mcom.christuniversity.in*

*Dr. Sruthi NR, Assistant Professor, Department of Commerce, CHRIST (Deemed to be University), Bangalore. Email: sruthi.nr@christuniversity.in*

### **Abstract**

Green behaviour in an organization refers to incorporating environmentally sustainable practices and policies into its operations, policies, and culture. Green behaviour is essential for organizations. It is a strategic asset for the company. It improves the public image, boosts employee morale, and matches changing consumer preferences. Engaging employees in green practices becomes essential for success in an era where corporations increasingly link compensation to Environmental, Social, and Governance (ESG) goals. There is a significant link between employees' dedication to eco-conscious behaviour and aligning these efforts with their financial goals. This study delves into employees' attitudes toward receiving green incentives for being environmentally responsible.



Using a questionnaire, we collected data from 151 employees aged 18 – 30 across service industries in India. The results of the study employing a correlation analysis and paired t-test show a basic idea of how incentives can affect employees' interest in green actions. The significance of the study lies in informing businesses about the relationship between incentives and employees' eco-friendly engagement and the preference for the type of incentive.

In the future, researchers can explore how well these programs keep working overtime, look into ways to adjust them if needed, and understand how employees, incentives, and eco-friendly practices change together.

The study's limitations include a narrow focus on a specific demographic, limiting broader application, reliance on self-reported data susceptible to bias, a focus on perceptions rather than actual behavioural changes, and an inability to establish cause-and-effect relationships between variables despite identifying significant correlations.

Keywords: Green Compensation, Sustainability, Human Resources, Job Satisfaction, Workplace Sustainability





# INFORMATION TECHNOLOGY



# **DIGITAL TRANSACTIONS UNVEILED: A COMPARATIVE ANALYSIS OF UPI USAGE IN BENGALURU AND HYDERABAD**

*Karthik Adiga and Pulkit Arora,  
Christ University, Bangalore*

## **Abstract**

This study aims to understand the difference in UPI usage between Bengaluru and Hyderabad. Unified Payment Interface or UPI is one of the fastest-growing transaction tools among Indians. It is prevalent among younger generations and in urban areas. Among the cities of India, Bengaluru tops the list in the prevalence of UPI usage followed by Mumbai and Delhi. Yet Hyderabad, which has an IT industry comparable to Bengaluru, significantly lags behind the latter in UPI usage. To explain this, this paper looks at various reasons such as variations in economic activity, demography, and bank or government promotional campaigns. Other factors might include regional business environment, educational attainment, and general technology infrastructure.

# "AI-POWERED EXPLORATION: NAVIGATING THE FUTURE OF ACADEMIC LIBRARIES WITH ARTIFICIAL INTELLIGENCE"

*Dr. Chippy Mohan (1), Rishita Mirchandani (2), Aryan Tiwari (3)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3) Student, 4th Semester BBA, Christ University, Bengaluru*

## **Abstract**

This article embarks on a visionary exploration of the integration of artificial intelligence (AI) in academic libraries, reshaping the traditional landscape into a dynamic and intelligent knowledge hub. The abstract introduces the central theme, highlighting the transformative potential of AI in revolutionizing information access, organization, and user experiences within academic institutions. As the narrative unfolds, the exploration delves into AI-powered information retrieval, smart cataloging, and personalized learning paths, showcasing how these applications enhance the efficiency and effectiveness of academic libraries. Ethical considerations surrounding AI implementation are also addressed, emphasizing responsible practices and the need for a balanced approach. The article concludes by reflecting on the profound implications of AI in academic libraries and charting a course for the future, where technology and education seamlessly converge to shape a more accessible and personalized learning environment.



# **EFFECTS OF AI IN FUTURE JOB MARKET, LOOKING AT JOB OPPORTUNITIES IN ENTERTAINMENT SECTOR IN INDIA**

*Dr.Chippy Mohan(1), Rohit R(2), Suvashree Renuka G(3),  
Gopika P(4)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4) Student, 4th Semester BA Economics Honours , Christ  
University, Bengaluru*

## **Abstract**

The study scrutinizes the profound influence of artificial intelligence (AI) on the employment landscape, with a specialized focus on India's vibrant entertainment industry. As AI seamlessly integrates into creative processes, the first segment investigates how it redefines traditional workflows in content creation and production. Addressing the evolving skill sets demanded by this technological shift, the second section explores opportunities for upskilling and adaptation to meet the demands of AI-infused roles. In the heart of the discussion, the third segment illuminates the burgeoning job opportunities within India's entertainment sector, outlining specific roles and avenues for professional growth. Delving into the ethical considerations and challenges posed by AI in the entertainment job market, the fourth section emphasizes the importance of responsible AI implementation. The article concludes by offering practical strategies to foster a harmonious collaboration between human creativity and AI advancements, paving the way for a future-ready workforce in the dynamic landscape of India's entertainment industry.

# "REVOLUTIONIZING HEALTHCARE: THE PIVOTAL ROLE OF AI IN ADVANCEMENTS AND PATIENT CARE"

*Dr.Chippy Mohan (1), Dishika Lakhisrani (2), Dishita Phukan Hazarika (3), Divya Raj Tripathy (4), Diwakar Oli (5), G R Midul Prawin(6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article presents an in-depth exploration of the transformative impact of artificial intelligence (AI) on healthcare, emphasizing its pivotal role in driving advancements and enhancing patient care. The abstract introduces the central theme, underscoring the revolutionary potential of AI technologies in reshaping traditional healthcare paradigms. As the narrative unfolds, the exploration delves into the diverse applications of AI, ranging from diagnostic tools and treatment personalization to administrative efficiency and healthcare system optimization. Real-world case studies and examples are integrated to illustrate the tangible benefits and evolving landscape of AI in healthcare. The article concludes by synthesizing key insights, reflecting on the ethical considerations surrounding AI adoption in healthcare, and offering considerations for the continued integration of AI to improve patient outcomes and elevate the overall healthcare experience.

# "EDUCATIONAL EVOLUTION: UNVEILING THE SIGNIFICANCE OF ARTIFICIAL INTELLIGENCE IN LEARNING"

*Dr.Chippy Mohan (1) , Kumari Soumya Suman (2),  
Labdhish Ostwal (3), Malika Ahmed (4),  
Manasvi Himanshu Patnaik (5), Medhansh Vj (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article embarks on an exploration of the transformative role of artificial intelligence (AI) in the realm of education, unveiling its significance in shaping a new era of learning. The abstract introduces the central theme, emphasizing the potential of AI to revolutionize educational practices and redefine traditional approaches to learning. As the narrative unfolds, the article delves into diverse aspects of AI application in education, from personalized learning experiences to intelligent tutoring systems. Real-world examples and case studies are integrated to illustrate the tangible benefits and implications of incorporating AI in educational settings. The abstract concludes by synthesizing key insights, reflecting on the future trajectory of educational evolution powered by AI, and offering considerations for educators, policymakers, and technologists navigating this transformative landscape.



# "RESILIENT DIGITAL TRANSFORMATION: HARNESSING ECONOMIC OPPORTUNITIES AND OVERCOMING SOCIAL CHALLENGES"

*Dr.Chippy Mohan (1) , Nikhil Verma (2), Nishita Pattnaik (3), Palak Agarwal (4), Parv Bhagat (5), Pratham K Sona (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article embarks on an exploration of digital transformation, focusing on the resilience required to harness economic opportunities and surmount social challenges in the process. The abstract introduces the central theme, emphasizing the pivotal role of resilience in navigating the complexities of digital transformation. As the narrative unfolds, the article delves into the economic prospects presented by digital transformation, including enhanced efficiency, innovation, and global connectivity. Simultaneously, it addresses social challenges such as digital divide, privacy concerns, and the potential impact on employment. Real-world case studies and examples are incorporated to illustrate the multifaceted dynamics of resilient digital transformation. The abstract concludes by synthesizing key insights, reflecting on the imperative for businesses and societies to embrace resilience in their digital journey, and offering considerations for navigating the evolving landscape of technology-driven transformation.



# FINANCE




# "THE USE OF TECHNOLOGY IN MICROFINANCE SERVICES: A COMPREHENSIVE ANALYSIS"

*Paul Jimmy, Aisha Razak, Jesin Shajimon,  
Sruthy Treesa Varghese  
Marian Institute of Management*

## **Abstract**

This research delves into the transformative role of technology in the realm of microfinance services, seeking to unravel its multifaceted implications for financial inclusion and socio-economic development. As the global landscape becomes increasingly digitized, the integration of technology into microfinance services has garnered significant attention for its potential to enhance efficiency, accessibility, and overall effectiveness. The study employs a mixed-methods approach, combining quantitative data analysis and qualitative assessments through case studies and interviews. By examining various technological interventions, such as mobile banking, digital payment systems, and blockchain applications, the research aims to provide a nuanced understanding of how these innovations influence the accessibility of financial services for micro-entrepreneurs in diverse socio-economic contexts. The quantitative analysis involves assessing the statistical significance of technology adoption in microfinance institutions, measuring factors like transaction speed, cost-effectiveness, and user adoption rates. This data-driven approach allows for a comprehensive evaluation of the impact of technology on operational efficiency and financial inclusion metrics.





Complementing the quantitative findings, qualitative insights will be derived from in-depth case studies of microfinance institutions that have successfully integrated technology into their services. Interviews with key stakeholders, including micro-entrepreneurs, financial service providers, and technology developers, will offer a rich understanding of the challenges and opportunities associated with technological advancements in microfinance. The research also explores the potential risks and ethical considerations tied to technology adoption in microfinance. Privacy concerns, cybersecurity threats, and the potential for excluding certain demographics from accessing digital financial services are critical aspects that demand careful examination. Furthermore, the study evaluates the role of regulatory frameworks in shaping the technology landscape within the microfinance sector. It investigates how policymakers can foster an environment that encourages innovation while safeguarding against potential pitfalls, ensuring that the benefits of technological advancements are equitably distributed.

Keywords: Technology, microfinance, financial services

# MEASURING SOCIAL ACCEPTANCE OF MICROFINANCE INSTITUTIONS

*Abdul Rahman V A, Afiya Biju, Arun K Jayan, Haifa Seyad  
Marian Institute of Management*

## **Abstract**

Micro finance institutions (MFIs) have emerged as a key tool for poverty alleviation and financial inclusion. However, their effectiveness is not solely measured by financial metrics; social acceptance plays a crucial role in their long-term sustainability and impact. This paper explores the concept of social acceptance in the context of MFIs, outlining its multifaceted nature and the challenges associated with its measurement. Finally, the paper concludes by outlining the crucial role of social acceptance in ensuring the sustainable and impactful operations of MFIs. It highlights the benefits of promoting positive public perception and community engagement, thereby fostering long-term success for micro-finance initiatives in achieving their poverty alleviation goals.

# **SUSTAINABLE PERSONAL FINANCE MANAGEMENT: THE RELATIONSHIP BETWEEN BUDGETING SKILLS AND GREEN CONSUMPTION**

*Ayna Maria Renish, Aleena Benoy  
Marian Institute of Management*

## **Abstract**

Personal finance is a fundamental aspect of life that empowers individuals to take control of their financial destinies, achieve goals, and navigate life's uncertainties with confidence. It involves managing one's financial resources, including income, expenses, savings, and investments, to achieve financial goals and overall financial well-being. Green consumption is making choices and buying products & services with a minimized environmental impact and emphasizing social responsibility. It entails considering the environmental and ethical dimensions of goods and services when making consumption decisions. The purpose of this research is to determine the relationship between budgeting skills and green consumption patterns within the sandwich generation and to examine the interrelationship between digital technology and its impact on individuals' sustainable living choices. Budgeting skills are crucial for the sandwich generation due to the unique financial responsibilities they go through. As this generation supports both their children and aging parents simultaneously, effective budgeting becomes paramount managing competing financial demands. The adoption of digital solutions enhances awareness, facilitates eco-friendly behaviours, and empowers individuals to make informed decisions that align with environmentally conscious living. The study's dataset specifically comprises individuals from the sandwich generation among the residents of Kerala..




# **A STUDY ON THE IMPACT OF NEW TAX REGIME ON THE INVESTMENT BEHAVIOUR OF SALARIED EMPLOYEES IN KERALA**

*Amal Gopakumar, Anjumaria Joshi  
Marian Institute of Management*

## **Abstract**

The purpose of the study "A STUDY ON THE IMPACT OF NEW TAX REGIME ON THE INVESTMENT BEHAVIOUR OF SALARIED EMPLOYEES IN KERALA" aimed to examine the effects of the new tax regime introduced in the Union Budget 2023-24 on the investment behavior of salaried employees in Kerala. Spanning from the implementation of the new tax structure to the data collection phase, the research period encompassed primary surveys among 281 participants from diverse sectors, income brackets, and demographics. Combining both primary and secondary data, surveys and questionnaires were utilized as primary sources, with data collected from salaried employees across Kerala. The analysis incorporated statistical tools, including regression analysis, ANOVA, and chi-square tests, offering comprehensive insights into the impact of the new tax rules on investment behaviors. The study's findings underscored a substantial influence of the new tax regime on salaried employees' investment strategies. Notably, 73% of respondents altered their investment portfolios following the introduction of the new tax structure, signifying a notable shift in investment patterns, especially towards mutual funds. Awareness about the tax changes played a pivotal role, with 57% of informed participants adjusting their investment strategies accordingly.

Moreover, demographic factors such as gender and income levels interacted significantly with the new tax regime, shaping varied responses in investment behavior among different groups of participants. In conclusion, this research sheds light on the profound impact of the new tax regime on the investment decisions of salaried employees in Kerala.



The findings emphasize the importance of informed financial education to navigate changes brought about by the new tax structure effectively. Recommendations include enhancing financial literacy, providing clear information about the new tax regime, offering incentives for long-term investments, and personalized tax education tools to facilitate informed decision-making. These insights contribute significantly to understanding how tax policy influences investment choices among salaried individuals and offer valuable guidance for policymakers and stakeholders in the realm of tax policy and personal finance

# **THE IMPACT OF MICROFINANCE ON WOMEN'S EMPOWERMENT.**

*Alan Mathew, Arjun PS, Anitta Joseph, Maritta Reji  
Marian Institute of Management*

## **Abstract**

Previous literature has produced inconclusive evidence on the link between microcredit and women's empowerment. This study, therefore, has re-visited the issue by conducting a household survey in the 4 districts of Bangladesh to examine whether microcredit is really empowering. In doing so, we have done a thorough review of the previous literature. Our results from the logistic regression indicate that microfinance has actually increased women's empowerment in Bangladesh. We have found a positive impact of most of the selected indicators on women's empowerment. However, for achieving full benefit of microfinance in empowering women it must be supplemented by a significant amount of skills training and educational opportunities for these poor women and intensive awareness campaigns with an integrated approach.

Keywords: Microfinance, Women's Empowerment, Logistic Regression, Bangladesh.





# MARKETING



## **"DIGITAL PLATFORMS AS CATALYSTS FOR SUSTAINABLE MARKETING PRACTICES: NAVIGATING ECO-FRIENDLY STRATEGIES IN THE DIGITAL AGE."**

*Dr.Chippy Mohan(1), Keerthana Patil(2), Sanjana Iyengar(3),  
Vanshika Verma (4), Spoorthy P (5), Akshath Patil (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 4th Semester BBA , Christ University,  
Bengaluru*

### **Abstract**

This article embarks on a profound exploration of the causes and considerations surrounding the integration of digital platforms as catalysts for sustainable marketing practices in the contemporary era. Beginning with an analysis of the drivers behind the shift towards eco- friendly strategies, it scrutinizes the escalating environmental concerns, changing consumer preferences, and the global call for corporate responsibility. The exploration extends to the evolving landscape of digital marketing, unraveling how technological advancements and shifting paradigms have paved the way for sustainable practices. As the narrative unfolds, the abstract seamlessly transitions into the conclusions drawn from this comprehensive analysis. It synthesizes key insights into the transformative potential of leveraging digital platforms for sustainable marketing, offering a nuanced understanding of how businesses can navigate the digital age while championing eco-friendly practices. From the adoption of green technologies to the integration of circular economy principles, the conclusions underscore the imperative for businesses to align with sustainable values, fostering a harmonious coexistence of digital innovation and environmental responsibility.

# MARKETING RENAISSANCE: STRATEGIES FOR REINVENTING BRAND SUCCESS IN THE DIGITAL AGE

*Dr. Chippy Mohan (1), Ketan Bansal (2), Divyansh Sablok (3)*  
*(1) Assistant Professor, Christ University, Bengaluru*  
*(2,3) Student, 4th Semester BBA, Christ University, Bengaluru*

## **Abstract**

This article delves into the dynamic landscape of contemporary marketing, addressing the imperative for brands to reinvent their strategies in the digital age. With a focus on navigating the marketing revolution, the exploration spans diverse facets of innovative approaches essential for achieving and sustaining brand success. The abstract underscores the significance of data-driven insights, illuminating how analytics and consumer data shape precision marketing. It further explores the critical role of compelling content narratives in captivating audiences, emphasizing the need for brands to craft resonant stories that forge enduring connections. The multi-channel presence emerges as a pivotal strategy, guiding brands in orchestrating seamless experiences across diverse platforms. Additionally, the article delves into the influential realm of authentic advocacy through the influencer ecosystem, showcasing how brands can harness the power of genuine partnerships. This comprehensive examination aims to equip marketers with insights into the evolving landscape, fostering a forward-thinking mindset essential for navigating the ever-changing dynamics of the digital marketing era.



## "REVOLUTIONIZING MARKETING APPROACHES: A FRESH PERSPECTIVE FOR SUCCESS"

*Dr. Chippy Mohan (1), Aditya Bhattacharya (2),  
Praneet Srivastava (3), Shaurya Saksham (4)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4) Student, 4th Semester BA Economics Honours , Christ  
University, Bengaluru*

### **Abstract**

This article presents a dynamic exploration of innovative strategies to revolutionize marketing approaches, providing a fresh perspective for achieving success in the ever-evolving business landscape. The abstract introduces the central theme, emphasizing the need for businesses to adapt and reinvent their marketing strategies in response to shifting consumer behaviors, technological advancements, and market dynamics. As the narrative unfolds, the exploration delves into diverse aspects such as leveraging emerging technologies, understanding the evolving consumer mindset, and embracing data-driven insights. Case studies and practical insights are integrated to exemplify successful implementations of the proposed fresh marketing approaches. The article concludes by summarizing key takeaways and insights, offering a forward-looking perspective on how businesses can navigate the contemporary marketing landscape with creativity and adaptability to achieve sustainable success.

# **INTEGRATED MARKETING COMMUNICATIONS IN THE ERA OF DIGITAL TRANSFORMATION: A STUDY ON PRODUCT AND BRAND MANAGEMENT**

*Dr. Chippy Mohan (1), Bani Mathur (2), Saanvi Gambhir (3), Gursimar Singh (4)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4) Student, 4th Semester BA Economics Honours , Christ University, Bengaluru*

## **Abstract**

This study, "Integrated Marketing Communications in the Era of Digital Transformation: A Study on Product and Brand Management," undertakes a comprehensive exploration of the evolving landscape where traditional marketing strategies converge with digital transformation. Beginning with a historical perspective on Integrated Marketing Communications (IMC), the research dissects the profound impact of digital transformation on marketing communication strategies, introducing new channels and technologies. The study then intricately examines IMC strategies tailored for product management, covering aspects such as launches, positioning, and life cycle management. Shifting focus to brand management in the digital age, it investigates the symbiotic relationship between IMC and brand equity in the online realm. A crucial component involves understanding the role of data analytics in shaping IMC strategies for targeted communication and improved decision-making.

The study also delves into the pivotal role of social media in IMC, exploring effective utilization for customer engagement and brand promotion. Real-world case studies exemplify successful applications of IMC in both product and brand management. Acknowledging challenges and opportunities in aligning IMC with digital transformation, the study concludes by summarizing key insights and offering a navigational guide for the future of IMC in the dynamic digital era.



# "STARDUST AND SENTIMENTS: EXPLORING THE IMPACT OF CELEBRITY ENDORSEMENTS ON BRAND PERCEPTION"

*Dr. Chippy Mohan (1) , Amrit Bhattacharjee (2),  
Ansh Ranjan Sinha (3), Arjun Pant (4),  
Arradhna Sharma(5), Arshpreet Singh (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article undertakes a comprehensive exploration of the symbiotic relationship between celebrity endorsements and brand perception. The abstract introduces the central theme, emphasizing the enchanting interplay between stardust allure and consumer sentiments in shaping how brands are perceived. As the narrative unfolds, the exploration delves into the psychological and emotional connections forged between consumers and brands through celebrity associations. The article investigates the varying impacts of different celebrity endorsement strategies on consumer trust, brand loyalty, and overall perception. Real-world examples and case studies are incorporated to illustrate the diverse outcomes of celebrity endorsements. The abstract concludes by synthesizing key insights and reflections on the intricate dynamics of leveraging stardom to evoke sentiments and influence brand perception.



# "RESILIENCE IN INFLUENCER MARKETING: NAVIGATING TRENDS AND CHALLENGES IN THE DIGITAL LANDSCAPE"

*Dr. Chippy Mohan (1) ,Meghna Daga (2) ,  
Mimaonsa Khade(3) , Mohd Aiman(4),  
N Neha(5), Nandini Goyal(6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article delves into the dynamic realm of influencer marketing, exploring the resilience required to navigate evolving trends and challenges within the digital landscape. The abstract introduces the central theme, emphasizing the critical role of resilience in sustaining effective influencer marketing strategies amidst the ever-changing digital terrain. As the narrative unfolds, the article investigates current trends in influencer marketing, including the rise of micro-influencers, shifting consumer behaviors, and emerging platforms. It also addresses challenges such as authenticity concerns, algorithmic changes, and market saturation. Real-world case studies and examples are woven in to illustrate the dynamic nature of influencer marketing. The abstract concludes by synthesizing key insights, offering reflections on building resilient influencer marketing campaigns, and providing considerations for businesses and influencers navigating the complex and evolving digital landscape.

# **"RESILIENT MARKETING STRATEGIES: EXPLORING THE POPULARITY AND ENDURANCE OF INTERNET ADVERTISING IN THE DIGITAL AGE"**

*Dr. Chippy Mohan (1) , Pranav Kapoor (2), Anjaneya Das (3), Mahin Brijesh (4), Rithvik Ranjith (5), Mitesh Laddha (6), Palthiya Pujith (7)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6,7) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article delves into the resilient landscape of marketing strategies, specifically exploring the enduring popularity of internet advertising in the dynamic context of the digital age. The abstract introduces the central theme, emphasizing the necessity to investigate the staying power and adaptability of internet advertising in the face of evolving consumer behaviours and technological advancements. As the narrative unfolds, the article examines the factors contributing to the sustained appeal of internet advertising, including its reach, targeting capabilities, and measurability. It navigates through the challenges posed by information overload and ad fatigue, exploring innovative approaches that enhance resilience. Real-world case studies and examples are incorporated to illustrate the dynamic interplay between internet advertising and the ever-evolving digital landscape. The abstract concludes by synthesizing key insights, reflecting on the enduring popularity of internet advertising, and providing considerations for marketers aiming to build resilient strategies in the contemporary digital marketing ecosystem.



## **A STUDY ON RAINBOW MARKETING THEME BASED APPROACH -CRITICAL REVIEW**

*Dr .Poornima K*

*Associate Professor MBA Department*

*Acharya Bangalore B-School Bengaluru, 5600091, India*

*Cell: 9980728395*

*Email: [drpooornima.k@abbs.edu.in](mailto:drpooornima.k@abbs.edu.in)*

*Dr. R. K. Prema*

*Associate Professor MBA Department*

*Acharya Bangalore B-School Bengaluru, 5600091, India*


*Cell: 9739035729*

*Email: [dr.rkprema@abbs.edu.in](mailto:dr.rkprema@abbs.edu.in)*

### **Abstract**

Despite changes in norms and laws that have brought in relating to issues of homosexual marriages and the rights of lesbians, gays, bisexuals, transgender, and queers, the public is not easily accepting them in society. Increased Diversity, Equity, and Inclusion in Societies made marketers involve a rainbow theme in their marketing activities. Few corporates felt this move was a part of corporate responsibility and gaining society's attention. Attitudes on the acceptance of advertisements endorsed by different sexual oriented were stereotyped. The effect was both positive and negative with few advertisements criticized by the community. Few Western countries accepted this without much fuss, but in most of the countries in Western and South East Asian countries like India, society is not ready to accept and has made strong criticism. Few audiences criticized the rainbow marketing initiative as a pink wash.





In this context, this paper aims to present how corporations can bring a positive impact on society by effectively advertising with a rainbow theme which can give mileage for marketing to impress transgender as the number in their community keeps on increasing. The data is collected from reliable sources such as Statista, Ipsos, and Websites from organizations for transgender, published research papers, and company websites. The analysis was carried out with the help of MS Excel for further exploration. As a source of information, researchers closely followed Pride Month, the LGBTQ+ community, and recent campaigns featuring an LGBTQ theme.

Key Words: Rainbow Marketing, Pink-washing, Inclusion, endorsement



# **GREENWASHING AND CONSUMER PURCHASE INTENTIONS TOWARDS COSMETIC PRODUCTS**

*Varsha Nandan V.*

*MBA Student, FISAT Business School, Angamaly*

*Biji U. Nair*

*Research Scholar, Chinmaya Vishwa Vidyapeeth,  
Ernakulam*

*Asst. Professor, FISAT Business School, Angamaly, Kerala*

*[bijiunair@gmail.com](mailto:bijiunair@gmail.com)*

## **Abstract**

The environmental concern may influence the perspective of a buyer seeking organic items. However, greenwashing refers to the practice of concealing a company's inadequate environmental performance. The objective of this research is to examine the relationship between Greenwashing, consumer confusion, brand trust, and purchase intention. The research methodology employed is quantitative, utilising a cross-sectional sampling technique. The data was collected from a sample of 280 individuals residing in Kerala who have made purchases of cosmetic products. The statistical analysis employed structural equation modelling utilising Warp PLS 7.0. The presented hypotheses were statistically validated, and this research contributed by elucidating the connections between greenwashing and purchase intention. Additionally, it highlighted the significance of the Consumer Confusion and Brand Trust constructs as applied in the conceptual model.

Consequently, this study proposes that corporations ought to diminish their deceptive environmental marketing practices, also known as greenwashing, and not merely assert their environmental friendliness, but also provide tangible evidence of their sustainable products. These policies would mitigate consumer perplexity and perceived jeopardy. It will enhance the probability of businesses adopting environmentally friendly practices and making claims about them, so positively influencing consumers' propensity to purchase cosmetic products.

[Keywords: Greenwashing, Consumer Confusion, Brand Trust, Purchase Intention]

## **ATTITUDE TOWARDS GREEN MARKETING- A STUDY AMONG RETAILERS IN KUTTIKANAM, KERALA**

*Ms. SANILA SUNIL, Student, MIM, Marian College, Kuttikkanam*

*Email ID: [sanilasunil7736@gmail.com](mailto:sanilasunil7736@gmail.com)*

*Mr. ABDUL MANAF, Student, MIM, Marian College, Kuttikkanam*

*Email ID: [abdulmanafelp01@gmail.com](mailto:abdulmanafelp01@gmail.com)*

*Mr. ROBY BABU, Student, MIM, Marian College, Kuttikkanam*

*Email ID: [robybabu266@gmail.com](mailto:robybabu266@gmail.com)*

*Dr. DHANYA AJAYAGHOSH, Assistant Professor, MIM, Marian College, Kuttikkanam*

*Email ID: [dhanya@miim.ac.in](mailto:dhanya@miim.ac.in)*


### **Abstract**

With growing environmental awareness and consumer demand for sustainable products, green marketing has become a significant trend in the retail industry. This study delves into the attitudes of sellers towards green marketing behaviour, aiming to provide insights into the factors influencing their adoption of environmentally friendly practices.

The research employs a quantitative approach to gather comprehensive data from a diverse sample of sellers in Kuttikkanam. The quantitative phase involves a structured survey administered to a representative group of sellers, assessing their awareness, perceptions, and motivations related to green marketing behaviour. Key variables, such as environmental consciousness, perceived benefits, and perceived barriers, are analysed.

The study provides valuable insights for retailers looking to develop and implement effective green marketing strategies. Additionally, it contributes to the ongoing discussion on the role of green marketing in promoting environmental sustainability within the retail sector.





The findings aim to contribute to the existing literature by shedding light on the various factors influencing seller's attitudes towards green marketing behaviour. Insights derived from the study can inform policymakers, marketers, and businesses in developing targeted strategies to encourage the adoption of sustainable practices.

**KEYWORDS:** Green Marketing, Retailers, Attitude, Kerala.



# IMPACT OF E- COMMERCE ON TRADITIONAL RETAILERS

*Devika A, MBA Student*

*Jesmi Sebastian, MBA Student*

*Ashtami Anilkumar, MBA Student*

*Dr. Sujitha Annie Kurian, Associate Professor*

*Marian Institute of Management*

## **Abstract**

The goal of this study is to clarify the complex effects that the rise of E-commerce is having on conventional shops. We seek to pinpoint and measure the subtle ways that e-commerce has altered the financial and operational environment for conventional retail businesses through a thorough analysis.

This study will simultaneously explore the difficulties faced by conventional merchants in navigating the ever-changing world of e-commerce. A thorough examination will be carried out to shed light on the challenges faced by traditional retailers in embracing and incorporating E-commerce into their business models, ranging from technology modifications to changes in consumer preferences.

**Keywords:** E-commerce Impact, difficulties faced, conventional retailers, financial environment, consumer preference.

# MARKETING THROUGH THE DIGITAL ERA

*Nikhil Divakaran*

*Department of Master of Business Administration Marian  
Institute of Management, Kuttikanam, India*

## **Abstract**

The changing marketing styles are always challenging area of business. All marketing initiatives that advertise a particular brand or product online or through electronic devices fall under the category of digital marketing. To engage with both present and potential consumers, it makes use of digital marketing strategies including internet marketing, e-mail marketing, social media marketing, and tele-marketing. The report entitled "Marketing through the Digital Era". It analyses the different digital marketing and the social media's impact in globally. In comparison to traditional marketing, digital marketing is facilitated electronically in an online space. While traditional marketing methodologies resort to print advertisements, telephone conversations, or physical marketing etc, but the digital marketing is driven by video, email, especially through the social media or websites. You may be imaginative and try out different marketing efforts because digital marketing has so many potential uses and related alternatives. You may utilise analytics tools with Digital Marketing to track the accomplishment and return on investment of efforts. Traditional marketing still applies to digital marketing.

Both need clever businesses to create connections with prospects, leads, and clients that are mutually beneficial. However, owing to its vast reach amongst a diverse customer base, digital marketing has taken over most conventional marketing strategies.

INDEX TERMS: Digital Marketing, Social Media advertisement.



# HOW SOCIAL MEDIA INFLUENCE THE BUYING BEHAVIOUR IN RURAL AREAS

*Abin Jose*

*Milan Mathew*

*Sidharth Reghu*

*Dr. Sujitha Annie Kurian, Associate Professor, Marian  
Institute of Management*

## **Abstract**

Social media is influencing lives in rural areas in a variety of ways, from colorful feeds to dusty landscapes. Word-of-mouth, which was formerly restricted to village squares, is now heard in WhatsApp groups and Facebook groups. Dreams that were once only visible from far-off billboards now come true for Instagram influencers. Aware of this change, brands create localized content and customized advertisements that conflate the traditional and digital marketplaces. Equipped with smartphones and a healthy dose of skepticism, rural consumers navigate this virtual bazaar, making decisions about what to buy based on a nuanced dance between aspiration, pragmatism, and trust. In this tapestry, social media serves as a bridge and a mirror, reflecting preferences and influencing decisions to change the face of rural consumers'

Keywords: Social media impact on rural lives, Shifting communication patterns, Consumer behavior

# **A STUDY ON THE EFFECTIVENESS OF LEAD GENERATION STRATEGY THROUGH INTEGRATION OF AUTOMATION AND TECHNOLOGY**

*AFIYA BIJU*

*Co-Author: Dr. Joshyja Jose (Assistant Professor)*

*Marian Institute of Management*

## **Abstract**

This research explores the challenges and opportunities presented by the integration of technology and automation into lead generation processes. With a focus on B2B content marketing, the study stresses the importance of marketing and sales alignment, and the managerial implications involved in resolving conflicts between the two departments to enhance lead quality and follow-up practices. Utilizing a descriptive case study design, this study achieves construct validity through data triangulation and external validity through a clear evidence chain. Despite the limitations in statistical generalizability, the research includes a hypothesis testing framework to assess associations between sales and marketing team collaborations, lead quality, follow-up measures, and familiarity with lead generation management techniques. The results are intended to offer in-depth insights to businesses seeking to optimize their lead generation efficacy in the digital age. The document is structured into a systematic chapterisation that outlines an introduction, literature review, research methodology, data analysis, findings and suggestions, and a conclusion.



# **ROLE OF ADVERTISING IN THE TOURISM SECTOR AND ITS SOCIAL MEDIA INFLUENCE**

*Adithya Vinu, Dinsha K Sunny*

*Department of Master of Business Administration  
Marian Institute of Management, Kuttikanam*

## **Abstract**

Tourism in India is important for the country economy and it's growing rapidly. Tourism boosts the revenue of the economy, creates thousands of jobs, develops infrastructure of a country and plants a sense of cultural exchange between foreigners and citizens. Advertising place an important role in the development of tourism sector. It helps to promote the business, make it standard from rivals, attract customers and create brand awareness. So, the study was conducted to know the effectiveness of advertising in tourism in development. The research appraises the contribution of advertising to profitability in tourism development and to make recommendation as to how to make advertising more effective and efficient in the tourism development. The report entitled 'A STUDY ON ROLE OF ADVERTISING IN TOURISM DEVELOPMENT AND IT'S SOCIAL MEDIA INFLUENCE'. It analyses the factor that influences the tourism development. The study helps to know the problem faced by tourism development and it also helps to understand the effectiveness of advertisement in tourism in view of this situation, the present study analyses the study with the help of a survey conducted over a target audience in a particular area.

This study aims to analyse the role of advertisement in tourism development on the basis of data collected. A structured questionnaire was designed to gather the data required for this research. The study has been collected from 30 students. The research instrument covers socio democratic variables and how tourism advertisements influence students, along with the impacts of advertisement across various sections of the society on the basis of tourism sector and its development.

INDEX TERMS: Tourism, Advertisement, social media.



# THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CUSTOMER DECISION-MAKING AMONG YOUNG CUSTOMERS

*Author. ARUN K JAYAN*

*Co-Author. Bibin Xavier (Assistant Professor)  
Marian Institute of Management, Kuttikanam*

## **Abstract**

This research project investigates the influence of social media influencers on the purchasing decisions of young consumers, specifically focusing on the dimensions of expertise, authenticity, influence, attractiveness, and trust. Adopting a Sequential Exploratory Mixed Method, the study consists of two phases: qualitative in-depth interviews with 10 young consumers and a quantitative structured questionnaire administered to 400 young consumers. The qualitative phase revealed insightful themes on the perceptions of consumers towards the impact of influencers. The subsequent quantitative phase utilized descriptive statistics and regression analysis to quantify the influencers' effect on purchasing behaviour. The outcomes indicated that among the studied factors, expertise of the influencers had the strongest correlation with consumer actions, followed closely by trust and authenticity. The research establishes a significant and direct relationship between the trustworthiness, expertise, and authenticity of social media influencers and the buying behaviour of young consumers. A robust connection was found between attractiveness and consumer purchases as well, signifying a comprehensive impact of influencers across these attributes.

Based on the evidence, the study recommends that the trustworthiness and expertise of influencers should be enhanced to successfully affect the young consumer's purchase decisions. Business practitioners and marketers are advised to consider these influencer attributes to maximize their reach and influence within the young customer segment.

Keywords: Social Media Influencers, Customer Decision-Making, Young Consumers, Trust, Expertise, Authenticity, Attractiveness, Influencer Impact, Marketing Strategy

# **A STUDY ON FACTORS INFLUENCING BRAND LOYALTY AMONG YOUNG ADULT SMARTPHONE USERS**

*JOEL MATHEW*

*BIBIN XAVIER*

*Marian Institute of Management*

## **Abstract**

This study explores brand loyalty among young adult smartphone users in the dynamic digital market of Kerala, India. Utilizing a mixed-methods approach, qualitative insights from 11 interviews and quantitative data from a survey of 423 participants were analyzed to address three primary objectives. Thematic analysis revealed the pivotal role of positive customer experiences and a favorable brand image in shaping brand loyalty, with after-sales services and superior features identified as critical elements. Conjoint analysis pinpointed the optimal combination of smartphone features, highlighting processor performance and display quality as primary drivers. Regression analysis underscored a robust positive correlation between customer experience, brand image, and brand loyalty, emphasizing their interconnected nature. The study's implications emphasize the need for strategic product development, a focus on enhancing customer experience, and proactive brand image management in the competitive smartphone market, providing valuable insights for businesses aiming to foster lasting connections with young adult consumers.



# **INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY -INVESTIGATING THE MEDIATING EFFECT OF BRAND IMAGE IN HOME APPLIANCES**

*Ms. Tania Thomas*

*Email: taniagits@gmail.com*

*Research Scholar, St Berchmans College, Changanassery  
Mahatma Gandhi University, Kottayam, Kerala, India*

*Dr. Babu Michael*


*Email: kavukattubabu@gmail.com*

*Professor, St Berchmans College, Changanassery, Kerala,  
India*

## **Abstract**

Home appliances are one of the fastest-growing segments in the consumer durable industry in India. The growth in demand led to an increase in the number of competitors, both national and international brands in the home appliances segment. The study intends to examine the direct and indirect relationship of service quality on customer loyalty through brand image of select home appliances namely-air conditioner and washing machine using structural equation modelling (SEM). The data was collected from 160 households residing in Kochi Municipal Corporation, Kerala, India through purposive sampling method. The findings of the study reveal that service quality directly influences customer loyalty and indirectly influences customer loyalty through brand image. Further, it was found that brand image has a mediating effect in the relationship between service quality and customer loyalty.





The findings indicate that service quality is a critical component of competitive advantage in highly competitive markets like home appliances. The study suggested that companies should focus on improving the service quality in every service encounter. This in turn boosts the brand image and ultimately customers will be attached to the brand. The study concluded that quality services increase the brand image of the firm, which in turn influence the customers to repurchase the same brand.

Keywords: Service quality, brand image, customer loyalty, home appliances, Air Conditioner, Washing Machine





# GENERAL



## **"BREAKING THE MOLD: MEN'S CRUCIAL ROLE IN ADVANCING CORPORATE GENDER EQUALITY"**

*Dr. Chippy Mohan (1), Kirti Dhvaj (2), Adlin Mary Roy (3), Nithya Prabha (4), Gayana P Shetty (5), Poojashree V (6)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4,5,6) Student, 4th Semester BBA, Christ University, Bengaluru*

### **Abstract**

This paper explores the transforming dynamics of gender equality in the corporate setting, emphasizing the critical role males play in creating a welcoming and fair work environment. The abstract introduces the exploration by underscoring the significance of collaborative efforts involving both men and women in dismantling traditional gender norms. It emphasizes the necessity of acknowledging men as active contributors to the broader conversation on gender equality within corporate landscapes. The article navigates through various facets, including challenging stereotypes, mentorship initiatives, advocating for work-life balance policies, and establishing measurable metrics for success. By dissecting men's multifaceted roles, the abstract sets the stage for a comprehensive examination of how their engagement is instrumental in shaping and sustaining corporate environments that prioritize diversity, equality, and professional growth for all.



# "CLIMATE CRISIS IN DELHI: UNVEILING ENVIRONMENTAL CHALLENGES AND ASSESSING THEIR IMPACT ON ENTREPRENEURSHIP"

*Dr. Chippy Mohan (1), Pritish Wadhvani (2),  
Tanishq Sharma (3), Jeet Jain (4)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4) Student, 4th Semester BBA, Christ University,  
Bengaluru*

## **Abstract**

Delhi grapples with a complex tapestry of environmental challenges, including soaring air pollution levels, extreme temperatures, and pressing water scarcity. This article delves into the profound repercussions of these climatic issues on the entrepreneurial landscape. Beginning with an exploration of the causes behind Delhi's environmental woes, the analysis navigates through regulatory pressures, resource scarcity, and the health impacts on the workforce. Entrepreneurs find themselves amidst a regulatory maze, adapting to stringent environmental policies and grappling with resource management complexities. The article sheds light on the innovative strategies adopted by businesses to mitigate climate-related health risks, showcasing a growing emphasis on employee well-being and sustainable practices. From initiatives in water and energy conservation to a broader perspective on climate-resilient entrepreneurship, this exploration uncovers stories of adaptability, innovation, and success. Concluding with reflections on the intricate relationship between climatic challenges and entrepreneurship, the abstract underscores the importance of nurturing a sustainable and resilient future for businesses in the climate-unstable landscape of Delhi.

## **"SUSTAINABLE JURISPRUDENCE: NAVIGATING LEGAL PROVISIONS FOR BUILDING A RESILIENT AND ECO-FRIENDLY SOCIETY"**

*Dr. Chippy Mohan (1), Jyotsna Moyee Das. A (2), Gracy Batham (3), Ansh Dhingra (4), Sanya Dokania (5), Olivia Ghatak (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 4th Semester BBA , Christ University, Bengaluru*

### **Abstract**

This article embarks on a profound exploration of the causes and considerations underpinning the paradigm of sustainable jurisprudence, specifically focusing on legal provisions aimed at fostering resilience and eco-friendliness within society. Commencing with an analysis of the driving forces behind the surge in sustainable legal frameworks, it delves into the escalating environmental crises, social demands for ethical governance, and a global consciousness urging legal systems to address ecological imperatives. The exploration extends to the evolving landscape of sustainable jurisprudence, unraveling the intricate interplay between legal structures and their role in shaping a resilient and eco-friendly society. As the narrative unfolds, the abstract seamlessly transitions into the conclusions drawn from this comprehensive analysis.

It synthesizes key insights into the transformative potential of sustainable legal provisions, offering a nuanced understanding of how legal frameworks can navigate the delicate balance between societal resilience and environmental stewardship. From the incorporation of ecological principles into legal doctrines to the establishment of stringent regulations fostering sustainable practices, the conclusions underscore the imperative for legal systems to evolve in tandem with the pressing need of building a resilient and eco-friendly society.



# "ACADEMIC GRIT: NAVIGATING THE RESILIENCE OF PHD RESEARCH STUDENTS IN THE FACE OF MOUNTING PRESSURE FOR ARTICLE PUBLICATIONS"

*Dr. Chippy Mohan (1), Gayatri Jadhav (2),  
Alankriti Biswas (3), Shrushti Chavan (4),  
Anuhya Krishna Darbha (5)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5) Student, 4th Semester BBA Honours, Christ  
University, Bengaluru*

## **Abstract**

This article delves into the intricate dynamics surrounding the academic journey of PhD research students, scrutinizing the causes and considerations that contribute to the resilience exhibited in the face of mounting pressure for article publications. Commencing with an analysis of the drivers behind the escalating pressure, it explores the evolving landscape of academia, emphasizing the increasing emphasis on publication outputs, career progression, and institutional expectations. The exploration extends to the multifaceted challenges encountered by PhD students, including the demanding nature of research, academic competition, and the imperative to contribute meaningfully to scholarly discourse. As the narrative unfolds, the abstract seamlessly transitions into the conclusions drawn from this comprehensive analysis.

It synthesizes key insights into the resilience of PhD research students, offering a nuanced understanding of how individuals navigate the complex intersection of academic rigor and publication demands. From the cultivation of academic grit to the role of mentorship and institutional support, the conclusions underscore the imperative for fostering resilience within PhD programs. Ultimately, the article reflects on the enduring commitment of PhD students to academic excellence and the importance of recognizing and addressing the challenges inherent in the pursuit of impactful article publications.



# **"FROM LOCAL ROOTS TO GLOBAL CHALLENGES: UNRAVELING THE RESILIENCE OF RURAL ENTREPRENEURS IN KARNATAKA AMIDST INFLUX OF EXTERNAL BUSINESSES"**

*Dr. Chippy Mohan (1), K. Neeharika (2), M. Aparna (3),  
S Harshitha (4)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4) Student, 4th Semester BA Economics Honours , Christ  
University, Bengaluru*

## **Abstract**

This article delves into the intricate dynamics of rural entrepreneurship in Karnataka, unravelling the resilience displayed by local entrepreneurs in the face of global challenges brought about by the influx of external businesses. The abstract introduces the central theme, emphasizing the juxtaposition of local roots and the impact of external businesses on the entrepreneurial landscape in rural Karnataka. As the exploration unfolds, the article investigates the challenges and opportunities faced by rural entrepreneurs, the role of external businesses in shaping the local market, and the strategies employed by local entrepreneurs to maintain their resilience. Real-world case studies and practical insights are integrated to illustrate the experiences of rural entrepreneurs. The abstract concludes by summarizing key findings and insights, offering a nuanced understanding of the delicate balance between local roots and global challenges in the entrepreneurial ecosystem of rural Karnataka.

# **"The Transformative Influence of Startups on Local Economies: Catalyzing Growth and Innovation"**

*Dr. Chippy Mohan (1), Arya Chaturvedi (2), Bhumi Singla (3), Chetan Atluri (4), Daksh Jain (5), Dibyadatta Patnaik (6)*

*(1) Assistant Professor, Christ University, Bengaluru*

*(2,3,4,5,6) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article embarks on a profound exploration of the transformative impact of startups on local economies, delving into how these entrepreneurial ventures serve as catalysts for growth and innovation. The abstract introduces the central theme, emphasizing the pivotal role startups play in reshaping traditional economic landscapes and fostering dynamic ecosystems. As the narrative unfolds, the exploration delves into the multifaceted contributions of startups, including job creation, technology innovation, and the stimulation of local business ecosystems. Real-world case studies and examples are incorporated to illustrate the tangible effects of startup initiatives. The article concludes by synthesizing key insights, offering reflections on the lasting influence of startups on local economies, and providing considerations for stakeholders and policymakers navigating the evolving dynamics of entrepreneurship in the local context.

# **"IMPACTS OF SUBSTANCE USE ON THE STUDENT COMMUNITY: NAVIGATING CHALLENGES AND FOSTERING WELL-BEING"**

*Dr. Chippy Mohan (1), Gosa David (2), Silvanus Raj (3), Harsh Dubey (4), Jayesh Kukreja (5), Karen Shibu John (6), Khushi Choudhary (7)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6,7) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article delves into the multifaceted issue of substance use within student communities, aiming to unravel its impacts, challenges, and strategies to foster well-being. The abstract introduces the central theme, emphasizing the exploration of how substance use affects students and the overarching objective of promoting their overall well-being. As the narrative unfolds, the article investigates the prevalence and patterns of substance use, delving into its academic and mental health consequences among students. It also explores intervention strategies and support mechanisms, providing insights into fostering a healthier and more resilient student community. The abstract concludes by summarizing key findings and considerations, offering valuable insights for educational institutions, healthcare providers, and communities working collaboratively to address substance use and cultivate an environment conducive to student well-being.



# "RESILIENCE AMIDST CONFLICT: THE ISRAEL-PALESTINE WAR AND THE UNYIELDING STRENGTH OF HUMANITY"

*Dr. Chippy Mohan (1) , Prem Rajesh Kanabar (2),  
Radhika Saraf (3), Raghav Joshi (4), Rushil Jain (5),  
Saahil Pareek (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University,  
Bengaluru*

## **Abstract**

This article delves into the profound theme of resilience amidst conflict, focusing on the enduring strength of humanity in the context of the Israel-Palestine War. The abstract introduces the central theme, emphasizing the unyielding spirit of individuals and communities facing the challenges of conflict in this deeply rooted geopolitical context. As the narrative unfolds, the article explores the diverse manifestations of resilience, from personal narratives to collective initiatives, that have emerged amidst the complex and longstanding conflict. It considers the impact on mental health, community bonds, and the ability to rebuild amidst adversity. Real-world stories and case studies are woven in to illustrate the resilience exhibited by people on both sides of the conflict. The abstract concludes by synthesizing key insights, offering reflections on the enduring strength of humanity in the face of protracted conflict, and providing considerations for fostering resilience and understanding in conflict-ridden regions.

## **"RESILIENT JOURNEYS: EXPLORING THE CAUSES AND IMPACTS OF HIGH MIGRATION FROM INDIA AND THE STRENGTH OF COMMUNITIES ABROAD"**

*Dr. Chippy Mohan (1) ,Saanvi Jain (2), Satwik Srivastava (3), Shashaank K C (4) , Shivani Siva (5), Sireesha V K (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University, Bengaluru*

### **Abstract**

This article embarks on an exploration of the resilient journeys undertaken by individuals migrating from India, delving into the causes, impacts, and the formidable strength exhibited by these communities abroad. The abstract introduces the central theme, emphasizing the resilience required to navigate the challenges associated with high migration. As the narrative unfolds, the article investigates the diverse factors compelling migration, from economic opportunities to educational pursuits, and the resulting impacts on individuals and their communities. It explores the establishment of resilient diasporic communities abroad, considering their cultural preservation, contributions to host societies, and the challenges they overcome. Real-world case studies and examples are woven in to illustrate the multifaceted dynamics of resilient migration journeys. The abstract concludes by synthesizing key insights, reflecting on the strength exhibited by Indian communities abroad, and providing considerations for fostering resilience and understanding in the context of global migration.



## **"RESILIENT HARMONY: THE INTERCONNECTEDNESS OF PSYCHOLOGY AND MUSIC IN STUDENTS' LIVES AND ITS IMPACT ON RESILIENCE"**

*Dr. Chippy Mohan (1) , Sneha Vinod Hudiya (2), Srishti N (3),  
Tanish Sethi (4), Tanishq Kaushal (5), Tanvi KS (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University,  
Bengaluru*

### **Abstract**

This article explores the symbiotic relationship between psychology and music in the lives of students, uncovering the profound impact on resilience. The abstract introduces the central theme, emphasizing the interconnectedness of psychological well-being and musical engagement, particularly in the context of student experiences. As the narrative unfolds, the article delves into the therapeutic and transformative aspects of music, examining how it serves as a resilient force in navigating the challenges of student life. It explores the psychological mechanisms at play, including emotional regulation, stress reduction, and cognitive development, highlighting the holistic benefits of incorporating music into students' lives. Real-world examples and case studies are incorporated to illustrate the dynamic interplay between psychology and music. The abstract concludes by synthesizing key insights, reflecting on the resilience-enhancing potential of this interconnected harmony, and providing considerations for educators, students, and mental health professionals seeking to leverage the power of music in fostering resilience.



# "RESILIENT DRIVE: ASSESSING THE POTENTIAL OF BIOFUEL AS A SUSTAINABLE ALTERNATIVE IN INDIA'S AUTOMOTIVE FUTURE AMIDST THE ELECTRIC VEHICLE CRAZE"

*Dr. Chippy Mohan (1), Utkarsh Chauhan (2),  
Varun Rajesh Punjabi (3), Vishal Kumar Yadav (4),  
Yashas Rajesh Karuvat (5), Yuvraj Bansal (6)*

*(1) Assistant Professor, Christ University, Bengaluru  
(2,3,4,5,6) Student, 1st Semester BBA , Christ University, Bengaluru*

## **Abstract**

This article navigates the evolving landscape of India's automotive future, specifically assessing the potential of biofuels as a resilient and sustainable alternative amidst the rising popularity of electric vehicles (EVs). The abstract introduces the central theme, emphasizing the need to explore diverse avenues for sustainable transportation in the face of the electric vehicle trend. As the narrative unfolds, the article delves into the viability and environmental benefits of biofuels, considering their potential to contribute to a resilient and eco-friendly automotive sector. It explores the challenges and opportunities presented by biofuels, examining their compatibility with existing infrastructure and their role in mitigating environmental impact. Real-world examples and case studies are woven in to illustrate the dynamic interplay between biofuels and the electric vehicle craze. The abstract concludes by synthesizing key insights, reflecting on the potential of biofuels to drive sustainability in India's automotive future, and providing considerations for policymakers, industries, and consumers navigating the complex choices in the pursuit of eco-friendly transportation.

# **A STUDY ON THE FACTORS AFFECTING THE ADOPTION OF ELECTRIC VEHICLES IN KERALA**

*Issac Jacob John*

*Bibin Xavier*

*Marian Institute of Management*

## **Abstract**

In the distinctive landscape of Kerala, India, this study aims to comprehensively investigate the determinants influencing Electric Vehicle (EV) adoption. With a dual objective of identifying key adoption drivers and determining the optimal combination of features for heightened EV adoption within the region, the research employs a sequential exploratory mixed method approach. Initial qualitative interviews with both EV users and non-users in Kerala are conducted to uncover nuanced adoption factors. Subsequently, a conjoint analysis utilizing a substantial sample size within Kerala were done to discern the most effective combination of EV features. Addressing critical gaps in existing literature - notably the neglect of EV performance aspects, absence in lack of best combination analysis in Kerala, and the lack of studies within Kerala's geographical boundaries - this study aims to offer targeted insights to policymakers, industry stakeholders, and consumers, guiding strategies for a sustainable shift towards EV adoption uniquely tailored to Kerala's socio-cultural and environmental landscape.

Study findings indicate distinct preferences for EVs. 2-wheelers favor high speed (110+ km/h), 120+ km range, INR 60,000 - 90,000 price, 25%+ subsidies, 2.5 - 3.5 kWh battery, accessible 15 km charging, 30% - 50% resale. 4-wheelers prioritize under 6 lakhs cost, 350 - 450 km range, 130 - 150 km/h speed, 60 - 80 kWh battery, 15 km charging, 50% - 60% resale.



# EFFECTIVENESS OF GREEN SUPPLYCHAIN IN ACHIEVING SUSTAINABILITY IN BUSINESS

*Krishna Priya MS*

*Pranay Pramod*

*Ms. Surabhi James, Assistant Professor,  
Marian Institute of Management*

## **Abstract**

Implementation of Green Supply Chain practices are gaining importance in today's world. It involves integrating sustainable practices in business which emphasizes on reducing environmental impact and conserving the scarce resources. Inculcating green supply chain practices also includes adopting efficient energy conserving manufacturing processes, optimizing transportation in order to minimize harmful emissions from it. The green supply chain has multifaceted benefits including it as a strategy for businesses which aims to achieve the sustainability goals and it gives a competitive edge for those businesses in order to thrive in these increasing environmental considerations. Green Supply Chain Management integrates environmental concerns into supply chain management with the goal of reducing wastes, reducing greenhouse gas emission in order to ensure economic and social sustainability.

Keywords: Green Supply Chain, Sustainability, Energy Conservation



# **A STUDY ON CONSUMERS INTENTION TO PURCHASE FROZEN FOOD IN ERNAKULAM**

*Reshma Mariam Varghese*

*Marian Institute of Management*

*Dr. Soney John, Professor*

*MIM, Marian College Kuttikkanam Autonomous*

*[soney@miim.ac.in](mailto:soney@miim.ac.in) , 9423147933*

## **Abstract**

This research paper delves into the burgeoning market of frozen foods in Ernakulam, a significant urban centre in Kerala, India. Amidst a backdrop of traditional culinary practices, this study investigates the evolving consumer behaviours and intentions that drive the demand for frozen food products. Key objectives include analysing the impact of price, advertising, packaging, and celebrity endorsements on consumer purchase intentions. The research adopts a descriptive and analytical design, utilizing both primary and secondary data sources. Primary data was gathered through structured questionnaires from 171 respondents in Ernakulam, employing convenience sampling techniques. The study's findings are poised to offer crucial insights for businesses within the frozen food sector, aiding in strategic decision-making to cater to changing consumer preferences. Policymakers can also leverage this data to formulate policies ensuring safety and sustainability in the frozen food industry. Furthermore, the study contributes to the global conversation on sustainable food consumption and provides valuable information for consumers, enhancing their understanding and promoting healthier eating choices.

The research's comprehensive approach, encompassing economic, cultural, environmental, and societal aspects, not only makes it relevant for Ernakulam but also extends its significance beyond the region. This study stands as a testament to the dynamic interplay between traditional culinary values and modern consumption patterns, offering a nuanced perspective on the food industry in a rapidly evolving urban landscape.


# **THE ESG IMPERATIVE: INTEGRATING SUSTAINABILITY INTO THE TEA INDUSTRY OF KUTTIKKANAM AND VAGAMON, KERALA**

*Job Chacko, Sharon Aji Joseph*

*Department of Master of Business Administration Marian  
Institute of Management, Kuttikkanam, India*

## **Abstract**

Amidst a burgeoning global demand for ethically sourced and environmentally responsible products, the tea industry faces a pivotal moment. This paper investigates the imperative for integrating sustainability into tea business strategies, focusing on the ESG (Environmental, Social, and Governance) framework in the picturesque tea plantations of Kuttikkanam and Vagamon, Kerala. Drawing upon a dynamic technological and evolving business landscape, the research delves into the motivations and challenges faced by tea growers and processors as they navigate towards sustainable practices. Employing robust quantitative methods, including demographic profiling, correlation analysis, ANOVA, and cross-tabulations, the study meticulously dissects the complex interplay between environmental impact, social responsibility, and effective governance practices within the ESG framework. By meticulously analyzing the data, the research unveils valuable insights into the intricacies of ESG integration within the tea industry. It sheds light on how environmental considerations like water conservation, soil health management, and waste reduction can be harmonized with social aspects like fair labor practices, worker well-being, and community engagement.



Furthermore, the study emphasizes the vital role of transparent governance practices, ethical sourcing, and stakeholder accountability in shaping sustainable business models. Ultimately, the research transcends mere analysis by contributing practical recommendations for promoting environmental, social, and economic sustainability within the Kerala tea industry. These findings have the potential to empower tea stakeholders, inform policy decisions, and guide industry best practices, paving the way for a future where the delicate balance between economic prosperity and environmental responsibility thrives.

Keywords: Sustainability, ESG, Tea industry, Kuttikkanam, Vagamon, Kerala, Technological advancements, Business paradigms, Environmental impact, social responsibility, Governance practices



# **SUSTAINABLE TOURISM PRACTICES AND ECONOMIC DEVELOPMENT WITH A SPECIAL FOCUS ON PILGRIMAGE TOURISM AT ERUMELI**

*Vrinda P*

*Derin Philip*

*Dr. Sujitha AnnieKurian, Associate Professor  
Marian Institute of Management*

## **Abstract**

Sustainable tourism practices are gaining importance in today's world. In the case of tourism, the sustainable practices make choosing and prioritizing accommodation that are ecofriendly and that embrace practices like using green materials, indulging in water conservation, waste reduction and promoting recycling of resources. With a particular focus on pilgrimage tourism at Erumeli, this study investigates the connection between sustainable tourism practices and economic growth. Every year millions of devotees flock to Erumeli, a major pilgrimage site in the Indian state of Kerala. The main objective of the study is to identify the factors influencing sustainable Tourism practices and to identify the relationship between sustainable tourism practices and economic development.

## **FACTORS INFLUENCING STUDENT'S INTENTION TO STUDY ABROAD WITH SPECIAL REFERENCE TO KERALA**

*Anson Eldhose, MBA Student  
MIM, Marian College Kuttikkanam Autonomous,  
[ansoneldhose002@gmail.com](mailto:ansoneldhose002@gmail.com) , 8547381743*

*Dr. Soney John, Professor  
MIM, Marian College Kuttikkanam Autonomous  
[soney@miim.ac.in](mailto:soney@miim.ac.in) , 9423147933*

### **Abstract**

The amount of youth in India is depleting day by day because of the large migration to foreign countries. Our nation is struggling to get competent and talented work force. This indicates that the youth are not expecting a prosperous future in India. Many of them believe that India has nothing to offer to them. Is this true if it is what the factors that is making these youngsters to seek safer spaces abroad. By understanding the factors driving student's intentions to study abroad, we can provide insights into how universities and governments can better support and promote international education opportunities or students. this is the main aim of this research work.

Keywords: migration, brain drain, employment, education, human resource

# **A STUDY ON AGRIPRENEURSHIP WITH SPECIAL REFERENCE TO IDUKKI DISTRICT**

*Roshan Johny, MBA Student  
MIM, Marian College Kuttikkanam Autonomous,  
[roshanjohny46@gmail.com](mailto:roshanjohny46@gmail.com), 7907439346*

*Dr. Soney John, Professor  
MIM, Marian College Kuttikkanam Autonomous  
[sony@miim.ac.in](mailto:sony@miim.ac.in) , 9423147933*

## **Abstract**

Agripreneurship can support a variety of social and economic development initiatives, including the creation of jobs, and income, the eradication of poverty, and enhancements to nutrition, health, and overall food security for the country's economy. Agriculture can spur economic development by diversifying sources of income, creating a wide range of jobs, and opening up business opportunities in rural areas. In spite of agriculture being a major source of livelihood, productivity and profitability in agriculture have been significantly low in the country. This situation can be changed by generating employment opportunities for them in rural areas itself. The poor farmers have failed in agriculture but agripreneurs are becoming very successful by doing agri-linked business in India. Entrepreneurship in agriculture also known as agripreneurship can be used as best medicine to solve this problem. Thus, this study points out the benefits of agripreneurship.

Keywords: Agripreneurship, food security, diversifying sources of income



# **A STUDY TO ANALYSE THE KNOWLEDGE AND PRACTICES OF HOUSEHOLD REGARDING DOMESTIC WASTE MANAGEMENT IN KERALA**

*Merlin Mani*

*MIM, Marian College Kuttikkanam Autonomous*

*Dr. Soney John, Professor*

*MIM, Marian College Kuttikkanam Autonomous*

*[soney@miim.ac.in](mailto:soney@miim.ac.in) , 9423147933*

## **Abstract**

The aim of the study is to analysis the knowledge and practice of house hold regarding domestic waste management in Kerala. The study is conducted among 75 respondents and the data is analyzed using correlation and chi square test. And it is fund that there is no relationship between knowledge of the people and effectiveness of their waste management, thus it can be indicated that rather than knowledge level of the people, attitudes of the people towards waste management and also there is a significant need of continues and effective waste management initiatives from Govt. and people. The study is performed in a selected areas according to the convenience of the researcher and considered as a limitation. Nowadays people in Kerala are being more concerned about waste minimization and proper management, this study can give more insights for their reference.

Keywords: Knowledge of household, Domestic waste management, Govt. Initiatives

# **FACTORS AFFECTING DEPRESSION AMONG YOUNGSTERS IN KERALA**

*Shiros PS*

*Bibin Xavier*

*MIM, Marian College Kuttikkanam Autonomous*

## **Abstract**

The study investigates factors contributing to depression among youngsters in Kerala, where 60% of college students and 20% of adolescents reportedly experience depressive symptoms. Employing a sequential exploratory mixed research design, the researcher initially identified 15 individuals who have faced depression through a screening question. Qualitative data were gathered through structured questions, transcribed, and coded, revealing themes forming the Resch model. Subsequently, quantitative research involved circulating a structured questionnaire to participants who had experienced depression, with data analyzed using SPSS software, reliability tests, and single-linear regression analysis. The study concludes that childhood trauma, academic pressure, and toxic parenting are primary contributors to youth depression in Kerala. While acknowledging potential variations across cultures and regions, the findings provide a reference for future research on depression factors in diverse contexts. The study emphasizes the need for prevention programs and interventions, urging a gender- inclusive approach to address issues such as body image and promote adolescent mental well- being.

# THE PROBLEMS AND CHALLENGES FACED BY RUBBER FARMERS IN KERALA

*Albin Raju*

*MIM, Marian College Kuttikkanam Autonomous*

## **Abstract**

This research investigates the multifaceted problems and challenges encountered by rubber farmers in Kerala, employing both quantitative and qualitative methods to comprehensively analyse economic, environmental, and social factors. The study aims to identify major challenges, assess their impact on farmers' families, and rate the severity of these challenges. The research highlights significant economic challenges stemming from price fluctuations in the rubber market. These fluctuations adversely affect farmers' incomes, posing obstacles to sustaining livelihoods and adopting modern agricultural practices. The study identifies labour shortages as a substantial social challenge. This contributes to an increased workload for family members involved in rubber farming, impacting both economic aspects and daily lives. The scarcity of labour affects social dynamics within these families. Through surveys and interviews, price fluctuations emerged as a consistently highly severe challenge due to their immediate and direct impact on income. Labor shortages were deemed severe, compounding economic challenges and disrupting the daily operations of rubber farming. In conclusion, this research underscores the intricate web of challenges faced by rubber farmers in Kerala, emphasizing the urgent need for targeted interventions to address economic, social, and environmental issues. The findings provide valuable insights for policymakers, agricultural stakeholders, and community leaders to develop strategies that enhance the resilience and sustainability of rubber farming in the region.



# **A STUDY ON FACTORS AFFECTING STUDENT BRAIN DRAIN FROM KERALA**

*Iris Teresa Thomas*

*Bibin Xavier*

*MIM, Marian College Kuttikkanam Autonomous*

## **Abstract**

This research, titled "Factors Affecting Student Brain Drain from Kerala," delves into the intricate dynamics of students migrating from Kerala to foreign destinations. Its objectives are to identify key contributors to this phenomenon, assess the influence of education quality on migration intentions, and comprehend perceptions regarding job opportunities, living standards, and salary abroad. Utilizing a mixed-methods approach, the study integrates qualitative insights from structured interviews with 10 students and quantitative data collected from 382 students in Kerala. The findings highlight the substantial impact of perceived job opportunities, living standards, salary abroad, family income, and family & peer support on students' migration intentions, with the surprising observation that the quality of education only exhibits a weak correlation and does not emerge as a significant factor.

In response to these insights, the research offers practical recommendations for stakeholders, advocating for government initiatives to create local job opportunities and improve living standards, institutions to foster entrepreneurship, and abroad study agencies to emphasize local career growth. This study provides a comprehensive understanding of the factors driving student migration from Kerala, and the combination of qualitative and quantitative approaches enriches the depth and breadth of the findings, contributing to a nuanced strategy for addressing the critical issue of brain drain.

# **A REPORT ON THE IMPACT OF OUTCOME BASED EDUCATION ON THE HIGHER EDUCATION STUDENTS IN KERALA**

*Jestin Joy*

*Bibin Xavier*

*MIM, Marian College Kuttikkanam Autonomous*

## **Abstract**

Outcome-based education (OBE) is gaining traction as a student-centred approach to higher education, emphasizing skill acquisition and real-world application of knowledge. This study investigated the impact of OBE on student learning, faculty challenges, and student perceptions using a sequential exploratory mixed research approach. The findings revealed a positive influence of OBE on student outcomes, with evidence of deeper understanding, ability to apply knowledge, and enhanced retention through active learning and engagement. However, faculty faced challenges in implementing OBE due to limited training and support. Notably, the study identified strong correlations between student engagement and key skills like problem-solving, critical thinking, subject mastery, and motivation. Overall, the research suggests that OBE is a promising approach for improving student learning and preparing them for future careers, but successful implementation requires addressing faculty support needs.



# **SPIRITUAL CAPITAL FOR SUSTAINABILITY: AN EMPIRICAL STUDY AMONG THE TEACHERS OF A HIGHER EDUCATION INSTITUTE**

*Suzanna Oommen*

*Department of Economics*

*Marian College Kuttikkanam Autonomous*

*Email: [suzanna.o@mariancollege.org](mailto:suzanna.o@mariancollege.org), +91 9495617848*

## **Abstract**

The triple bottom line is a sustainability framework that measures a business's success in three key areas: profit, people, and the planet. There is no question about the fact that there is need for sustainability in business strategies. But the question is, how this can be brought about? The latest entrant in the sustainable development model is the concept of spirituality. The theory of Spiritual Capital is only being evolved. Though there are several attempts to define Spiritual Capital there is no consensus on its definition. There is also no universally accepted tool developed for measuring Spiritual Capital. This paper is an earnest attempt to find out if there is any relation between Spiritual Capital and Sustainability Behaviour of individuals using a self-prepared questionnaire. Here Spiritual Capital is taken as the "effects of spiritual and religious practices, beliefs, networks and institutions that have a measurable impact on individuals, communities and societies." The validation of the tool is also carried out during the process. For this, 3 factors namely values, beliefs, spirituality and actions of individuals are identified.

These latent variables are further measured using 5, 8, 5 and 9 items each. The tool is being administered to 100 employees of a higher education institute. The internal consistency and reliability of tool will also be tested during the process. It is expected that the tool developed can be used for understanding the Spiritual Capital of the stakeholders of various business concerns, NGOs, institutions, etc and how much it contributes to their sustainability- promoting behavior.

Keywords: College, higher education institute, spiritual capital, sustainability-promoting behaviour, sustainability, tool, questionnaire



# **A REPORT ON THE IMPACT OF AI ON EDUCATIONAL SECTOR**

*Abin Saji*

*Bibin Xavier*

*Marian Institute of Management*

## **Abstract**

This study delves into the impact of AI adoption in education, specifically through the lens of students' perspectives. Employing a mixed-methods approach, it uncovers themes (creativity, critical thinking, relationships, and experience) through interviews and validates them via a survey. Intriguingly, findings reveal a statistically significant link between AI and enhanced student creativity, suggesting its potential to ignite exploration and collaboration. However, connections with critical thinking, relationships, and overall educational experience remain elusive. These findings pave the way for exciting possibilities. Educators can leverage AI for personalized feedback, enriching the learning journey. Policymakers and institutions are urged to fuel AI research, develop accessible tools, and craft supportive policies to foster AI's educational potential. Yet, crucial questions linger. How can AI nurture critical thinking and strengthen student-teacher bonds? Does it truly reshape the educational landscape? Further research is essential to unlock the full spectrum of AI's impact on learning and empower future generations. In essence, this study paints a promising yet incomplete picture of AI in education, calling for deeper exploration to transform classrooms into vibrant hubs of creativity and holistic learning.

# **INCLUSIVE GROWTH IN CONTEMPORARY INDIA: ROADBLOCKS AND PROGRESSIVE MEASURES**

*Gem K Jose*

*Nirmala College, Muvattupuzha,*

*MG University, Kottayam*

*8590457368*

## **Abstract**

Inclusive economic growth aims to create economic opportunities that benefit to all individuals, irrespective of their gender, race, or social background. Inclusive growth mainly aims the growth of marginalized sections which are socially and economically weak in society. Only by including these sections we can attain economic growth. Development has to imply not only for the multinational companies, instead it should reach to the hands of the poor. It entails fostering economic growth that generates employment opportunities, reduces poverty, empowers marginalized communities, and ensures equitable access to essential services. Despite India's rapid economic growth, there are still significant challenges to inclusive growth. Poverty, high levels of unemployment are some of the examples. The Indian government has implemented a range of initiatives to address these challenges, including MGNREGA, Mudra Bank, and Swachh Bharat Mission etc. However, more needs to be done to ensure that the benefits of economic growth are shared more equitably. International organizations, civil societies, and private companies can play a role in supporting inclusive growth in India.

Inclusive growth is essential for building a more prosperous and sustainable world. India's G20 presidency has focused on inclusive growth as one of its key priorities. The G20 can advocate for policies that promote equal opportunities, reduce inequalities, and prioritize marginalized communities.

## **Conclusion**

Inclusive growth is a complex challenge, but it is one that must be addressed as India is to achieve its full potential. India's efforts are likely to have a positive impact on inclusive growth in both India and around the world in the years to come. By working together, we can create a more prosperous and sustainable future for all.



## **RIPPLE EFFECTS OF SOARING LPG PRICES AMONG THE COMMONER-AN INTROSPECTIVE STUDY**

*Dr. Shankari S,*

*Assistant Professor of BBA,*

*Department of Commerce, Lady Doak College, Madurai*

*Mrs. P. Gajalakshmi*

*Assistant Professor, Department of Commerce, Lady Doak College, Madurai*

*Dr. Amutha S*

*Assistant Professor, Department of Commerce, Lady Doak College, Madurai*

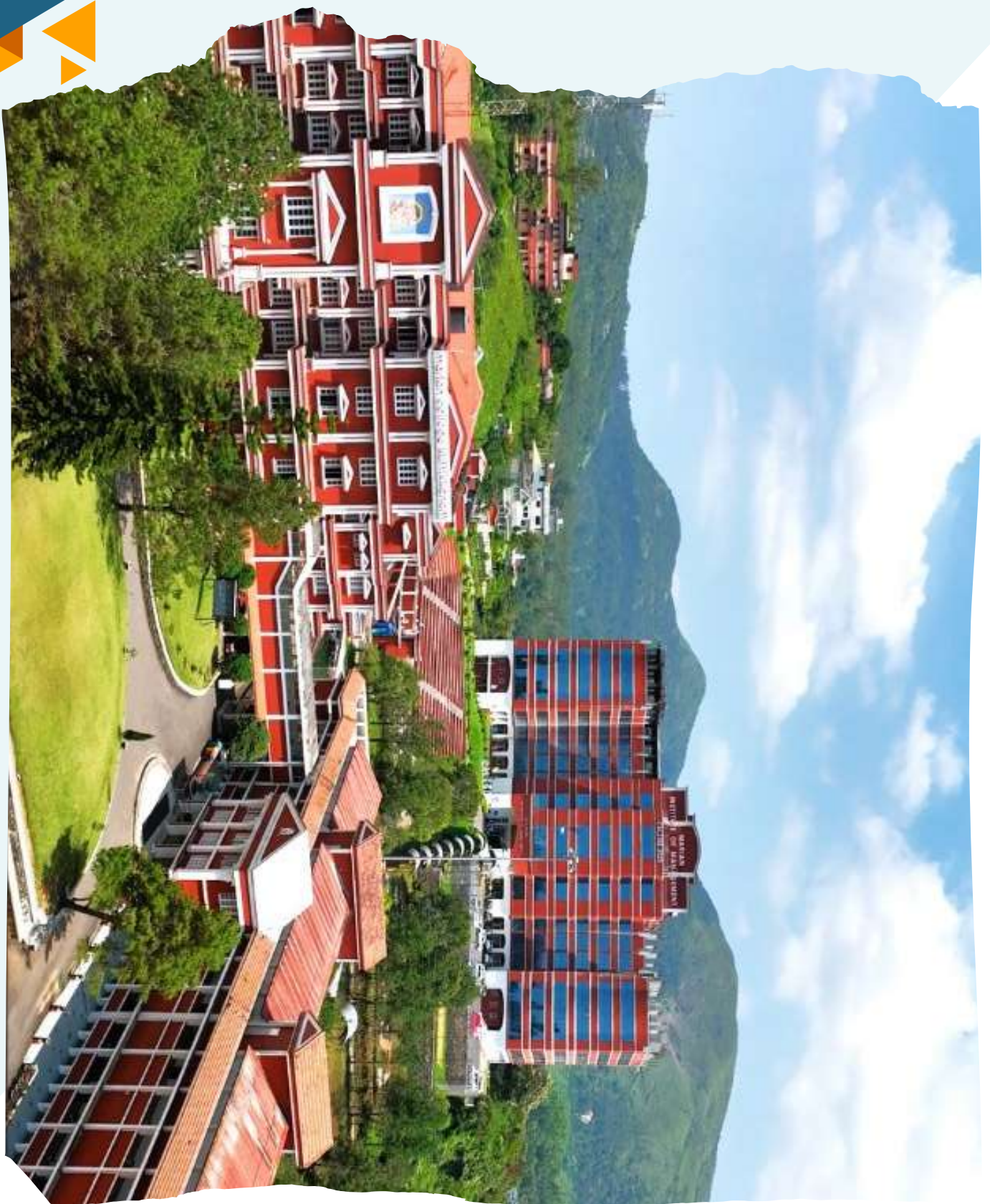
### **Abstract**

Household usage of LPG is high in India. Therefore, attention should be given to the behavioral aspects of the customers when there is a continuous increase in LPG price. Hence the researchers made an attempt on measuring the attitude of the customers towards dynamic change in the price of LPG and their behavioral change. The study has adopted Factor analysis for identifying behavioral change by capturing the attitude of customers through a questionnaire and interview method. Based on Factor Analysis, it is identified by the researchers that the outcome of price increase in LPG households will be having a greater impact on the mindset of the customers, and the effect results in Anxiety followed by the change of cooking mode, change in Food consumption style, Unresponsiveness, Lifestyle change and vociferous.

Keywords: Soaring LPG Price, LPG Consumption, Factor analysis and Household LPG.







**MARIAN INSTITUTE OF MANAGEMENT,**  
Marian College Kuttikkanam Autonomous  
Kuttikkanam P.O, Peermade  
Idukki Dist, Kerala  
Pin: 685 531  
7594971011, 7594971019  
[mim.mariancollege.org](http://mim.mariancollege.org)



978-81-970400-6-1