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**PROCEEDINGS  
OF  
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**XVII INTERNATIONAL CONFERENCE ON APPLIED  
RESEARCH IN ECONOMICS, BUSINESS AND  
MANAGEMENT**

**In Association with  
EMPIRICAL ECONOMICS LETTERS**

**16<sup>th</sup> August, - 2023**

**Siem Reap, Cambodia**

**EVENT ORGANISERS**



**Edited By**

**Dr. K. Ravichandran  
Former Professor  
New York Institute of Technology**

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BUSINESS AND MANAGEMENT

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PROCEEDINGS OF

*ARC 2023*  
**XVII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN  
ECONOMICS, BUSINESS AND MANAGEMENT**

**Edited By**

**Dr. K. Ravichandran**

*Former Professor, New York Institute of Technology, Abu  
Dhabi, UAE*

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**Dr. Ravichandran Krishnamoorthy**

*Former Professor,  
New York Institute of Technology,  
Abu Dhabi, UAE*



## **Inaugural Address**

An astute and result oriented professional with over 22 years of extensive experience in operations, business development, academics and institution building. Received the Award for “Outstanding Contribution towards Education 2016 & 17” from World Sustainability Council at DUBAI. Also due to his contribution to the field of finance, he was appointed as a consultant for Abu Dhabi Stock exchange and also he is on a research project in developing an Education application for Arpuda app private limited. He Received championship Award From WSIS (UN forum) for his two sustainable development projects. Currently he launched the portal for Women Entrepreneurship development in Chennai. Currently employed as Professor and Director of Experiential Learning, New York Institute of Technology, Abu Dhabi Campus, UAE.

He holds the Post-doctoral fellowship from University Kebangsaan Malaysia and Ph.D. in Finance from the University of Madras, India. His area of expertise is primarily with corporate finance and conducts focused research in the Behavioral finance and company analysis. He has co- authored several text books in Finance which are mainly focused on Indian markets. He made intellectual contributions that impact on the academic community in the area of corporate and Behavioural fiancé through papers published in competitive journals in this domain space (Finance India, Journal of investment, Money and Banking, International Journal of Economics and Finance...). He has also made contributions through service to the academic community, as recognition of his scholarship, through her inclusion as a reviewer and/or discussant for several academic conferences and also acting as an Editor of an International Journal. His research in the field of finance also resulted in contribution to teaching and learning by way of the receipt of a NYIT ISRC grant award. His Intellectual contributions have furthered higher education initiatives through his continued collaborative experiential education work with students into the annual Corporate Challenge Competition. His Intellectual contributions, by way of faculty-mentored student research projects were presented by students at International conferences and also got published International journals. So far he has published 25 international journal publications, 12 Books of which 4 are text books and participated in 25 international conferences worldwide.

## **Dr. S. S. Appadoo**

*Professor and Head,  
Department of Supply Chain Management,  
University of Manitoba, Winnipeg,  
Manitoba, Canada*



### **Chief Guest Address**

Professor Appadoo is a Professor of Management Science in the Department of Supply Chain Management at the University of Manitoba, Canada. He teaches undergraduate and graduate courses for the Department of Supply Chain Management. His research work is published in esteemed international journals and referred proceedings. His research is well regarded and frequently cited. His past collaborative projects include working with twenty-one researchers from around the world in a wide variety of academic disciplines. On an ongoing basis, he receives numerous invitations to work cooperatively with distinguished peers and publish his work internationally. Professor Appadoo has published over sixty articles in international journals and proceedings. His publications appear in journals such as: Journal of Applied Mathematics and Decision Sciences, ICBF Journal of Applied Finance, Journal of Risk Finance, Mathematical and Computer Modeling, Computers & Mathematics with Applications, Applied Mathematics Letters, Statistics & Probability Letters, The Mathematical Scientist, Journal of Statistical Theory and Applications and Journal of Statistics and Applications, Journal of Interdisciplinary Mathematic, International Journal of Applied Industrial Engineering, Advances in Fuzzy Sets and Systems, Journal of Applied Statistical Science, Fuzzy Optimization and Decision Making, Journal of Information and Optimization Sciences, Journal of Mathematical Finance, and Journal of Interdisciplinary Mathematics. Some articles appeared on the Top 25 Hottest Articles on Science Direct Elsevier and were among the most cited articles on Elsevier. Currently, he is co-authoring a book titled, Application of Possibility Theory in Decision Analysis.

In 2010, he was awarded the National Sciences and Engineering Research Council of Canada (NSERC) Discovery Grant as the Principal Investigator in the amount of \$100,000. The Discovery Grants Program promotes and maintains a diversified base of high-quality research capability in Natural Science and Engineering in Canadian universities, thereby fostering research excellence and providing a stimulating environment for dynamic research training. Professor Appadoo received the 2008 Associates' Achievement Award, Honorable Mention Award at the Administrative Sciences Association of Canada Conference 2007 (Ottawa). In 2005 and 2012, he received the Best Paper Award at the Administrative Sciences Association of Canada Conference. In 2012, he received the Joint UM/UMFA Committees on Merit Award, recognizing his outstanding contribution to research in the 2011/2012 academic year.

He was elected Divisional Chair for Management Science for the ASAC Conference 2008. He served on the Program Committee for the First Workshop on Parallel and Distributed Computing in Finance in conjunction with 22nd IEEE International Parallel and Distributed Processing Symposium. He participated on the program committee as co-chair for the Management Science and Education track of the 6th International Conference on Information Systems, Technology and Management (ICISTM-2012) and committee member for FCTA 2011 International Conference on Fuzzy Computation Theory and Applications. He is on the Advisory Committee for the (OPTIMA-2012) International Conference on Optimization Modeling and Applications. Professor Appadoo serves on the editorial review boards for the Journal of Applied Industrial Engineering (IJAIE), Journal of Business Research and Management (IJBRM) and Journal of Business and Financial Affairs (JBFA). He has been a reviewer for ASAC, IFSAM, IASTED, NSERC grant application, textbook and international journals such as Fuzzy Sets and Systems, Transaction of Fuzzy Sets and Systems, Computers and Mathematics with Applications, European Journal of Operational Research, Information Science, The Quarterly Review of Economics and Finance, Iranian Journal of Fuzzy Systems, Mathematical and Computer Modeling, International Journal of Information Technology & Decision Making, Concurrency and Computation: Practice and Experience (Wileys), Kuwait Journal of Science and Engineering (KJSE), International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems, IEEE Transactions on Fuzzy Systems, Journal of Systems Science and Systems Engineering School of Economics and Management Tsinghua University, Journal of Business and Financial Affairs, Journal of Fuzy Optimization and Decision Making.

Students appreciate Professor Appadoo's teaching methodology and consistently rank his classes and instruction well above average. He serves on departmental, faculty, and university committees and contributes extensively to the professional community through review processes, sitting as conference chair, academic reviewer and other scholarly activities. He has served as an external examiner for various M.Sc and PhD theses committees.

## **Dr. Easwaramoorthy Rangaswamy**

*Principal & Provost  
Amity Global Institute  
Singapore*



### **Key Note Address**

**Dr. Easwaramoorthy Rangaswamy, Principal & Provost of Amity Global Institute, Singapore is one of the distinguished management professional. He holds a PhD in Management and also has degrees in Master of Business Administration, Master of Commerce, Master of Philosophy in International Business, Post-Graduate Diploma in Computer Applications, Diploma in Advanced Client Server Applications, Bachelor of Commerce and Specialist Diploma in Applied Learning and Teaching from Republic Polytechnic, Singapore.**

**He has taught for University of Northampton, Anglia Ruskin University, University of London, London School of Economics, UK; Victoria University, Australia and Bharathiar University & Visveswararajah Technological University, India. He is also a Member of Panel of International Experts for IMD Executive Opinion Survey 2015, 2016 & 2019 which have been published in IMD World Competitiveness Yearbook. Various awards and accolades received are as follows,**

- **Top Runner up for Accountity – Adaptive Application with an Iterative Algorithm in Reimagine Education Awards 2017 organised by QS and Wharton School, University of Pennsylvania, USA**
- **Shortlisted for Bett Asia Global Citizen Award at Bett Asia Leadership Summit, November 2016.**
- **Recipient of MTC Global Award for Excellence as “Distinguished Teacher - 2015” by Management Teacher Consortium (MTC)**
- **Recipient of “Award for 12 Most Influential Business Professors Under 40” by Singapore Business Review Oct/Nov 2014, Singapore**
- **Recognised as an “Honored Member” in 2011-2012 Edition of The Stanford Who’s Who Black Book**
- **Recipient of "Star Award" - 2001-02 for outstanding performance in ISO 9001:2000 activities**

**With more than 20 years of experience, he have been a dedicated lecturer to students at undergraduate, master’s and doctorate level respectively in business management subjects with consistent high teaching ratings from students over 48 different countries. His students have become World Top Scorer in the subjects namely Principles of Marketing, Human Resource Management, Organisational Behaviour: an Interdisciplinary Approach for University of London, London School of Economics programmes. His students have attained Distinction in MBA programmes of Queen Mary University of London, Anglia Ruskin University and University of Northampton,**

**UK. He has also produced 9 university rank holders during 4 years of teaching in India.**

**Overall, he has achieved a high ranking for educational leadership, lecturing, teaching, and curriculum design and research initiatives. He is more of a student centred teacher, who strives to move his students from surface to deep learning. He ensures that the students' confidence level is built and motivates them to achieve excellence. His belief and practice is more related to the "Transmission" and "Nurturing" type, when it is referred to the TPI framework. Blended with the teaching qualities, he is also good at Institution Building achieving success in educational leadership.**

## **Dr. Ritwij Bhowmik**

Associate Professor,  
Department of Humanities & Social Sciences  
IIT Kanpur, India



### **Special Address**

**Dr. Ritwij Bhowmik** postgraduation from Visva-Bharati University (India); later, he studied PG. Dip from Northeast Normal University (China). He then earned his Doctorate in Visual Culture from National Chiao-Tung University (Taiwan). In 2017, he spent a tenure serving as a Guest-Professor at the Department of Asian and Islamic Art History, University of Bonn (Germany). He also delivered several invited lectures on Indian cinema and Art at renowned European universities such as the University zu Köln (Germany), University of Ljubljana (Slovenia), University Duisburg-Essen (Germany), University of Split (Croatia) and the Aalto University (Finland). His research interest lies in the area of Cultural Study, Communication Design, and Social Sciences. Dr. Bhowmik joined the Department of HSS, IIT Kanpur in 2013 where he currently teaches, and simultaneously works as a professional artist and researcher.

## FOREWORD



**Dr. K. PrakashVel,  
Professor,  
University of Wollongong in Dubai.**

It gives me immense pleasure in writing a foreword to the **'ARC 2023 XVII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ECONOMICS, BUSINESS AND MANAGEMENT in Association with EMPIRICAL ECONOMICS LETTERS.**

ARC is a forerunner in creating and exchanging knowledge in the field of Business Management featuring major developments in the global economy and markets. They have been successful in organizing conferences to exchange skills and acumen on theory and practice on current and emerging management principles, ideas, concepts and research methods facilitating analysis among academicians, scholars and students, both at the post graduate and doctoral levels. I strongly believe that the conference would not only inspire the delegates participating from different parts of the World, but also further add to the existing literature in different research domains in business management.

I am positive that the one day International Conference would be beneficial to the participants. I extend my sincere wishes for a successful conference.

**Dr. K. PrakashVel**

## FOREWORD



**Dr. Gantasala V. Prabhakar, Ph.D**  
**Associate Professor & Assistant Dean,**  
**School of Management**  
**New York Institute of Technology,**  
**New York**

Knowledge stems from extensive research undertaken by the multitude of experts in academia and the corporate. It then becomes quintessential that research-based findings that contribute to extant knowledge must be shared. One of the integral elements of Nonaka and Takeuchi's SECI model is Knowledge Sharing. I have believed that bringing researchers from across the globe working in their domains of expertise on a common platform is in the direction of creating strong Communities of Practice. Academic Research Publishers has set a benchmark in organizing these congregations of knowledge and research pools and presenting opportunities for knowledge sharing and in turn fuelling possibilities of knowledge creation. ARC has successfully over the years provided the base to present, discuss and enhance research developments in each of the management functions.

ARC has also garnered increasing patronage of participants who represent all the major continents and that in itself has been very inspiring and satisfying for me to be a part of their success. The conferences organized have seen an overwhelming response from global experts and is a testimony of the credentials that ARC embodies and has stood for.

It is my privilege to applaud their vision, their efforts and to be part of **ARC 2023 XVII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ECONOMICS, BUSINESS AND MANAGEMENT in Association with EMPIRICAL ECONOMICS LETTERS.**

Given the calibre of the participants and the values that are enshrined by conferences organized by ARC, I am very assured that the two day conference will be a resounding success and will draw appreciation and support from all associated with this noble endeavour.

**Gantasala V. Prabhakar, Ph.D**

## FOREWORD



**Dr. R. Krishna**  
**Group Director,**  
**Don Bosco Group of Institutions**  
**Bangalore.**

It is with immense pleasure that I write this Foreword for the the Proceedings of the **ARC 2023 XVII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ECONOMICS, BUSINESS AND MANAGEMENT in Association with EMPIRICAL ECONOMICS LETTERS**, , organised by the Academic Research Conferences/Publishers, Abu Dhabi, UAE.

I am informed that the responses are overwhelming from all corners in the form of quality research papers submitted for review/approval for presentation during the conference. I am sure, the Proceedings of the conference will serve as an excellent reference book to the Management teachers the world over. I trust also that this conference will be an impetus to stimulate further study and research in all the areas.

Wishing Godspeed in all the endeavours.

**Dr. R. Krishna.**



**ARC 2023**  
**XVII INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN**  
**ECONOMICS, BUSINESS AND MANAGEMENT**

**DATE: 16<sup>th</sup> August, 2023**

TIME	AGENDA	PLACE
09:15-09:20 AM	<b>REGISTRATION</b>	Hall
09:20-09:30 AM	<b><u>Welcome &amp; Inaugural Address</u></b> <b>Dr. K. Ravichandran</b> <i>Former Professor, New York Institute of Technology, Abu Dhabi, UAE</i>	Hall
09:30-09:45 AM	<b><u>Chief Guest Address</u></b> <b>Dr. S. S. Appadoo</b> <i>Professor &amp; Head, Department of Supply Chain Management, University of Manitoba, Winnipeg, Manitoba. Canada</i>	Hall
09:45-10:15 AM	<b><u>Keynote address</u></b> <b>Dr. Easwaramoorthy Rangaswamy</b> <i>Principal &amp; Provost, Amity Global Institute, Singapore</i>	Hall
10:15-10:30 AM	<b><u>Special Address</u></b> <b>Dr. Ritwij Bhowmik</b> <i>Associate Professor, IIT Kanpur, India</i>	Hall
10:30-11:00 PM	<b><u>Tea Break</u></b>	
11:00-1:00 PM	<b><u>Technical Session 1</u></b> Special panel session titled “ <b>Design &amp; Technology in Today’s Society</b> “ Chaired by <b>Dr. Ritwij Bhowmik</b> <i>Associate Professor, IIT Kanpur, India</i>	Hall
02.00-04:30 PM	<b><u>Technical Session 2</u></b>	Hall
01:00-2:00 PM	<b><u>Lunch Break</u></b>	
11:00-05:30 PM	<b><u>Technical Session 3 Online</u></b>	Online
05:30-06:00 PM	<b><u>Valedictory</u></b> <b>Dr. K. Ravichandran</b> <i>Former Professor, New York Institute of Technology, Abu Dhabi, UAE</i>	Online

*ARC 2023*  
*Conference Schedule*  
***Technical Session 1 (Angkor hall)***

***Special panel session titled***  
**“Design & Technology in Today’s Society “**  
**Chaired by**  
**Dr. Ritwij Bhowmik**  
*Associate Professor, IIT Kanpur, India*

**16-08-202, Wednesday**  
**Session 11:00 AM to 1.00 PM**

REF. No.	Paper Title & Presenter
1	<p><b><i>Raagrang: A Designer's Perspective on Enhancing the Indian Classical Music Listening Experience Using Emotion Based Adaptive Ambient Lighting</i></b></p> <p><b>Authors: Mr. Kedar Dicholkar and Dr. Ritwij Bhowmik</b></p>
2	<p><b>The Role of Bengali TV Serials in Establishing “Handloom” Supremacy in Post-2010 Kolkata Sari Market: A Qualitative Study in the Context of Media Influence</b></p> <p><b>Authors: Ms. Gargi Ghosh and Dr. Ritwij Bhowmik</b></p>
3	<p><b><i>Shora, The Dying Art Of Bengal: Analysing Visual Design Component</i></b></p> <p><b>Authors: Mr. Partha Dutta and Dr. Ritwij Bhowmik</b></p>
4	<p><b>Architectural Reuse at Warangal-Sultanpur: Interpretations on the Kakatiya and the Tughluq Architecture in Late Medieval Deccan</b></p> <p><b>Authors: Mr. Manash Pratim Sharma and Dr. Ritwij Bhowmik</b></p>
5	<p><b>Impact of Smart Apps on the Human Lifestyle in Today’s World from a Designer’s Lens</b></p> <p><b>Authors: Ms. Manisha Brahma, Mr. Kedar Dicholkar, Ms. Divyashree Rao and Dr. Ritwij Bhowmik</b></p>
6	<p><b>Rethinking Human-Nature Coexistence: Designing Immersive and Haptic User Experience through AR and VR</b></p> <p><b>Authors: Ms. K. Divyashree Rao, Mr. Kedar Dicholkar, Dr. Ritwij Bhowmik and Ms. Manisha Brahma</b></p>
7	<p><b>Tracing the Local in the Global: Material Usage in the Artworks of Indian Contemporary Women Artists</b></p> <p><b>Author: Mr. Aranya Bhowmik</b></p>

*ARC 2023*  
**Conference Schedule**  
**Technical Session II (Angkor hall)**  
**SESSION CHAIRS**

**Dr. Easwaramoorthy  
Rangaswamy**  
Principal & Provost  
Amity Global Institute  
Singapore.

**Dr. R. Amudha**  
Professor, MBA Department ,  
CMS Business School,  
Seshadri Road, Bangalore,  
India.

**Dr. L. Karthikeyan**  
Director, Nehru College  
of Management,  
Coimbatore, TN, India.

**16-08-202, Wednesday**  
**Session 2.00 P.M to 04.00 PM**

REF. No.	Paper Title & Presenter	Time
1	Addressing Cognitive Load Across Different Functional Domains in the Older Adults: A Systematic Review  Author: Ms. Roopini Radhakrishnan	2.00 -2.15 PM
2	A Study on the Effectiveness of Infographics in HEI Websites with Special Reference to Coimbatore City  Authors: Ms. Arshitha S. Raj and Dr. L. Karthikeyan	2.15 – 2.30 PM
3	A Comparison Between The Combined Compromise Solution Method and Mellin Transform Supported Distance Based MCDM Model. Applications to Covid Vaccine Selection Process and Challenges.  Authors: Dr. S. S. Appadoo, Dr. Yuvraj Gajpal and Dr. A. Kumar	2.30 – 2.45 PM
4	Metahuristics Approach for Scheduling Elective Patients Surgery  Authors: Dr. Xiankai Yang, Dr. Yuvraj Gajpal, Dr. S. S. Appadoo, and Dr. Vivek Roy	2.45 -3.00 PM
5	Auditing in the Post-Pandemic Era: Lessons Learned and Strategies for Future Resilience  Author: Mr. Anil Sulegai Premanath	3.00 -3.15 PM
6	Cognitive Behavior Role in the Fusion of Artificial Intelligence and Robo-Advisory Services for Enhancing Investment Returns  Authors: Mr. K P Ramesh and Dr. R. Amudha	3.15 – 3.30 PM
7	Digital Resilience: Assessing Potential Post-Pandemic Business Opportunities and the Impact of Digital Marketing Strategies  Authors: Dr. Saurabh Jaiswal, Dr. Easwaramoorthy Rangaswamy and Dr. Gemini V Joy	3.30 – 3.45 PM
8	Employee Attrition Prediction using Machine Learning Classification  Authors: Mr. Senthilvelan and Dr. M. Sengaliappan	3.45 -4.00 PM

*ARC 2023*  
**Conference Schedule**  
**Technical Session III (Online)**

Join Zoom Meeting

<https://uso6web.zoom.us/j/5457092288?pwd=WjFDUXp6VlBGVDVEZlc2NTRORDJEdz09>

Meeting ID: 545 709 2288

Passcode: 55555

**SESSION CHAIRS**

**Dr. S. S. Appadoo**  
*HOD, Department of Supply  
Chain Management,  
University of Manitoba,  
Winnipeg, Manitoba.  
Canada.*

**Dr. K. Ravichandran**  
*Former Professor,  
New York Institute of  
Technology, Abu Dhabi,  
UAE,  
Founder ARC Conferences*

**16-08-2023, Wednesday**

**Session 11:00 AM to 05:30 PM (Cambodian time)**

**Session 09:30 AM to 04:00 PM (Indian Time)**

REF. No.	Paper Title & Presenter	Cambodian Time
1	<b>Information Communication Technology in India – ‘A Study on Grass Root Informatics (GRI) and Community Radio as a Supplement to Social Media’</b>  <b>Authors: Dr. Priya Sachdeva and Mr. Archan Mitra</b>	11.00 -11.15 AM
2	<b>Customer Preferences While Booking Eco -Friendly Hotels in Delhi –NCR</b>  <b>Authors: Dr. Aravind Kumar Rai, Dr. Mukesh Shekhar and Dr. C. Anirvinna</b>	11.15 -11.30 AM
3	<b>An Investigation into the Influence of Promotional Strategies and Awareness on the Buying Behaviour of Organic Cosmetic Products</b>  <b>Authors: Ms. Ramya U and Mr. Chandrasekaran</b>	11.30 -11.45 AM
4	<b>Impact of Visual Merchandising on Impulse Purchase of Biscuits from Reliance Smart Outlets across Palakkad City</b>  <b>Authors: Mr. Aravind Krishnan R and Dr. R. Moses Daniel</b>	11.45 -12.00 PM
5	<b>Employee Upskilling in the Confectionary industry – Analytical Study on Pre and Post Covid'19</b>  <b>Authors: Mr. Prasob K and Dr. R. Amudha</b>	12.00 -12.15 PM

6	<p><b>Financial Inclusion Schemes of Pradhan Mantri for Economic Upscaling in India – A Critical Analysis with Reference to Kerala</b></p> <p><b>Authors: Mr. Jose Francis and Dr. R. Amudha</b></p>	12.15 -12.30 PM
7	<p><b>Customer Attitudes towards Mobile Wallet Preference and Technology Adoption : A Study in Bangalore</b></p> <p><b>Authors: Dr. Thirupathi Manickam, Dr. E. Anandharaja and Dr. K. Ravichandran</b></p>	12.30 -12.45 PM
8	<p><b>A Process Framework for Nurturing Innovative Culture in Organisation in Commercial Motor Vehicle Sector</b></p> <p><b>Authors: Mr. Umashankar. U, Dr. Ajitha Savarimuthu, Dr. Nirav Halvadia and Dr. Jignesh Mevada</b></p>	12.45 -1.00 PM
	<b>LUNCH BREAK</b>	<b>1.00 – 2.00.PM</b>
9	<p><b>Perceptive Traits of the dairy Consumers During Covid '19 and its Transition in Post Pandemic</b></p> <p><b>Authors: Mr. K. S. Kanna and Dr. R. Amudha</b></p>	2.00 -2.15 PM
10	<p><b>“An Examination of Trust, Risk Perception, and Behavioral Control in the Context of Online Stock Trading”</b></p> <p><b>Authors: Ms. Jayalakshmi K U, Dr. Chidananda H L and Ms. Harshitha K</b></p>	2.15 – 2.30 PM
11	<p><b>Effectiveness and Problems Related to Stress Management among Doctors of Private Hospitals at Coimbatore City</b></p> <p><b>Authors: Ms. Ambily Das K and Dr. L. Karthikeyan</b></p>	2.30 – 2.45 PM
12	<p><b>A Study on the Impact of Brand Experience and Continuous Brand Satisfaction on Brand Love</b></p> <p><b>Authors: Dr. Ajitha Savarimuthu, Dr. Saji George and Dr. Dileep Kumar M</b></p>	2.45 -3.00 PM
13	<p><b>Impact of Participating Teaching and Learning Methods in Education for Sustainable Development</b></p> <p><b>Authors: Dr. P. Vidhya, Dr. B. Divya Priya and Dr. A. Tharmalingam</b></p>	3.00 -3.15 PM
14	<p><b>Analysis of Work-Related Burnout and its Impact on Work Commitment of Teachers Working in Self-Financing Colleges, Dharmapuri District</b></p> <p><b>Authors: Ms. Savitha S and Dr. K. Krishna Kumar</b></p>	3.15 – 3.30 PM

15	<p><b>Work-Life Balance of School Teachers and their Satisfaction towards their Job</b></p> <p><b>Authors: Ms. S. Sreeja and Dr. L. Karthikeyan</b></p>	3.30 - 3.45 PM
16	<p><b>The Impact of Financial Literacy on Investor Well-Being : Exploring the Mediating Role of Financial Behavior and Quality of Life</b></p> <p><b>Authors: Dr. Baranipriya A, Dr. Sreanandan and Dr. Roshni P. R</b></p>	3.45 -4.00 PM
17	<p><b>Usage, Implications, and Future of Edutech in UAE Universities</b></p> <p><b>Authors: Dr. Ravichandran Krishnamoorthy and Dr. Thirupathi Manickam</b></p>	4.00 -4.15 PM
18	<p><b>Framework to Provide Early Warnings Through Systematic Study of IT Projects to Avoid Project Failures</b></p> <p><b>Authors: Dr. R. Punniyamoorthy, Mr. Sivan Ammamuthu and Dr. K. Ravichandran</b></p>	4.15 -4.30 PM

# ***Raagrang: A Designer's Perspective on Enhancing the Indian Classical Music Listening Experience Using Emotion Based Adaptive Ambient Lighting***

**Mr. Kedar Dicholkar**

Ph.D Student  
Dept. of Design, Dept. of HSS,  
IIT Kanpur, India

**Dr. Ritwij Bhowmik**

Associate Professor  
Dept. of Design, Dept. of HSS,  
IIT Kanpur, India

## **Abstract**

*Raaga* is one of the fundamental concepts which encapsulates the essence of Indian classical music in the form of melodic arrangements. Every *Raga* tends to evoke an emotion and a mood of its own amongst listeners, termed *Rasa*. The *Raag-Rasa* Dynamic has been studied for a long period of time across the music of various cultures. With the advent of audio signal processing and machine learning, the idea of enhancing the experience of listening and appreciating music using the above-mentioned dynamic has been gaining traction, especially due to the music streaming industry. Since the listener, the *Rasika* is an important part of this experience, the user-centered design (UCD) process could give us valuable insights into how this experience should be crafted.

This paper aims to explore the *Raaga-Rasa* Correlation and seeks to redesign the experience of enjoying Indian classical music by aesthetically intensifying the emotional arousal using ambient lighting. We will look into the classification of the Raga System and how it emotes in terms of visual expression of colors and hues. From the user experience design perspective, we use various design tools to formulate the experience, test it with users (audience/listeners, in this case), and record how the new experience is received. We will also substantiate the difference in the levels of appreciation in different settings of ambiances to demonstrate how the lighting can modulate the experience of a musical piece in many ways. The paper will finally conclude by summarising results, drawing insights, and discussing the potential scope of the results gained.

**Keywords:** Indian classical Music, Raaga, Rasa, User experience, design, UX, UI, Ambient lighting

## The Role of Bengali TV Serials in Establishing “Handloom” Supremacy in Post-2010 Kolkata Sari Market: A Qualitative Study in the Context of Media Influence

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### **Abstract**

The trend of serial-inspired saris in Kolkata markets was started by *Baha* sari- a sari seen in a 2012 Bengali TV serial that, despite existing almost eight years ago, still has its imprints deep on the 2023 sari market of Kolkata. Initially an original handloom product, it later came in power loom versions to meet the exceeding demand with its growth as a trend. Yet, the name “Handloom” latched on as the identifying medium for the material of those saris. Contrary to the word's literal meaning, “Handloom” in Kolkata sari markets refers to machine-made, lightweight, daily wear saris- a genre initiated from *Baha sari* and later continued by other TV-inspired trends such as *Imon* or *Mithai* sari. Through a survey conducted in six major sari markets of Kolkata, the author tries to comprehend the relation between TV screens and sari shops and how the average sari-wearing Bengali woman as an audience acts as the connection. Starting with the objective of tracing designs from TV into its audience's lives, the researcher gradually follows how influential Bengali TV serials have been in causing a considerable boost to the sari market of Kolkata.

**Key words:** Sari, Bengali TV serial, TV trend, Handloom, Visual culture, Fashion influence, textile, *Baha sari*, *Imon sari* and *Mithai sari*

## ***Shora*, The Dying Art of Bengal: Analysing Visual Design Component**

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### **Abstract**

*The Shora* is a concave circular pottery in which particular communities of *Kumbhakar* paint pictures of Hindu deities. Undivided Bengal, especially Dhaka, Barisal, and Faridpur, currently in Bangladesh, had this ritualistic *Shora* popularly. However, the India-Pakistan partition, the Muladi massacre, and the *Muktijudha* of Bangladesh forced several artisans to seek refuge and settle in a different part of West Bengal. The migration and modern influence have created significant changes in visual representation despite line, colour, composition, and design motives. Many artists today opt for artificial stainercolours for paint because they are readily available, do not require prior preparation, and give a glossy finish. Industrial development and a new market have affected the demand and value of such art. The popular *Shora*, once considered customary to every Bengali household, has now found its own tiny space in a few traditional worships. General People are looking for more accessible alternatives like plaster of Paris idols, photos with frames, and so forth. Even the new generation is not interested in continuing *Shara* painting as a profession.

This paper aims to show how migration, socio-political aspects, and locality have navigated the cultural pictorial shift and survived, specifically in West Bengal. The authors also try to analyse whether the design component of this art form needs to change and adapt to the present customer's requirements.

**Keywords:** Bengaliart, Bengali traditions, Community art, Folk art, Folk culture, Shora art.

## **Architectural Reuse at Warangal-Sultanpur: Interpretations on the Kakatiya and the Tughluq Architecture in Late Medieval Deccan**

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### **Abstract**

Warangal, presently recognized as one of the growing cities in the state of Telangana, is most remembered for its historical significance as the capital of the Kakatiya dynasty. The Kakatiya reign continued from 1195 CE to 1323 CE until the Tughluq invasion ended their rule in the region. Warangal was incorporated as a province of the Delhi Sultanate and subsequently renamed Sultanpur. The pre-existing Kakatiya architecture underwent partial destruction, while some new structures were erected, and the remaining architecture was reused with a new significance for the city. This paper explores the multiple interpretations of the city of Warangal made by the pre-modern historical records, the current scholarship, and the way they consider the architecture of Warangal during the city's Sultanate rule. This research aims to review the broader interpretations of architectural reuse associated with the Tughluq occupation in the Kakatiya region, with a particular focus on the mutual association of Hindu-Muslim interactions during the turbulent era of late medieval Deccan India. An additional inquiry addresses the probable reasons behind Tughluqs' retention and partial destruction of architecture at the Warangal Fort. By means of the method of construction and material analyses of the surviving structures, the study intends to define the cultural proximity between the Hindu makers and their new Sultanate patrons, who were culturally and customarily non-identical.

**Keywords:** Warangal, Sultanpur, Warangal fort, Kakatiya architecture, Sultanate architecture, Delhi Sultanate, Tughluq dynasty, architectural reuse, cultural assimilation, late medieval Deccan

## **Impact of Smart Apps on the Human Lifestyle in Today's World from a Designer's Lens**

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### **Abstract**

The increasing prevalence of apps in people's daily lives has become a significant phenomenon. The ease of use and convenience of apps have made them an essential component of smartphones and mobile devices. Apps have become ubiquitous, providing users various functionalities such as communication, social networking, commerce, entertainment, and healthcare. App customization and personalization capabilities also play a vital role in their popularity, allowing users to build profiles, maintain preferences, and receive personalized suggestions based on their usage habits and interests. This trend is expected to continue as technology advances and more tasks and experiences become digitized. With the advent of such highly personalized user experiences being designed to cater to individual needs, the necessity to look into the downsides and worries of the same has also been gaining relevance in research discussions. Delving into similar areas of study, this paper aims to explore various design methodologies to study the impact of apps on people's lives, particularly in terms of their effect on entrepreneurial business, the rise of super-apps, and the psychological implications of their increasing use. The study also aims to open the scope for future research on this topic.

## **Rethinking Human-Nature Coexistence: Designing Immersive and Haptic User Experience through AR and VR**

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### **Abstract**

We have enough scientific data on climate change, endangered wild and marine animals, diminishing natural resources, etc., to suggest that mother nature cries for love and attention. We desperately need to Rethink and Redesign the whole idea of Human-Nature Coexistence. This research aims to make people more sensitive about Nature and bring them closer to it by designing a unique Immersive and Haptic User Experience of important processes and events in Nature by leveraging Augmented Reality (AR) and Virtual Reality (VR) technologies. The study aims to explore and design unique ways to connect Users with Nature, make them understand the natural world closely and the importance of peacefully co-exist in it, appreciate its beauty and intelligence, and make them feel responsible for leading a sustainable life For, With, and by Nature. Designing such an experience will involve visuals/ audio/ smell and tactile interactions. The study will explore behavioral psychology, and scientific and design methodologies to investigate and interpret available ideas and create an experience to communicate a message about "The concept of sustainably coexisting with Nature". The study also aims to provide a hotbed for future scientific research and design possibilities.

## Tracing the Local in the Global: Material Usage in the Artworks of Indian Contemporary Women Artists

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### **Abstract**

In India, through economic reform in the 1990s, the process of globalizing of the Indian economic structure impacted the social and cultural fabric significantly. The introduction of global media and art market changed Indian art as well. Indian artists started to develop artistic practices that, on the one hand, resonated with the international art scene but were also rooted in their individual contexts. The emergence of contemporary art after the 1990s has distinctive characteristics governed by multiple factors. In this context, a generation of women artists engages in artistic practice that embodies local and indigenous materials and knowledge but aims to be seen in the global art arena. This paper will navigate through the works of two prominent contemporary women artists—Jayashree Chakraborty and Sheela Gowda, to understand the idea of contextual materiality and globalization in the discourse of contemporary Indian art.

Beyond the institutional knowledge system disseminated through art education in India, certain artists have been able to create individual artistic languages that involve organic, indigenous materials and processes that enrich their practices and have an intrinsic connection with Indian society and culture. Both artists have developed a language that consists of locally sourced materials and has its own contextual and connotational meanings.

Moreover, their artworks being exhibited in major international exhibitions and events and getting the attention of the international art scene creates a connection between the local and global contexts. The objective of the paper is to critically understand the effects of globalization in the context of Indian art as well as how Indian artists responded to it.

**Key words:** neoliberal, Material, Contemporary Art, Indigenous, globalization.

## Addressing Cognitive Load Across Different Functional Domains in the Older Adults: A Systematic Review

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### **Abstract**

Cognitive load is related to information processing that places cognitive demands on an individual's working memory. It has been studied extensively among college students and in the educational setting. Cognitive load in older adults is more associated with cognitive impairment along with working memory function. Moreover, many research studies have recommended and highlighted the need to study cognitive load in older adults. There are extensive studies that explored the age-related decline of cognitive abilities in relation to cognitive demands. The working memory decline must be in the first place to understand cognitive load (CL). This article aims to review existing literature focusing on cognitive load experienced in different functional domains among older adults. The present study assesses cognitive load by examining the interrelations such as Working memory decline, working memory components in older adults, age-related cognitive impairment. Similarly, the understanding of cognitive load in other age groups, the study also accentuates the role of cognitive load among children in educational settings. Further, the study also explores methods used to measure cognitive load in the geriatric population.

**Keywords:** Cognitive Load, Cognitive Demands, Working Memory Decline, Older Adults, Functional Domains, Cognitive Load Measures, Eye-tracking

## **A Study on the Effectiveness of Infographics in HEI Websites with Special Reference to Coimbatore City**

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### **Abstract**

Infographics are quickly emerging as a useful way to convey information succinctly in a world where people struggle with too much information. Despite infographics' ongoing growth, little study has been done to show how educators may use this new resource. The effectiveness of infographics resides in their ability to swiftly and effectively convey vast volumes of data. This paper defines the criteria for infographics to have a potential role on educational websites. This research paper mainly focused the process of use of digital media and specifically what the role in decision-making process of choosing a college. This knowledge of the use of digital marketing in higher education institutions (HEI) especially as part of the colleges' strategy is very crucial to compete for qualified students. The paper aims is to demonstrate the role and application of infographics a digital marketing tool to help student's decision-making process. A qualitative research approach was employed in this study through semi-structured interviews, observation and documentation as data collection method. Chi-square analysis were done in this research study as part of analysis.

The collaborative and engaging nature of websites provides an opportunity to balance the educational control since communication platform is built on opinions and experiences of students and other stakeholders.

# A Comparison Between the Combined Compromise Solution Method and Mellin Transform Supported Distance Based MCDM Model. Applications to Covid Vaccine Selection Process and Challenges

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## Abstract

The recent COVID pandemic has highlighted the need for effective multi-criteria decision-making (MCDM) model in vaccine selection. This paper compares the Combined Compromise Solution (CoCoSo) MCDM Method with the distance-based MCDM model using Mellin transform. To ensure objectivity and transparency in the selection model, the objective criteria weights are derived exclusively from the decision matrix to make an optimal choice in the selection process. Some applications of the hybrid approach to COVID vaccine selection are provided toward the end of the paper to illustrate the proposed mixed method. This hybrid model enables the inclusion of diverse perspectives by considering the criteria and preferences of different stakeholders, leading to a more inclusive and socially acceptable decisions making process. Our hybrid model assists in identifying the most promising vaccine options based on their overall performance across various conflicting multiple criteria. The robustness of this hybrid model can enhance public trust and confidence in the COVID vaccine selection process. By continuously evaluating the performance of selected vaccines and updating this hybrid model based on real-world data sets, decision-makers can eventually improve future COVID vaccine selection processes, leading to better outcomes and responses to similar challenges.

**Keywords:** Mellin Transform, Criteria Weights, Multi Criteria Decision Making, Hybrid Approach, Distance Based Model. AMS subject classification: 62M10 (60F05, 60G52, 60K05)

## Metahuristics Approach for Scheduling Elective Patients Surgery

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### Abstract

The hospital plays an essential role in a country's economy by keeping the workforce healthy and physically fit. One of the major components of the hospital is the surgical operation performed in an operation theatre. An efficient operations theatre scheduling is helpful for improving hospital performance and patient satisfaction simultaneously. This paper considers an operation theatre scheduling problem at the tactical level. The first main decision variable of our paper is the number of allotted sessions in different departments at different time periods. The second main decision variable is the number of patients treated for different surgery types in different time periods. The scheduling is prepared to respect resource constraints such as the surgeon, wards, beds, ICU rooms etc. The objective is to minimize net revenue, which considers the revenue from the surgery operation and the loss incurred due to poor service quality. The proposed problem is solved using a Variable neighbourhood search (VNS) algorithm. The effectiveness of the proposed algorithm is tested using data set generated randomly. A sensitivity analysis is conducted to understand some of the important aspects of operations theatre scheduling.

# **Auditing in the Post-Pandemic Era: Lessons Learned and Strategies for Future Resilience**

*Mr. Anil Sulegai Premanath*

## **Abstract**

The global outbreak of the COVID-19 pandemic had a profound impact on businesses and economies worldwide, necessitating unprecedented shifts in operations and financial reporting. This research paper explores the challenges faced by auditors during the pandemic and the lessons learned. It delves into the adaptations and innovations that emerged to ensure audit continuity and resilience in the face of uncertainty. The study also proposes strategies for future auditing practices to strengthen resilience, flexibility, and risk management in the post-pandemic era.

# Cognitive Behavior Role in the Fusion of Artificial Intelligence and Robo-Advisory Services for Enhancing Investment Returns

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## **Abstract**

Cognitive behavior plays a crucial role in shaping an investor's decision-making process and their willingness to adopt innovative technologies such as robo-advisory services. Cognitive behaviour shapes the way we think and process information. It can influence our personal innovativeness in several creative ways. It is evident in people who are more open to new ideas and willing to take risks are more likely to be innovative. On the other hand, people who are more risk-averse and prefer to stick with the status quo are found to be repetitive and monotonous.

This paper examines how cognitive behaviour of the millennials, influence personal innovativeness in the adoption of robo-advisory services. Additionally, it explores how the integration of artificial intelligence (AI) in robo-advisory systems can mitigate cognitive biases that may hinder in the investor's decision-making process. By understanding the interplay between cognitive behavior, personal innovativeness, and AI in robo-advisory, it is attempted to gain insights into effectiveness of robo-advisory services to overcome the cognitive biases, normally committed by the investors in their investments. Based on the above acumen we have arrived at the research design to find out the validity of this model applying appropriate statistical tools which has been confirmed through Structural Equation Model(SEM).

**Keywords:** Cognitive Behavior, Artificial Intelligence, Robo-Advisor, PIIT, Investment Returns

## Digital Resilience: Assessing Potential Post-Pandemic Business Opportunities and the Impact of Digital Marketing Strategies

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### Abstract

The COVID-19 situation has impacted adversely many business organisations, from small-scale businesses to the large-scale businesses/ or multinational corporations, leading to decline in revenues and subsequent losses. On the contrary, there are other new age digital businesses who have thrived even in this situation as they were better prepared both technologically as well as from the point of view of mindset and attitude. As such, there is a clear advantage that can be seen between the digital and non-digital. The purpose of this study is to find out various digital opportunities, digital skillsets required by the existing and upcoming digital entrepreneurs.

This study has adopted a Quantitative research methodology, followed by primary data collection with 120 anonymous respondents. The primary data has been analysed further using various advanced scientific tools like IBM SPSS, Microsoft Power BI, giving valuable insights on the digital business opportunities.

The digital business, digital skillsets like digital marketing has a great deal of awareness amongst the entrepreneurs and professional group of Urban Indian cities. The Indian participants are aware about digital businesses opportunities and digital marketing skillset. It should be highlighted that, overall, there is a great deal of awareness about the performances of the digital businesses and digital skills particularly digital marketing based on different methods of statistical analysis as conducted, it is important especially for the small and medium businesses in India to capitalize on this positive sentiment and mindset on digital eco-system where there is a great deal of optimism for future business in India as reflected in the research study.

**Keywords:** Digital Business; Digital Marketing; Digital Skillsets; Digital Entrepreneurs; COVID-19; Digital

# Employee Attrition Prediction Using Machine Learning Classification

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## Abstract

The loss of good employees is a key concern for any company, since it may have a negative impact on efficiency, morale, and results. This research proposes a machine learning approach to forecasting employee turnover in an effort to address the issue. The primary objective is to analyze the factors that influence employee turnover so that businesses may develop effective retention strategies. Data Preprocessing with Recursive Feature Elimination (RFE), Feature Extraction with Principal Component Analysis (PCA), and Classification with three distinct algorithms: Logistic Regression, K-Nearest Neighbors, and Gradient Boosting are the four key components of the proposed technique. RFE is used in the Data Preprocessing step to identify the most relevant characteristics from the employee dataset. RFE eliminates less important features recursively, resulting in a smaller feature set while maintaining the most informative ones. Following that, feature extraction is conducted using PCA to improve the model's prediction potential. PCA reduces the original feature space to a lower-dimensional space, ensuring that the newly generated features capture the greatest amount of variation in the data. Finally, three classification techniques are used to predict employee attrition: Logistic Regression, K-Nearest Neighbors, and Gradient Boosting. These algorithms were selected because of their ability to handle binary classification problems as well as their complementing skills in dealing with various kinds of input and decision limits.

**Keywords:** Employee Attrition Prediction, Recursive Feature Elimination, Machine Learning, Principal Component Analysis

## Information Communication Technology in India – ‘A Study On Grass Root Informatics (GRI) and Community Radio as a Supplement to Social Media’

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### **Abstract**

**Introduction:** The global diffusion of the information and communications technology (ICT) and community radio provides developing countries the opportunity to reduce the economic gap between the developing and the developed countries. **Implications:** But there has been insurmountable shift in today's information and communication discourse. ICT and community radio is no more a mere tool for dissemination of information rather it has been useful in bringing mass revolutionary changes in the society, a very exciting example is CGNet Swara1. Grass root or village level use of ICTs and community radio has become so much more acceptable than it was a decade back. Today with the insurgence of social media as a platform for information sharing there has been considerable amount of change in the concept of wellbeing which was limited to economic gap before. Today information gap is also considered to be a measurement criterion for validating the rift between the developing and the developed countries. **Objective:** This paper is an endeavour to explore into the areas of grass root informatics and how ICTs and community radio can be made a driving force towards bringing information closure within the community. **Methodology:** To fulfil this objective the researchers have taken two methodology approach of literature review and case study. **Findings:** The research provides us with some interesting answers which when evaluated can be seen as a synergy between ICT, radio and community. Community use ICT and new media and community radio provide information to the community therefore the functions being same provides more immediate communication and more effective communication possible. **Implications:** Grassroots informatics is the use of ICTs by community members to address local issues and enhance social, economic, and political engagement. It improves access to information, promotes community involvement in programming and decision-making, increases sustainability, youth engagement, and facilitates advocacy campaigns and social movements. Overall, it supports increased civic engagement, social justice, and sustainable development in community radio.

**Keywords:** Information Communication technology (ICT), Community Radio, Grass Root Informatics (GRI), CGNet Swara, Social Media.

## Customer Preferences While Booking Eco-Friendly Hotels in Delhi-NCR

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### Abstract

The "Green Movement" in industrialised and developing nations has been boosted by climate concerns. Greening in hotels includes the situation with eco-friendly accommodations, eco-certification and labelling, obstacles faced by hotels in pursuing green practises, and consumer assistance in achieving hotel eco-accommodating goals. Hotels conserve the environment through conserving electricity, water, garbage, and materials.

Vacationer expects hotel business to care about climate and economy. Given these concerns, advertisers recognise the green shifts in customer behaviour, the importance of promoting eco-friendly products/services, proactive management, and natural practises to increase market intensity. Ecological worries are one's worries about shifting environmental concerns like ecological debasement, resource depletion, climate change, etc. Ecological concern is one of the most important sources of economic inspiration since it encourages people to set up and follow a personal environmental standard and thus become planet aware. Value, cost, and prior satisfaction influence consumer purchases. Inns have certificate programmes, reusing programmes, energy-saving lighting, towel reuse programmes, reuse receptacles in guest rooms, bedding changed on demand, and more. Reusing canisters, using energy-efficient lighting, and cleaning bed sheets may influence buyers. The "Green Movement" in industrialised and developing nations has been boosted by climate concerns. Greening in hotels includes eco-friendly accommodations, eco-certification and labelling, obstacles to greening in adopting green practises, and customer assistance in achieving hotel eco-accommodating goals. Hotels conserve the environment through conserving electricity, water, garbage, and materials.

So, this study investigates and explores consumers perceptions and attitudes regarding eco-friendly procedures at five-star hotels in Delhi-NCR.

**Key Words:** Green Movement, Eco-Friendly, Customer Perception, Green Practises, Luxury Hotels.

# An Investigation into the Influence of Promotional Strategies and Women's Awareness on the Buying Behaviour of Organic Cosmetic Products

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## **Abstract**

There is a tremendous growth in personal care and cosmetics industry. India is rich in the production of cosmetic products and is able to withstand in the global market. Cosmetic products are much needed by young women in India. Women are well educated and they do not have time to prepare herbal products at home but depend on branded products which are available in the market. In the present study, an attempt has been made to find out the purchasing habit and the impact of advertisement of organic cosmetic products towards purchasing behaviour and to examine the harmful effects on environment consciousness, skin safety, appearance, and by word of mouth which will influence the consumers' attitude towards organic cosmetic products in India. Hypothesis have been framed to find out the association between age, occupation and promotion media and to find out whether environmental awareness, skin safety awareness, awareness about appearance, towards their attitude in buying organic cosmetic products with the help of relevant statistical tools and valid conclusion has been arrived at. Primary data has been collected from 150 women in Madurai District and analysed with the help of Chi-square test, ANOVA and regression analysis. Secondary data has been collected from Books, journals, web resources from both published and unpublished sources.

**Keywords:** Organic, Cosmetic products, consumers' attitude, organic products, promotion media, awareness.

## **Impact of Visual Merchandising on Impulse Purchase of Biscuits from Reliance Smart Outlets across Palakkad City**

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### **Abstract**

This study delves into the intricate connection between impulse purchase behavior and visual merchandising, with biscuits serving as the focal point for investigation. It thoroughly examines diverse facets of visual merchandising and its potent role in captivating customers and stimulating sales. The interrelationship between the variables is substantiated through rigorous application of Chi-Square tests. Impulse purchase is contingent upon the initial allure that evokes a customer's interest at the moment of purchase.

**Keywords:** Visual Merchandising, Impulse Purchase, Buying Behaviour, Kerala, Biscuits

## Employee Upskilling in the Confectionery Industry – Analytical Study on Pre and Post Covid'19

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### **Abstract**

Employees' upskilling is an appreciable approach by the organisations to exhibit that they take care about the progression of their employees and make them feel that there is something to take ownership of the company, which, in turn, boosts the productivity, satisfaction, and retention rates within any organization. As the industry faces evolving consumer demands, technological advancements, and disruptive market forces, organizations have recognized the importance of upskilling their workforce to remain competitive and adapt to the changing circumstances. This research aims to understand the pre-existing trends and the subsequent shifts in employee upskilling strategies and initiatives within the confectionery industry, considering the specific challenges and opportunities caused by the COVID-19 pandemic.

Through a comprehensive literature review and analysis of industry data, this study explores the pre-pandemic state of upskilling programs, their objectives, and the methodologies employed. Furthermore, it investigates the impact of the COVID-19 pandemic and the subsequent changes in employee's upskilling practices. The research is intended to identify the key factors driving upskilling efforts during the pandemic and the transformation observed and exposed during pre and post pandemic'19.

The implications of this study are twofold. First, it will offer practical recommendations for organizations operating in this industry to optimize their upskilling efforts and enhance the overall performance of their workforce. Second, the research will contribute to the academic discourse surrounding employee upskilling, bridging the gap between theory and practice in the context of a rapidly changing industry. Ultimately, this study aims to foster a better understanding of the dynamics and effectiveness of employee upskilling to enable organizations to adapt and thrive in a post-pandemic scenario. Hence the study investigates the phenomenon of employee upskilling in the context of the innovativeness and examining the impact of the COVID-19 pandemic on an organisation's upskilling practices among the employees.

**Keywords:** employee upskilling, innovative confectionery industry, COVID-19, pre-pandemic, postpandemic, employee satisfaction

## Financial Inclusion Schemes of Pradhan Mantri for Economic Upscaling in India – A Critical Analysis with Reference to Kerala

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### **Abstract**

Delving to attain the economic development, has been a challenge and the Indian government has taken several initiatives to implement effective tools and systems for economic prosperity in our country. Economic growth and development are one of the major objectives of all the countries. Pradhan Mantri Jan DhanYojana is an effective mission for financial inclusion for ensuring the overall economic development of India, one of the most popular people centric economic initiatives in India. To facilitate an equitable and inclusive growth of the nation most specifically for the rural population these schemes have benefited most on their savings and other financial services in affordable manner. Hence this study is felt as the right time to explore about its effectiveness and impact on the Indian economy. The analytical study reveals the potential benefits and goals achieved so far from its inception year 2014 till now, discussing on its bottlenecks and challenges faced over the period of the study.

**Keywords:** Financial Inclusion, Pradhan Mantri Jan DhanYojana, Equitable growth

## Customer Attitudes Towards Mobile Wallet Preference and Technology Adoption

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### **Abstract**

India is at the forefront of rapidly developing nations that are driving global economic growth in the international marketplace. The adoption of digital payment mechanisms marks a significant milestone in the transition towards a cashless future economy. The progress of India's digital payments sector is expected to be influenced by four key trends, which will shape the industry's future landscape. These trends include India's transition to a digital-friendly regulatory environment, the rise of next-generation payment service providers, and the continuous enhancement of customer experiences. These drivers have played a crucial role in fostering the growth of Indian digital payment systems, enabling faceless, paperless, and cashless transactions.

To facilitate the shift towards a cashless economy, the Indian government has prioritized the implementation of the Digital India initiative. This initiative aims to promote the legality and accountability of all transactions, resulting in proper taxation, time savings, and improved traceability of transaction sources. Additionally, digital transactions serve as a deterrent to illegal activities, curbing illicit transactions and facilitating the country's economic development.

## A Process Framework for Nurturing Innovative Culture in Organisation in Commercial Motor Vehicle Sector

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### Abstract

The study has focussed on the aspect of sustainable competitive advantage and proposed a CCC framework. The proposed framework is a holistic approach to engage the three stakeholders namely Customer- Company- Channel and propose an operating mechanism within each vertical to build efficiency through value addition/ value engineering by looking inwards yet increasing the organisational capability by increasing the horizons in value generation and adopting new technology. The CCC framework introduces the concept of Domain Expert Group [DEG] of Customers that helps Channel and Company co-create a value or product or any non-product offering to improve customer's profitability. On the company's front, the framework introduces the concept of 'Mission Summit' team that filters the ideas generated within or outside the organisation with Core team members CTMs through business case, proto building, testing to launch. It also aids in determining the connection between innovation and intrapreneurship and helps understand the extent to which intrapreneurial culture reinforces long-term, sustainable organisational growth.

**Keywords:** Entrepreneurship, Jugaad, Innovation, Commercial motor vehicle and Transformation

## Perceptive Traits of the Dairy Consumers During Covid '19 and its Transition in Post Pandemic

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### **Abstract**

The Indian dairy business is the world's largest small holder milk production system, generating 221.06 million tonnes (MT) of milk. Dairy is the single largest agricultural commodity contributing 5 percent of the National Economy. India is ranked 1st in the milk production, contributing 23 percent of the global milk production. The Covid '19 pandemic has adversely affected dairy farmers with the demand shrinking due to income losses of the consumers, interruptions in the supply chains reducing supply, raising costs and increasing wastages. It is also observed that consumption of dairy products by Tamil Nadu consumers is low compared to other Northern states of India resulting in negative impact on business of this sector. Therefore, it is important to study the factors that prevent consumers in their purchasing and consumption in TamilNadu with special reference to Coimbatore district.

The goal of the study was to analyse the impact of the insightful traits on Covid '19 outbreak of the dairy consumers. Another important finding was that the food supply chain's digital transitions have been hampered by their behavioural changes. This paper is attempted to study the influential factors of the perceptive behaviour on dairy products / milk consumption and their purchasing decisions during Covid '19 and post pandemic.

**Keywords:** Perceptive Traits, dairy consumers, dairy products, post-pandemic, digital transition, purchasing decision.

## **An Examination of Trust, Risk Perception, and Behavioral Control in the Context of Online Stock Trading**

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### **Abstract**

Technology has changed the investor's perception of investment, and individuals with adequate knowledge of technology and financial literacy have drastically changed the investment market. Mobile technology has transformed the investment sector, allowing investors and traders to trade actively and manage various portfolios from anywhere in the world. This study examined the influence of attitude, perceived behavioural control, perceived risk and trust on investors' online stock trading behaviour. The study confirmed that attitude, perceived behavioural control, perceived risk and trust positively predicts the online stock trading behaviour

**Keywords:** Attitude, Perceived behavioural control, perceived risk, trust, online stock trading

## Effectiveness and Problems Related to Stress Management Among Doctors of Private Hospitals at Coimbatore City

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### **Abstract**

This research explores the effectiveness of stress management practices and identifies the problems related to stress among doctors working in private hospitals in Coimbatore city. The healthcare profession, particularly for doctors, is renowned for its high-pressure environment, demanding long hours, and exposure to emotionally charged situations. Consequently, stress management becomes crucial to maintaining the well-being and job satisfaction of medical practitioners. The study adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data. The surveys assess the stress management strategies utilized by doctors, measuring their perceived effectiveness and impact on overall well-being. Additionally, the interviews delve deeper into the challenges and problems encountered by doctors while managing stress in their daily professional lives. The findings shed light on the current state of stress management practices among doctors in private hospitals, highlighting effective strategies and areas for improvement. Moreover, the research identifies common stress-related challenges faced by doctors, such as workload, time constraints, and emotional toll. This study's outcomes offer valuable insights for healthcare institutions, policymakers, and medical professionals seeking to enhance stress management support in private hospitals in Coimbatore city. By addressing the identified problems and leveraging effective stress management approaches, the aim is to promote a healthier and more resilient medical workforce, ultimately leading to improved patient care and satisfaction.

**Keywords:** Stress management, Doctors and Private hospitals

## **A Study on the Impact of Brand Experience and Continuous Brand Satisfaction on Brand Love**

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### **Abstract**

Brand love has been influenced by various important marketing variables. Long-standing difficulties with considerable literature coverage include consumers creating emotional bonds with brands and the bond attaching oneself to a product-brand. This relationship's primary input is brand experience, and its primary output is brand love. It explains the brands love specially positioned by the consumer as the brand satisfaction is continuous and the characteristics of them are intended to study in this research. Brand experience positively influences the brand satisfaction. This study aims to investigate the effects of ongoing brand satisfaction on brand love. In an Indian study, 551 individuals who use Taj Mahal tea brands were questioned. Path research proved that brand love was more positively impacted by ongoing brand satisfaction.

**Keywords:** Brand Experience, Continuous Brand Satisfaction, Brand Love

## Impact of Participating Teaching and learning Methods in Education for Sustainable Development

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### **Abstract**

Participative teaching methods are didactic methods, strategies and techniques that are focused on encouraging students to become actively involved in their learning process. It also aims to raise students awareness and sense of responsibility about the organization, management and evaluation of their educational experience. It promote more active role of students in the process of learning this implies not only engaging the students in theoretical aspects but also to encourage them to involve in the classes practically which help them in group discussion and critical reflection. These types of practical activities make them to connect academic achievement and real life issues and to understand how individual actions affect the community. Participation means how the students take part in activities and projects this is nothing but deep manual learning. It is connected with behaviorism, cognitive and social psychology. Collaboration is used as a tool in Participatory learning culture for the desired outcome in education. Individual contribution to the community plays the major role in identifying their responsibility by working collaboratively to achieve the common desired goal. Thus participatory learning make the students to gain more confidence in their work and face the real life challenges.

**Keywords:** Participative,organization,Evaluation,discussions,collaboration,achievement.

## **Analysis of Work-Related Burnout and Its Impact on Work Commitment of Teachers Working in Self-Financing Colleges, Dharmapuri District**

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### **Abstract**

Teaching is a rewarding yet demanding career particularly in higher education. Teachers are usually high achievers who like to work hard and are always looking for ways to improve. However, the college teachers confront significant challenges including stress and burnout relating to job. Work related burnout is much more than simply feeling tired or overwhelmed, and can lead to serious feeling of anxiety and depression and would decrease the commitment of college teachers towards their work.

This study is conducted to analyse the impact of Work-related Burnout on the Work Commitment of College Teachers working in Self-financing Colleges in Dharmapuri District of Tamil Nadu State. Based on a Sample of 150 College Teachers working in Self-financing Colleges, Kdescriptive and inferential analysis are carried out. Independent Sample "t" Test, One-way ANOVA, Correlation and Multiple Regression are used to test the hypotheses and analyse the relationship/influence of the Work-related Burnout on the Work Commitment of College Teachers. The study found that Female college teachers have perceived more Work-related Burnout than their counter-part. There are high positive correlations between Work-related Burnout factors and Work Commitment of College Teachers working in Self-financing Colleges. Out of five Work-related Burnout factors, 'Excessive Stress' is the strongest factor and 'Role Conflict & Ambiguity' is the weakest factor in predicting Work Commitment of College Teachers. It is suggested that the administrators/management of Self-financing Colleges must prioritize eliminating the causes of teacher burnout and implement solutions that help teachers cope with stress and build supportive work environments that boost morale and commitment towards work.

**Key Words:** Work-related Burnout, Work Commitment, College Teachers, Excessive Stress, Role Conflict & Ambiguity, Unsupportive Work Environment, Work overload.

## Work-Life Balance of School Teachers and Their Satisfaction Towards Their Job

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### **Abstract**

Work life balance is one of the most challenging issues being faced by the schoolteachers in the 21st century because of the type of roles they play at home and the spillover of personal life over work life. This study explores the relationship between age and dimensions used for work-life balance among schoolteachers. The objective is to examine how different age groups of teachers perceive various aspects related to work-life balance and job satisfaction. Data was collected from 116 schoolteachers in different age groups: Below 30 years, 31-40 years, 41-50 years, and Above 50 years. The dimensions assessed include work interference with personal life, personal life interference with work, work-personal life enhancement, level of acceptance on work-life balance, job satisfaction, and attributes of job satisfaction. The results reveal that younger teachers (below 30 years) experience lower work interference with personal life compared to older age groups. However, personal life interference with work does not vary significantly across age groups. On the other hand, older teachers (above 50 years) report higher work-personal life enhancement and a higher level of acceptance on work-life balance than younger teachers. Age does not have a significant impact on overall job satisfaction or the perception of job satisfaction attributes among schoolteachers. The findings highlight the importance of age-related considerations in understanding teachers' work-life balance experiences. Younger teachers may benefit from interventions that address work interference with personal life, while older teachers may appreciate measures that enhance their work-personal life balance and promote acceptance of work-life balance practices. These insights can guide educational institutions and policymakers in tailoring strategies to meet the specific needs of teachers across different age groups, ultimately fostering a more balanced and satisfying work environment for school educators.

**Keywords:** Work life balance, School teachers and Job satisfaction

## **The Impact of Financial Literacy on Investor Well-Being: Exploring the Mediating Role of Financial Behavior and Quality of Life**

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### **Abstract**

This study explores the impact of financial knowledge on investors' behavior and overall well-being in the rapidly changing financial sector and economy. By analyzing key indicators of quality of life and behavioral factors through Structural Equation Modeling on a sample of 243 retail investors, the research identifies the significant influence of financial knowledge on short-term behavior and overall well-being. The findings underscore the importance of targeted financial education programs to empower investors and address financial stress, ultimately leading to improved quality of life and overall financial satisfaction. Policymakers and practitioners can leverage these insights to design effective interventions, fostering financial well-being and informed decision-making among individuals in today's interconnected financial landscape.

**Keywords:** Financial Knowledge, Investors' Behavior,

## Usage, Implications, and Future of Edutech in UAE Universities

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### Abstract

This study intends to investigate how educational technology (edutech) affects how students learn at public institutions in the United Arab Emirates. Data was gathered quantitatively by a survey form with closed-ended questions in the Likert scale format. Data from a hundred people were collected using a cross-sectional methodology. Utilising Excel's frequency data, statistical analysis was done. The results show that many participants think Edutech favorably promotes student involvement by fostering an engaged and enjoyable atmosphere for learning. Additionally, Virtual Reality (VR) technology has demonstrated the potential in boosting students' hands-on learning opportunities, offering lifelike simulations, and facilitating comprehension of challenging ideas. But other participants noted network-related difficulties and worries about data privacy, highlighting the necessity of strong technical assistance and security precautions in edutech deployments. Assuring equal opportunity for all students and the efficacy of edutech incorporation were other issues that were brought up. By highlighting the advantages and difficulties of edutech adoption at UAE university systems, this study adds to the body of knowledge on educational technology and how it impacts student learning. The results highlight topics for development and suggest future tactics for maximizing the efficacy of edutech in improving how students learn, giving policymakers and teachers insightful information.

**Keywords:** Educational technology, blended learning, virtual reality, artificial intelligence, online learning, digital learning.

## Framework To Provide Early Warnings Through Systematic Study of IT Projects To Avoid Project Failures

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### Abstract

In today's fast changing business needs, many organizations take up IT projects to improve their business, efficiency of their business operations & enhance their profitability to an organization. But the fact is, 50% of the IT projects fail or get delayed for various reasons and it leads an organization into major losses and overruns, which means the additional money invested to deliver the project is quite high and the quantity of such problem projects are always in increasing tendency as these were complex, fixed price with a defined scope that need to be delivered in a specific time with considerable profit as predictable by the organization. The major issue is that the leadership comes to know of these failures at a later part of the project, this means that we must reassess, re-plan, re-estimate (effort, cost) and mobilize additional resources to deliver the projects. In other words, it is costlier than initially planned hence not profitable, impacts client satisfaction and reputation significantly. The intent of this project is to create a framework such that we can identify such problems early in the project, apply the right level of booster actions that can help attack the root causes so that we can deliver as expected. The approach followed in this project is to interview various stakeholders in a client project across multiple market units such as Asia Pacific, Continental Europe, North America Banking & Capital Markets & North America Insurance. Each Root cause was scored and analyzed also the correlation was identified, and actions were taken. We noticed that the overruns came down 20% year on year with a positive trend improvement of Delivery Value Improvement of +€16.1Million in 2020. We were able to bring down the number of problem projects by 40% and reduce the overruns from -€16.6 million to -€12.3M. Hence these results indicate that the framework implemented has really helped in reducing overruns and hence the profitability.

**Keywords:** Framework, Profitability, Overruns, Client Satisfaction, Market Units, Delivery Value Improvement, Early warning signal, Project Failures.

# About - Caselearn

Caselearn is a co-learning platform dedicated to Management students. This academic portal aims at providing the practical knowledge that the book-based curriculum fails to deliver. In a competitive world, where universities impart only book-based knowledge, students need to understand their subjects practically. When used effectively, the portal guarantees to equip the students with the expertise required for the corporate job market requirements. During this current hybrid regime of blended learning, the academicians can use this platform to teach the students with video-based cases which can be substituted with the existing cases which are old and lengthy. Caselearn helps the students to learn the subjects using the chapter wise course videos, which can be used to co-learn platform to recap the class lectures or revise the chapters during examinations.

## How it works.

- Students sign up with Case learn.
- Students view the list of cases available.
- Students enroll for the course.
- Go through the study material.
- Take up the assessment test.
- Download their certificate.



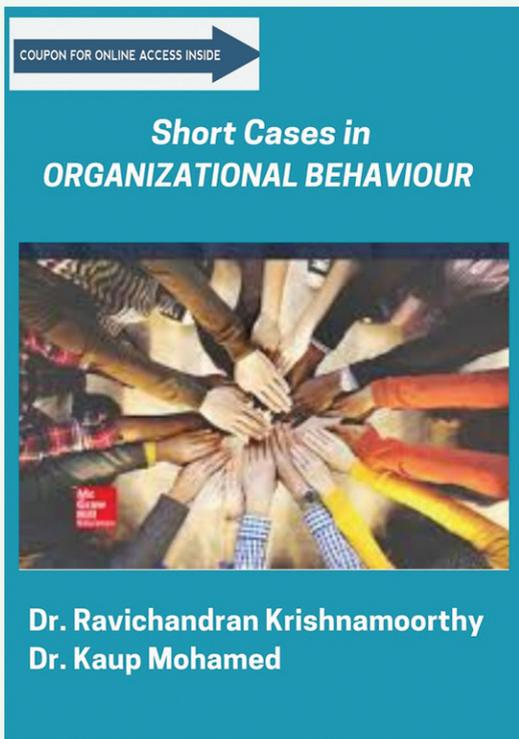
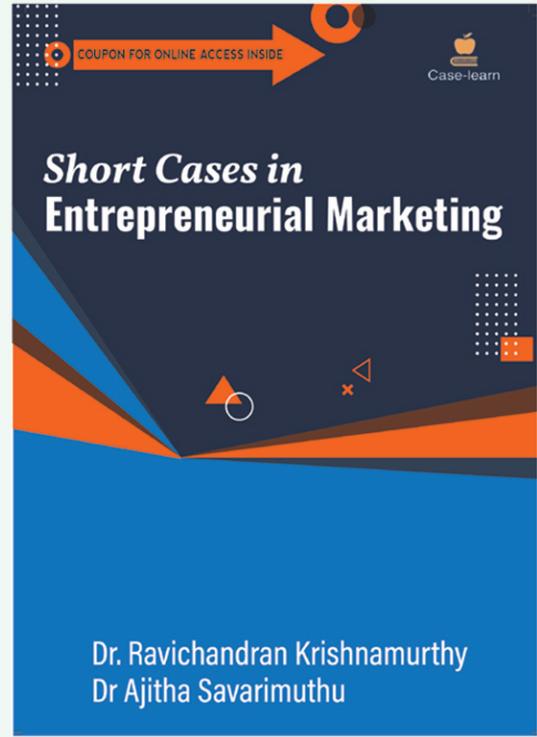
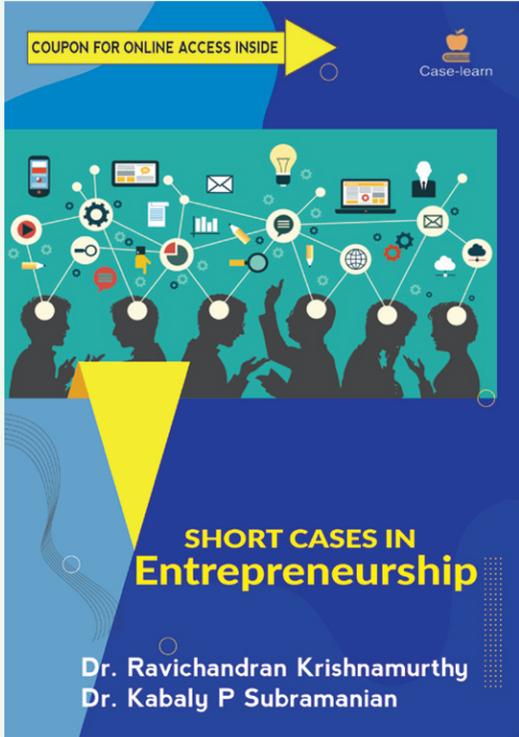
## Why Caselearn.

Case learn offers current news videos as cases, so that the students can get updated with the business environment and since the assessments are linked with application questions, it offers more value to the current learning.

Video cases offered by Caselearn, helps the students to understand and appreciate the theories. Generally visual learning always stays in the brain longer than general reading, So case learn videos helps the students to reproduce the theories anytime, which stays with them forever.

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Caselearn is a perfect Co-learning video case study platform for business and commerce students to get knowledge with the concepts and case studies online. Universities and Business schools can use these Video cases for effective teaching. Case learns focuses on the video based world news connected to various sub-



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