



ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

N0.12 Kogilu Main Road, Maruthi Nagar, Yelahanka, Bangalore - 64
(Recognized by Govt. of Karnataka & Affiliated to Bengaluru City University
Approved by the A.I.C.T.E, New Delhi)

PROCEEDINGS NATIONAL CONFERENCE ON "SUSTAINABILITY: PARADIGM SHIFT IN GLOBAL BUSINESS PRACTICES"

ISBN Number : 978-81-982419-3-1



03 Decembor, 2024

ABSTRACTS

JOIN NOW



Scan me



www.adityaedu.net



principal@aimsbangalore.net



+91 9742292012



[aditya_institute_of_management](https://www.instagram.com/aditya_institute_of_management)

First Edition - Dec 2024

ISBN Number: 978-81-982419-3-1

**Aditya Institute of Management Studies & Research
#12, Kogilu Main Road, Maruthi Nagar, Behind Annapurneshwari Temple, Yelahanka,
Bengaluru-560 064**

Ph: +91 9742292012, Web: [www. aimsbangalore.net](http://www.aimsbangalore.net)

Email: principal@aimsbangalore.net



ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

Recognised by Govt. of Karnataka, Affiliated to Bengaluru City University,
Approved by A.I.C.T.E. New Delhi

NATIONAL CONFERENCE ON SUSTAINABILITY - "PARADIGM SHIFT IN GLOBAL BUSINESS PRACTICES"

03rd DEC. 2024

HYBRID MODE

About Aditya Group of Institutions

One of South India's largest educational groups, provides globally relevant education at its campuses in Yelahanka and Kamakshipura, Bengaluru. With a strong industry affiliation, Qualified faculty and a widespread Alumni network, AGI is known for its professional ethos and accredited programs in Management, Engineering, Architecture, Pharmacy, Nursing, Physiotherapy, Allied sciences, College of LAW, Pre-University and ICSE School.

About AIMS&R

Aditya Institute of Management Studies and Research is the flagship institute under Aditya Group of Institutions. Since its inception in 2008, AIMS & R with a commitment for excellence has been marching ahead pro-actively in providing quality education, with the state of the art infrastructure, and high end student support facility, endowed with highly qualified and dedicated faculty from industry and academia, AIMS & R is committed to provide holistic education.

About the Conference

This conference aims to explore innovative strategies, case studies, and emerging trends that illustrate the critical transition towards sustainable business models. Business Sustainability must take into account the needs of the company as well as of its stakeholders, but at the same time it must protect, sustain, and enhance the environmental, social and economic resources that are crucial for future generations.

We welcome contributions that examine the economic, social, and environmental impacts of sustainability initiatives, as well as those that address the challenges and opportunities business face in this evolving landscape. Submissions should aim to inspire dialogue, share best practices, and contribute to a deeper understanding of how sustainability can be integrated into core business strategies for a resilient and equitable future. With this view, this conference aims to bring together industry leaders, policymakers, academicians and research scholars to discuss strategies for integrating sustainability into business.

Call for Papers

We invite Academicians / Researchers / Industry Representatives to submit their original work related to any of the following Sub Themes.

BUSINESS MANAGEMENT

- * Sustainable Business Strategy & Management
- * CSR Reporting & Transparency
- * Workplace Culture & Organisational Behaviour
- * Social Impact & Community Engagement

MARKETING

- * Sustainable & Green Marketing
- * Cross Cultural Marketing Strategies
- * Marketing Automation & AI
- * Sustainable Digital Ecosystem
- * Sustainable Brand Management

FINANCE

- * Sustainable Finance & Green Finance
- * AI in Accounting
- * Fintech
- * Sustainable Investments & Financial Markets
- * ESG Reporting

HUMAN RESOURCES

- * Leadership Development & Succession Planning
- * HR Technology & Digital Transformation
- * Remote Work & Hybrid Work Models
- * Employee Well Being & Mental Health
- * Employee Engagement & Sustainability

ENTREPRENEURSHIP & START-UP

- * Sustainable & Green Entrepreneurship
- * Funding & Investment Strategies
- * Government Support & Schemes
- * Entrepreneurial Marketing & Growth Strategies
- * Startup Ecosystems & Support Structures

INFORMATION TECHNOLOGY

- * Artificial Intelligence & Machine Learning
- * Cybersecurity & Data Protection
- * Gamification & Virtualisations
- * Digital Ethics & Policy
- * Robotics and Automation

INDUSTRY / SECTOR SPECIFIC

(The Research study to be based on the below Industry / Sector)

- * Banking , Finance & Insurance Services
- * Retail
- * Automobile
- * Information Technology & Telecommunications
- * Healthcare
- * Tourism & Hospitality
- * Aviation
- * Education, Research & Edu-Tech
- * Infrastructure
- * Fashion, Apparels & Textiles
- * Agriculture, Food & Forestry
- * Manufacturing, Power & Oil Gas Industries etc.,
- * Transport & Logistics

(This is only an indicative list. Contributions from areas not listed above will also be considered)

PUBLICATION OPPORTUNITIES

All conference abstract / papers will be published in conference proceeding books with ISBN, ISSN and selected papers will be published in UGC / Scopus / Web of Science / ABDC index journals with additional publication charges.

IMPORTANT DATES

| | |
|----------------------------|--------------|
| Registration starts from | : 12/10/2024 |
| Abstract Submission | : 15/11/2024 |
| Full Paper Submission | : 25/11/2024 |
| Notification of Acceptance | : 28/11/2024 |
| Date of Conference | : 03/12/2024 |

REGISTRATION FEE (INR)

| | |
|----------------------------------|--------|
| Students | : 250 |
| Academicians / Research Scholars | : 500 |
| Industry Representatives | : 1000 |
| International Delegates | : 1500 |

PAYMENT DETAILS

| | |
|-------------------------------------|---|
| RTGS, NEFT & Direct Deposit Details | |
| Bank Name | : HDFC Bank |
| Account Holder | : Aditya Institute of Management Studies & Research |
| Account Number | : 50200058586970 |
| IFSC Code | : HDFC0005801 |
| Branch | : Kogilu Branch |

• In case of Multiple Authors, registration of each author is compulsory.

CHIEF PATRON

Dr. B. A. VISHWANATH
Chairman,
Aditya Group of Institutions

PATRON

Dr. PRIYA VISHWANATH
Vice - Chairperson,
Aditya Group of Institutions

CONVENOR

Prof. Dr. PUSHPA SHETTY
Director / Principal
AIMS

CO - CONVENOR

Ms. SAMATHA P | Ms. Hamsageetha N | Dr. Praveen Moses | Dr. Nagaraja Y P

ORGANIZING COMMITTEE

Dr. VIJAY MOHAN REDDY | Ms. SOWMYA N | Ms. SEEMA | Ms. SUDHA S | Ms. SHUBHRA
Mr. MAHESH | Ms. GUNASHEELA | Ms. RAJANI | Mr. VIBIN | Ms. SANGEETHA



REGISTER HERE



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

ADITYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

Recognised by Govt. of Karnataka, Affiliated to Bengaluru City University,
Approved by A.I.C.T.E. New Delhi

Invitation

NATIONAL CONFERENCE ON SUSTAINABILITY - "PARADIGM SHIFT IN GLOBAL BUSINESS PRACTICES"

03rd DEC. 2024



Chief Guest

Dr. Y. Nagaraju

Director CBSMS,
Post Graduate
Department of
Management, Bangalore
University Jnanajyothi
Campus.



Guest of Honour

Dr. B. S. Srikanta

Academic Advisor of
Indian Academy
Degree College,
Former Director &
Principal of Sindh
College & RBANMS
College, Bangalore



Key Note Speaker

Rtn. Sri Mohan Kumar

President of Rotary
Bangalore - Ulsoor
Technocrat, Academic
Advisor



CHIEF PATRON

DR. B. A. VISHWANATH

Chairman
Aditya Group of Institutions



PATRON

DR. PRIYA VISHWANATH

Vice - Chairperson
Aditya Group of Institutions

Venue : Aditya Indoor Stadium Timings : 10.30 am Onwards

Message



Dr. B. A. Vishwanath
Chairman,
Aditya Group of Institutions, Bengaluru



Dr. Priya Vishwanath
Vice Chairperson,
Aditya Group of Institutions, Bengaluru

We are very glad to note that Aditya Institute of Management Studies is organizing the National Conference on the theme “*Sustainability – Paradigm Shift in Global Business Practices*” Undoubtedly, this Conference has provided a platform for academicians, research scholars; industry and students to present their insights collaborate and network. This is a great opportunity for all the innovative and diverse minds to come together to showcase their innovative solutions for the challenging problems of sustainability which is the need of the hour across the globe.

This conference is expected to unlock innovative solutions, foster collaborations, and trigger awareness through sharing insights. This Conference underscores the need for collaboration between academia, industry and government sectors to create innovative solutions that foster resilience and growth for the peace and prosperity of the society to fulfil the objectives of 2030 Agenda of 17 sustainable development goals (SDGs).

Hearty congratulations to all the registered participants and it is indeed an honour to welcome all enthusiastic participants on board of National Conference to unfold diverse ideas, solutions and insights. In fact, we are overwhelmed by the response received by the participants to participate and present their research contribution in this conference. We thank all participants and wish you all the best.

We also encourage all faculty and students of Aditya Institute of Management Studies to strive for academic excellence by presenting their research papers in this Conference. Indeed, this National Conference is yet another milestone in achieving our academic excellence.

We extend our best wishes to team Aditya Institute of Management Studies & Research for this initiative and dedication in launching this National Conference on one of the most important themes “**Sustainability- Paradigm Shift in Global Business Practices**” a need of the hour issue in the current scenario globally, adding another feather in the cap and widespread recognition to the department.

Best Wishes,

Dr. B. A. Vishwanath
Chairman,
Aditya Group of Institutions, Bengaluru

Dr. Priya Vishwanath
Vice Chairperson,
Aditya Group of Institutions, Bengaluru

FOREWORD

It is indeed a moment of pride to pen the *Foreword* note for the Proceedings of National Conference 2024 on the Theme: “**Sustainability – Paradigm Shift in Global Business Practices**” on **3rd December 2024**.

Aditya Institute of Management Studies & Research, known for academic excellence has reached another milestone launching this Conference on “Sustainability”, a burning issue across the globe. Responsible deliberations and dialogue is the need of the hour not only in India but across the globe.

The Conference theme on “Sustainability” is inspired by the Brundtland Commission / WCED Report of 1983-87 ‘*Our Common Future*’. Then on, the concept Sustainable Development has triggered global conversation about Environmental Sustainability, Social Equality and Economic Growth.

Moving forward, the 2030 Agenda for Sustainable Development adopted by the United Nations Member States in 2015 provides a shared blueprint for Peace and Prosperity on this Planet, the only one invaluable Earth for our living, for now in the present, and for future generations too.

With this backdrop, this Conference aims to explore challenges, opportunities, innovative strategies, initiatives and emerging trends that illustrate the critical transition of business practices towards sustainable business models. Business Sustainability must take into account the needs of the organization including its stakeholders, while at the same time it must ensure to protect, sustain and enhance the environmental, social and economic resources that are crucial for future generations.

The main objective of the Conference is to enhance the Research culture amongst enthusiastic Research scholars, academicians and the students’ fraternity and to focus more on issues of Sustainability which is an immediate global challenge and need of the hour. Secondly, to inspire mutual dialogue, share best practices, enhance industry – academia collaborations and contribute for an intensive learning, trying to understand how issues of sustainability can be integrated into core business strategies for a resilient and equitable future across the globe.

Let this Conference trigger deliberation and inspire mutual dialogues, new thinking, and deep learning, finding best possible solutions to immediate challenges and problems in business practice as we transition in this technologically driven Artificial Intelligence era towards Sustainable Business Practice for the Peace and Preservation through Socially responsible business practices on all fronts across the globe for the present and the benefit of future generations too.

The response for the Conference from the Researchers has been very positive from the enthusiastic Researchers including Academicians, students and organisations pan India. Extend heartfelt gratitude to our Patrons, Dr. B. A. Vishwanath, Chairman of Aditya Group of Institutions and Dr. Priya Vishwanath, Chairperson of Aditya Group of Institutions. Special Greetings to all Participants for an enriching and insightful deliberations in the Conference.

Prof. Dr. Pushpa Shetty
Director & Principal
Aditya Institute of Management Studies & Research

INDEX

| SL NO | TITLE | AUTHOR PROFILE | PAGE NO |
|-------|---|---|---------|
| 1 | AI-Driven predictive analytics in healthcare improving patient outcomes and resource allocation | Prof. Basavaraj Mallikarjun Halabhavi | 1 |
| 2 | A study on “Consumer Experiences and perceptions of augmented reality in retail sectors: A survey-based analysis” | Dr. Monica M, Mr. Pavan Kumar, Prof. Suhas Patel and Dr. G. Ramanaiah | 2 |
| 3 | The role of corporate social responsibility in promoting disability inclusion in management | Dr. Muralidhara S V | 3 |
| 4 | Sustainable Fashion: A new era of consumer identity in the age of conscious consumption | Ms. Sheeba B S | 4 |
| 5 | Natural language processing using machine learning techniques | Dr. Shubha. S, Ms. G. Shwetha and Ms. Bhagyashree | 5 |
| 6 | Efficacy of <i>Croton Oblongifolius</i> fresh leaves in goat helminthes: an <i>in vitro</i> study | Ms. S. Niveditha, Dr. Shankar Murthy. K and Dr. Kiran B R | 6 |
| 7 | Detection of RAAGAS: Achieving accuracy in predicting Raagas based on ML based classifier models | Mr. Pradeep Kurdekar and Ms. Shreenidhi B | 7 |
| 8 | A study on impact of fintech services on operational efficiency and customer-centric metrics in banking sector | Dr. Praveen Kumar S | 8 |
| 9 | The Role of Power AI in Driving Sustainable Customer Decisions: Insights from Software solutions companies in Bangalore | Ms. Rakshitha R and Mrs. Shubhra Chakravorty | 9 |
| 10 | Virtual Reality (VR) and its intersection with Python | Prof. Ratan J | 10 |
| 11 | Forecasting Heart Disease Risk Using Machine Learning | Ms. Chaitra V.S | 11 |
| 12 | A Study on Perceptual Difference on Green Marketing with respect to the Gender | Dr E.M. Naresh Babu, Dr Santosh Kumar. G and Mrs D Hemalatha | 12 |
| 13 | Industry 5.0 and Green Technology: Advancing Sustainability through Human-Centric Innovation | Mrs. Lakshamma. T | 13 |
| 14 | Sustainability Development Goal 4 (SDG4) – Impact on Education in India | Prof. Dr. Pushpa Shetty | 14 |
| 15 | A study towards strategy on consumer behaviour with reference to marketing of fruits and vegetables through organized retailing In Bangalore. | Ms. Savita. N. L and Ms. Arpana Shetty. H | 15 |
| 16 | Impact of Green Innovative Banking 3P’s on the Sustainable Development – A Study across Public and Private Sector Banks in Bangalore City | Prof. Raji N and Prof. Pooja D | 16 |
| 17 | Sustainable Green Entrepreneurship: Paving the way for a greener future | Dr. Smitha. N.S | 17 |
| 18 | An overview on Tissue Culture in India | Dr. Nagaraja Y.P, Dr. Shankar Murthy. K and Dr. Divakara R | 18 |

| | | | |
|----|--|---|----|
| 19 | The future of Accounting: How AI is shaping the role of accountants | Prof. Manjunatha J B and Ms. Neha B R | 19 |
| 20 | BRSR Reporting: A Review of Leadership Indicators as a Measure of Sustainability in Indian Banks | Ms. Samatha P | 20 |
| 21 | Automated Vulnerability Discovery and Exploitation | Prof. Samir Raza | 21 |
| 22 | Sustainability in Workplace Culture and Organization Behaviour | Ms. Hamsa Geetha N | 22 |
| 23 | Higher Education to Hearing Impaired Through K-Mean Clustering | Prof. Amar Ramachandra | 23 |
| 24 | Computer Vision and A.I Application in Crime detection | Dr. Moses Praveen | 24 |
| 25 | Bitcoin Value Prediction Using Machine Learning | Ms. R. Sangeetha | 25 |
| 26 | Embracing sustainability: the impact of remote and hybrid work models on global business practices | Ms. Sudha Shukla | 26 |
| 27 | A study on “Impact of AI on Employability in future” | Ms. Sushmitha T, Ms. Gunasheela N and Ms. Vandana M B | 27 |
| 28 | Examining the relationship between Operational Sustainability (ESG) and Financial Sustainability of Nifty 50 companies | Dr. C. V. Purushotham, Dr. E. M. Naresh Babu | 28 |
| 29 | A Comprehensive Study on Behavioral Biases among individuals with respect to monthly income and its impact on investment decisions | Prof. Bhavya V M, Prof. Rohith B and Ms Apoorva M G | 29 |
| 30 | Harnessing AI for Sustainable Customer Targeting by Private Commercial Banks of India | Mrs. Shubhra Chakravorty and Prof. Angel Chakraborty | 30 |
| 31 | Artificial Intelligence based identification methodology for secured phishing websites | Dr. K. Adishesha | 31 |
| 32 | Employee Engagement and Sustainability | Mr. Mahesh Padmanabh | 32 |
| 33 | Sustainable investment and financial market | Prof. Umme Salma and Dr. Mohammed Arif Pasha | 33 |
| 34 | Study about impact of organisational culture and well- being of an employee | Ms. Amritha N R | 34 |
| 35 | A study on “Role of AI on Fintech and it’s Marketing Strategies” | Ms. Gunasheela N | 35 |
| 36 | Artificial intelligence & Machine learning | Mr. B. Krishnama Naidu | 36 |
| 37 | Fostering Innovation and Entrepreneurship: the Indian Government's initiatives for economic growth and global leadership | Ms. Shruthi K.L | 37 |
| 38 | Assessing the future of Government e–marketplace (GEM): opportunities and challenges in expanding its scope and reach | Mr. Bharath S | 38 |
| 39 | An empirical study on Market Basket Analysis using BI tools: trends and best practices | Mr. Dinesh | 39 |
| 40 | Role of Financial Education in promoting Sustainable Finance | Ms. Achala C | 40 |
| 41 | A study on Artificial intelligence and its applications | Mr. Subhash R, Ms. Yashaswini M, | 41 |

| | | | |
|----|---|--|----|
| | | Ms. Meghana S Jogi and Ms. Aishwarya | |
| 42 | Study on Leveraging Statistical Models and Information Technology for Market Trend Prediction | Mr. Vibin P G | 42 |
| 43 | HR Analytics –The significance in HRM | Ms. Sowmya N | 43 |
| 44 | Diagnosis of acute diseases in villages and smaller towns using decision tree classification | Dr. Vijayalakshmi Yellepeddi, Dr. Sasidhar Babu Suvanam, Ms. Venkata Sai Meghana, Ms. Dugasani Meghana, Ms. Venkata Kasi Vyshnavi, Ms. Kandra Vijaya, Mr. M Hrushikesh Reddy and Mr. John Bennet Johnson | 44 |
| 45 | Evaluating consumer perceptions of Green Marketing: distinguishing authenticity from greenwashing | Ms. Anju A Nair, Ms. Harshita Kaushik and Ms. Archana Vijay. | 45 |
| 46 | Sustainable and Green Marketing | Ms. Farhin Firdose M and Ms. Prakalya Ganesh | 46 |
| 47 | Cyber security in safe guarding the Digital frontier | Mr. S. Pavan Kumar, Ms. Lekhana. M.B and Ms. Ananya.U.M | 47 |
| 48 | A Comparative study on remote and hybrid work models at Neha Associates | Mr. Bhavan M and Ms. Sowmya N, | 48 |
| 49 | The role of Green Human Resource Management in Sustainable business practices | Mr. Yashawanth Kumar R M | 49 |
| 50 | Sustainability in practice: a review of ESG risk management in Essilor Luxottica Pvt ltd | Ms. Sahana D and Ms. Samatha P | 50 |
| 51 | Axis Bank's strategies for the growth and sustainability of women self-help groups | Ms. Sheethal P and Ms. Samatha P | 51 |
| 52 | Future of Emotional AI | Ms. Kusuma. D and Mrs. R. Sangeetha | 52 |
| 53 | ESG implementation in Euro Suits Manufacturing Company Pvt Ltd: An analysis of Employee knowledge and perceptions | Ms. Divya A and Ms. Samatha P | 53 |
| 54 | Regulating Deepfake Technologies: Ethical and Policy considerations | Prof. Radhika. E.K, Prof. Priya Hari and Prof. Pallavi G N | 54 |
| 55 | Low Academic Performance- Issues and Challenges faced by students in Higher Education | Dr. Jagadeesh Babu N and Dr Gopi G | 55 |
| 56 | Sustainable investing in practice ESG Challenges and opportunities | Dr. Shashikala. N and Prof. Ranjitha.V | 56 |
| 57 | A study on green HRM practices at Leelavatti Multy-Speciality Hospital, Pvt. Ltd. Banglore | Ms .Divya K and Ms. Sowmya N | 57 |
| 58 | A Study on “ESG Initiatives and its impact on DCC bank’s performance. DCC Bank Tumkur” | Mr. Hemanth Kumar | 58 |

| | | | |
|----|--|--|----|
| 59 | A study on role of HR in promoting Gender Diversity and Inclusion | Mr. Mohammed Khalandar and Ms. Sowmya N | 59 |
| 60 | Generative Artificial Intelligence (GAI) in Virtual Reality | Dr. Balaji Koturu | 60 |
| 61 | A study on “Smart Cloud Storage: AI-powered predictive compression and allocation” | Ms. K.S. Rakshitha and Ms. R. Sangeetha | 61 |
| 62 | Revolutionizing Education with AI: Personalized Learning and Adaptive Assessment | Mr. Shashidharan V and Dr. Moses Praveen | 62 |
| 63 | An analysis of Technology for Metric Studies | Ms. Shilpa Rayappa, Budarakatti and Mr. Anand Mallappa Kattimani | 63 |
| 64 | A brief study on Revolutionizing Healthcare - exploring the Applications and Implications of Artificial Intelligence | Dr. Roopa R Anagod | 64 |
| 65 | A Study on Inadequate access to Crop insurance schemes in India | Mr. Shreyas Bhobde B, Ms. Shwetha .C and Ms. Seema A. Hiregouda | 65 |
| 66 | The role of Sustainability in shaping cross-cultural marketing strategies | Mr. Suhas Varne N, Ms. Sudha Shukla and Ms. Hemavathi M N | 66 |
| 67 | A study on “Digital Marketing in India” | Mr. Shrikar.K, Ms. Seema.A Hiregoudar and Ms. Dhruthi.S | 67 |
| 68 | A Study on “Role of AI in fake product detection” | Mr. Sridhara, Ms. Gunasheela N and Mr. Sathish | 68 |
| 69 | Robotic Surgery | Mr. Deepak Rajbhar | 69 |
| 70 | A study on “The role of Employee Engagement in transforming Global Sustainability Practices” | Ms. Sowmya V Angadi, Mr. Ajay Kumar Y N and Ms. Sudha Shukla | 70 |
| 71 | The Life Cycle of Smart Contracts | Prof. Poornima G, Prof. Shashikumara A K S and Prof. S. Girish | 71 |

**AI-DRIVEN PREDICTIVE ANALYTICS IN HEALTHCARE
IMPROVING PATIENT OUTCOMES AND RESOURCE ALLOCATION****Prof. Basavaraj Malikarjun Halabhavi**University of Technology, Jaipur,
Rajasthan, India**ABSTRACT**

Using a quantitative research design, this study explores the impact of AI-driven predictive analytics on patient outcomes and resource allocation in healthcare. A sample of 100 healthcare professionals, selected through purposive sampling, provided data on essential variables, including patient risk stratification, demand forecasting, clinical decision support, and resource management. The findings reveal significant differences between urban and rural healthcare facilities in terms of AI applications, with urban settings showing higher efficiency in patient risk assessment and resource utilisation. T-tests and ANOVA results indicate statistically significant disparities in predictive model effectiveness between urban and rural settings. Regression analysis demonstrates that patient risk stratification, demand forecasting, and clinical decision support significantly affect patient outcomes, accounting for 58% of the variance. The study highlights the importance of expanding AI training and addressing data privacy issues to enhance AI adoption in healthcare. Additionally, targeted strategies for rural healthcare settings are crucial to optimise resource allocation and improve patient care. These findings align with existing literature, reinforcing the value of predictive analytics in bridging healthcare resource gaps. However, the study recognises limitations such as reliance on self-reported data and the cross-sectional approach, recommending longitudinal research and an expanded range of variables to gain deeper insights into AI's impact on healthcare.

Keywords: Predictive analytics, AI in healthcare, patient outcomes, resource allocation, and clinical decision support



A STUDY ON “CONSUMER EXPERIENCES AND PERCEPTIONS OF AUGMENTED REALITY IN RETAIL SECTORS: A SURVEY-BASED ANALYSIS”

Dr. Monica M

Assistant professor Department of MBA
Acharya Institute of Technology

Mr. Pavan Kumar

Acharya Institute of Technology

Prof. Suhas Patel

Assistant Professor
Acharya Institute of Technology

Dr. G. Ramanaiah

Professor, Presidency School of Management
Presidency University

ABSTRACT

As augmented reality (AR) technology continues to transform the retail landscape, understanding consumer perception and experiences for AR use and the resulting retail outcomes becomes increasingly crucial. This study investigates the role of augmented reality (AR) in retail and its effects on consumer engagement and purchasing behavior. Using a mixed-methods approach, an extensive literature review was conducted along with the primary data collection through a structured questionnaire. The analysis reveals that AR significantly enhances consumer involvement, with Chi-Square tests indicating a strong correlation between AR usage and purchasing decisions ($p\text{-value} = 0.000$). Consumers reported feeling more engaged with brands utilizing AR, while the absence of such technology negatively impacts their involvement.

Furthermore, the study identifies key factors influencing both positive and negative AR experiences. A Friedman test highlights that user-friendliness, relevance to needs, and visual appeal are critical for fostering positive experiences, with satisfaction ranking highest among users. However, the direct influence of AR on purchasing decisions is limited, suggesting that while AR enhances engagement, it does not always lead to immediate sales. Despite technical challenges, our findings indicate that AR can create immersive experiences that aid consumers in making informed choices. These insights offer valuable implications for retailer's brands aiming to leverage AR technology effectively, enhancing marketing strategies and improving consumer engagement in the retail landscape.

Keywords: Augmented Reality (AR), Consumer Engagement, Retail Technology, Purchase Behaviour, and User Experience



THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN PROMOTING DISABILITY INCLUSION IN MANAGEMENT

Dr. Muralidhara S V

Associate Professor of Commerce and Management
Government First Grade College.
Kuvempunagara Mysore

ABSTRACT

This paper explores the intersection of management concepts with disability studies, emphasizing the importance of inclusive practices in organizational leadership and human resource management. As organizations increasingly recognize the value of diversity, disability inclusion has emerged as a critical area of focus. This study investigates how management theories and practices can be adapted to support the inclusion of individuals with disabilities, thereby enhancing organizational performance and fostering a more equitable work environment.

Drawing from both disability studies and management literature, the paper highlights key strategies for integrating disability inclusion into corporate policies and practices. It examines the role of leadership in driving cultural change, the impact of inclusive hiring and retention practices, and the benefits of creating accessible workspaces. Additionally, the study addresses the challenges that organizations may face in implementing these practices, offering practical solutions and recommendations.

By bridging the gap between management theory and disability research, this paper contributes to the broader discourse on diversity and inclusion in the workplace. It underscores the need for a holistic approach to management that not only complies with legal requirements but also embraces the ethical imperative of inclusion, ultimately benefiting both organizations and society.

Key Words: Promoting disability, ethical imperative.



SUSTAINABLE FASHION: A NEW ERA OF CONSUMER IDENTITY IN THE AGE OF CONSCIOUS CONSUMPTION

Ms. Sheeba B S

Research Scholar, Loyola College of Social Sciences, Trivandrum, Kerala.

ABSTRACT

This study explores the growing trend of sustainable fashion choices among consumers, highlighting the factors influencing these decisions and the implications for the fashion industry. With rising environmental awareness and concerns over the ecological impact of fast fashion, consumers are increasingly seeking eco-friendly alternatives. The research investigates consumer behavior, preferences, and the influence of social, economic, and cultural factors in shaping sustainable fashion decisions through a structured questionnaire. Key findings suggest that factors such as product durability, ethical sourcing, environmental impact, and brand transparency are critical in driving sustainable consumption. Additionally, demographic variables like age, income, and education level significantly influence sustainable purchasing patterns. The research discusses the challenges and opportunities for fashion brands to adopt sustainable practices, including the need for innovation, cost management, and consumer education. This paper provides insights into the potential for sustainable fashion to become a mainstream consumer choice, with recommendations for both businesses and consumers to contribute to a more sustainable fashion industry.

Keywords: Customer preference, Eco-friendly, Fashion, Purchasing, Sustainability.



NATURAL LANGUAGE PROCESSING USING MACHINE LEARNING TECHNIQUES

Dr. Shubha. S

Associate Professor
GFGC, Malleshwaram, Bangalore

Ms. G. Shwetha

B. Sc GFGC, Malleshwaram

Ms. Bhagyashree

B. Sc GFGC, Malleshwaram

ABSTRACT

Natural Language Processing (NLP) has undergone a profound transformation with the incorporation of machine learning (ML) techniques. These ML approaches have enabled NLP systems to achieve unprecedented levels of accuracy and versatility, addressing complex tasks like text classification, sentiment analysis, machine translation, and named entity recognition. This paper explores the synergy between NLP and machine learning, examining key ML algorithms, the evolution of NLP tasks and real-world applications. Furthermore, we discuss the challenges associated with training effective NLP models, including data quality, model interpretability and bias. Finally, we offer insights into the future directions of NLP and ML emphasizing emerging trends like multilingual models and ethical considerations.

Keywords: NLP, ML, Ethical considerations, Real world Applications



EFFICACY OF *CROTON OBLONGIFOLIUS* FRESH LEAVES IN GOAT HELMINTHES: AN IN VITRO STUDY

S. Niveditha¹ and Shankar Murthy.K¹

Department of P.G Studies and Research in Biotechnology
Kuvempu University, Shankaraghatta

Kiran B.R.2

Department of Environmental Science
University SMR College of Arts and Commerce, Shankaraghatta

ABSTRACT

The present investigation deals with the efficacy of *Croton oblongifolius* fresh leaves in goat helminths: An vitro study during 2020- 2021. *Croton oblongifolius* leaves samples were used for the purpose of phytochemical analysis and anthelmintic activity. Faecal samples of goats were collected from the slaughter house/goat farms in and around Shivamogga and Bhadravati areas. Crude methanolic extract of leaves of *Croton oblongifolius* was subjected to phytochemical tests, later antibacterial activity of this extract was done by disc diffusion assay. The anthelmintic activity of extract of *Croton oblongifolius* is found effective against the helminths that is infectious to goat.i.e. effective in the treatment of nematodes, cestodes and trematodes. The anthelmintic inhibition increases as the concentration increases. After performing phytochemical analysis, it has been concluded that a good amount alkaloids and a moderate amount of diterpenoide present which helps in inhibition of helminths in goats, a trace amount of other proteins and amino acids are also play a role in inhibition of helminthes.

Keywords: *Croton oblongifolius* leaves, Goat faecal matter, *In vitro* study, Nematodes, anthelmintic activity.

**DETECTION OF RAAGAS: ACHIEVING ACCURACY IN
PREDICTING RAAGAS BASED ON ML BASED CLASSIFIER
MODELS**

Mr. Pradeep Kurdekar¹ and Ms. Shreenidhi B²
Sri Sathya Sai University for Human Excellence, Kalaburgi^{1,2},

ABSTRACT

In this work, an effort has been made to differentiate the allied Raagas in Carnatic music. Allied Raagas are the Raagas that are composed using same set of notes. The features derived from the pitch sequence are used for differentiating these Raagas. The coefficients of Legendre polynomials, used to fit the pitch contours of the song clips are used for identifying Raagas. Obtained features are validated using different classifiers such as Neural networks, Naive Bayes, Multi class classifier, Bagging and Random forest. The proposed system is tested on 4 sets of allied Raagas. Naive Bayes classifier gives an average accuracy of 86.67% for allied set of Todi-Dhanyasiand Multi class classifier gives an average accuracy of 86.67% for allied set of Kharaharapriya- Anandabhairavi-Reethigoula. In general, Neural network classifier performance is found to be better than other classifiers.

Key words: Aarohana Avarohana, Raaga, Curve fitting, Classification, Carnatic music, Pitch.



A STUDY ON IMPACT OF FINTECH SERVICES ON OPERATIONAL EFFICIENCY AND CUSTOMER-CENTRIC METRICS IN BANKING SECTOR.

Dr. Praveen Kumar S

Assistant Professor

Department of Management Studies

Vidya Vikas Institute of Engineering and Technology, Mysore

ABSTRACT

This study examines the adoption and impact of fintech services within the banking sector in Mysuru, focusing on its influence on operational efficiency, customer satisfaction, and the barriers to adoption. The primary objectives were to assess the impact of fintech on operational processes, evaluate its effect on customer satisfaction and loyalty, and identify barriers hindering its adoption. A structured questionnaire was administered to 60 banking professionals, and data was analyzed using descriptive statistics, One-Sample T-tests, regression analysis, and One-Way ANOVA. The findings revealed that fintech services significantly improved operational efficiency, reduced transaction times, and were effective in automating processes. Furthermore, fintech adoption positively impacted customer satisfaction and loyalty, with improvements in satisfaction levels, ease of adoption, and digital service offerings emerging as significant predictors. However, key barriers to fintech adoption, including limited digital literacy, lack of trust, security concerns, and inadequate internet access, were identified as major challenges. Based on these findings, the study suggests that banks should focus on enhancing digital literacy, addressing security concerns, and improving internet accessibility to foster greater fintech adoption. In conclusion, while fintech has a positive impact on the banking sector in Mysuru, overcoming the identified barriers is crucial for maximizing its benefits and ensuring broader acceptance.

Key Words: Fintech services, banking professionals, statistics.

**“THE ROLE OF POWER BI IN DRIVING SUSTAINABLE CUSTOMER
DECISIONS: INSIGHTS FROM SOFTWARE SOLUTIONS
COMPANIES IN BANGALORE”****Ms. Rakshitha R**

Student of MBA

Aditya Institute of Management Studies

Ms. Shubhra Chakravorty

Assistant Professor of MBA Department

Aditya Institute of Management Studies

ABSTRACT

In the dynamic landscape of software solutions, Power BI has emerged as a pivotal tool for enabling sustainable customer decision-making. By transforming raw data into actionable insights, Power BI empowers businesses to analyze customer behaviour, forecast trends, and optimize decision-making processes. This is particularly relevant for software solutions companies catering to niche sectors like jewellery invoicing, pawn broking, and savings schemes, where understanding customer preferences and market demands is critical. Through its intuitive dashboards, real-time analytics, and data visualization capabilities, Power BI enhances decision-making by providing businesses with a holistic view of their operations. It fosters a deeper understanding of customer needs, enabling companies to design strategies that align with long-term goals and sustainable business practices.

Software companies like Emar can leverage Power BI to track metrics such as resource utilization, and ethical sourcing practices, aligning their offerings with sustainability goals. By enabling precise forecasting and scenario modelling, Power BI reduces the risk of overproduction or misallocation of resources, promoting operational efficiency. These insights not only drive customer satisfaction and retention but also support the software industry in contributing to broader sustainability objectives. This study explores how Power BI serves as an essential element for sustainable decision-making in software solutions companies, drawing from case studies and real-world applications to highlight its transformative potential.

Key Words: Jewellery ERP, Pawn Broking, Savings Scheme Software, Power BI, + Customer Decision Making.



VIRTUAL REALITY (VR) AND ITS INTERSECTION WITH PYTHON

Prof. Ratan J

Asst. Professor

Cambridge Institute of Technology

KR Puram, Bangalore

ABSTRACT

Virtual Reality (VR) stands at the forefront of technological innovation, offering immersive experiences across diverse domains such as gaming, education, and healthcare. This paper explores the intersection of VR and Python, shedding light on Python's role as a versatile language in VR development. Beginning with an introduction to VR and its wide-ranging applications, we delve into the suitability of python for VR, elucidating the key libraries and frameworks utilized in VR projects; including pygame, pygamelet, and Panda3D.

The paper then navigates through the process of crafting immersive VR environments with Python, encompassing techniques for rendering 3D scenes, managing user input, including audio elements. Emphasis is placed on enhancing interactivity and user experience within VR applications, with a focus on user interface design, gesture recognition, and interactive mechanics. Further enriching the discourse are case studies and examples showcasing real-world applications of python in VR, spanning educational simulations, training modules, and entertainment experiences.

Additionally, the paper addresses the challenges inherent in VR development with Python, proposing potential solutions and prognosticating emerging trends and future directions in the realm of VR technology its integration with Python. This paper underscores the pivotal role of Python in advancing VR technology and its profound impact across various industries. By elucidating the synergy between Python's versatility and VR's immersive potential, this exploration paves the way for innovative developments and Transformative applications in the burgeoning landscape of virtual reality.

Keywords: Employee Engagement, Sustainability, Corporate Social Responsibility (CSR), Purpose-Driven Culture, Sustainable Business Practices

**FORECASTING HEART DISEASE RISK USING MACHINE
LEARNING****Chaitra V.S**Asst. Prof MCA Department
Cambridge Institute of Technology
KR Puram, Bengaluru**ABSTRACT**

Heart disease (HD) is one of the reasons for death among people throughout the world. Estimation of HD occurrence and its risk analysis are crucial challenges in the medical field. Early recognition of HD incidence risks helps people to improve their existence rates through attending early and better treatments. In this connection, Machine Learning (ML) and Deep Learning (DL) methods play an effective role in health records handling and estimating of health abnormal cases at a primary stage. In this work, ML and DL strategies are operated for analysis of basic health parameters which are helpful to examine and forecast HD risk. The performance of Decision Tree, Naive Bayes, Random Forest, Logistic Regression, Artificial Neural Network (ANN), and Regularized Artificial Neural Network (ANN-R and ANN-DR) classifiers are evaluated based on metrics such as accuracy, precision, recall, and F1-score. The performance analysis report reveals that the ANN-DR technique outperformed and forecasted heart risk with 99% accuracy.

Keywords— Health care, Heart Disease, Machine Learning, Prediction.

**A STUDY ON PERCEPTUAL DIFFERENCE ON GREEN MARKETING
WITH RESPECT TO THE GENDER****Dr E.M. Naresh Babu**

Professor

ABBS School of Management, Bangalore

Dr Santosh Kumar. G

Associate Professor, ABBS School of Management, Bangalore

Mrs D Hemalatha

Associate Professor, Oxbridge Business School, Bangalore

ABSTRACT

Need is the driving force of human existence, at every stage people are driven by some set of needs and to fulfil those needs, they do different activities. Products and services will fulfil the needs of human beings. In this context companies started taking advantage of this situation and produced products and standards without proper standards, also the companies started exploiting the nature. The activities such as harming the nature by cutting the trees, having no proper disposal of hazardous material, un-hygiene products, Substandard products, and improper package etc., To safeguard the climate and customers, some companies started the concept of Environmental Marketing and Green Marketing where healthy and safety products were produced by taking necessary precautions not to spoil the environment. This resulted not only in damaging the environment but also the health and trust of the customers. In addition to that earlier most of the companies focused mostly on profit making. To maintain some standards, Millennium Development Goals (MDGs) were framed which focused on 8 goals and financial growth has been given more importance. Later United Nations Organization (UNO) framed Sustainable Development Goals (SDGs) with 17 goals where Environmental protection, Societal importance and Governance related activities have been given utmost priority. This has lead to the concept of PPP-People, Profit and Planet, which has become the priorities on Green Marketing. The present research work focuses on the perceptions of 67 respondents on Green Marketing and found that in majority of the cases, both male and female have same perceptions with respect to the extra payment for eco-friendly products, information sources of sustainability, but in only one case i.e. the belief that Green Marketing will lead to sustainability differs with respect to gender at 0.05 significance level.

Keywords: Green Marketing, Hazardous material, Human needs, Substandard products and Sustainability

**INDUSTRY 5.0 AND GREEN TECHNOLOGY: ADVANCING
SUSTAINABILITY THROUGH HUMAN-CENTRIC INNOVATION****Mrs. Lakshamma. T**

Asst. Professor

Department of computer Science

Sindhi College, Hebbal, Bangalore 560024

ABSTRACT

Industry 5.0 denotes the paradigm shift in industrial operations whereby innovative practice becomes human-centric, making it sustainable for advancing futuristic development. It lays the foundation on the advancements made in Industry 4.0 and integrates into it collaborative robotics, artificial intelligence, Internet-of-Things technology, and digital twins, taking the orientation of environmentally friendly and man-machine collaboration. This paper presents the interface of Industry 5.0 and green technology, under which both have the potential to reinvent industries in renewable energy use, circular economy practices, and resource-efficient manufacturing.

Green technology could be a foundation for industries to adopt practices that reduce waste generation and optimize energy consumption, thereby contributing to global goals on sustainability. However, this convergence would still face challenges like high investment or implementation costs, technological interoperability issues, lack of workforce skills, and regulatory barriers. Such challenges need collective efforts from all stakeholders to innovate, scale up, and adopt practices that are sustainable.

This study demonstrates how the integration of Industry 5.0 and green technology can drive an era of new definitions of industrial paradigms producing the future environment for productivity, human wellbeing, and environmental stewardship. These results give insights to industries on the way forward in pursuing innovation responsibly while maximizing efforts directed in carrying out global sustainability initiatives.

Keywords: Industry 5.0, Green Technology, Sustainability, Cobots, AI tools, Smart systems

**SUSTAINABILITY DEVELOPMENT GOAL 4 (SDG4) – IMPACT ON
EDUCATION IN INDIA****Prof. Dr. V. Pushpa Shetty**

Professor, Aditya Institute of Management Studies & Research, Bengaluru

ABSTRACT

Sustainable Development has become the key norm of development today across the globe. It has become the foundation for global framework for international co-operation for 2030 agenda for sustainable development of the Planet Earth through Sustainable Development goals (SDGs).

Of the 17 SDGs adopted, this Research study focuses on SDG 4 - Quality Education. Education is the most important pillar and heart of the 2030 Agenda, as without achieving this goal, achievement of other related goals of Sustainable Development will be a great challenge.

Education is the key for achievement of sustainable development goals (SDGs). When people get quality education, they can break from the cycle of poverty.

The objective of United Nations SDG 4 is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The goal is to support reduction of disparities and inequalities in education, both in terms of quality and access.

In addition to free primary and secondary schooling for all boys and girls by 2030, the aim of is to provide equal access to affordable vocational training, eliminating gender and wealth disparities and achieve universal access to qualitative higher education.

With reference to SDG4, India has made significant progress in implementing the scheme Education for all. Programs and Policies have been initiated to provide free and compulsory education to all children. In India, free education in the age group of 6 years to 14 years as a Fundamental Right. The objective of this paper is to examine the current approaches adopted by India with regard to SD Goal 4 in the Indian context by integrating them with the New Education Policy. Also to examine its positive impact on achieving quality education as emphasised by SDG 4. The study aims to explore major challenges in implementing quality education and accessibility issues in education sector.

Key words: SDGs / Quality Education / Accessibility / Equity / Inclusion



**“A STUDY TOWARDS STRATEGY ON CONSUMER BEHAVIOR
WITH REFERENCE TO MARKETING OF FRUITS AND
VEGETABLES THROUGH ORGANIZED RETAILING IN
BANGALORE.”**

Ms. Savita. N. L

Assistant Professor

Dayananda Sagar College of arts science and commerce, Bangalore.

Ms. Arpana Shetty. H

Assistant Professor

Dayananda Sagar College of arts science and commerce, Bangalore.

ABSTRACT

The Retail industry as a whole has seen significant shifts during the past few years. What was once an exclusively custom clothes sector has evolved into a mass produced ready-to-wear industry. In the past, people would order clothes by selecting them from a catalogue, packing them in the correct colour, size, and style, and then waiting for them to be made and dispatched. Some shops had front windows around the turn of the century so customers could browse while they had new items tailored behind the scenes. There has been a general shift in the retail industry that has affected nearly all of its participants. When items are placed in the hands or shopping bags of customers, the retailer realizes income and the remainder of the consumer -goods distribution chain, including wholesalers, distributors, and producers, realizes income as well. As an added bonus, sales taxes are collected from consumer purchases and put toward a variety of public services. Home furnishings, automobiles, and major home appliances are all examples of the "durable goods" category of retail merchandise. They are meant to withstand normal use for at least five years, and non-durable products, such as food, clothing, and other categories, which are meant to be used for two years or less. Buying and selling products at retail outlets is not part of the marketing mix. Therefore, merchants are the final and most important link in the distribution chain. The retailer provides a valuable service to the manufacturer by connecting the manufacturer's wares with the end user and opening a line of communication in which the manufacturer can learn about the user's thoughts and feelings regarding the product. Providing products that are high in quality, affordable, accessible, and timely are some of the most important things retailers can do for their customers. The Paper is an attempt to study the Strategy on Consumer Behaviour with reference to Marketing of Fruits etc.

Key words: Retail Industry, wholesalers, distributors, Fruits and Vegetables, Marketing.



**IMPACT OF GREEN INNOVATIVE BANKING 3P’S ON THE
SUSTAINABLE DEVELOPMENT – A STUDY ACROSS PUBLIC AND
PRIVATE SECTOR BANKS IN BANGALORE CITY**

Raji N

Asst. Professor, Department of Commerce
ST. Claret College, Autonomous, Bangalore-13

Pooja D

Asst. Professor
Department of Commerce
Sindhi College, Bangalore -24

ABSTRACT

In recent years, the role of businesses in addressing environmental challenges has become increasingly prominent. As consumers become more eco-conscious, companies must align their marketing strategies with sustainability goals to ensure continued growth. This paper explores the role of green marketing in promoting sustainable growth, highlighting its impact on brand value, customer loyalty, and long-term profitability. By analyzing key elements of green marketing, such as eco-friendly product innovation, transparent communication, and sustainable supply chains, this study provides a comprehensive framework for businesses seeking to integrate sustainability into their marketing strategies. The findings suggest that green marketing not only meets the growing demand for environmentally responsible products but also fosters brand differentiation, reduces operational costs, and supports long-term business success.

Keywords: Green marketing, Eco-friendly, Environment, Brand, Reputation, Transparency, Profitability, Sustainability.



SUSTAINABLE GREEN ENTREPRENEURSHIP: PAVING THE WAY FOR A GREENER FUTURE

Dr. Smitha. N.S

Sambhram Academy of Management Studies

ABSTRACT

A key component of solving environmental issues and adding value to the market is sustainable green entrepreneurship. Entrepreneurs are increasingly using green business models to encourage sustainability as the globe struggles with resource depletion, climate change, and environmental deterioration. The idea of sustainable green entrepreneurship, its importance, and its effects on economic growth and the environment are all examined in this essay. Future research goals are delineated and research gaps are identified through a study of the literature. In order to assess the elements impacting the growth and challenges of sustainable entrepreneurship, the study uses a qualitative methodology and case studies of successful green companies. The results highlight how market incentives, supporting regulations, and innovation are necessary to promote green entrepreneurship.

Keywords: Eco-innovation, green business models, environmental sustainability, sustainable development, eco-entrepreneurship, and green economy.

**AN OVERVIEW ON TISSUE CULTURE IN INDIA****Dr. Nagaraja Y.P**

Associate Professor

Department of Biotechnology

Aditya Institute of Management Studies and Research

Dr. Shankar Murthy. K

Department of P.G Studies and Research in Biotechnology

Kuvempu University

Dr. Divakara R

Department of P.G Studies and Research in Biotechnology

Kuvempu University

ABSTRACT

The present review study deals with the problems and prospects of tissue culture in India as worked out by various researchers. Plant cell and tissue culture involves the cultivation and propagation of plant cells, in a carefully controlled laboratory environment. This innovative method exploits the potential of nutrient-rich media to efficiently replicate plant cells on a large scale and rapidly produce mature disease-free plants. The basis of commercial technology in this field is micro propagation, a process that achieves rapid multiplication of small plant cuttings, axillary buds and, to a limited extent, somatic embryos and cell masses in suspension cultures or bioreactors. Micropropagation, a central aspect of plant tissue and cell culture, is crucial for producing high-quality and consistent planting material. These materials find applications in a variety of fields, including molecular genetic engineering, plant breeding, horticultural production and environmental protection. The process of micropropagation occurs in several different stages, including multiplication, subculturing explants for multiplication, germination and rooting, and hardening. Together, these stages form a universal framework for large-scale plant propagation. This technique plays a key role in overcoming the limitations of traditional methods of plant propagation. By allowing controlled and accelerated growth in a laboratory environment, plant tissue and cell cultures contribute to the efficient production of disease-resistant and genetically uniform plant material. This not only supports progress in various scientific fields, but also responds to real needs in agriculture, horticulture and environmental protection. The continuing improvement and application of plant tissue and cell culture methods highlights their importance in meeting the growing demand for sustainable, high-quality plant material across a wide range of sectors of India. Tissue culture emerged as a revolutionary technique with far-reaching implications, particularly in agriculture and conservation.

Keywords: Tissue culture, Micropropagation, Multiplication of plants, disease-free plants, Propagation.

**“THE FUTURE OF ACCOUNTING: HOW AI IS SHAPING THE ROLE
OF ACCOUNTANTS”****Manjunatha J B**

Assistant Professor

BGS Institute of Management Studies, Chikkaballapur

Neha B R

Student

BGS Institute of Management Studies, Chikkaballapur

ABSTRACT

Artificial intelligence (AI) is transforming the accounting field by automating routine tasks, enhancing data accuracy, and providing advanced analytical capabilities. Artificial intelligence (AI) is poised to transform the accounting industry by fundamentally altering how accountants approach data management, financial analysis, and business advisory services. AI applications, including machine learning algorithms, robotic process automation, and advanced data analytics, are increasingly used to automate repetitive tasks, such as transaction categorization, data entry, and basic audit procedures, which were once manual and time-consuming. This automation not only improves accuracy but also enables accountants to reallocate their efforts towards more strategic functions, such as providing business insights, conducting predictive analyses, and enhancing decision support. As a result, accountants are shifting from traditional roles focused on compliance and financial reporting to becoming strategic partners in business growth. However, the integration of AI also introduces new challenges, such as ensuring data privacy, addressing ethical considerations, and managing the skill gap between traditional accounting practices and modern technological demands. This paper explores the transformative impact of AI on accounting, assesses both the opportunities and limitations, and discusses the evolving skillset required for accountants to succeed in a technology-driven landscape.

Keywords: Artificial Intelligence, Accounting industry, Machine learning, Accountants.

**BRSR REPORTING: A REVIEW OF LEADERSHIP INDICATORS AS A
MEASURE OF SUSTAINABILITY IN INDIAN BANKS****Ms. Samatha P**

Asst. Professor

Aditya Institute of Management studies Yelahanka, Bangalore

ABSTRACT

The Business Responsibility and Sustainability Reporting (BRSR) framework, introduced by the Securities and Exchange Board of India (SEBI), has become a key tool for Indian banks to demonstrate their commitment to sustainability and responsible business practices. This study focuses on the leadership indicators within the BRSR framework, which play a crucial role in assessing the governance, strategy, and ethical practices that guide banks towards sustainable growth. Leadership indicators are essential for evaluating how top management in Indian banks drive corporate responsibility, establish sustainability goals, and create a culture of accountability. By examining these indicators, the study aims to highlight the role of leadership in shaping the sustainability strategies of Indian banks and aligning them with global standards of environmental, social, and governance (ESG) practices. The findings provide insights into how leadership within banks influences long-term sustainability outcomes and the challenges faced in meeting BRSR expectations. Ultimately, this research seeks to underscore the importance of strong leadership in fostering an organizational culture that prioritizes sustainability, transparency, and ethical conduct in the banking sector.

Key words: BRSR Reports, Leadership Indicators, Sustainability, Banking Sector

**AUTOMATED VULNERABILITY DISCOVERY AND EXPLOITATION****Samir Raza**Assistant Professor
Department of MCA

Cambridge Institute of Technology, Bengaluru, India

ABSTRACT

Automated Vulnerability Discovery and Exploitation is a rapidly evolving field within cybersecurity, focusing on the use of automated tools and techniques to identify and exploit security weaknesses in software and systems. This area leverages various technologies, including machine learning, static and dynamic analysis, and fuzzing, to uncover vulnerabilities more efficiently than manual methods.

In the realm of cybersecurity, the detection and exploitation of vulnerabilities are critical areas of focus. The increasing complexity and scale of modern software systems have made traditional manual methods of vulnerability discovery and exploitation both time-consuming and often insufficient. Automated approaches have emerged as powerful tools to enhance the efficiency and effectiveness of these processes. This comprehensive examination of Automated Vulnerability Discovery and Exploitation explores various techniques, tools, and methodologies, along with the challenges and implications associated with their use.

Key Words: Automated vulnerability discover.



SUSTAINABILITY IN WORKPLACE CULTURE AND ORGANIZATION BEHAVIOUR

Ms. Hamsa Geetha N

Assistant Professor

Aditya Institute of Management Studies and Research, Yelahanka, Bangalore

ABSTRACT

Organizational culture plays a crucial role in shaping the strategies and performs that influence an organization's long-term sustainability. It refers to the shared values, beliefs, and behaviours that guide the actions of employees and leaders within an organization. A strong, adaptive organizational culture fosters an environment where sustainability is integrated into the decision-making process and day-to-day operations. Organizations with a culture that prioritizes sustainability are more likely to adopt practices that address environmental, social, and economic challenges, contributing to their overall resilience and growth. This paper examines how organizational culture influences sustainability initiatives, including resource management, ethical practices, and innovation. It also explores the importance of aligning cultural values with sustainability goals to enhance performance and stakeholder engagement. By embedding sustainability into the core values of an organization, it can achieve not only competitive advantage but also long-term positive impacts on society and the environment. The study highlights case examples and proposes strategies for fostering a culture that supports sustainable practices at all levels of an organization.

Keywords: Organizational culture, Environmental Practices, Social Impact, Innovation, Stakeholder Engagement, Corporate Strategy, Organizational Values.



HIGHER EDUCATION TO HEARING IMPAIRED THROUGH K- MEAN CLUSTERING

Mr. Amarnath. R

B-Sc Department Montfort College, Indiranagar, Bangalore, India

ABSTRACT

The Paper Starts with Introduction then describes the Goal of the Paper. In the second part it describes about Introduction to K-mean Clustering. In the third part it describes about how K-mean clustering can resolve the Communication issues between hearing impaired Student and his educated colleagues. In the fourth part it describes about how Map-Reduce can implement k-mean Clustering. In the Last part we deal with Beddeley’s memory mapping.

Keywords: Hearing Impaired, k-mean Clustering, Beddeley’s memory mapping Be



“COMPUTER VISION AND A.I APPLICATION IN CRIME DETECTION”

Dr. Moses Praveen, MCA, PhD

HOD Computer Science

Aditya Institute of Management Studies and Research, Yelahanka, Bangalore

ABSTRACT

Criminal detection involves studying the crime scenes, joint locations of a person from an image or a video. This activity can be done using the CNN. Computer vision offers regulators a toolset for automating processes and navigating complex legal frameworks more effectively. By integrating these systems into the practice of law, regulators streamline enforcement processes and ensure alignment with ever-evolving legal standards. It is necessary because of the unmitigated number of applications that can benefit from such tracking. For instance, human posture analysis can be used in applications, surveillance using videos, sign language detection, and progressive human-computer interaction. Depth sensors have various drawbacks; they are limited to sedentary use, have very low resolution, contain noisy depth information, etc. These drawbacks make it difficult to estimate human poses from depth pictures. Neural networks can be used to overcome such problems. An active field in image processing research is human activity tracking and analysis from ocular observation. Through ocular observation, human actions can be supervised in jumpacked areas like stations, banks, malls, airports, roads, schools, colleges, parking lots, etc. to thwart dubious, criminal actions such as robbery, mob activity, and nonlegal parking, violence, and other suspicious activities. It is futile to monitor such areas continuously, therefore intelligent ocular observation is necessary which can monitor human activities live and group them as normal and suspicious actions, and can trigger an alert.

Key Words: CNN, AI, Crime Scenes, Sign Language Detection.

**BITCOIN VALUE PREDICTION USING MACHINE LEARNING****Ms. R. Sangeetha**

Assistant Professor

Aditya Institute of Management Studies and Research, Yelahanka, Bangalore

ABSTRACT

This paper explores the application of machine learning techniques for predicting the value of Bitcoin, one of the most prominent cryptocurrencies. As Bitcoin continues to gain traction as a digital asset, understanding its price dynamics is crucial for investors, traders, and policymakers. We employed various machine learning algorithms, including linear regression, decision trees, and recurrent neural networks, to analyse historical price data alongside relevant macroeconomic indicators and social media sentiment. The study utilizes a comprehensive dataset spanning several years, incorporating technical analysis features, trading volume, and external market factors. Our results demonstrate that machine learning models can effectively capture the complex patterns in Bitcoin price movements, with certain models achieving a significant predictive accuracy. We also discuss the implications of our findings for investment strategies and the potential of machine learning in financial forecasting. This work contributes to the growing body of literature on cryptocurrency valuation and underscores the importance of innovative analytical approaches in navigating the volatility of digital currencies.

Keywords: Bitcoin, Cryptocurrency, Random Forest Regression, Linear Support Vector Machine

**“EMBRACING SUSTAINABILITY: THE IMPACT OF REMOTE AND
HYBRID WORK MODELS ON GLOBAL BUSINESS PRACTICES”****Ms. Sudha Shukla**

Assistant Professor

Aditya Institute of Management Studies, Yelahanka, Bangalore

ABSTRACT

The transition to remote and hybrid work models has heavily impacted business practices across the globe — sustainable practices, in particular. As daily commuting ceases under remote work, environmental impact related to office spaces may decrease in energy consumption and waste generation. This facilitates employees working from home or any other flexible location that a company allows, thereby reducing carbon footprints and substantially improving resource efficiency. Furthermore, those models of work will also influence corporate real estate demands, meaning office spaces will have to be redesigned, and urban infrastructure streamlined. However, challenges will be associated with remote and hybrid work, including the possibility of increased energy consumption in residential areas and the need for sustainable technology solutions for dispersed workforces. These models also inspired companies to come up with new strategies for digital collaboration and inclusion and employee well-being. This is a research paper that explores ways through which these work models contribute toward sustainable business practices by reducing the carbon footprint, enhancing operational efficiency, and promoting work-life balance. Acceptance of the new work paradigms will bring businesses harmony among growth, environmental stewardship, and social responsibility and provide opportunities for a more sustainable future. Two of the largest ideas linked to alterations in the workplace radical are flexible and hybrid work patterns. However, although their applicability is highly valuable due to the increased flexibility and convenience the models actually cause a more severe influence on sustainability by addressing concerns that are connected to the environment economy and society. This paper explores these effects and how they may be useful to meeting on-going worldwide sustainability targets. The case studies of some of the leading organizations, supported by the vast data analysis, throw light on the possibility of this work model paradigm.

Keywords- Sustainability, Remote Work, Hybrid Work, Environmental Impact, Work-Life Balance.



A STUDY ON “IMPACT OF AI ON EMPLOYABILITY IN FUTURE”

Ms. Sushmitha T

Student

Aditya Institute of Management Studies and Research Yelahanka, Bengaluru

Ms. Gunasheela N

Assistant Professor

Department of Commerce and Management

Aditya Institute of Management Studies and Research- Yelahanka, Bengaluru

Ms. Vandana M B

Student

Aditya Institute of Management Studies and Research – Yelahanka, Bengaluru

ABSTRACT

AI is a rapidly advancing technology that holds significant potential to enhance productivity and efficiency in the workforce, as well as drive innovation in various sectors. However, its impact on employability can have both positive and negative consequences. In India, the advent of AI is poised to usher in a new industrial revolution, leading to the elimination of numerous jobs. While AI can automate existing tasks and contribute to inequality and discrimination, it also has the power to transform employment opportunities worldwide. Repetitive jobs are likely to diminish with the implementation of AI, but high-skilled jobs are expected to remain in the future. This paper examines the influence of AI machines on employment across sectors, highlighting the opportunities and challenges that will shape the working environment. The study draws on scholarly research, industry reports, and reputable blogs to explore the effects of AI on employment. By providing a comprehensive overview, the research paper sheds light on the impact of AI on jobs in India, considering the rapidly changing landscape of the Karnataka state economy driven by global challenges.

Key Words: AI, Enhance, Tasks, Employability



**EXAMINING THE RELATIONSHIP BETWEEN OPERATIONAL
SUSTAINABILITY (ESG) AND FINANCIAL SUSTAINABILITY OF
NIFTY 50 COMPANIES**

Dr C V Purushotham

Assistant Professor
ABBS School of Management, Bangalore

Dr E M Naresh Babu

Professor
ABBS School of Management, Bangalore

ABSTRACT

Sustainability has got considerable attention in the recent years as investors and regulators all over the world has become environmental conscious. Along with profitability, integration of ESG into company’s core activities and strategic decision making has become a vital aspect for attracting funds globally. The present study is undertaken with the aim of examining the operational and financial sustainability of Nifty 50 companies. The study was conducted for the financial year 2023-24 and it is based on secondary data.

Keywords: Operational Sustainability, Financial Sustainability, Nifty 50, ESG



A COMPREHENSIVE STUDY ON BEHAVIORAL BIASES AMONG INDIVIDUALS WITH RESPECT TO MONTHLY INCOME AND ITS IMPACT ON INVESTMENT DECISIONS

Prof. Bhavya V M

Acharya Institute of Technology, MBA, Bengaluru

Prof. Rohith B

Acharya Institute of Technology, MBA, Bengaluru

Ms Apoorva M G

Acharya Institute of Technology, MBA, Bengaluru

ABSTRACT

In the 21st century, while technological advancements have transformed many aspects of life, societal status has become a dominant focus for many individuals. This heightened need for status is particularly significant for those relying on a single source of income, driving a growing desire for a second income stream to meet these esteem needs. Traditional investment vehicles like Fixed Deposits (FDs), Recurring Deposits (RDs), Post Office Savings, and Chit Funds are losing popularity. Instead, there is a noticeable shift toward investing in high-return, high-risk securities, which presents a substantial challenge for individuals dependent on monthly income. Interestingly, despite the risks, many within this demographic are successfully growing their investments due to their knowledge of financial markets, saving habits, and income levels.

This study aims to explore the investment patterns of monthly income earners from various backgrounds and how their behavioural biases influence their financial decisions. The research categorizes individuals based on their income, age, and educational background to examine how much of their income is saved and how they invest in different avenues to seek higher returns and capital appreciation.

A comprehensive review of existing research was conducted to understand the nuances of the topic. The study employs a descriptive research method and analyses a sample size of 500 respondents from diverse age groups, income brackets, educational backgrounds, and professional and cultural contexts. Various statistical tools were used to analyze the data, with a focus on correlation to examine the relationship between behavioral influences and investment decision-making. The findings reveal how education and income levels significantly affects investment choices.

Keywords: Investment patterns, behavioural biases, financial decisions, risk-return securities, savings habits, educational background, income level, correlation analysis



HARNESSING AI FOR SUSTAINABLE CUSTOMER TARGETING BY PRIVATE COMMERCIAL BANKS OF INDIA

Ms. Shubhra Chakravorty

Assistant Professor

Department of Commerce and Management

Aditya Institute of Management Studies, Bangalore.

Prof. Angel Chakraborty

Assistant Professor

Department of MBA

Soundarya Institute of Management and Science, Bangalore.

ABSTRACT

In the era of rapid technological advancement, top private commercial banks in India are increasingly turning to artificial intelligence (AI) to align their marketing and operational strategies with sustainability goals. This study explores how AI-driven data analytics can support these banks in identifying and targeting customer segments that value and engage in sustainable banking practices. By analyzing consumer behavior, transaction histories and socio-economic data, AI models enable banks to craft personalized, sustainable banking solutions while optimizing resource usage and minimizing environmental impact. This study takes a descriptive and conceptual approach, utilizing secondary data and proposes a new AI-Sustain Targeting Framework (AI-STF) Model. The study emphasizes the need for customer segmentation that promotes sustainable banking products such as green loans, eco-friendly investment options and digital banking channels. By implementing AI for sustainable customer targeting, Indian private banks can not only enhance customer satisfaction and loyalty but also support India's broader climate goals and sustainable development agenda. The paper provides insights into the advantages of AI for sustainable practices, potential challenges in implementation and the ethical considerations surrounding data privacy and security in AI-driven customer targeting.

Keywords: Artificial Intelligence, Sustainable Customer Targeting, Private Commercial Banks, Green Banking, Customer Segmentation, Data Analytics, Environmental Impact.

**ARTIFICIAL INTELLIGENCE BASED IDENTIFICATION
METHODOLOGY FOR SECURED PHISHING WEBSITES****Dr. K. Adishesha**Professor & HOD of Computer Science
S.E.A College of Science, Commerce & Arts**ABSTRACT**

Phishing attacks pose a huge threat for online security and therefore need advanced detecting techniques in order to mitigate the damages it causes. This paper introduces a sophisticated model for the detection of phishing websites, named the Blended ResNet-Efficient Net Model (BREM), which unifies the advantages of the ResNet and Efficient Net architectures. To address this challenge, BREM uses the rich hierarchical pattern recognition ability of ResNet-50 and the practical feature extraction capability of EfficientNet-B3 to achieve classification performance in phishing detection. On overall assessment BREM outperforms both traditional machine learning models and standalone deep learning model with an accuracy of 96%, precision at 94%, recall of 95% and F1 score of 94.5%. These same authors validate the high specificity (97 %), negative predictive value (95 %) and Matthews correlation coefficient of 0.92 further underlining the robustness and reliability of BREM. This approach does not only improve the accuracy of detection, but also provides much better security against phishing campaigns. In the near future research directions such as real-time deployment, more experiments on different feature sets, adversarial robustness, transfer learning from heterogeneous datasets, model interpretability and scalability would significantly extend BREM towards a more effective model for dynamic and large-scale environments.

Keywords: Phishing Detection, Artificial Intelligence, Deep Learning, Convolutional Neural Networks, ResNet, Efficient Net, Blended Res Net-Efficient Net Model, BREM



EMPLOYEE ENGAGEMENT AND SUSTAINABILITY

Mr. Mahesh Padmanabh

Asst. Professor

Aditya Institute of Management Studies & Research, Yelahanka, Bangalore

ABSTRACT

In today's rapidly evolving business landscape, employee engagement and sustainability are two critical pillars for long-term success. Both are essential in creating resilient, purpose-driven organizations that not only achieve financial goals but also contribute positively to society and the environment. When these two concepts intersect, they create a powerful synergy that can drive innovation, foster loyalty, and enhance overall corporate performance. At first glance, employee engagement and sustainability might seem like distinct concepts—one focuses on individuals and organizational culture, while the other addresses broader environmental and social issues.

Keywords: Employee Engagement, Sustainability, Corporate Social Responsibility (CSR), Purpose-Driven Culture, Sustainable, Business Practices

**“PARADIGM SHIFT IN GLOBAL BUSINESS PRACTICES”****Prof. Umme Salma**

Assistant Professor

MQI Degree College, Bangalore-560046

Dr. Mohammed Arif Pasha

Principal

MQI Degree College, Bangalore-560046

ABSTRACT

Sustainable investment has attracted attention of academics and several quantitative review papers have been published on this topic ‘Sustainable investment’ in the financial markets includes a number of asset classes for the environmental, social, and governance (ESG) purposes. It is an investment strategy that seeks to club the social as well as environmental benefits with financial returns, while linking social, ethical, ecological and economic concerns by the investor. Under certain circumstances, these indices also attract foreign capital, inviting international participation in the local capital markets. The purpose of this paper is to study whether the sustainable investment alternatives offer better returns in the financial market than the conventional indices from both developed and emerging markets. Sustainable investment is not an exception judging by the significant increase in the literature. This paper attempts to study whether the sustainable investment alternatives offer better financial returns than the conventional indices from both developed and emerging markets. A systematic literature review is conducted to meet the objective of this paper. This research method is preferred as it provides a framework to identify, select and evaluate the findings of the studies included in the literature review (Rother, 2007).

Keywords: Sustainable investment; conventional indices; environmental benefits; governance; socially responsible investment; index returns; economic concerns



STUDY ABOUT IMPACT OF ORGANISATIONAL CULTURE AND WELL- BEING OF AN EMPLOYEE

Amritha N R

Assistant Professor

St. Anne’s First Grade College for Women

ABSTRACT

This paper emphasizes on the role of organisational culture on well-being of employees. The paper will focus on how an employee’s satisfaction, growth and development is depended on the culture followed in the organisation. To understand the impact, the data will be collected from working professionals of few colleges, IT professionals and self-employed people in order to understand how their organisation’s culture is impacting their work life. The paper will also focus on how crucial is the environment of workplace and common issues faced by employees and ways to overcome such issues.

Keywords: Organisational culture, employee welfare, satisfaction of employees, workplace environment and impact of work life.



A STUDY ON “ROLE OF AI ON FINTECH AND IT’S MARKETING STRATEGIES”

Mrs. Gunasheela N

Assistant Professor

Department of Commerce and Management

Aditya Institute of Management Studies and Research- 560064.

ABSTRACT

Financial Technology(**FinTech**) and Artificial Intelligence(**AI**) are the two important factors which are playing an important role in the financial services industry and giving an opportunity for the upcoming generation for their innovative ideas with start-ups. Blending of AI with FinTech has made possible to offer personalized and efficient services.

So, in order to reach the customers, it is very crucial for Fintech firms to develop an effective marketing strategy. AI-driven tools which are used by the Fintech firms to stand out in a highly competitive market. Fintech firms which adopt AI in its marketing strategies ensures a sustained relevance and success in the digital economy.

The study provides an overview of how Fintech, AI and marketing strategy are interconnected and their implication for the financial industry.

Keywords: Fintech, AI, Marketing strategy.

**“ARTIFICIAL INTELLIGENCE & MACHINE LEARNING”****Mr. B. Krishnama Naidu,**

MBA Student of Nagarjuna Degree College

ABSTRACT

Artificial intelligence (AI) and machine learning (ML) are rapidly evolving fields that are transforming various industries and aspects of human life. AI, the broader concept, aims to create intelligent agents capable of performing tasks that typically require human intelligence, such as learning, reasoning, problem-solving, and decision-making. ML, a subset of AI, focuses on algorithms that enable computers to learn from and make predictions or decisions based on data, without explicit programming.

Recent advancements in AI and ML, particularly in deep learning, have led to significant breakthroughs in areas like natural language processing, computer vision, and autonomous systems. These technologies have the potential to revolutionize healthcare, finance, transportation, and many other sectors, leading to increased efficiency, innovation, and improved decision-making. However, the ethical implications and societal impact of AI and ML raise important concerns that need to be addressed as these technologies continue to develop.

Key Words: Artificial intelligence, Machine Learning, Innovation, Societal Impact.

**FOSTERING INNOVATION AND ENTREPRENEURSHIP: THE
INDIAN GOVERNMENT'S INITIATIVES FOR ECONOMIC GROWTH
AND GLOBAL LEADERSHIP"****Shruthi K.L**

Assistant Professor

Nagarjuna College of Management Studies, Chikkaballapur

ABSTRACT

The Indian government has started a number of programs to encourage entrepreneurship in a number of industries, such as technology, manufacturing, and social enterprises. Important initiatives like Startup India, MUDRA Yojana, and the Atal Innovation Mission offer emerging companies funding, regulatory help, and mentorship. Enhancing market access, encouraging innovation, and solidifying India's standing as a global centre for entrepreneurship are the goals of these initiatives. When taken as a whole, these programs foster an atmosphere that allows entrepreneurs to flourish and support job creation and economic expansion. These government programs aim to promote entrepreneurship and innovation by offering new companies financial support, regulatory help, and mentorship. The initiatives also emphasize enhancing access to capital, encouraging skill development, and strengthening underrepresented populations. These initiatives ultimately aim to position India as a global centre for entrepreneurship, manufacturing, and innovation. These initiatives have been especially beneficial to micro, small, and medium-sized businesses (MSMEs), encouraging creativity, employment growth, and inclusivity, particularly for underrepresented populations. India is becoming a global center for entrepreneurship and innovation as a result of the combined effects of these initiatives. The government might increase assistance for global market connections and enhance access to expert industry mentorship in order to bolster these efforts even further. Long-term, inclusive growth may also be facilitated by improving digital infrastructure and encouraging sustainability in companies. A strong ecosystem for entrepreneurs has been established by the Indian government's many efforts, providing vital funding, mentorship, and innovation assistance. Through employment creation and technology advancement, these programs stimulate economic growth and empower entrepreneurs, especially those from marginalized populations. India is hence steadily becoming a world leader in innovation and entrepreneurship.

Key words: Entrepreneurship, Innovation, Startup India, MUDRA Yojana, Market Access, MSMEs



**ASSESSING THE FUTURE OF GOVERNMENT E –
MARKETPLACE (GEM): OPPORTUNITIES AND CHALLENGES IN
EXPANDING ITS SCOPE AND REACH**

Bharath S.

Assistant Professor

Surana Evening College of Commerce and Management, Bangalore

ABSTRACT

The digitization of government procurement processes has created the need for GeM to be an important integrative channel for improving transparency, efficiency, and cost effectiveness in procurement processes. The research seeks to tackle the research problem of how the scope of service delivery by GeM can be extended to include more government sectors, more products and services, and more suppliers. At the same time, it recognizes the possible challenges which could be encountered during the process including the technological challenges, the regulatory challenges, and the challenge of securing a competitive supplier environment.

The researchers will utilize a multidisciplinary strategy, integrating concepts from public administration, e-commerce, technology management and policy analysis. Discussing the development strategy of GeM, the research seeks to fill the gap left out by some policymakers, administrators and other parties involved in building the government e-marketplace direction. This research receives a model and direction through analysis of the current solutions and prospects by which GeM can be broadly extended in a beneficial manner.

Keywords: Government e- Marketplace, Public procurement, E- commerce, Efficient, Transparent, Inclusive, Scope and reach, Opportunities and Challenges Etc.

**AN EMPIRICAL STUDY ON MARKET BASKET ANALYSIS USING BI
TOOLS: TRENDS AND BEST PRACTICES****Mr. Dinesh**

Student

Aditya Institute of Management Studies and Research Yelahanka, Bengaluru

ABSTRACT

The study examines the use of Market Basket Analysis (MBA) with Business Intelligence (BI) tools to understand consumer behavior, improve product offerings, and optimize operations. This research seeks to uncover patterns in purchasing behavior, such as commonly bought-together items, seasonal trends, and customer preferences, which can be used to drive personalized marketing strategies, enhance cross-selling, and increase customer loyalty. The study primarily focuses on ‘Licious’ customer segments and its product offerings in Bangalore. An empirical data driven approach is adopted in the study. Both primary and secondary data is collected and stratified random sampling technique is used for the study. Its findings suggest that Market Basket Analysis, coupled with BI tools, enables companies to make data-driven decisions that not only boost operational efficiency but also enhance customer satisfaction by delivering more personalized experiences. This approach underscores the strategic importance of analytics in the fresh food e-commerce industry, where rapid fulfillment, product freshness, and customer loyalty are critical for sustained growth. The study demonstrates that by harnessing the power of data, companies can continually refine its offerings and maintain a competitive edge in a dynamic market.

Keywords: Market basket Analysis, BI tools, Data driven decision, customer loyalty, Personalized Marketing, Profitability Analysis, Customer Lifetime Value (CLV).



ROLE OF FINANCIAL EDUCATION IN PROMOTING SUSTAINABLE FINANCE

Achala C

Research scholar, CMR University, Bangalore

ABSTRACT

Financial education plays a vital role in promoting sustainable finance by equipping individuals and organizations with the knowledge and skills necessary to make informed financial decisions that consider environmental, social, and governance (ESG) factors. As global challenges such as climate change and social inequality intensify, the integration of sustainability into financial practices becomes crucial. This paper explores the interplay between financial education and sustainable finance, highlighting how enhanced financial literacy can foster a greater understanding of sustainable investment opportunities, risk management, and responsible consumption.

We discuss various educational initiatives and frameworks that aim to increase awareness of sustainable finance concepts among diverse. In the end, this study emphasises how crucial it is to incorporate sustainable finance concepts into financial education programs and supports legislative actions that increase the availability of financial literacy materials. By doing this, we can enable people to help create a more sustainable future by bringing financial practices into line with larger social objectives.

Keywords: Financial literacy, Sustainable investment, ESG, Financial inclusion, Financial performance.



A STUDY ON ARTIFICIAL INTELLIGENCE AND ITS APPLICATIONS

Subhash R

Student, 3rd B.Sc Computer Science, GFGC, Malleshwaram

Yashaswini M

Student, 3rd B.Sc Computer Science, GFGC, Malleshwaram

Meghana S Jogi

Student, 3rd B.Sc Computer Science, GFGC, Malleshwaram

Aishwarya

Student, 3rd B.Sc Computer Science, GFGC, Malleshwaram

ABSTRACT:

Artificial Intelligence (AI) is the Science and Engineering domain concerned with the theory and practice of developing systems that exhibit the characteristics we associate with intelligence in human behaviour, such as perception, natural language processing, problem solving and planning, learning and adaptation, and acting on the environment. Starting with a brief history of artificial intelligence, this paper presents a general overview of this broad interdisciplinary field, organized around the main modules of the notional architecture of an intelligent agent (knowledge representation; problem solving and planning; knowledge acquisition and learning; natural language, speech, and vision; action processing and robotics) which highlights both the main areas of artificial intelligence research, development and application, and also their integration. Its main scientific goal understands the principles that enable intelligent behaviour in humans, animals and artificial agents.

Key words: Artificial Intelligence, human behaviour, natural language processing



STUDY ON LEVERAGING STATISTICAL MODELS AND INFORMATION TECHNOLOGY FOR MARKET TREND PREDICTION

Mr. Vibin P G

Assistant Professor

Aditya Institute of Management Studies Yelahanka Bangalore, India

ABSTRACT

In an era driven by data, the ability to predict market trends is essential for businesses seeking a competitive edge. This paper explores the integration of statistical models and information technology in analyzing and forecasting market behaviors. Techniques such as regression analysis, time series modeling, and clustering are discussed, alongside their application through advanced IT tools like big data platforms, cloud computing, and machine learning frameworks. A case study on retail sales forecasting demonstrates how these technologies enable businesses to identify patterns, anticipate consumer behavior, and make informed decisions. The findings emphasize the transformative potential of combining statistics and IT, offering insights into future innovations in market analytics and decision making processes.

Keywords: Statistical Models, Information Technology, Market Trend Prediction, Regression Analysis, Market Segmentation, E-commerce Analytics



HR ANALYTICS –THE SIGNIFICANCE IN HRM

Sowmya N

Assistant Professor

Aditya Institute of Management Studies, Yelahanka

ABSTRACT

Human Resource management is a vast concept determines as many functions in it, any business to extend its persistence and germination demands updating with the rigorous happening technology.

Envisioning and adoption of the advanced technologies in HR helps to plan its moves accordingly. This forecasts the issues in advance like high employee turnover and any employees quitting the organization etc. Analytics is the process of inspecting the data using statistical tools, methods & technologies and it is achieved through blending skills, technologies and practices used to examine HR data performance to gain insights and make data driven decisions.

This study is carried out using Secondary data consisting of information published in the journals, articles, etc and the methodology used in this study is descriptive in nature. If HR analysts comprehended of the tools and methods appropriately, HR analytics will have proficient future.

Keywords: HR analytics, Technology, Germination etc.

**DIAGNOSIS OF ACUTE DISEASES IN VILLAGES AND SMALLER
TOWNS USING DECISION TREE CLASSIFICATION****Dr. Vijayalakshmi Yellepeddi,**

Assistant Professor, Bishop Cotton Academy for Professional Management

Dr. Sasidhar Babu Suvanam,

Professor, School of CSE, Presidency University

John Bennet Johnson

Professor, School of CSE, Presidency University

Venkata Sai Meghana,

B.Tech Final Year Student, School of CSE, Presidency University

Dugasani Meghana

B.Tech Final Year Student, School of CSE, Presidency University

Venkata Kasi Vyshnavi,

B.Tech Final Year Student, School of CSE, Presidency University

Kandra Vijaya

B.Tech Final Year Student, School of CSE, Presidency University

M Hrushikesh Reddy

B.Tech Final Year Student, School of CSE, Presidency University

ABSTRACT

The provision of healthcare services in rural and smaller towns is a growing challenge, primarily due to the shortage of medical professionals and infrastructure. Existing telemedicine and AI-based solutions have struggled to scale in these areas, mainly because of internet dependency and the lack of offline support. This paper proposes an AI-based healthcare diagnostic system that addresses common acute diseases like cold, flu, and fever using natural language processing (NLP) and machine learning (ML). The system will operate in both online and offline modes, making it accessible in remote areas with poor connectivity. With an intuitive user interface supporting multiple local languages, the system aims to provide an accurate and cost-effective diagnostic tool for underserved populations.

Keywords—AI healthcare, acute disease diagnosis, rural healthcare, natural language processing, machine learning, offline AI, telemedicine, healthcare accessibility, decision trees, support vector machines.

**EVALUATING CONSUMER PERCEPTIONS OF GREEN
MARKETING: DISTINGUISHING AUTHENTICITY
FROM GREENWASHING**

Ms Anju A Nair, Ms Harshita Kaushik and Ms Archana Vijay
Department of MBA, Acharya Institute of Technology, Bengaluru, India

ABSTRACT

This study explores consumer perceptions of green marketing, particularly distinguishing authentic sustainability efforts from greenwashing. As environmental awareness grows, consumers increasingly favour brands promoting eco-friendly practices. However, when companies exaggerate or falsely advertise their environmental efforts—known as greenwashing—it can erode consumer trust.

Primary data was gathered via a questionnaire from a sample of 203 consumers in Bengaluru, targeting those who buy from companies claiming green practices. Secondary data was sourced from journals, articles, books, and magazines. Using SPSS for data analysis, the study adopts a descriptive survey-based approach, examining hypotheses on the correlation between perceived authenticity in green marketing and brand trust or purchase decisions. The findings aim to offer insights into consumers' authenticity assessments, equipping brands with best practices to enhance transparency and foster trust. This study provides practical recommendations to help brands prevent greenwashing, supporting a genuine connection with environmentally conscious consumers.

Keywords- Green marketing, consumer perception, authenticity, greenwashing, brand trust, sustainability.



SUSTAINABLE AND GREEN MARKETING

Ms. Farhin Firdose M

Assistant Professor

Aditya Institute of Management Studies & Research, Yelahanka, Bangalore

Ms. Prakalya Ganesh

Student

Aditya Institute of Management Studies & Research, Yelahanka, Bangalore

ABSTRACT

Green marketing refers to the practice of developing and advertising products based on real or perceived environmental sustainability. It includes a wide range of activities like modification of product, sustainable packaging alteration in production process, as well as modifying advertising techniques. It incorporates sustainable practices, eco-friendly materials, renewable energy resources and socially responsible manufacturing processes into marketing strategies. Sustainable and green marketing is a contemporary concept and it is implemented by companies and business firms to make a positive impact on the community and the planet. Sustainability addresses environmental degradation, climate change, global warming, inequality, poverty, peace and righteousness to accomplish harmony between nature and humans. In recent times there is growing interest among all sections of public regarding environment protection, the growing need for eco-friendly, renewable, zero-waste and carbon-neutral products. Examples of green marketing includes reduced emissions associated with a product's manufacturing process, use of recycled materials for product packaging, producing sustainable products, reduce exploitation of natural resources, cutting down energy consumption. As a result, green marketing has emerged a means for development in sustainable practices and technology. Green marketing shifts marketing efforts to digital platforms which reduce carbon footprint associated with printing. Green marketing encourages brands to impart just-in-time strategies or lean and agile manufacturing methods to save cost, optimize inventory and show fast quality outcomes. This research paper explains the concept of green marketing, principles of green marketing, benefits, limitations and challenges of green marketing.

Keywords- Green Marketing, Sustainable Marketing, Carbon neutral products, eco-friendly products, renewable energy resources.



CYBER SECURITY IN SAFE GUARDING THE DIGITAL FRONTIER

S. Pavan Kumar

Student B.Sc, GFGC, Malleshwaram

Lekhana. M.B

Student B.Sc, GFGC, Malleshwaram

Ananya.U.M

Student B.Sc, GFGC, Malleshwaram

ABSTRACT

Cyber Security is a critical field in the modern digital age, encompassing practices and technologies to protect systems, networks, and data from malicious attacks. This paper explores the evolution of cyber security, common threats, contemporary strategies, and emerging technologies in the field. Through an in-depth analysis, it highlights the importance of building a resilient digital infrastructure and fostering global collaboration to combat cyber threats effectively.

Kew Words: Cyber Security, contemporary strategies, digital age,

**A COMPARATIVE STUDY ON REMOTE AND HYBRID WORK
MODELS AT NEHA ASSOCIATES****Mr. Bhavan M**

Student

Aditya Institute of Management Studies, Yelahanka

Ms.Sowmya N,

Assistant Professor, Aditya Institute of Management Studies, Yelahanka

ABSTRACT

The shift toward remote and hybrid work models has been one of the most significant workplace transformations of the 21st century, accelerated by the global COVID-19 pandemic. As organizations seek optimal work arrangements for their employees, understanding the benefits and challenges of remote versus hybrid models is crucial for both organizational success and employee well-being. This study aims to compare remote and hybrid work models based on productivity, employee engagement, work-life balance, and organizational outcomes. Through a combination of qualitative interviews and quantitative surveys, data was collected from a diverse group of employees across various industries who experienced both work environments. The study examines key factors such as flexibility, communication effectiveness, social interaction, and job satisfaction. Preliminary findings suggest that while remote work offers greater flexibility and autonomy, hybrid models tend to support better team collaboration and employee engagement by maintaining some level of in-person interaction. The research also highlights the significant role of organizational culture, leadership, and technology infrastructure in shaping the success of both work models. Ultimately, the study provides insights into the strengths and limitations of remote and hybrid models, offering recommendations for businesses to design work arrangements that align with their strategic goals while promoting employee well-being and organizational performance. The COVID-19 pandemic triggered a profound and lasting shift in how organizations structure their workforce, with remote and hybrid work models emerging as key solutions for sustaining business operations. As businesses transition to long-term or permanent adoption of these models, it becomes essential to assess their impact on productivity, employee well-being, organizational culture, and overall performance. This study presents a comparative analysis of remote and hybrid work arrangements, focusing on factors such as employee engagement, job satisfaction, work-life balance, collaboration, and performance outcomes.

Key words: Collaboration, Hybrid, Remote Work Models.

**THE ROLE OF GREEN HUMAN RESOURCE MANAGEMENT IN
SUSTAINABLE BUSINESS PRACTICES**

Prof. Yashawanth Kumar R M
BMS College of Basavangudi, Bangalore

ABSTRACT

This paper explores the integration of Green Human Resource Management (Green HRM) practices in leading global organizations and their impact on sustainable business performance. Green HRM refers to incorporating environmental sustainability into HR activities, including recruitment, training, performance management, and employee engagement. Through detailed case studies of companies such as Unilever, Google, Patagonia, Siemens, and IKEA, this paper highlights how these firms have successfully adopted green HR strategies to achieve environmental goals, reduce operational costs, and enhance employee engagement. The case studies reveal that Green HRM fosters a culture of sustainability and provides a competitive advantage by attracting eco-conscious talent and improving corporate reputation. Key challenges, such as organizational resistance and cultural barriers, and recommendations for effectively implementing Green HRM practices in diverse business environments are discussed. The paper concludes that Green HRM is essential to organizational efforts to meet sustainability targets and enhance long-term performance.

Key Words: Green Human Resource, Green HRM.



SUSTAINABILITY IN PRACTICE: A REVIEW OF ESG RISK MANAGEMENT IN ESSILOR LUXOTTICA PVT LTD

Ms. Sahana D

Student, Aditya Institute of Management Studies & Research

Ms. Samatha P

Asst. Professor, Aditya Institute of Management Studies & Research

ABSTRACT

This review examines the integration of Environmental, Social, and Governance (ESG) risk management practices in Essilor Luxottica Pvt. Ltd., a global leader in eyewear and vision care. As sustainability emerges as a core business imperative, the study explores how the company aligns its operations with ESG principles to mitigate risks and enhance long-term value creation. Key areas of focus include environmental stewardship through resource efficiency and waste reduction, social responsibility in fostering inclusive workplace policies and community engagement, and governance mechanisms ensuring ethical practices and regulatory compliance. The review highlights best practices, challenges, and potential areas for improvement, offering insights into how Essilor Luxottica leverages ESG frameworks to contribute to sustainable development while addressing stakeholder expectations. Through this analysis, the paper underscores the importance of ESG integration in achieving corporate resilience and competitive advantage in an increasingly sustainability-driven market landscape.

Key Words: Sustainability, ESG practices, Risk Management, Value creation.



AXIS BANK'S STRATEGIES FOR THE GROWTH AND SUSTAINABILITY OF WOMEN SELF-HELP GROUPS

Ms. Sheethal P

Student, Aditya Institute of Management Studies & Research

Ms. Samatha P

Asst. Professor, Aditya Institute of Management Studies & Research

ABSTRACT

This study explores the role of microfinance in empowering women, focusing on Axis Bank's initiatives to support Self-Help Groups (SHGs) in India. Microfinance has emerged as a powerful tool for enabling women in rural and underserved areas to access financial resources, build economic independence, and contribute to social change. Axis Bank's approach integrates financial inclusion with social empowerment, offering SHGs access to credit, savings, and insurance, alongside capacity-building programs. Through an analysis of Axis Bank's partnership with SHGs, the study examines how these financial interventions have led to improved economic outcomes, enhanced self-reliance, and a shift in gender dynamics within communities. By highlighting the successes and challenges of this model, the research underscores the transformative potential of microfinance in bridging gender gaps and fostering sustainable development. The findings indicate that Axis Bank's targeted support has not only facilitated financial inclusion but also contributed to broader socio-economic benefits for women, enabling them to overcome traditional barriers to entrepreneurship and leadership roles.

Key Words: Micro Finance, Women Self-help Groups, Financial Inclusion, Women Empowerment.



FUTURE OF EMOTIONAL AI

Ms. Kusuma. D

Student

Aditya Institute of Management Studies & Research

Ms. R. Sangeetha

Assistant Professor

Aditya Institute of Management Studies & Research

ABSTRACT

Emotional Artificial Intelligence (Emotional AI) enables machines to interpret and respond to human emotions by analyzing facial expressions, vocal tones, and physiological signals. This transformative technology is revolutionizing fields like healthcare, education, and customer service. Emotion-aware systems can detect stress or anxiety, facilitate mental health interventions, and personalize learning experiences by adapting to students' engagement levels. In customer service, emotionally responsive AI enhances user satisfaction by tailoring interactions based on emotional cues.

Despite its potential, Emotional AI faces challenges such as algorithmic bias, privacy concerns, and ethical dilemmas. Biased datasets can lead to inaccuracies, particularly in cross-cultural contexts, while continuous emotional monitoring raises privacy risks. Moreover, the potential misuse of emotional insights for manipulation underscores the need for ethical guidelines.

This paper explores the advancements, challenges, and ethical considerations of Emotional AI, emphasizing the importance of responsible development to ensure equitable and trustworthy applications.

Keywords: Emotional AI, Affective Computing, Multimodal Emotion Recognition, Human Computer Interaction, Ethics in AI



ESG IMPLEMENTATION IN EURO SUITS MANUFACTURING COMPANY PVT LTD: AN ANALYSIS OF EMPLOYEE KNOWLEDGE AND PERCEPTIONS

Ms. Divya A

Student, Aditya Institute of Management Studies & Research

Ms. Samatha P

Asst. Professor, Aditya Institute of Management Studies & Research

ABSTRACT

This study investigates implementation of Environmental, Social, and Governance (ESG) initiatives in Euro Suits Manufacturing Company Private Limited, a textile and garment manufacturer based in Gauribidanur, Karnataka, India. The study further explores to assess the level of employee knowledge and perceptions regarding ESG principles and their integration into the company's operations. By examining employee awareness, understanding, and attitudes towards ESG practices adopted by the company, this research seeks to identify potential gaps and opportunities for improvement. The findings of this research will contribute to a better understanding of the factors influencing employee engagement with ESG practices in manufacturing companies. It will provide valuable insights for Euro Suits Manufacturing Company Pvt. Ltd. to enhance its ESG initiatives and foster a more sustainable and socially responsible corporate culture. This research contributes to the growing body of literature on ESG implementation in emerging markets, offering insights specific to the textile and garment manufacturing sector in India. The findings have implications for corporate strategy, investor decision-making, and policy formulation in promoting sustainable business practices.

Keywords: ESG initiatives, Textile industry, Sustainability, Emerging markets.



REGULATING DEEPFAKE TECHNOLOGIES: ETHICAL AND POLICY CONSIDERATIONS

Radhika. E.K

Academic Coordinator, Associate Professor & HOD, Computer Science, Dept.
Sindhi College

Priya Hari

Associate Professor, Computer Science Dept. Sindhi College

Pallavi G N

Assistant Professor, Computer Science Dept. Sindhi College

ABSTRACT

Deepfake technology, driven by advancements in artificial intelligence (AI) and machine learning, enables the creation of hyper-realistic manipulated video, audio, and images. While this innovation holds potential for creative and educational applications, its misuse poses serious ethical and societal challenges. This paper examines the core ethical concerns surrounding deepfakes, including their role in spreading misinformation, violating privacy, enabling defamation, and threatening security systems. The accessibility of this technology, facilitated by tools like Generative Adversarial Networks (GANs), has lowered the barriers to entry, making it easier for malicious actors to exploit it. These developments raise pressing questions about accountability and regulatory oversight. Addressing these challenges requires a multifaceted approach, integrating ethical considerations, technological safeguards, and robust policy frameworks to mitigate the risks and balance innovation with societal protection.

Keywords: Deepfake Technology, Artificial Intelligence (AI), Machine Learning, Generative Adversarial Networks (GANs), Misinformation, Disinformation, Ethical Concerns, Privacy Violations, Defamation, National Security Threats.



LOW ACADEMIC PERFORMANCE- ISSUES AND CHALLENGES FACED BY STUDENTS IN HIGHER EDUCATION

Dr. Jagadeesh Babu N MK

Associate Professor

Koshys Institute of Management Studies, Bangalore

Dr Gopi G

Assistant professor & IQAC Coordinator

Koshys Institute of management studies, Bangalore

ABSTRACT

Higher education is an important segment in an economy as the supply of quality labour force is the cutting edge in economic growth. The studies show that low employability level in most of the leading higher education courses – management, engineering etc. It is an issue to be addressed with care. The low employability level of graduates is related to low Academic performance and experiential learning. The results show that the academic performance depends on the academic process in the institution where they study and exposure to experiential learning and learning sources available. The low employability of students is a big challenge for industry as they have to spend extra for add on training for smooth adaption. This paper investigates the reasons for low Academic performance and employability level of graduates from different courses the survey is taken from Bengaluru and respondents are job aspirants and fresh employees in different sectors stratified sample is used for data collection and descriptive analysis is used to analyze data and infer conclusions.

Key words: Higher education, Economy, Employment, Academic performance, Economic

**SUSTAINABLE INVESTING IN PRACTICE ESG CHALLENGES AND
OPPORTUNITIES**

Dr. Shashikala. N, and Prof. Ranjitha. V
Vijaya Jyothi Degree College, Bangalore

ABSTRACT

It is widely accepted in research and practice that sustainable entrepreneurship and start-ups play a key role in accelerating the transformation of society and business towards sustainable development. Environmental, social and Governance can help identify companies that are likely to face challenges due to environmental and technological trend, and changing regulatory demographics. Incorporating ESG practices into business operations can help improve risk management, enhance reputation, and to increase stakeholder engagement. Investors are increasingly concerned with issues around human rights, social justice, and technology in addition to environmental issues and regulatory compliance. Stakeholder interests are the foundation of a successful ESG strategy. It's important to identify and involve key stakeholders, including employees, regulators, users, institutional investors, and local communities. A lack of standardized data and reporting framework can make it difficult for investors to assess funds' performance. ESG rating reports provide comprehensive and timely information that can be used by companies, investors, and lenders to identify how a company is managing its ESG risks. The governance component of ESG can be challenging to manage, especially as regulations are tightening. Poor data quality can lead to a lack of trust, which can lead to a lack of use and Strategic results.

Keywords: Assessing; Integration; Incorporating; Performance; Stakeholder



**A STUDY ON GREEN HRM PRACTICES AT LEELAVATTI MULTY-
SPECIALITY HOSPITAL, PVT. LTD. BANGLORE.**

Ms. Divya K

Student

MBA, Aditya Institute of Management Studies and Research, Yelahanka, Bengaluru

Ms. Sowmya N

Asst. Professor, MBA, Aditya Institute of Management Studies and Research, Yelahanka,
Bengaluru

ABSTRACT

This study examines the implementation and effectiveness of Green Human Resource Management (GHRM) practices at Leelavatti Multi Speciality Hospital. With growing environmental concerns, the healthcare sector is increasingly focusing on sustainable practices to reduce ecological impact and promote environmental stewardship. Green HRM integrates environmental management principles with human resource practices, aiming to create an eco-friendly organizational culture. This study explores various GHRM practices at Leelavatti, including green recruitment, employee engagement in environmental initiatives, eco-friendly workplace policies, and training programs on sustainability. Through a mixed-methods approach, data was gathered from hospital management and staff to assess the impact of GHRM practices on both environmental outcomes and employee engagement. Findings reveal that GHRM practices contribute positively to reducing the hospital's carbon footprint while enhancing employee morale and commitment to sustainability. The study provides recommendations for further integration of green initiatives in HRM practices to strengthen the hospital's role in promoting environmental responsibility.

Key Words: Green HRM, environmental initiatives.

**A STUDY ON “ESG INITIATIVES AND ITS IMPACT ON DCC BANK’S
PERFORMANCE. DCC BANK TUMKUR”****Hemanth Kumar T**

Student MBA

Aditya Institute of Management Studies and Research

Ms. Sowmya N

Asst. Professor, MBA

Aditya Institute of Management Studies and Research

ABSTRACT

The present study explores the topic of Environmental, Social, and Governance (ESG) efforts and how they impact the DCC Bank's performance. This study aims to accomplish three main goals. First and foremost, it aims to thoroughly investigate and clarify the idea of ESG activities and their relevance to the banking industry. Second, it seeks to carry out a thorough analysis of the ESG policies that the DCC Bank has adopted and put into effect. Finally, the initiative aims to measure and appraise the concrete influence of these ESG practices on the bank's overall performance and reputation. In recent times, the banking industry has placed a great deal of emphasis on Environmental, Social, and Governance (ESG) activities. Investigating and comprehending the idea of ESG efforts and their applicability to the banking sector is the goal of this study project. It focuses on the ESG practices of the DCC Bank in particular.

The objectives of this study are threefold:

1. To explore and understand the concept of ESG initiatives and its relevance in banking sector.
2. To review the ESG practices adopted by the DCC Bank.
3. To measure the impact of ESG practices adopted on Bank's performance. Through analysing how ESG initiatives fit into the banking sector and assessing the particular strategies used by the DCC Bank, this study adds to the body of knowledge about how financial institutions can use ESG factors to enhance their performance, standing, and sustainability. In addition to being beneficial to DCC Bank, the study's conclusions and suggestions will also be helpful to other banks and financial institutions aiming to improve their environmental, social, and governance (ESG) initiatives and determine how they would affect their ability to operate. This research sheds light on the possible advantages and difficulties of ESG activities, with consequences not just for DCC Bank but also for the larger financial sector. The results of this study might help other financial institutions improve their overall performance by providing guidance for improving their ESG strategy.

Key Words: ESG Initiates, ESG Activity.



A STUDY ON ROLE OF HR IN PROMOTING GENDER DIVERSITY AND INCLUSION

Mohammed Khalandar

Student

Aditya Institute of Management Studies, Yelahanka

Ms. Sowmya N

Assistant Professor, Aditya Institute of Management Studies, Yelahanka

ABSTRACT

This study explores the critical role Human Resources (HR) in promoting gender diversity and inclusion within organizations. With increasing recognition of the value of a diverse workforce, HR professionals are integral in developing and implementing strategies that foster gender equality, reduce biases, and ensure equitable opportunities for all employees. The research explores various HR responsibilities, including policy formulation, recruitment practices, training, leadership development, work-life balance initiatives, and pay equity. It also identifies the key challenges HR faces in driving these initiatives, such as unconscious bias, resistance to change, and structural barriers. Through a comprehensive review of existing literature and real-world examples, the study outlines effective HR strategies for creating an inclusive environment where all genders have equal access to career advancement and workplace participation. The study highlights key strategies HR can use to build a diverse and inclusive workforce that benefits both employees and the organization. The findings highlight how gender diversity not only enhances workplace culture but also contributes to improved organizational performance, innovation, and employee satisfaction. Ultimately, HR plays a crucial role in advancing gender equality and promoting a more inclusive, productive, and fair workplace for all.

Key words: Gender, Diversity, Inclusion, Challenges



GENERATIVE ARTIFICIAL INTELLIGENCE I IN VIRTUAL REALITY

Dr. Balaji Koturu

Professor, MCA DEPT

Cambridge Institute of Technology, Bangalore.

ABSTRACT

This paper initiates by providing a comprehensive study of the utilization of generative AI techniques within virtual reality (VR), encompassing facets like data collection, pre-processing, model training, drawbacks, and evaluation. It further scrutinizes various generative AI models and algorithms tailored for VR, elucidating their strengths and limitations in virtual reality creation and Abstraction. The integration of generative AI has significantly enriched virtual reality and training experiences, amplifying the intricacy of product development by facilitating the generation of diverse content such as games, images, audio, and video. Through the analysis and assimilation of historical data, pertinent factors, and real-world inputs, generative AI demonstrates its capacity to fabricate intricate and realistic virtual objects and environments. Additionally, the paper delves into the multifaceted challenges and ethical dilemmas inherent in deploying generative AI in virtual reality, encompassing concerns like data privacy and algorithmic transparency. It also envisages future trajectories for research, advocating for interdisciplinary collaborations, user-centric studies, and the exploration of applications in education and entertainment. By presenting an overview of the fusion between virtual reality and generative AI, the paper contributes insights into enhancing the learning experience within the burgeoning metaverse technology while also offering strategies to augment the efficacy of generative AI in fostering creative content creation.

Key Words: Generative AI, Interdisciplinary collaborations



**A STUDY ON “SMART CLOUD STORAGE: AI-POWERED
PREDICTIVE COMPRESSION AND ALLOCATION”**

Ms. K.S. Rakshitha

Student

Aditya Institute of Management Studies & Research

Mrs. R. Sangeetha

Assistant Professor

Aditya Institute of Management Studies & Research

ABSTRACT

As the demand for cloud storage continues to grow exponentially, efficient management of storage resources becomes critical. This paper presents "Smart Cloud Storage," an innovative framework that leverages artificial intelligence to enhance data compression and allocation in cloud environments. The proposed system utilizes predictive algorithms to analyse user behaviour and data usage patterns, enabling dynamic compression of files based on their predicted future access and relevance. By implementing machine learning techniques, the framework optimally allocates storage resources, balancing cost efficiency with performance. Experimental results demonstrate significant improvements in storage utilization and access speed compared to traditional methods. This research contributes to the advancement of smart cloud storage solutions, offering a sustainable approach to managing the ever-increasing volumes of data in the digital age.

Keywords: Artificial Intelligence (AI), Cloud Storage, Machine Learning (ML), Storage Optimization, Data Management.



"REVOLUTIONIZING EDUCATION WITH AI: PERSONALIZED LEARNING AND ADAPTIVE ASSESSMENT"

Shashidharan V

Student

Bachelor of Computer Science

Aditya Institute of Management Studies and Research

Dr. Moses Praveen, MCA, PhD

HOD Computer Science

Aditya Institute of Management Studies and Research

ABSTRACT

In this comprehensive study, we explore the transformative impact of artificial intelligence (AI) on education, focusing on the crucial concepts of adaptive assessment and personalized learning. Historical changes in schooling are explained by the research. The incorporation of artificial intelligence (AI) into educational paradigms highlights the importance of offering learners individualized learning experiences. Additionally, it examines the area of AI-powered adaptive assessment and explains how it varies from conventional testing techniques. Case examples, current research, and emerging trends are all synthesized in this study to give a thorough picture of this educational revolution.

Key words: AI, Adaptive assessment, Personalized Learning.

**AN ANALYSIS OF TECHNOLOGY FOR METRIC STUDIES****Ms. Shilpa Rayappa Budarakatti**

Librarian, Aditya Institute of Management Studies & Research, Bengaluru, India.

Mr. Anand Mallappa Kattimani

Library Assistant, St Joseph's University, Bengaluru, India.

ABSTRACT

Metrics affect decision-making processes and outcomes in a wide number of sectors, including corporate management and academic research. This study explores measures' multifaceted impact, highlighting both their benefits and drawbacks. Metrics are crucial for integrating strategy, execution, and value creation inside organizations. However, the shifting competitive landscape needs a proactive approach to identifying and regulating these indications, rather than letting them grow spontaneously over time. Metrics are becoming increasingly significant in governance, with anthropologists examining their role in changing global government, economics and health. Regardless of its utility, metrics may lead to gaming and manipulation, as shown in areas such as education and healthcare, where shallow quantification undermines institutional integrity. In academic research, measures like journal impact factors and h-indices are frequently employed to evaluate success. However, these markers may oversimplify the breadth of scholarly activity, leading to possible errors in judgment. The idea of "metric-wiseness" implies that researchers who understand and use these metrics will have an edge, but this may also encourage bad practices such as focusing on popular but unimportant studies. In journalism, analytics have revolutionized newsroom operations, impacting how journalists balance the aims of providing quality material and gaining audience acceptance. In the discipline of deep metric learning, metrics are used to evaluate sample similarity, with recent developments overcoming the constraints of old linear methods. Overall, metrics are vital tools for assessment and decision-making, but it is critical to balance their use.

Keyword: Metric Studies, Code Metrics Management, Research Analysis, Agile Development, Journalism, operations Management, Software Development.

**A BRIEF STUDY ON REVOLUTIONIZING HEALTHCARE -
EXPLORING THE APPLICATIONS AND IMPLICATIONS OF
ARTIFICIAL INTELLIGENCE**

Dr. Roopa R Anagod
Administration Co-ordinator
Sindhi College

ABSTRACT

Artificial Intelligence (AI) is revolutionizing healthcare by offering advanced solutions that enhance both patient care and operational efficiency. In clinical settings, AI is being utilized for a range of applications, from improving diagnostic accuracy to predicting patient outcomes. Machine learning algorithms can analyze medical images, such as X-rays and MRIs, with precision that often matches or exceeds that of human doctors, helping to detect conditions like cancer and neurological disorders at earlier, more treatable stages. AI-powered systems are also being used in predictive analytics, identifying patients at risk for developing chronic diseases like diabetes or heart failure, allowing for earlier intervention and better management of conditions. Furthermore, AI is streamlining administrative tasks, reducing the burden on healthcare providers by automating functions such as appointment scheduling, billing, and patient record management. Despite these advancements, several challenges remain. Data privacy and security concerns are significant, as the use of AI requires large volumes of patient data, which raises the risk of breaches or misuse. Additionally, the integration of AI into existing healthcare infrastructure can be complex and costly, particularly for smaller medical practices or healthcare facilities. There is also a need for ongoing training and support to ensure that clinicians can effectively interact with AI tools and interpret their recommendations. Looking ahead, AI & its potential in healthcare is vast. Future directions include the development of more personalized medicine, where AI can analyse genetic, lifestyle, and environmental factors to create tailored treatment plans. Additionally, AI's role in drug discovery and vaccine development is expanding, enabling faster and more cost-effective identification of therapeutic candidates. With continued advancements in technology, ethical considerations, and regulatory frameworks, AI is poised to play an even more significant role in transforming healthcare delivery, making it more efficient, accurate, and accessible.

Keywords: Artificial Intelligence, Healthcare, genetic, Lifestyle.



A STUDY ON INADEQUATE ACCESS TO CROP INSURANCE SCHEMES IN INDIA

Shreyas Bhubde B

Student

Aditya Institute of Management and Studies

Shwetha .C

Student

Aditya Institute of Management and Studies

Seema A. Hiregouda

Professor

Aditya Institute of Management and Studies

ABSTRACT

Inadequate access to crop insurance schemes poses significant challenges for farmers, particularly smallholders, in mitigating agricultural risks. These risks, including climate variability, pest infestations, and market fluctuations, threaten the sustainability of livelihoods and food security. Despite the availability of such schemes, barriers like lack of awareness, financial constraints, and bureaucratic complexities prevent effective utilization. This study explores the socio-economic impact of inadequate crop insurance access, identifies systemic policy gaps, and offers recommendations to enhance inclusivity and effectiveness of these program

Keywords: Crop insurance, farmer challenges, accessibility barriers, agricultural risk management, policy gaps



THE ROLE OF SUSTAINABILITY IN SHAPING CROSS-CULTURAL MARKETING STRATEGIES

Suhas Varne N

Student of MBA

Aditya Institute of Management Studies, Yelahanka, Bengaluru

Sudha Shukla

Assistant Professor

Aditya Institute of Management Studies, Yelahanka, Bengaluru

Hemavathi MN

Student of MBA, Aditya Institute of Management Studies, Yelahanka, Bengaluru

ABSTRACT

The purpose of this study is to learn how cultural values impact sustainable consumption and how to make culturally relevant advertising. It creates a paradigm for sustainable consumption by utilizing horizontal/vertical individualism–collectivism (H/V I-C) cultural value orientations. The study’s conclusions can assist businesses in striking a cross-cultural balance between sustainability and development. Most significantly, this study offers businesses guidance on how to more carefully strike a balance between their expansion objectives and the requirement to seek sustainability across cultural boundaries. This study helps to develop suitable methods for promoting sustainable consumption in cross-cultural situations and offers fresh theoretical and managerial insights into understanding culturally relevant sustainable consumption reasons. This paper explores the intersection of sustainability and cross-cultural marketing, focusing on how businesses adapt their marketing strategies to promote sustainable practices across diverse cultural contexts. As global consumers increasingly prioritize sustainability, companies are under pressure to align their marketing efforts with environmental, social, and economic considerations. The review concludes by emphasizing the need for businesses to balance sustainability goals with local cultural values to create effective, culturally sensitive marketing strategies.

Keywords: Cross Cultural, Marketing, Sustainability, Strategies.



A STUDY ON “DIGITAL MARKETING IN INDIA”

Shrikar.K

Student

Aditya Institute of Management Studies and Research

Seema.A Hiregoudar

Assistant Professor

Department of Commerce and Management, Aditya Institute of Management Studies

Dhruthi. S

Student

Aditya Institute of Management Studies and Research, Yelahanka Bangalore.

ABSTRACT

Digital marketing refers to the use of the internet, digital technologies, and platforms to promote products, services, and brands. This paper explores the various types of digital marketing strategies, their benefits, and limitations, providing a comprehensive understanding of the digital marketing landscape. By analysing literature and case studies, the research identifies the effectiveness of digital marketing tools and suggests strategies for businesses to optimize their digital marketing efforts. The findings highlight the significance of digital marketing in reaching a global audience and engaging with consumers in real-time, although challenges like competition and privacy concerns still exist.

Keywords: Digital Marketing, Strategies, SEO, PPC, Content Marketing



A STUDY ON “ROLE OF AI IN FAKE PRODUCT DETECTION”

Sridhara

Student, Aditya Institute of Management Studies and Research

Gunasheela N

Assistant Professor

Department of Commerce and Management

Aditya Institute of Management Studies and Research

Sathish

Student, Aditya Institute of Management Studies and Research

ABSTRACT

Fakes are getting to be so good you cannot differentiate the genuine one from the counterfeit. The top brands are top targets for counterfeiting, and so are some lesser-known ones. The European Union Intellectual Property Office estimates that international trade in such counterfeits is worth \$509 billion or 3.3% of total sales. The situation today is that counterfeiters have become savvy enough to use artificial intelligence and machine learning, even going to the extent of approaching companies that detect counterfeit goods in order to reverse engineer their technology. That makes it all the more imperative for brands and even public institutions to focus on more implementation of artificial intelligence to detect fakes.

Key words: Counterfeit, Savvy, Fake products, European Union Intellectual Property Office



ROBOTIC SURGERY

Deepak Rajbhar

Student

Aditya Institute of Management Studies & Research

R. Sangeetha

Assistant Professor

Aditya Institute of Management Studies & Research

ABSTRACT

Robotic surgery has revolutionized healthcare, blending advanced robotics and surgical expertise to achieve minimally invasive procedures. Utilizing systems like the da Vinci Surgical System, surgeons operate with unparalleled precision via remote-controlled robotic arms and high-definition imaging. Applications span urology, gynecology, cardiology, general surgery, and oncology, offering reduced recovery time, minimal blood loss, and better visualization. Despite its benefits, challenges include high costs, a steep learning curve, and technical issues. Future advancements in AI and automation aim to enhance precision and affordability, making robotic surgery a cornerstone of modern medicine.

Keywords: Robotic surgery, da Vinci Surgical System, Minimally invasive, Medical innovation, Precision surgery, High-definition imaging, AI in healthcare, Surgical robotics.



A STUDY ON “THE ROLE OF EMPLOYEE ENGAGEMENT IN TRANSFORMING GLOBAL SUSTAINABILITY PRACTICES”

Sowmya V Angadi

Student

Aditya Institute of Management Studies Yelahanka, Bengaluru

Ajay Kumar Y N

Student

Aditya Institute of Management Studies Yelahanka, Bengaluru

Sudha Shukla

Assistant Professor

Aditya Institute of Management Studies Yelahanka, Bengaluru

ABSTRACT

This research explores the critical role of employee engagement in transforming global sustainability practices, highlighting its impact on driving environmental, social, and economic sustainability within organizations. As businesses face increasing pressure to adopt sustainable practices, engaged employees play a pivotal role in ensuring the success of these initiatives. This study examines how employee involvement in sustainability efforts, ranging from energy conservation to corporate social responsibility (CSR), influences organizational outcomes such as innovation, productivity, and long-term sustainability goals. The paper reviews various strategies for enhancing employee engagement, including leadership support, aligning sustainability with company values, and fostering a culture of innovation and collaboration. It also addresses the challenges organizations face in engaging employees across diverse geographical regions and cultural contexts. By analyzing case studies and empirical data, the research demonstrates that organizations with high employee engagement in sustainability not only achieve better environmental outcomes but also benefit from improved employee satisfaction, retention, and a stronger brand reputation. Ultimately, this report argues that integrating employee engagement into sustainability strategies is essential for organizations to successfully contribute to global sustainability efforts, such as the United Nations Sustainable Development Goals (SDGs), and ensure long-term organizational resilience.

Key words: Employee engagement, Global sustainability practices, Corporate social responsibility (CSR), United Nations Sustainable Development Goals (SDGs).



THE LIFE CYCLE OF SMART CONTRACTS

Poornima G

Assistant Professor, Sindhi College, Bengaluru, India.

Shashikumara A K

Assistant Professor, Sindhi College, Bengaluru, India

S Girish

Assistant Professor, Sindhi College, Bengaluru, India.

Abstract

The smart contracts you know, they've totally flipped the script on how contracts are managed the old-fashioned way. It's all thanks to block chain technology, you, see? These contracts? They run on automation and basically handle themselves - like magic! The nitty-gritty details of the deal? Well, they're all neatly coded right into the contract itself.

Now, this study - yeah, this one right here - it's digging deep into the history of smart contracts. We're talking about their roots in philosophy all the cool tech stuff that's come for the ride. The researchers are checking out how these bad boys keep things safe, open, and unchangeable. It's a team effort that boosts confidence and cuts out unnecessary middlemen.

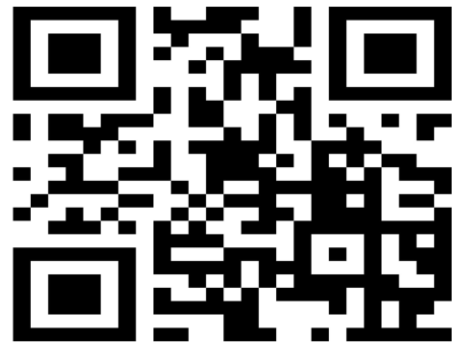
And hey, let's not forget about all the perks that come with smart contracts! Think cost-effectiveness, speediness, and standing strong against shady business dealings. But wait - there are some bumps in the road too. Things like dealing with growth challenges, getting the law to give them a thumbs-up, and making sure there aren't any coding oopsies along the way.

This article? It's my show-and-tell for how smart contracts are shaking things up in finance, supply chains, healthcare - you name it! And as if that wasn't cool enough, it paints a picture of what more can be done.

So buckle up for even bigger solutions, legal tweaks, and tighter security measures to unlock smart contracts' full potential in today's digital world. Peace out!

Keywords: Smart contracts, Blockchain technology, Ethereum, Hyperledger Fabric, EOS, Tezos, Solidity, decentralization, automation,





Aditya Institute of Management Studies
No-12, Kogilu Main Road, Behind Shri
Annapoorneshwari Temple, Yelahanka,
Bengaluru, Karnataka, India 560064
Ph-9742292012, www.aimsbangalore.net
Email- aimsrdirector@gmail.com