



Redefining Business Models for Sustainable Development

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ROLE OF ARTIFICIAL INTELLIGENCE IN SUSTAINABLE MANAGEMENT OF AGRO PROCESSING INDUSTRY

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ABSTRACT

Agricultural processing and development will benefit not just farmers, but also a huge portion of the rural people who are involved in agriculture or indirectly related to agriculture as consumers. In India there is a huge population of small and medium sized farmers, they aren't aware about new technologies in farming as well as food processing. Most of the farmers are not involved in the food processing industry business. They only did cultivation and harvesting which didn't help their economic development. This study reveals about the future farming opportunities and technologies available and adoptable in the global market with the help of artificial intelligence. Basically, this study is only based on secondary data available worldwide. Developed countries are going to adopt smart farming by way of artificial intelligence. But in India they are not to be there. Ultimately, the trends of future farming of processing of Agro food products will sustain with the help of artificial intelligence used to various activities involved in the farming and the food

RECENT TRENDS IN CHANNEL DISTRIBUTION STRATEGIES: POST PANDEMIC REVIEW

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ABSTRACT

Strategy is regarded as a plan or a way of work to be carried on in near future and thus for the smooth operations of the business each organization carries on its work with some plans and thus marketing strategies includes the plan layouts of the concerned companies where all the techniques of distribution of is included whether be it material (product) or the channels (wholesaler, retailer, salesperson). Channel of distribution is one of the oldest techniques of marketing used by companies to make available their products in the market easily and outreach a large portion of customers and each and every person involved in this process plays an important role which worked as smooth as butter and every channel was regarded as important and the cycle was not broken before pandemic companies could not even think of moving a step ahead without these channels as even if one was missing the marketing would be affected but after the pandemic a serious setback has been experienced by these channels as the companies all-round the globe modified their marketing strategies

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN VELLORE CITY

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ABSTRACT

This study titled “A Study on Customer Satisfaction towards Online Shopping in Vellore City” has been undertaken to understand the factors influencing customers’ online shopping decisions and how these factors affect customers. Descriptive Research Design has been used for this study.

A well-structured questionnaire was designed and administered to collect samples across Vellore. Due to the need for a variety of respondents who have had previous experience with online shopping, judgment sampling technique was chosen. The study has been undertaken with reference to a sample size of 105 respondents. After collecting the data, the data was classified, tabulated, and codified. Necessary statistical tools such as Percentage Analysis and Chi Square tests have been used to interpret the data. The results of this

RECENT TRENDS IN DIGITAL PAYMENT: A REVIEW

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ABSTRACT

This paper focuses on the trends of digital transactions carried out in recent years. Although the Digital payment system did exist in India, it was during the demonetization phase that the digital payment system emerged and soared. Indian authorities have used diverse devices that compelled human beings to apply virtual modes of fee for all industrial transactions. The transactions and clearance done through digital means ensured transparency and helped consumers build trust in the payment system. India is the second-most populous country globally, so it is essential to analyze and examine the user's response to digital payment, their challenges, and the volumes of transactions. In this study, the conceptual structure of digitalization of clearance, thereby giving awareness into the digital payment system's issues, perceptions, and course.

Keywords: Digitalization and their recent trends, transactional cost.

1. Introduction

A mission on digital India was started in the year 2017 by PM Narendra Modi to remove black money and money laundering from

A STUDY ON EFFECTIVENESS OF ONLINE SHOPPING IN RECENT TIME

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ABSTRACT

All the businesses today as we see are done over the internet and anything which is not there is meant to be wiped off. E-commerce evolved as businesses started to shift from the real time market to the digital market. The online shopping system being a prominent part of E commerce has brought down political and physical barriers. Online shopping has become a new type of retail shopping. It has become a substitute for the real marketplace. It has now been adopted all over the world including India. The knowledge of online shopping in India is now beginning to increase rapidly. The main objective of this study is to analyze factors affecting online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing. Electronic commerce has grown rapidly in recent years. However, surveys of online customers continue to indicate that many remain unsatisfied with their online purchase experiences. Clearly, more research is needed to better understand what affects customers' evaluations of their online experiences.

Keywords: E-Commerce, Market, Product, Service, Quality, Online Shopping

EMERGING TRENDS IN WORLD LEATHER INDUSTRY

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1. Introduction

For centuries, the leather industry has been a key player in the global trade market, with some claiming it to be the second oldest profession in the world. Today it is undoubtedly a big industry with enormous economic implications on a global scale; in just one year, 23 billion square meters of leather are produced, for a total of 45 billion dollars* (2007). However, the industry has not remained unchanged since the beginning, but has undergone many significant and consequential changes, especially over the past 20 to 30 years. In 2003, the global leather industry produced approximately 18 billion square feet of leather, with an estimated value of approximately \$40 billion (World Leather Magazine). Developing countries now supply more than 60% of the world's leather needs. The lifeblood of the leather industry relies, for the most part, on the bioconversion of the food and agricultural industries into a variety of beneficial, sustainable, and beneficial end products. The value generated from the processing and recycling of waste by-products from the meat, dairy and wool

REVITALIZING MSME SECTOR IN INDIA: CHALLENGES AND WAY FORWARD

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ABSTRACT

Micro, Small and Medium Enterprise (MSME) sector is of key importance in economic development and resides in a central position in the country. This sector is often described as inventive and effective job creators, the seed of big businesses and the fuel of national economic engines. The MSME sector has emerged as a dynamic and highly energetic sector in the Indian economy over more than three decades and is often called the—Engine for Growth in developing countries like India.

Though this sector is considered as the backbone of the economic development of the country but despite of all the benefits it offers it faces extensive challenges such as unavailability of sufficient and timely funds, less access to equity capital, incompetent management, low recognition, technological obsolescence, market risk and so on. MSMEs are severely handicapped in several ways especially after the outbreak of covid-19.

INDICATORS OF CUSTOMERS' PREFERENCE FOR ZERO WASTE LIFESTYLE: BIO PLASTIC PRODUCTS

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ABSTRACT

Plastics play a significant role in our daily lives. Due to their versatility, plastic applications may be found in practically every aspect of daily life. Customers nowadays want to feel good about the stuff they buy. Bio-products are a part of that. They want to buy something green because it makes them feel good about helping the environment and themselves. For more sustainable alternatives to succeed, customers must be made aware of the benefits of emerging trends and innovations in the field of Commerce such as bio-based plastics to build demand and a willingness to pay a higher price. Provided, the customers' preferences and inaccurate beliefs may have an impact on the adoption of innovative technology. On January 1, 2019, Tamil Nadu became the fourth state in India to implement a ban on single-use plastics. The environmentally degradable plastics are finding innumerable opportunities and applications. A zero-waste plan promotes all three of the commonly held sustainability goals:

A STUDY ON WORK-LIFE BALANCE: CHALLENGES AND SOLUTIONS IN TIRUPATTUR DISTRICT

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ABSTRACT

The literature shows that work-life balance is a central issue affecting wellbeing, focused on assessing the impact of work-life balance determined by work-family conflict and family work conflict on the wellbeing of individuals employed in the private sector in India. Wellbeing was measured by levels of family satisfaction, work satisfaction and psychological

Distress family and work are the most important elements of everyone's life. Any competing demands of Work and family life cause conflict and negatively affect the wellbeing of workers.

Keywords: Work-life balance, Work-family conflict, Family satisfaction, Work pride

**A STUDY ON EXPLORATION OF INTERNSHIP
EXPERIENCE AND SATISFACTION LEADING TO
BETTER CAREER PROSPECTS AMONG
BUSINESS UNDERSTUDIES IN MARUDHAR
KESARI JAIN COLLEGE FOR WOMEN,
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ABSTRACT

Internships have been seen to play a significant part in giving work insight to the understudies alongside their scholastic coursework. Understudies gain first-hand encounters of the workplace, and use of hypothetical standards to this present reality issues. Exploration of internship experience and satisfaction leading to better career prospects among understudies in Marudhar Kesari Jain College. The researcher found that understudies come with confidence after completing an internship and face jobs without any mental obstacles. They are easily able to perform tasks and are experts in both theoretical and practical knowledge. It also helped various understudies build a strong resume by adding the tasks that were

E-COMMERCE AFTER COVID 19: SOME OBSERVATIONS

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ABSTRACT

Retail has been impacted by the COVID-19 epidemic, which has pushed the shift toward internet trade. This research investigates the reasons behind the transition as well as its ramifications. To describe how online purchase behaviour developed throughout the COVID-19 crisis, we used consumer behaviour literature, developing COVID-19 research, and the environmentally imposed restrictions perspective. Offline buying has become both difficult and dangerous. It will entice customers to shop online and take advantage of the benefits of internet technology. A new Corona Virus has infected many people around the world, causing Coronavirus Condition (COVID-19), a highly severe disease. The main way for the virus to spread is to encounter a corona positive person or to come into contact with a place that has the virus on it, thus remaining at home is the safest approach to avoid it. As a result, E-buying has become more popular among consumers. As a result, it's critical to comprehend the impact of the pandemic on customer internet purchasing behaviour. The goals of this study will be to discover what drives E-shopping in the face of the COVID-19 pandemic, as well as to learn about the

SOCIAL MEDIA MARKETING: THE MASTER KEY FOR PROMOTING SMALL BUSINESS

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ABSTRACT

The main aim of this paper is to study the impact of social media programs on small and medium business entrepreneurs in India. It is also tested how small and medium business proprietors are influenced to apply social media programs. Social-media marketing is a powerful medium for businesses of all sizes to cover prospects and customers. Social media absolutely changed the manner of companies. Social media structures offer the right opportunity to take advantage of phrase of mouth and to see it spread. Social media is developing at its quickest price in developing nations like India. Individuals are related on a worldwide scale and casually take part in each other's lives via online remarks. Something as easy as "liking" a brand on Facebook can spread virally right away during the numerous social media channels. It is worth noting that individuals believe the reviews in their peers some distance more than a glossy magazine Ads. Data collection is done from many articles, magazines, social media reports, newspapers, and books. But, based totally on literature assessment concluded that there may be a tremendous effect of social