3. Quality of Teachers and Teaching

3(b) No. of publications only in WoS/SCOPUS/PuBMed (UGC CARE Category-II) listed journals in the assessment year

S.No.	Number of research papers published	Department
1	8	BBA
2	4	BCOM(H)
TOTAL	**12**	

BBA Number of papers published – 08							
S.No.	**Title of paper**	**Name of the author/s**	**Department of the teacher**	**Name of journal**	**Year of publication**	**ISSN number**	**Link to the recognition in UGC enlistment of the Journal**
	BBA FACULTIES						
1	Banking Digitalization: An Analysis of Literature Using Bibliometric Analysis	Ms. Dolly Sharma	**BBA**	Academy of Marketing Studies Journal (AMSJ)	**2024**	(Print ISSN: 1095-6298; Online ISSN: 1528-2678)	https://www.abacademies.org/articles/banking-digitalisation-an-analysis-of-literature-using-bibliometric-analysis-16424.html
2	Role of Emotional and Artificial Intelligence in Employee Performance: A Perspective from Indian Service Industry	Dr. Shivani Sharma	**BBA**	Abhigyan (the Journal of FORE School of Management)	**2024**	Electronic ISSNPrint ISSN 2583-14450970-2385	https://journals.sagepub.com/doi/10.1177/09702385241233078?icid=int.sj-abstract.similar-articles.7
3	Promoting Community Resilience During Covid-19 Crises using Donation-Based Crowdfunding: A conceptual model	Dr. Shivani Sharma	**BBA**	European Economics Letter	**2024**	ISSN 2323-5233	https://eelet.org.uk/index.php/journal/article/view/1268

4	AI and Corporate Risk Management: Identifying and Mitigating Technological and Ethical Risks	Dr. Preeti Singh	**BBA**	IEEE	**2024**	accepted, yet to be published	accepted, yet to be published
5	Road to India @100: Envisioning India in year 2047	Dr. Ruchi Srivastava	**BBA**	International Journal for Academic, Research and Development	**2024**	ISSN: 2582-7561	accepted, yet to be published
6	The Effect Of Factors On Green Supply Chain Management Implementation In Northern India's Small And Medium-Sized (Smes)Leather Industries	Dr. Preeti Singh	**BBA**	Educational Administration: Theory and Practice	**2024**	ISSN: 2148-2403	https://kuey.net/index.php/kuey/article/view/6456
7	Financial Performance of Selected Indian IT Companies	Dr. Prabal Chakraborty	**BBA**	Journal of Emerging Technologies and Innovative Research (JETIR)	**2024**	ISSN-2349-5162	https://jetir.org/papers/JETIR2407664.pdf

8	A Study on the Financial Performance of Mahindra and Mahindra Company Companies	Dr. Prabal Chakraborty	**BBA**	International Journal for Multidisciplinary Research (IJFMR)	**2024**	E-ISSN: 2582-2160	https://www.ijfmr.com/papers/2024/3/22113.pdf
B.Com.(Hons.) **Number of papers published – 04**							
1	The Evaluation of Security and Privacy Components in the Context of Peer-To-Peer Power Trading Methodologies using Network Intelligence	Dr. Niti Saxena	**BCOM(H)**	"International journal of intelligent systems and applications in engineering "	**2024**	ISSN: 2147-6799	The Evaluation of Security and Privacy Components in the Context of Peer-To-Peer Power Trading Methodologies using Network Intelligence | International Journal of Intelligent Systems and Applications in Engineering (ijisae.org)
2	Artificial intelligence's (AI) role in higher education-challenges and applications	Dr. Niti Saxena	**BCOM(H)**	Academy of Marketing Studies Journal	**2024**	ISSN: 1528-2678-28-4-177	https://www.abacademies.org/articles/artificial-intelligences-ai-role-in-higher-education-challenges-and-applications.pdf

3	Promoting Community Resilience During Covid-19 Crises using Donation-Based Crowdfunding: A conceptual model	Dr. Surbhi Gosain	**BCOM(H)**	European Economics Letter	**2024**	ISSN 2323-5233	https://eelet.org.uk/index.php/journal/article/view/1268
4	Financial Performance of Selected Indian IT Companies	Mr. Umesh Gupta	**BCOM(H)**	Journal of Emerging Technologies and Innovative Research (JETIR)	**2024**	ISSN-2349-5162	https://jetir.org/papers/JETIR2407664.pdf

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Academy of Marketing Studies Journal (Print ISSN: 1095-6298; Online ISSN: 1528-2678)

Research Article: 2024 Vol: 28 Issue: 2

Banking Digitalisation: An Analysis of Literature Using Bibliometric Analysis

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Sangeeta, Maharaja Agrasen University

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Abstract

Purpose: This study aims to analyse the literature on banking digitalisation using bibliometric techniques comprehensively. By examining the key themes, trends, and influential works in this field, the study seeks to shed light on the current state of research and identify future directions for scholars and practitioners. Methods: A systematic bibliometric analysis was conducted on a selected corpus of scholarly publications related to banking digitalisation. The data were collected from reputable academic databases and carefully curated to ensure relevance and quality. Various bibliometric indicators, including citation counts, co-citation analysis, and co-authorship analysis, were employed to analyse the literature and identify influential authors, journals, and research themes. Findings: The findings of the bibliometric analysis reveal a significant growth in research output on banking digitalisation over the past decade. The analysis identified several influential authors who have contributed substantially to the field. The most frequently cited works revolve around digital banking channels, customer adoption of digital services, technological innovation, and the impact of digitalisation on banking performance. Moreover, the analysis uncovered emerging themes such as blockchain technology, artificial intelligence, and cybersecurity, which reflect the evolving landscape of banking digitalisation research. Managerial Implication: The managerial implications derived from the bibliometric analysis of banking digitalisation literature provide valuable guidance. Managers should stay updated on emerging technologies, prioritise customer-centric digital experiences, foster a culture of innovation, collaborate with fintech companies, address cybersecurity challenges, invest in employee training, and monitor regulatory developments. By considering these implications, managers can make informed decisions, drive innovation, enhance customer satisfaction, mitigate risks, build strategic partnerships, ensure compliance, and create a competitive advantage in digital banking. Incorporating these managerial implications will enable managers to navigate the complexities of banking digitalisation and successfully drive their organisations' digital transformation strategies. Practical Implication: The bibliometric analysis of banking digitalisation literature offers valuable practical implications. Practitioners can utilise the analysis to make evidence-based decisions, benchmark their strategies against influential works, identify research gaps for collaboration or internal projects, evaluate performance, assess risks and mitigate them, guide technology adoption and implementation, and stay informed about policy and regulatory considerations. This analysis provides a roadmap for practitioners to leverage existing knowledge, access reputable sources, and align their strategies with emerging trends in banking digitalisation. By incorporating these practical implications, practitioners can enhance their decision-making processes and drive successful digital transformation within their organisations. Social implications: The analysis of banking digitalisation literature using bibliometric techniques has important social implications. As banking becomes increasingly digitalised, it impacts various stakeholders in society. Consumers may need help with digital literacy, access to digital banking services, and potential exclusion from the banking system. Addressing these social disparities and ensuring that digitalisation benefits all segments of society is crucial. Privacy and data protection concerns arise as personal information is collected and utilised in digital banking. Policymakers and organisations must prioritise the development of robust regulations and safeguards to protect consumer rights and mitigate potential social risks associated with banking digitalisation. Originality/Value: This study on banking digitalisation contributes to the existing literature by employing bibliometric analysis techniques to provide a comprehensive overview of the field. The analysis identifies influential works, key themes, emerging trends, and influential authors, shedding light on research in banking digitalisation. The value of this study lies in its ability to guide researchers in identifying research gaps, facilitating collaboration, and suggesting future directions for scholars and practitioners. Additionally, the analysis offers practical insights for managers and policymakers by highlighting the implications of banking digitalisation on decision-making, customer experiences, innovation, cybersecurity, and regulatory considerations.

Keywords

Digital Banking, Technologies, Mobile Banking and Bibliometric Analysis.

Introduction

The advent of digital technologies has brought about significant transformations in various sectors, and the banking industry is no exception. Banking digitalisation, also known as digital banking or online banking, has emerged as a prominent phenomenon, revolutionising the way financial services are delivered and consumed. This transformation encompasses a wide range of digital applications, including internet banking, mobile banking, digital payment systems, blockchain, and artificial intelligence in banking operations. As this field continues to evolve rapidly, it becomes crucial to gain a comprehensive understanding of the existing research landscape and identify emerging trends, key contributors, and research gaps Anagnostopoulos (2018); Aysan et al. (2021); Baabdullah et al. (2019); Chen et al. (2019); Dosso, & Aysan, (2022); Eyal (2017); Grand View Research (2021); Geebren et al. (2021); Folkinshteyn & Lennon, (2016); Firdau et al. (2019).

Digitalisation, also called digital transformation, is integrating digital technologies into various aspects of organisational and societal activities. It encompasses adopting and utilising digital tools, technologies, and platforms to enhance efficiency, productivity, and innovation. The process of converting information, such as data, sound, text, photographs, music, and any other type of data, into "bits" (0s and 1s) and then translating those bits into computer language using microprocessors is referred to as "digitisation." This process is referred to by the term "digitisation." Sometimes, the word digitalisation may be used interchangeably with the phrase digitisation. The digitisation of information has made preserving, replicating, and sharing information simpler (Leong et al. 2017). In a nutshell, utilising the possibilities offered by digital technology has resulted in a change not only to the operational procedures but also how business is conducted across all industries, including banking. This change has been brought about directly due to the change mentioned above Haroune et al. (2014); Hettar et al. (2019).

Article

Role of Emotional and Artificial Intelligence in Employee Performance: A Perspective from the Indian Service Industry

Abhigyan
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journals.sagepub.com/home/abh
Sage

Shivani Sharma[1] and Parul Saxena[2]

Abstract

Artificial intelligence (AI) and emotional intelligence (EI) are primary game changers in Industry 4.0. To ensure growth, organisations look to technological advances for support but should remain focused on developing people and resources that power organisations and drive it forward. This study attempts to combine these two concepts. This research investigates the impact of EI and AI on employee performance with focus on the Indian service industry. The data was collected from different service industry employees. Employee performance has been observed through internal and external services provided to customers and co-workers, respectively. Descriptive statistics and PROCESS macro were used to test the mediation (Model 4) and moderation model (Model 1). Both EI and AI significantly impact employee performance. All the bivariate correlations were significant at the 0.01 level. Correlations between the dimensions of EI and dimensions of employee performance were higher as compared to dimensions of AI and employee performance.

To conclude, EI has a major impact on employee performance, while AI moderates the relationship between EI and employee performance.

Keywords

Artificial intelligence, emotional intelligence, service industry and employee performance

Introduction

Over the past two decades, the literature has seen a rise in the popularity of both emotional intelligence (EI) as a form of human intelligence and artificial intelligence (AI) as machine intelligence. As a personal intelligence, EI has been an inspiring word in the service industry for personal and organisational success. Though this is a trendy topic, debates over its theories, methods and applications are ongoing among researchers. An individual with a high EI level frequently experiences greater success in their personal, social and professional lives. EI is crucial for businesses and those who operate in customer-facing fields (Yao et al., 2019). High EI leads to better relations at the workplace. EI has the capacity to significantly

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Promoting Community Resilience During Covid-19 Crises using Donation-Based Crowdfunding: Developing A Conceptual Model

Surbhi Gosain, Shivani Sharma
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ABSTRACT

The COVID-19 pandemic resulted in several restrictions to tackle the spread of the virus, including a series of nation-wide lockdowns. The pandemic hindered the lives of people across different communities, especially the marginalised and vulnerable groups. This underscored the need for resilience at various levels. For the purpose of building resilience, several donation-based crowdfunding campaigns were launched to provide support and relief to the affected communities. Previous studies have endorsed the idea of resilience based on geographical boundaries of a particular community; however, this study supports the modern-day view of communities based on interests and circumstances. The objective of this study is to explore how donation-based crowdfunding has been used to promote and support the initiative of community resilience during Covid-19 pandemic in India. The findings are based on the thematic analysis of 94 donation-based crowdfunding campaigns from India. The findings reveal that crowdfunding helps create equality of financial and social resources among various communities, especially marginalised groups, which in turn improves the chances of resilience. Further, it presents a conceptual model depicting the different strategies adopted for promoting resilience via crowdfunding. It highlights the rationale of fundraising, resilience planning, and implementation.

Keywords – Covid-19, Donation-based crowdfunding, Community resilience

1. INTRODUCTION

The COVID-19 pandemic has led to widespread disturbances that have not only caused a nationwide medical emergency but also resulted in economic loss. The ill-effects of the pandemic led to a scarcity of resources among different communities, which in turn hampered resilience and recovery support. Norris et al. (2008) have highlighted that in order to become resilient, communities must create economic resources, minimise risk and resource disparities, and address their most vulnerable social sectors. Thus, to support resilience among the multiple communities, several organisations and individuals launched donation-based crowdfunding campaigns with the aim of undertaking a varied range of resilience initiatives. It enables liberty and equality for raising financial capital, which are essential for modern-day community resilience practices (Sakurai & Chugtai, 2020). Furthermore, Özdemir et al. (2015) demonstrated how economies with a large population base can use crowdfunding to mobilise financial resources to manage crisis. Moreover, as per a report by Bain and Company (2020), domestic philanthropic activity in India has increased twofold in the past decade. Thus, crowdfunding in India can be advantageous due to the country's large population base and can be widely used to support resilience initiatives. Thus, this study holds relevance in understanding the role and effectiveness of donation-based crowdfunding in supporting community resilience in India in the post-pandemic scenario.

Most of the previous studies linking crowdfunding with Covid-19 have limited their findings to the different initiatives for which funds were raised. This study conducts an in-depth analysis of crowdfunding campaigns to examine the motives for resilience and different strategies planned using donation-based crowdfunding. Therefore, the current study has the following research objectives:

i) To ascertain the different motives and strategies for promoting resilience.

ii) To develop a conceptual model explaining the role of donation-based crowdfunding and resilience.

The research focuses on the effectiveness of crowdfunding in fostering resilience among Indian communities affected by the pandemic. Communities can be identified based on their interests and circumstances. This study considered the

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AI and Corporate Risk Management: Identifying and Mitigating Technological and Ethical Risks

Naila Iqbal Qureshi, Niklas Retzlaff, Apeksha Garg and Dr. Preeti Singh

2024 International Conference on Knowledge Engineering and Communication Systems (ICKECS)

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Road to India @100: Envisioning India in year 2047

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Abstract: *India has come a long way since gaining independence in 1947 and becoming a republic in 1950. In 2047, it will have completed 100 years as a republic and it is exciting to realize what a country might look at that time. This article will discuss about the past and future progress of India. India envisions to be global leader in Innovation and Technology, to have a highly educated and skilled workforce. In addition, India wants to be centre for International Trade and Commerce. India aims to create the supportive business environment for Business world so that it attracts the investments from around the world. Thus, we can say that India vision in 2047 is for progress, prosperity, Innovations, High tech and skilled workforce and a step towards the being the Global Leader.*

Keywords: *Innovation, Progress, Global Leader*

1. Introduction

India aims to be the model of new technology and innovation by 2047. The India aims to look itself among the top three nations. According to the scientific researcher Kalaiselvi, till 2070 the entire globe will accept India as ruling power in sciences.

India is a country of rich history, diverse culture and with great potential and has made a significant growth in various fields since its independence in 1947. By prioritizing education, innovation, and international cooperation, India has the potential to become a beacon of hope and motivation for the world. India has come a long way since gaining independence in 1947 and becoming a republic in 1950. In 2047, it will have completed 100 years as a republic, and it is exciting to think about what the country might look like then. As a nation, we have made significant progress over the past few decades, especially at the beginning of the 2000s. It is easy to imagine that in the next 25 years and make even greater strides. The country's diverse culture and rich history will continue to be a major draw for tourists, making it a top destination for cultural exchange and exploration. By prioritizing education, innovation, and international cooperation, India has the potential to become a beacon of hope and motivation for the world.

2. Research Objectives

The research objectives are given below:

2.1.1 To discuss about the growth prospects of India till 2047.

2.1.2 To discuss about the changes in Business Environment to attract the foreign investors.

2.1.3 To discuss about the role of government in education sector**.**

2.2 Research methodology

This research article is based on secondary data. The sources of data are books, journals, magazines, newspaper and websites.

Panch pran: Resolves for Developed and Resurgent India

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Research Article

The Effect Of Factors On Green Supply Chain Management Implementation In Northern India's Small And Medium-Sized (Smes)Leather Industries

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ARTICLE INFO

ABSTRACT

Environmentally friendly supply chain management is concentrated the responsibility of an organisation in appreciating overall ecological consequences of production from the acquisition of raw materials, use of the product, and eventual disposal are all parts of its whole life cycle. This study intends to outline the demands on Northern Indian small- and medium-sized leather industry to adopt green supply chain management. Literature reviews and input from leather industry specialists help outline the factors that facilitate the implementation of green supply chain management. Standard deviation, correlation, and regression analysis were used to examine the quantitative data. The results of this investigation showed that the industries do not plan to green the complete supply chain (SC) system through management commitment, green purchasing and marketing strategies, eco-friendly proposals, or environmental practises. The leather industry has strict environmental policies and protocols, yet despite this, the industry continues to break the law because the relevant bodies have not taken any action. This research paper suggests that the relevant departments create an appropriate monitoring structure and a consolidated green supply chain technique to minimize the issues and encourage balanced economic growth.

Keyword: **Green** Supply Chain, Leather Industries, Standard Deviation, Procurement, Emissions, Greenness, Regression, Emissions.

Introduction

According to Karn and Harada (2001), the tannery industry has mostly been moved developed world to underdeveloped world as a result of its environmental sensitivity. Due to the abundance of locally produced raw materials, this industry has thus been formed in India. Although the business generates sizable amounts of foreign currency through exports each year, it is under intense pressure from government regulations as a result of degradation of the environment (Arias-Barreiro et al., 2010). Despite having a large economic potential, government regulations prevented the industry from growing substantially. If the environmental challenges were adequately addressed and resolved, the sector might easily succeed in terms of generating more income. Along with governmental regulations, the business is under additional environmental pressure from globally and domestically aware consumers. As a result, the industry must immediately address the environmental challenges. Manufacturers can survive environmental regulatory pressure, according to Tseng et al. (2014), by integrating environmental issues into their supply chain practises. Green supply chain management (GSCM) are practises in the supply chain that incorporate environmental considerations (Sarkis et al., 2011). As a result, GSCP implementation can enhance environmental performance and increase industry sustainability. However, the absence of a GSCM assessment approach in implementing and monitoring GSCM in the leather industry has become difficult for practitioners due to the literature. Because of this, a growing number of leather industries in North India are continually seeing the widespread approaches to enhance their supply chain network in order to boost productivity and increase environmental performance. The majority of businesses have realized their obligations and began applying various eco-friendly strategies, such as cleaner production, ISO accreditation, etc., to achieve their environmental goals.

Also, "green practises" are being promoted by India's manufacturing sectors.

Literature Review

According to Tseng (2009), supply chain management now includes environmental considerations as a distinct and developing subject. To help operations managers gain a competitive edge and enhance their environmental performance.Govindan et al. (2015a) offered GSCM as a practical approach. According to Rao and Holt (2005), in order to improve environmental performance, reduce expenses, and minimise waste, GSCM fosters efficiency and synergy among partner businesses. In response to environmental pressure from domestic and global agencies, the GSCM takes proactive action by successfully achieving the environmental goals. The objective of the study is to evaluate GSCM in the North Indian leather sector and determine the key GSCM features that must be used. What is the best way to deal with GSCM, is the question? The phrase "green supply chain management" (GSCM) refers to the process of integrating environmental considerations or worries about corporate purchasing choices and long-term supplier connectionsAn environmentally friendly supply chain aims to keep wastes confined inside the industrial system in order to conserve energy and prevent the release of dangerous materials into the environment (Torres, Nones, Morques, & Evgenio, 2004). Green purchasing, manufacturing, packing, distribution, and marketing are all combined within GSCM. According to Olugu, Wong, and Shaharoun (2010), Reducing or eliminating waste in the forms of energy, emissions, hazardous materials, and solid waste is the aim of GSCM. It is essential to have a competitive supply chain nowadays in order to have a product that is competitive in the market (Cabral,Grilo, and Cruz-Machado 2012). This supply chain must be connected with LAGR concepts. In order to find the top partners who care about the environment and prioritise the critical preferential standards, Rostamzadeh et al. (2015) used a fuzzy VIKOR approach to examine a Malaysian laptop manufacturer's GSCM. To examine the impact of GSCM criteria, Wu et al. (2015) used fuzzy -DEMATEL to analyze GSCM in the Vietnamese automobile manufacturing business. In order to determine the perceived impact of GSCM on organizationally sustainable performance, Kusi-Sarpong et al. (2016) used an analytical network process (ANP) and fuzzy-DEMATEL. According to their significance and performance level, earlier studies, however, were unable to determine the current stage of GSCM implementation. The leather sector may not be using GSCM to its full potential, for this reason. The key GSCM must also be identified in order to improve performance. Currently, there is pressure on the sector to perform better environmentally. To reap the benefits of the implementation of GSCM, it is necessary to make consistent efforts and get through change resistance. difficulties are the resistance that a current system presents to a change in systems or processes, and various studies have attempted to identify and connect the difficulties implementing the GSCM. To determine the relative relevance of the various barriers in relation to one another, the methodologies used to further categorise them include cross impact metrics multiplication (MICMAC) (A. Jayant, M. Azhar, 2014).

The core concept has remained the same despite the fact that numerous research studies have used different nomenclature to identify the various parts of the manufacturing process and supply chain. Since reducing environmental effect is everyone's top priority, GSCM has been accepted since it covers all operations, from source materials to product disposal or reuse (S. Kumar, S. Chattopadhyaya, V. Sharma,2014). In order to dispose of the materials produced at the end of a product's life in the most environmentally friendly way, an organisation takes them back. This is known as reverse logistics. Reverse logistics, green manufacturing, packaging, and green purchasing are all part of GSCM (A. Jayant, A. Tiwari, 2017). This study makes three contributions to the body of literature already in existence. First, this study has created a brand-new tool for measuring GSCM in the leather sector. Second, the methodology employed to evaluate the GSCM is brand-new. In terms of technique, this work thus adds to the corpus of knowledge. Third, the information from developing nations advances our understanding of the world. Additionally, there aren't any academic studies on GSCM from an Indian perspective (Malviya and Kant, 2015). As a result, the current study expands on literature from the perspective of developing nations.

Problem Description

A lot of research has been done in the field of GSCM, as is seen from the literature. It is sad that the industrialised sector in India is still not fully supporting the GSCM idea. The importance of the leather industry in the north Indian economy is well known, along with the importance of the yarn and fabric industries. North Indian leather industry are being quickly reformed, yet they are still resistant to the idea of GSCM. Extreme environmental contamination is brought on by the emissions produced by the tanning businesses. Authorities from the PCB (Pollution Control Board) claimed in a statement that the leather industry obtained a low grade in the green grading system, and the supply chain had a substantial impact on the industry's deteriorating green rating. Therefore, it's crucial to pinpoint the forces that encourage industries to migrate from conventional to environmentally friendly supply chains and aid companies in implementing GSCM systems.

Conceptual Framework

The theoretical framework is based on the exploratory questions and assumptions mandates solid commitment, eco-friendly supply chain practices, and environmentally conscious design (such as green manufacturing, marketing, distribution, and green purchasing) have an impact regarding economic, social, and environmental performance.

EXPERIMENTAL

Using a triangulation illustrative technique, the exploration's conclusions were discussed. Quantitative and qualitative information was combined to respond to the exploratory questions. As a result, the performance of the leather industry in Northern India was examined using a descriptive exploration design. In this work, the pollution control board, the industrial department, and the administrator of the leather industries serve as the population for analysis. 15 leather industries were found in Northern India's leather industry database. In order to boost the likelihood of switching from the traditional supply chain approach to a green supply chain method, a carefully constructed set of questions was created. Authorities in the leather business (managers) were sent the specially created questionnaires, and they were thoroughly educated on how to rate the various elements using a five-point scale. Numerous techniques (including mean, standard deviation, correlational, and regression methods) were used to analyse the data in accordance with the responses received.

The following table shows the grading points:

Table-1: Grade Points and their Remarks

S. No.	Grade Points	Remarks
1	03.5 to 05.0	Fully Relevant Factor
2	02.0 to 03.4	Presently Considerable Factor
3	01.0 to 02.0	Unconsidered Factor

RESULTS AND DISCUSSIONS

A thorough research was done. The research revealed their individual mean and standard deviation values, and the following tables provide comments on these findings.

Table-2: Effects related to Organizational Commitment

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Commitment from the top Management	3.46	0.85	The end result demonstrates how seriously top management is taking the issue of greening the whole supply chain.
2	Interdisciplinary teams to reduce environmental consequences.	3.58	0.83	The outcome demonstrates that cross-functional teams can cooperate.
3	Effects of the green initiative performance, employee evaluation, and compensation.	3.19	0.82	reveals that there is a need for greater training and awareness as well as evidence of the employees' varied perspectives.
4	EMS, or environmental management systems	3.34	0.77	The findings indicate that now leather/tannery industries are taking the green idea into consideration to better environmental management.

Table-3: Eco-Design related issues

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Products made to reduce energy use	2.72	1.33	The outcome demonstrates that leather companies use less energy and little material while designing products.
2	Products made with recycling and reuse in mind	2.15	0.97	The findings show that very few leather industries have considered recycling.
3	Designing things to support the natural environment.	2.77	1.25	By minimizing the use of harmful and dangerous components in product design, industries are enhancing the environment's eco-friendliness, according to the value received.

Table-4: Issues relating to Green Marketing and Procurement

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Cooperation between suppliers and environmental goals	2.02	0.97	The outcome demonstrates that industries want to consider green procurement in order to green the entire supply chain.
2	Auditing the environment	2.05	1.09	
3	Certification for ISO 14000 by Vendors	1.85	0.93	
4	Customer involvement in Eco-Design and Energy Efficiency	1.77	1.17	The outcome indicates that businesses are considering making green marketing a distinguishing part of GSCM in the future. Additionally, it demonstrates how industries are compelled by consumer awareness to convert their traditional systems into environmentally friendly ones.
5	Consumer support for environmentally friendly packaging	1.72	1.18	

Table-5: Environmental Performance outcome

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Air emission reduction	2.77	1.08	Results show that organizations are somewhat interested in lowering all specified parameters.
2	Water Pollution reduction	3.04	0.43	
3	Reduction of solid waste	3.28	0.64	
4	Reduction of accidents	3.39	0.76	
5	Recycling of Materials	3.43	0.88	

Table-6: Result of Economic Performance

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Cost reduction for energy use	2.75	1.58	The findings show that the enterprises are somewhat motivated to cut costs in order to satisfy economic performance.
2	Cost savings when buying materials	3.09	1.22	
3	Reduced charge for offal treatment	3.08	1.05	
4	Environmental conditions have improved overall.	3.48	0.98	

Table-7: Result of Social Performance

S. No.	Standard	Mean	Std. Deviation	Result Discussion
1	Professional Conduct	3.96	0.76	Ordinary
2	Participation in Social Work	3.92	0.68	Significant
3	Providing employment possibilities	3.74	1.09	Significant
4	Obeys governmental law	2.03	1.58	unimportant

CONCLUSION

Research on GSCM is now being done theoretically for the leather sector. This article attempts to investigate the GSCM framework in Northern Indian SMEs operating in the leather sector. A modest study of Northern India's Medium-Sized and Small Leather Industries has been done. By examining the outcomes through a questionnaire survey, the study's findings can identify the demands for implementing GSCM practises on Medium-Sized and Small Leather Industries. According to the findings of this article, stakeholder cooperation (SHC) is the crucial factor and possesses unrivalled persuasive power for the implementation of a green supply chain management in North India Leather/Tannery Industries. Additionally, it was shown that implementing green supply chain management presents significant financial problems as well as a shortage of qualified labour reserves and barriers to technology adoption. Other problems cited by respondents in implementing green supply chain management in North Indian leather sectors include customer ignorance, vendor resistance to moving towards GSCM, and a lack of government funds and laws.

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Financial Performance of Selected Indian IT Companies

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ABSTRACT :
Financial analysis of Information Technology Companies states to the process of defining the financial strengths, weakness and financial characteristics of a firm. The analysis of four top most Information Technology companies of India are done for the period of ten years, ranging from financial year 2014-2015 to 2023- 2024. The main objective of this study is to determine the financial performance of top Information Technology Companies in India. Various financial ratio used for analysis such as profitability ratio, efficiency ratio , Solvency ratio and valuation ratio were used for the study, that can be helpful in finding the growth aspects of the upcoming IT companies in India . In order to measure business performance as a whole, ratio analysis is used together with statistical tools like oneway ANOVA and CAGR.

KEYWORDS: Financial performance of IT (Information Technology) companies in India , Ratio Analysis (Efficiency Ratio, Valuation Ratio , Profitability Ratio, Solvency Ratio)

INTRODUCTION:

Market size of the information technology has grown exponentially in current years. It is expected to grow from $8508.63 billion in 2023 to $9039 billion in 2024 at a compound annual growth rate (CAGR) of 6.2%. The main reason for growth was driven by developments in software, increased the mobile revolution, personal computing, and growing concerns about cyber security. India’s digital adoption is at rapid pace. Ministry of Electronics & Information Technology Government of India states that extended internet access to around 76 crore Indian citizens, the world looks at India as one of the largest Internet user bases with the lower most Internet tariff. India's IT industry is likely to hit the US$ 350 billion mark by 2026 and contribute 10% towards the country's gross domestic product (GDP). A report of India Brand Equity Foundation state that exports from the Indian IT industry stood at US$ 194 billion in FY23. The export of IT services was the major contributor, accounting for more than 51% of total IT exports (including hardware).

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A Study on the Financial Performance of Mahindra and Mahindra Company

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Abstract
Automobile industry is one of the key sector of India like steel, fertilizer etc. and Mahindra & Mahindra is one of the auto-mobile manufacturing company with various other subsidiaries. This company which is well known for four wheeler trucks and cars etc. and has adequate market share in other sectors as well. The study's main attention is to analyze the overall performance of the Mahindra and Mahindra Company and to determine the overall assets and liabilities and income and expenditure. The core area of business of Mahindra & Mahindra is manufacturing and sale of automobile related products and services. The existing study of Mahindra and Mahindra Ltd. was carried out to identify and analyze the current financial position on the basis of past ten years financial statement. Ratio analysis is an appropriate tool used by individuals to conduct a comprehensive quantitative analysis of information in company's Annual Reports of past ten years. It reveals the insights regarding profitability, liquidity , solvency as well as operational efficiency.

Keywords: Financial ratio – Return on Assets (ROA), Current Ratio, sales Growth etc.

Introduction:
Mahindra and Mahindra Limited is a international automobile manufacturing enterprise located in Mumbai. It was originated in 1945 as "Mahindra & Mohammed", then renamed "Mahindra & Mahindra"(M&M). M&M, established under the flagship of Mahindra Group, is one of India's top most automobile manufacturers in terms of global production.
Finance is a essential and vital aspect of every business. The achievement of an organization depends on how proficiently the firm/company is handling the funds available to them. The present research paper is "a study on the financial performance of Mahindra and Mahindra Company". There are numerous stakeholders in a company, including trade investors, creditors, bondholders, employees as well as management. Each group has its particular types interest in tracking the financial performance of a company. Therefore it is necessary to understand financial performance of every organization since most crucial decisions of the organization's depend on the financial performances. To analyze financial performance, it is necessary to evaluate company's operating and financial status by examining accounting and financial statements. The main objective of this study is to assess the efficiency and effectiveness of the company's management which is replicated in the financial reports.

SCOPE OF THE STUDY
The study is based on the Annual Reports of past ten years of Mahindra and Mahindra Company. The

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The Evaluation of Security and Privacy Components in the Context of Peer-To-Peer Power Trading Methodologies using Network Intelligence

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Abstract: The widespread implementation of renewable energy sources, along with a more proactive approach to managing electricity use, is causing a shift in the way power systems operate and electricity is traded in the market. The P2P economy in particular is benefiting from this change. To efficiently handle the fast changes in renewable power generation at the distribution network level, a local market mechanism that can adapt is required. The efficient and safe operation of the distribution network is also bound to be affected by the extensive adoption of P2P energy trading. This study presents a new paradigm for P2P power trading that accounts for constraints imposed by distribution network security. Specifically, the design makes use of the generalised quick dual ascent method. The article lays out the groundwork for an event-based local peer-to-peer market, which would facilitate rapid and efficient energy swaps inside a certain region. The next step in making sure the distribution system is secure is to evaluate the impact of peer-to-peer transactions on the network using the nodal voltage and network loss in relation to nodal power injections. This allows for an internal determination of how to distribute the costs of P2P energy trading and the incorporation of the external operating constraints. Distributed market-clearing is also applied efficiently by means of a universal quick dual ascent technique. The numerical results show that the proposed model can implement P2P energy trading securely into the distribution system. Furthermore, the method for solving the problem shows remarkable efficiency in achieving convergence.

Keywords: *Peer-to-peer (P2P), Security, Privacy, Network Intelligence, Power Trading Methodologies*

1. Introduction

Peer-to-peer (P2P) power trading methods utilising network intelligence entail the transfer of electricity between individual users or prosumers within a decentralised energy system (Piclo, 2019). It is essential to prioritise the security and privacy of members in order to establish confidence and promote general acceptance of the network.

Global efforts are presently promoting the widespread use of solar power for self-consumption. This is done to decrease the need for investment and minimise operating losses in the transmission as well as the distribution network. Peer-to-peer (P2P) energy trading, an extension of self-consumption, allows prosumers to exchange energy through local distribution systems, potentially reducing strain on the transmission grid. Currently, the decentralised peer-to-peer energy trading market, exemplified by projects like (E. Mengelkamp,et.al., 2018) is becoming a viable choice due to recent advancements in technology for communications and information (C. Feng, et.al., 2020) . The primary objective of P2P sharing is to disrupt the conventional centralised hierarchical control paradigm of power networks and facilitate direct communication and distribution of energy.

2. Related Studies

Blockchain technology guarantees a high level of transparency and prevents unauthorised alterations in peer-to-peer power trading, hence improving the reliability and trustworthiness of transactions. Smart contracts on blockchain have the ability to automate and ensure compliance with the parameters of power trading agreements. (Narayanan, V., et al., 2016). Kshetri, N. (2018) Strong authentication systems, such as digital signatures and multi-factor authentication, are essential for confirming the identity of participants. Authorization, facilitated by either smart contracts or conventional access control techniques, guarantees that only authorised entities are able to participate in transactions. Methods such as homomorphic encryption and zero-knowledge proofs are effective in safeguarding the confidentiality of

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ARTIFICIAL INTELLIGENCE'S (AI) ROLE IN HIGHER EDUCATION- CHALLENGES AND APPLICATIONS

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ABSTRACT

Artificial Intelligence (AI) possesses the capacity to significantly transform higher education across multiple dimensions; however, it concurrently encounters various obstacles within this particular domain. Artificial Intelligence (AI) possesses a diverse array of applications within the realm of higher education, hence revolutionizing institutional operations and augmenting the overall learning experience. The field of Artificial Intelligence (AI) has already exerted a significant influence on various aspects of society. It is possible that individuals may not be aware that their smartphones are likely equipped with an artificial intelligence (AI) engine. For instance, these engines are specifically designed to enhance computational processes involved in facial recognition, thereby granting users access to their phones. Alternatively, they may be utilized to identify the scene being captured by the camera, enabling the device to adjust exposure settings for improved image quality. Artificial intelligence (AI) is being increasingly utilized across various domains, including business, healthcare, gaming, judicial systems for predicting recidivism based on individual profiles, the development of self-driving vehicles, and the creation of fully autonomous weapons capable of independent seeking and destruction without human intervention. The domain of higher education is certainly not immune to the pervasive influence of artificial intelligence, and the discourse surrounding this phenomenon appears to be more prominent than ever before. Each year, novel e-learning systems including artificial intelligence (AI) are introduced, resulting in substantial financial investments and attracting several scientific contributors to the AI sector. Every emerging technology brings about certain advantages as well as significant risks. The legislative response to technological concerns often requires a significant amount of time.

Keywords: Artificial Intelligence, AIs, Higher Education, Challenges, Applications, HEIs.

INTRODUCTION

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Promoting Community Resilience During Covid-19 Crises using Donation-Based Crowdfunding: Developing A Conceptual Model

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ABSTRACT

The COVID-19 pandemic resulted in several restrictions to tackle the spread of the virus, including a series of nation-wide lockdowns. The pandemic hindered the lives of people across different communities, especially the marginalised and vulnerable groups. This underscored the need for resilience at various levels. For the purpose of building resilience, several donation-based crowdfunding campaigns were launched to provide support and relief to the affected communities. Previous studies have endorsed the idea of resilience based on geographical boundaries of a particular community; however, this study supports the modern-day view of communities based on interests and circumstances. The objective of this study is to explore how donation-based crowdfunding has been used to promote and support the initiative of community resilience during Covid-19 pandemic in India. The findings are based on the thematic analysis of 94 donation-based crowdfunding campaigns from India. The findings reveal that crowdfunding helps create equality of financial and social resources among various communities, especially marginalised groups, which in turn improves the chances of resilience. Further, it presents a conceptual model depicting the different strategies adopted for promoting resilience via crowdfunding. It highlights the rationale of fundraising, resilience planning, and implementation.

Keywords – Covid-19, Donation-based crowdfunding, Community resilience

1. INTRODUCTION

The COVID-19 pandemic has led to widespread disturbances that have not only caused a nationwide medical emergency but also resulted in economic loss. The ill-effects of the pandemic led to a scarcity of resources among different communities, which in turn hampered resilience and recovery support. Norris et al. (2008) have highlighted that in order to become resilient, communities must create economic resources, minimise risk and resource disparities, and address their most vulnerable social sectors. Thus, to support resilience among the multiple communities, several organisations and individuals launched donation-based crowdfunding campaigns with the aim of undertaking a varied range of resilience initiatives. It enables liberty and equality for raising financial capital, which are essential for modern-day community resilience practices (Sakurai & Chugtai, 2020). Furthermore, Özdemir et al. (2015) demonstrated how economies with a large population base can use crowdfunding to mobilise financial resources to manage crisis. Moreover, as per a report by Bain and Company (2020), domestic philanthropic activity in India has increased twofold in the past decade. Thus, crowdfunding in India can be advantageous due to the country's large population base and can be widely used to support resilience initiatives. Thus, this study holds relevance in understanding the role and effectiveness of donation-based crowdfunding in supporting community resilience in India in the post-pandemic scenario.

Most of the previous studies linking crowdfunding with Covid-19 have limited their findings to the different initiatives for which funds were raised. This study conducts an in-depth analysis of crowdfunding campaigns to examine the motives for resilience and different strategies planned using donation-based crowdfunding. Therefore, the current study has the following research objectives:

i) To ascertain the different motives and strategies for promoting resilience.

ii) To develop a conceptual model explaining the role of donation-based crowdfunding and resilience.

The research focuses on the effectiveness of crowdfunding in fostering resilience among Indian communities affected by the pandemic. Communities can be identified based on their interests and circumstances. This study considered the

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Financial Performance of Selected Indian IT Companies

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ABSTRACT :
Financial analysis of Information Technology Companies states to the process of defining the financial strengths, weakness and financial characteristics of a firm. The analysis of four top most Information Technology companies of India are done for the period of ten years, ranging from financial year 2014-2015 to 2023- 2024. The main objective of this study is to determine the financial performance of top Information Technology Companies in India. Various financial ratio used for analysis such as profitability ratio, efficiency ratio , Solvency ratio and valuation ratio were used for the study, that can be helpful in finding the growth aspects of the upcoming IT companies in India . In order to measure business performance as a whole, ratio analysis is used together with statistical tools like oneway ANOVA and CAGR.

KEYWORDS: Financial performance of IT (Information Technology) companies in India , Ratio Analysis (Efficiency Ratio, Valuation Ratio , Profitability Ratio, Solvency Ratio)

INTRODUCTION:

Market size of the information technology has grown exponentially in current years. It is expected to grow from $8508.63 billion in 2023 to $9039 billion in 2024 at a compound annual growth rate (CAGR) of 6.2%. The main reason for growth was driven by developments in software, increased the mobile revolution, personal computing, and growing concerns about cyber security. India's digital adoption is at rapid pace. Ministry of Electronics & Information Technology Government of India states that extended internet access to around 76 crore Indian citizens, the world looks at India as one of the largest Internet user bases with the lower most Internet tariff. India's IT industry is likely to hit the US$ 350 billion mark by 2026 and contribute 10% towards the country's gross domestic product (GDP). A report of India Brand Equity Foundation state that exports from the Indian IT industry stood at US$ 194 billion in FY23. The export of IT services was the major contributor, accounting for more than 51% of total IT exports (including hardware).