

International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025.

Date: 21st & 22nd February, 2025

CONFERENCE PROCEEDINGS

ISBN NO. 978-81-966481-5-2

Organized by



**Abhinav Education Society's
Institute of Management and Research**

Narhe, Pune - 411 041

**(AICTE Approved, Affiliated to SPPU, Approved by Govt. of Maharashtra,
NAAC Accredited with grade B+) Maharashtra, India**

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VISION

AESIMR solemnly commits itself to providing necessary learning resources, both physical and human, to enlighten, inspire, and groom its students so that with the knowledge, skills, and values imparted, they can shine in their professional careers and help India realize its long-cherished dream of becoming an economic super power.

MISSION

- i. Our mission is to become a centre of excellence for nurturing creativity a encouraging entrepreneurship, technology-intensive knowledge a enhancing employability, the holistic development of students, and teaching and quality research in the fields of management and computer applications.
- ii. To bridge the gap between industry and academia by framing syllabuses for certificate based on industrial and societal needs.
- iii. To promote ethical and value-based learning.

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ABOUT THE PUBLISHER :

Abhinav Education Society's Institute of Management and Research (AESIMR), located in Narhe, Pune, is a premier institution dedicated to providing high-quality, value-based education in the field of management. Established with a mission to groom globally competent management professionals, AESIMR is committed to academic excellence, innovative research, and the holistic development of its students. The institute offers a range of undergraduate and postgraduate programs designed to equip students with the necessary skills and knowledge to excel in the competitive global business environment. AESIMR emphasizes a practical approach to learning, encouraging students to engage in real-world projects and internships that foster creativity, critical thinking, and problem-solving abilities.

At AESIMR, we believe in unlocking the hidden potential of young minds and nurturing them to achieve the pinnacle of success in their careers. Our dedicated faculty, state-of-the-art facilities, and strong industry connections provide a conducive environment for learning and growth. The Summer Internship Project Conference is one of the many initiatives undertaken by AESIMR to bridge the gap between academia and industry, providing students with invaluable hands-on experience and exposure to contemporary business practices.

Beyond academics, AESIMR is actively involved in fostering a research-driven culture, encouraging both faculty and students to contribute to the ever-evolving landscape of management studies. The institute collaborates with industry leaders and academic experts to stay at the forefront of innovation, ensuring that its programs remain relevant and impactful. These efforts align with our vision of developing future leaders who can drive meaningful change in the business world.

We are proud to publish the proceedings of this conference, which highlight the innovative projects and research conducted by our students. This publication serves as a testament to the hard work and dedication of our students and the unwavering support of our faculty and industry partners. We hope that the insights and findings presented in this conference will contribute to the broader discourse in management education and inspire future research and innovation.

ACKNOWLEDGEMENT

We extend our heartfelt gratitude to everyone who contributed to the success of the International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025 at Abhinav Education Society's Institute of Management and Research (AESIMR), Pune.

First and foremost, we express our sincere appreciation to our esteemed faculty members for their unwavering guidance, support, and dedication. Your expertise and mentorship have played a crucial role in shaping the quality of research presented at this conference.

We are immensely grateful to our distinguished industry partners for their collaboration and invaluable insights. Your real-world perspectives have enriched the learning experience, fostering a strong connection between academia and industry.

A special acknowledgment goes to our research scholars and students, whose enthusiasm, creativity, and dedication have been instrumental in producing outstanding research work. Your efforts are a testament to your commitment to academic excellence.

We extend our deepest gratitude to our Director, Dr. Abhijeet Kaiwade, for his visionary leadership and continuous encouragement. Your unwavering support has been instrumental in the success of this conference.

We also express our sincere thanks to our Founder President, Mr. Rajeev Jagtap, and Secretary, Mrs. Sunita Jagtap, for their steadfast guidance and commitment to the growth of AESIMR. Your contributions have been pivotal in making this event a reality.

Furthermore, we acknowledge the efforts of the organizing committee and staff members, whose meticulous planning and dedication ensured the seamless execution of the conference.

Finally, this publication would not have been possible without the collective efforts of all involved. We hope that the research and discussions presented at IRCMMS 2025 will contribute meaningfully to academic discourse and inspire future innovations.

Thank you all for your invaluable contributions.

Warm regards,
Prof. Nikita Kurde
Editor/Librarian

Abhinav Education Society's Institute of Management and Research (AESIMR), Pune

From President's Desk



**Hon. Mr .Rajeev G. Jagtap
Founder President ,
Abhinav Education Society**

I am extremely pleased to know that Abhinav Education Society's Institute of Management and Research (AESIMR), Narhe, Pune, is organizing the International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025. This conference serves as a vital platform for academicians, researchers, and industry professionals to exchange knowledge, explore emerging trends, and contribute to the dynamic fields of management and multidisciplinary studies. In today's fast-evolving world, education is not just about acquiring knowledge but also about adapting to change, fostering innovation, and applying practical insights to real-world challenges. The foremost mission of Abhinav Education Society is to create an environment that nurtures future leaders, helping them realize their full potential.

At Abhinav, we believe in holistic education that goes beyond textbooks. We encourage students to develop individuality, creativity, and intellectual curiosity while instilling strong ethical values and communication skills. In an era of rapid globalization and technological advancement, staying ahead requires imagination and the ability to generate innovative solutions. This conference is a step toward bridging the gap between academia and industry, fostering collaborations that will drive meaningful impact. AESIMR has always been a pioneer in organizing such academic initiatives, and I extend my heartfelt congratulations to Dr. Abhijeet Kaiwade, the Director of AESIMR, and the entire organizing team for their dedication in making this event a success.

I convey my best wishes to all the distinguished speakers, scholars, students, and participants of IRCMMS 2025. May this conference be an enriching experience that inspires future research, innovation, and global collaboration. Happy Conferencing!

From Secretary's Desk



**Hon. Mrs.Sunita Jagtap
Secretary,
Abhinav Education Society**

I am delighted to know that Abhinav Education Society's Institute of Management and Research (AESIMR), Narhe, Pune, is organizing the International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025. It brings me immense pride to introduce AESIMR as an institution committed to academic excellence, research, and the holistic development of students. A great institution is not built merely with bricks and mortar but through the dedication of young achievers and a passionate team of educators. Dear students, your positive attitude, intellectual curiosity, and commitment to learning will be key drivers in bringing laurels to our institution. At AESIMR, we aim not just to reach the sky but to break all barriers in our pursuit of knowledge and innovation.

In today's fast-paced world, staying updated with the latest advancements is essential, as modern technology continues to transform our lives and industries. The world has become a global village, and innovative solutions are crucial for achieving sustainable progress. Conferences like IRCMMS 2025 serve as an excellent platform to bring together scholars, researchers, and professionals to exchange ideas and explore emerging trends in management and multidisciplinary studies. I extend my heartfelt congratulations to the organizing committee and Dr. Abhijeet Kaiwade, Director of AESIMR, for their efforts in making this event a reality. Wishing all participants, academicians, and students a successful and enriching conference experience.

Good Luck!

From Director's Desk



Dr. Abhijeet Kaiwade
Chief Editor/Director,
AES Institute of Management and Research, Narhe, Pune

Greetings!

I extend a warm welcome to all participants of the International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025, organized by Abhinav Education Society's Institute of Management and Research (AESIMR), Narhe, Pune. With a strong commitment to academic excellence and innovation, AESIMR strives to impart value-based education that nurtures globally competent professionals. Our mission is to provide students with a multidimensional learning experience, fostering creativity, research, and practical insights to help them achieve excellence in their chosen careers.

At AESIMR, we believe in unlocking the hidden potential of young minds, enabling them to scale new heights in the corporate world. Our institute offers a rich academic environment that blends discovery, innovation, and entrepreneurship, ensuring holistic development beyond management skills. IRCMMS 2025 is a significant step toward strengthening our research culture, bringing together academicians, industry experts, and scholars to discuss emerging trends and share groundbreaking ideas. We look forward to an engaging conference filled with insightful discussions, impactful research, and meaningful collaborations.

I extend my best wishes to all research scholars, academicians, and participants for a successful and enriching conference experience.

Happy Conferencing!

From EditorialDesk



Prof. Nikita Kurde
Editor/Librarian,
AES Institute of Management and Research, Narhe ,Pune

We are delighted to present the International Research Conference on Management and Multidisciplinary Studies (IRCMMS) 2025, organized by Abhinav Education Society's Institute of Management and Research (AESIMR), Narhe, Pune. This conference is a testament to the dedication and hard work of our students, faculty, and researchers, who continuously strive for academic excellence and innovation. Their research contributions reflect not only their intellectual rigor but also their ability to apply theoretical knowledge to solve real-world business and management challenges.

At AESIMR, we are committed to providing value-based education with the mission of grooming globally competent professionals. This conference serves as a platform for young scholars to showcase their research, engage in meaningful discussions, and gain insights from industry experts and academicians. We extend our heartfelt gratitude to the organizations and mentors who have supported our students in their academic and professional journeys. Their guidance has played a crucial role in shaping the future of these aspiring professionals.

We look forward to an engaging and intellectually stimulating conference filled with insightful presentations and the exchange of innovative ideas. Best wishes to all research scholars, academicians, and participants may this event inspire future research and drive impactful contributions to management education and multidisciplinary studies. Thank you for your continued support and participation!

FACULTY PROFILE



Dr. Abhijeet Kaiwade, PhD, MBA, MCA, LLB

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Dr. Abhijeet Kaiwade is an academic with extensive knowledge and a strong skill set in teaching pedagogy, research, education, and administration. He is the director of the Abhinav Education Society's Institute of Management and Research. He is a BOS member of Savitribai Phule Pune University, Punyashlok Ahilyadevi Holkar Solapur University, Solapur and Dr P A Inamdar University in School of Management. Also, BOS member at various autonomous management institutes.

Some of the other key roles he is administering include Coordinator – National Board of Accreditation (NBA) and IQAC head for National Assessment and Accreditation Council (NAAC), Coordinator - University Rankings, Ratings and Accreditations, Coordinator – MCED Business Incubator, Coordinator - Unnat Bharat Abhiyan, MHRD and AICTE supportive Cell at Abhinav Institute of Management and Research, Serving as a member in various committees of the Institution, Research Supervisor –Management since 2014, Coordinator-International Relations activities of the Abhinav Institute.

He has more than 100 publications to his credit that include Journal articles, Conference articles, book chapters, books and conference proceedings. An inspiring academician and mentor of Research he is guiding 8 Scholars currently and produced 12 Doctorates. 50+ of his publications are indexed in UGC care, Scopus and WoS which has earned more than 100 citations with the H index of 5. He is a reviewer for various national and international journals. He is one of the inventors of six published / granted Patents. His research Contribution Includes, Sensor based intelligent digital nose for analysing the breathing patterns of lung cancer patients, impact of e-commerce on emerging markets in India, sustainability accounting of carbon emissions for mode of transport used using machine learning calculator, big data analysis for HRM and decision making for group enterprises using a cloud platform, Sustainability accounting: Greenhouse Gas Emissions saved on meatless days using machine learning calculator.

A Seasoned Academician and Ardent Researcher combined with his Gifted Administrative Skills, earns him an illustrious position on the pedestal of Academic Excellence.



Prof. Nikita B. Kurde

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Nikita Bajrang Kurde is the dedicated librarian at Abhinav Education Society's Institute of Management and Research, Narhe, Pune, with over five years of experience in the field. She holds a Master's degree in Library and Information Science and Commerce, has qualified the SET exam, and has earned additional qualifications in DSM and D.T.ED. Nikita is passionate about promoting literacy and fostering a love for reading among students. She organizes various programs such as Reading Inspiration Day, Book Review Competitions, and Book Day to encourage and enhance reading habits. Her efforts play a crucial role in enriching the educational experience and supporting the academic growth of both students and faculty.



Dr. Neeta Bendre

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Dr. Neeta brings a wealth of experience to her role as Head of the Department and IQAC Coordinator, with an impressive 15-year tenure in academia specializing in MBA programs, complemented by two years of industrial experience. Her exceptional educational background, including a Ph.D., M.Phil., MBA, and B.Sc., underscores her expertise and dedication to the field. As a university-approved faculty member, Dr. Neeta has consistently demonstrated her commitment to academic excellence and leadership, fostering an environment of growth and innovation within her department.



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Dr. Sharmila D. Ghongade is an accomplished academician and researcher with a Ph.D. in Marketing from Pune University. Currently serving as an Assistant Professor at AES Institute of Management - Research in Narhe, Pune. She has over 8 years of experience in teaching and industry roles. Her research prowess is evident from her numerous published papers in reputed journals on topics like consumer behavior, influencer marketing, and tax awareness. With a **strong** academic background spanning MBA in Finance & Marketing and M.A. in Economics, Dr. Ghongade brings a multi-faceted perspective to her teaching and research endeavors.



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At the Institute of Management and Research of the Abhinav Education Society, renowned educator Dilip Hanumant Jadhav holds the position of Assistant Professor. With a wealth of expertise in both teaching and system management, he is a committed professional. It's quite amazing how well he blends real-world business expertise with academic brilliance. Proficient in Digital Business, Information Technology, and Business Analytics, he has guided over 50 students through their projects and adeptly integrated theoretical concepts with real-world implementations through captivating activity-based learning approaches. Dilip's remarkable time management, adaptability, and communication skills make his teaching technique dynamic and unrivalled. His ability to teach transcends traditional methods. Utilizing a customized approach, he crafts an exciting learning environment for his diverse student body. holding a Ph.D.



Prof. Suraj Hingane

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Suraj Hingane is an esteemed Assistant Professor and Head of the Department of MCA at Abhinav Education Society's Institute of Management and Research in Narhe, Pune. With over 14 years of experience in academia, he is recognized for his dedication to teaching, mentoring, and research. He holds a graduation degree in Physics, Mathematics, and Electronics, and completed his Master's in Application with First Class. Additionally, he has earned an LLB degree. He is currently pursuing his Ph.D. from Savitribai Phule Pune University, Pune. Suraj has authored numerous research articles on Data Analytics, Business Intelligence, Machine Learning, and related topics in reputable international journals. His commitment to continuous learning is demonstrated by his NPTEL certifications in Research Methodology, Data Analysis, Python, Java, Cloud Computing, and Business Statistics. Furthermore, he has completed Faculty Development Programs (FDPs) from the AICTE Training and Learning (ATAL) Academy in Artificial Intelligence, Business Analytics, Applied Data Science, and Life Skill Management



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Dr. Sanjay Kandekar is an esteemed Assistant Professor in the MCA Department at Abhinav Education Society's Institute of Management and Research, Narhe, Pune. With an extensive teaching career spanning 25 years, he has mentored undergraduate and postgraduate students in various domains of computer science. His expertise lies in Artificial Intelligence, Expert Systems, and Data Sciences, where he delivers in-depth knowledge and practical insights. Dr. Kandekar has contributed significantly to academia through his research, publishing papers in renowned journals. His commitment to innovation and learning reflects in his approach to teaching and curriculum development. He actively engages in guiding students toward research and real-world applications of AI and data-driven technologies. Passionate about technology and education, he continually enhances his pedagogical techniques to align with industry trends. His dedication to shaping young minds has made him a respected figure among students and colleagues alike.

**Dr. Yogesh Ghorpade**

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Dr. Yogesh Ghorpade holds a doctorate and has 16 years of combined experience in academia and information technology. I have developed a unique skill set that bridges the gap between theoretical knowledge and practical application. My doctoral studies at Bharathiar University in Coimbatore provided a solid foundation in computer science within the Cloud Infrastructure field, which I have used to conduct influential research, publish in top-tier journals, and teach at the university level. Concurrently, my extensive IT experience has provided me with hands-on knowledge in specific IT areas such as software development, data analysis, cloud domain, block chain, cyber security, and so on, allowing me to implement and oversee complex technological projects. This dual expertise enables me to approach problem solving from a holistic perspective, encouraging innovation and efficiency in both educational and technological settings. My work has been consistently recognized for its impact, earning me awards in both fields.

**Prof. Sarita Tuppe**

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Prof. Sarita Tuppe is an IT professional and Assistant Professor specializing in computer science and software development. She holds an MCS from Savitribai Phule Pune University and has six months of teaching experience. With expertise in Python, Django, Flask, FastAPI, and REST API development, she brings hands-on knowledge of secure API design and implementation.

During her internship at Sutradhar Project Consultancy PVT LTD, she gained practical experience in API security, software optimization, and scalable application development. Her technical skills extend to MySQL, PostgreSQL, HTML, CSS, JavaScript, and Power BI, enabling her to work across various IT domains.

Prof. Tuppe is proficient in developing Python applications, applying OOP principles, and collaborating with cross-functional teams to ensure efficient and secure software solutions. She has a keen interest in data science and analytics, further strengthened by her IBM certification in Python for Data Science. Dedicated to continuous learning, she actively explores emerging technologies and best practices in software development.

GUEST SPEAKERS



Dr. Parag Kalkar

Dean of Management, Savitribai Phule Pune University (SPPU)

Dr. Parag Kalkar is a distinguished academic leader, visionary educator, and advocate for educational reform with over 25 years of teaching and 10 years of administrative experience. He holds multiple advanced degrees, including M.Com, MMS (Finance), PhD, and has completed the Faculty Development Program (FDP) from IIM Ahmedabad.

Dr. Parag Kalkar, Pro-Vice Chancellor of SPPU, delivered an insightful address on "Future of Higher Education and Industry-Ready Skills." He highlighted the crucial need to bridge the gap between academia and industry by integrating adaptive learning, emerging skill domains, and industry-aligned education into the curriculum.

Dr. Kalkar emphasized the importance of practical learning, digital transformation, and interdisciplinary approaches in shaping future professionals. His valuable insights provided participants with a clear roadmap to develop relevant competencies and prepare for the evolving demands of the professional world. His vision will undoubtedly influence future educational strategies, fostering a system that nurtures innovation, employability, and lifelong learning. He also stressed the significance of collaborations between academia and industry, encouraging institutions to engage with industry leaders, adopt experiential learning methods, and introduce flexible learning models. The future of education lies in equipping students with critical thinking, problem-solving, and digital literacy skills, making them adaptable to ever-changing industry trends.

Dr. Kalkar's thought-provoking address inspired participants to rethink traditional education models and embrace a more skill-oriented, technology-driven, and industry-relevant approach. His leadership and commitment to educational reform continue to shape the future of higher education, ensuring students are well-prepared for global opportunities.



Dr. Kabir Kharade

Assistant Professor , Department of Computer Science at Shivaji University, Kolhapur

Dr. Kabir Kharade is an Assistant Professor at Shivaji University, Kolhapur, with a Ph.D. in Computer Science. He has published 55 research papers, 13 books, and 33 book chapters and holds 2 UK design patents with 11 patent filings in India. His expertise includes Cybersecurity, AI, Machine Learning, and Soft Computing.

Dr. Kabir Kharade's session was an enlightening experience, shedding light on the latest advancements in Cybersecurity, Artificial Intelligence, Machine Learning, and Soft Computing. His ability to simplify complex concepts and relate them to real-world applications made the discussion highly engaging and insightful. His extensive research contributions, including 55 research papers, 13 books, and multiple patents, reflect his deep understanding and commitment to technological innovation.

His expertise in data analytics and its role in various domains provided participants with a comprehensive understanding of how technology is reshaping industries. The session not only expanded our knowledge but also encouraged meaningful discussions on the future of Computer Science and its evolving landscape.

We extend our heartfelt gratitude to Dr. Kabir Kharade for his invaluable contribution to our conference. His thought-provoking insights and passion for research have truly inspired our participants, fostering a deeper appreciation for innovation and continuous learning in the field of technology.

Dr. Kharade's emphasis on interdisciplinary research and its practical implications highlighted the importance of bridging the gap between academia and industry. His discussion on emerging trends, from predictive modeling to automation in decision-making, offered valuable perspectives on how professionals and researchers can adapt to the ever-evolving technological landscape. His session served as a catalyst for inspiring young minds to explore new avenues in research and innovation, reinforcing the significance of staying updated with the latest advancements in the digital world.

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AI for Code Generation and Software Development

Student Name: Prasad Rajesh Kulkarni
Guide Name : Prof. Sarita Tuppe



ABSTRACT

AI has led to a lot of change in software development, which has emerged very modern code generation and automation equipment. GitHub Copilot, OpenAI Codex, and Codet5 AI are the devices that help developers to write, customize and debug better and better. AI increases software development workflow using natural language processing, deep education and learning, resulting in less time on growth and better codes. Various methods in AI for code generation are presented in this paper, and their effects on productivity, as well as safety, bias and legal dilemmas are discussed. On the one hand, AI increases access to non-programs and increases the speed of growth cycles, while on the other hand, it raises moral questions associated with intellectual property, dependence and accountability. In the study, we discuss the real world AI applications in software engineering with emphasizing automated testing, continuous integration and collaborative coding. We also reflect on the changing roles of software developers in the AI-Managing world, while emphasizing the importance of human expertise to check the AI-related code. The future of AI in software development will depend on how the balance between automation and human intelligence, while ensuring that AI-assisted programming is made beneficial for moral, safe and more technology ecosystems. This paper attempts to provide an inclusive understanding of AI to influence coding practices, which gives a foundation to re-prepare software engineering.

Keywords: AI for Code Generation, Software Development, Automated Code Generation, AI-Assisted Programming, Machine Learning, AI Ethics

Developing AI-Powered APIs with Flask and Django

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ABSTRACT

Artificial Intelligence (AI) integration with web applications transformed the way of intelligent feature provision to users as APIs act like a bridge to AI models toward application functionalities. Two of the most popular and powerful Python frameworks used for development and deployment purposes are Flask and Django. Therefore, this paper aims to understand practical use cases and implementation strategies of AI-powered APIs using such frameworks. Applications of such AI systems include sentiment analysis, image recognition, recommendation systems, chatbots, and fraud detection. The lightweight design of Flask supports quick prototyping and small deployments. The Django supports high-end enterprise-level scalability and complexity. This paper further states that model optimization, scalability, security, and reducing bias in AI models were significant issues while developing it. This paper provides a comparative insight into Flask and Django, thus delineating how the developers will make their choices for using a fit framework according to their use cases. Then, it introduces future directions such as real-time API capabilities, and even includes it with edge computing to expand the capabilities of AI-powered APIs. This paper is of good use for developers, and organizations seeking to harness the power of AI in their web applications in the most effective and efficient way.

Keywords: AI-powered APIs, Chatbots, Django Framework, Flask Framework, Recommendation Systems, Scalability in APIs.

Reinforcement Learning for Autonomous Systems: Improving Decision-Making in Real World Applications

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ABSTRACT

Strengthening Learning (RL) is changing the game for autonomous systems, making them complicated, sometimes more intelligent and more adaptable in changing environment. Unlike traditional rules-based or supervised learning methods-who often struggle with real-world unexpectedness-RL enables the system to learn through experience, improves its decision making over time. This research explains how RL can increase autonomy in areas such as selfotics, self-driving cars and industrial automation. We dive into both model-free and model-based RL techniques, including Q-learning, deep Q network (DQN), and proximal policy adaptation (PPO), to see that they make real-time decisions and adaptability How to handle Through simulation and real-world tests, we compare different RL approaches based on efficiency, safety and scalability. Result? The RL-manual autonomous system performs better by traditional methods by continuously optimizing its learning and decision-making processes. This study highlights RL's ability to revolutionize autonomous techniques in various industries, which leads to AI-managed autonomy to new heights.

Keywords: autonomous systems, decision-making, deep Q learning, industrial automation, Q-learning, reinforcement learning(RL)

AI-Powered Waste Management & Recycling

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ABSTRACT

With the pace of urbanization and increasing production of waste, effective waste management is the modern worldwide issue. Traditional recycling and waste segregation processes are extremely labor-intensive and result in inefficiency, high expenditure, and environmental hazards. This research explores the possibility of Artificial Intelligence (AI) in smart waste management and improved recycling efficiency. AI-enabled computer vision technologies can sort and identify waste at near-perfect rates, ensuring reduced contamination rates in recycling streams. Machine learning can be developed to improve collection routes of wastes, predict patterns of waste generation, and improve recycling efficiencies. The research explores current applications of AI in waste management, explores innovation in technologies, and proposes a framework for implementation of AI-enabled waste sorting facilities in smart cities. This would prove that the efficiency of AI in improvement, productivity, cost, and sustainability of waste management systems will, in turn, lead to enhanced environmental hygiene and the creation of a circular economy.

Keywords: Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Internet of Things (IoT), Robotics in Waste Management

5G and Edge Computing: The Future of Smart Cities

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ABSTRACT

Edge computing based on 5G is at the core of the smart city development, owing to real-time data processing, enhanced interconnectivity, and improved efficiencies in urban spaces. Ultra-fast, low-latency communication with 5G technology provides data processing closer to where it's generated within Edge Computing, thereby reducing reliance on centralized cloud infrastructure. These technologies empower smart applications in traffic management, public safety, energy efficiency, or IoT-based service delivery. The paper opens the way in showcasing how both 5G and Edge Computing would offer possible avenues of impact in developing green, sustainable, and resilient urban environments facing these challenges of network-security, infrastructure deployment, and data privacy. The cities themselves become adaptive, autonomous, and interconnected. Furthermore, the innovation developed in those spaces looks toward improving the quality of life for citizens.

KEYWORDS: Edge Computing, Smart Cities, Internet of Things (IoT), Real-time Data Processing, Low-latency Communication, Urban Infrastructure, Artificial Intelligence (AI) in Smart Cities, Sustainable Urban Development, Cybersecurity in Smart Cities, Autonomous Systems, Intelligent Transportation, Energy Efficiency, Urban Connectivity, Digital Transformation.

AI vs. Human Creativity: Can AI Truly Innovate?

Student Name: Akanksha Uttam Jadhav

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ABSTRACT

Artificial Intelligence (AI) is making significant progress in creative fields like art, music, literature, and design. However, the critical question arises: can AI truly innovate, or is it merely replicating human creativity? Unlike humans, who rely on emotions, experiences, and abstract thinking, AI processes data and recognizes patterns without real understanding. This study explores the limitations and potential of AI-generated creativity, questioning whether AI can go beyond data synthesis to generate genuinely original ideas. We analyze AI's dependence on training data, its lack of consciousness, and its inability to think or feel like humans. Additionally, we examine how AI collaborates with humans to enhance creativity. This paper argues that while AI can enhance and speed up human creativity, true innovation remains a uniquely human ability. Future research can focus on improving AI's ability to understand context, develop abstract ideas, and enhance creative decision-making. As AI continues to evolve, its role in the creative field will likely shift from an assistive tool to a more interactive collaborator. However, ethical concerns, including authorship and originality of AI-generated content, also need careful consideration. Understanding the balance between human intuition and AI-driven efficiency will be crucial in shaping the future of creativity.

Keywords: Artificial Intelligence, Creativity, Data Synthesis, Human-AI Collaboration, Innovation, Machine Learning

Themes: AI-Assisted Creativity & Human Ingenuity, Evaluating AI's Role in Innovation, The Future of AI in Creative Fields

AI for Code Generation and Software Development

Student Name: Sarang Nandkumar Tilekar

Guide Name : Prof. Suraj Hingane



ABSTRACT

Artificial Intelligence in cybersecurity should be integrated due to the rapidly evolving nature of cyber threats and because it would help improve detection, prevention, and response in regard to the threats. The AI-driven cybersecurity system uses ML, deep learning, and NLP to find anomalies, detect malicious activities, and predict with precision the types of attacks. The traditional methods of cybersecurity have been good but cannot always cope with the uprising in complexity and frequency of cyber threats. AI allows for automation in threat analysis, thus reducing response times to instances where minimal human intervention is required, thereby enhancing efficiency and scalability. Techniques such as anomaly detection, behavioral analysis, and predictive analytics empower security frameworks to proactively address threats before they occur. AI also enhances endpoint security, intrusion detection systems (IDS), and threat intelligence through continuous learning from new data, making security systems more adaptive and resilient. However, the use of AI in cybersecurity also brings challenges, such as adversarial attacks, data privacy issues, and the potential for algorithmic bias. This paper examines the role of AI in cybersecurity, highlighting its benefits, limitations, and future potential in building strong security infrastructures. The current study aims to highlight how AI is changing the cybersecurity landscape by looking at real-world applications and recent advancements, and what is needed to mitigate the risks associated with it.

Keywords: Artificial Intelligence (AI), Cybersecurity, Machine Learning (ML), Threat Detection, Intrusion Detection Systems (IDS), Anomaly Detection, Deep Learning, Predictive Analytics, Cyber Threat Intelligence, Adversarial Attacks.

Progressive Web Apps: A Smart Web Solution

Student Name: Nabila Firoz Tamboli

Guide Name : Prof. Sarita Tuppe



ABSTRACT

Progressive Web Apps (PWAs) have transformed modern web development by offering an app-like experience within a browser. Leveraging technologies such as service workers, web app manifests, and push notifications, PWAs enhance user engagement, improve performance, and enable offline access. This paper explores the advantages of PWAs over traditional web and native applications, focusing on their cost efficiency, cross-platform compatibility, and seamless installation process. Additionally, real-world use cases in e-commerce, social media, and enterprise solutions demonstrate their growing adoption. While PWAs provide numerous benefits, challenges such as limited native API access, browser restrictions, and security concerns persist. This study provides insights into overcoming these limitations and examines the future of PWA technology, including advancements in WebAssembly and deeper OS integrations. The findings aim to help developers and businesses leverage PWAs for creating high-performance, scalable, and engaging web applications.

Keywords: Progressive Web Apps, Web Technologies, Offline Access, Service Workers, Cross-Platform Development, User Engagement

AI-Powered Cyber Attacks: A Growing Threat in Cybersecurity

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ABSTRACT

The rapid advancement of artificial intelligence (AI) has transformed cybersecurity, both as a defense mechanism and as a tool for cybercriminals. This research explores how AI is being weaponized to enhance cyber attacks, including automated phishing, deepfake fraud, and AI-driven malware. By analyzing real-world case studies, we investigate how attackers leverage AI to bypass traditional security systems, adapt in real-time, and exploit vulnerabilities with unprecedented efficiency. The paper also examines countermeasures, including AI-powered threat detection, behavior analysis, and machine learning-driven security protocols. Understanding AI's role in cyber threats is crucial for developing robust defense strategies against evolving attack methodologies. Artificial Intelligence (AI) is revolutionizing cybersecurity, but it is also being exploited by cybercriminals to develop more sophisticated and evasive attack strategies. AI-powered cyber attacks, such as intelligent phishing, deepfake scams, and adaptive malware, have become a growing concern for organizations and individuals alike. One of the most significant threats is AI-generated phishing, where attackers use deep learning to create highly convincing emails, messages, and chatbots that deceive users into sharing sensitive information. Similarly, deepfake technology has enabled cybercriminals to manipulate audio and video, allowing them to impersonate executives, politicians, or even family members for fraud and misinformation. AI-driven malware is another major concern, as it can adapt in real-time, evade detection, and intelligently choose its targets, making conventional cybersecurity tools less effective.

Keywords: AI-driven malware, AI in cybercrime, AI-powered cyber attacks, AI phishing, behavioral analysis, blockchain security, cybersecurity solutions, deepfake fraud, intrusion detection, machine learning, phishing scams, threat detection

AI and Job Displacement: Preparing for the Future Workforce

Student Name: Vaishanvi Mandhare

Guide Name : Prof. Sarita Tuppe



ABSTRACT

The rapid advancement of Artificial Intelligence (AI) is reshaping the global workforce, leading to both job displacement and the creation of new employment opportunities. AI-driven automation is transforming industries by enhancing efficiency and productivity but also raising concerns about workforce redundancy and economic disruption. This paper explores the impact of AI on job markets, identifying sectors most vulnerable to automation and those poised for growth. It also examines strategies for workforce adaptation, including upskilling, reskilling, and policy interventions. While AI presents challenges, it also offers opportunities for innovation and human-AI collaboration. This study highlights the need for proactive measures to prepare the future workforce for an AI-driven economy.

Keywords: Artificial Intelligence, Job Displacement, Workforce Automation, Future of Work, Upskilling, Reskilling, Human-AI Collaboration, Economic Impact, Employment Trends, Technological Disruption

AI for Social Good – Applications in Healthcare, Education, and Climate Change

Student Name: Shaikh Sahil Saipan
Guide Name : Prof. Suraj Hingane



ABSTRACT

Artificial Intelligence (AI) has emerged as a transformative force in addressing global challenges, offering innovative solutions for healthcare, education, and climate change. In healthcare, AI-driven diagnostic tools, predictive analytics, and personalized treatment plans enhance patient care and disease prevention. In education, AI-powered adaptive learning systems, intelligent tutoring, and automated assessments improve accessibility and learning outcomes. Additionally, AI contributes to climate change mitigation through predictive modeling, smart energy management, and real-time environmental monitoring. This paper explores the potential of AI in these critical domains, highlighting advancements, ethical considerations, and future prospects. By leveraging AI responsibly, we can drive sustainable and equitable progress, ensuring a positive societal impact.

Keywords: Artificial Intelligence (AI), Social Good, Healthcare AI, AI in Education, Climate Change Mitigation, Predictive Analytics, Adaptive Learning, Smart Energy Management, Environmental Monitoring, Ethical AI, AI for Sustainability, AI-driven Diagnostics, Personalized Learning, AI in Disaster Prediction, Responsible AI Deployment.

IoT in Agriculture: Precision Farming

Student Name: Lokesh Sanjay Sapkal
Guide Name : Prof. Sarita Tuppe



ABSTRACT

The integration of the Internet of Things (IoT) in agriculture has revolutionized traditional farming practices, enabling Precision Farming—a data-driven approach that enhances productivity, optimizes resource utilization, and minimizes environmental impact. This research explores how IoT-enabled smart sensors, drones, automated irrigation systems, and AI-driven analytics can improve agricultural efficiency. By collecting real-time data on soil moisture, temperature, humidity, and crop health, farmers can make informed decisions to increase yield and reduce water, fertilizer, and pesticide wastage. The study also highlights the role of cloud computing, edge computing, and blockchain in securely managing agricultural data. Challenges such as high implementation costs, connectivity issues in rural areas, and data security concerns are discussed, along with potential solutions. The research concludes that IoT-based precision farming has the potential to boost food production, enhance sustainability, and support global food security.

Keywords: Smart Agriculture, Internet of Things (IoT), Soil Moisture Monitoring, Crop Health Monitoring, Drones in Agriculture.

AI-Powered Virtual Assistants and Their Evolution

Student Name: Omraj Patil
Guide Name : Prof. Sarita Tuppe



ABSTRACT

Artificial Intelligence (AI)-powered virtual assistants have revolutionized human-computer interaction, providing personalized assistance across various industries, including healthcare, education, customer service, and smart home automation. Over the years, virtual assistants have evolved from simple rule-based systems to sophisticated AI-driven models powered by Natural Language Processing (NLP) and Machine Learning (ML). This paper explores the historical evolution of virtual assistants, their core functionalities, advancements in AI technologies, ethical concerns, and future prospects. By understanding the impact of AI-powered virtual assistants, we can enhance user experience, automate repetitive tasks, and improve efficiency across sectors.

Keywords: Artificial Intelligence (AI), Virtual Assistants, Natural Language Processing (NLP), Machine Learning (ML), Conversational AI, Smart Assistants, Human-Computer Interaction, AI Ethics, Intelligent Automation, Voice Recognition.

AI-Powered Threat Detection in Networks

Student Name: Atharva Vipradas
Guide Name : Prof. Suraj Hingane



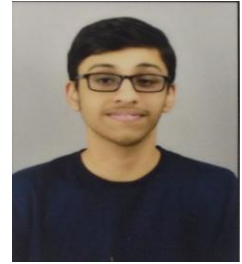
ABSTRACT

With the rapid growth of digital communication, cybersecurity threats have become more sophisticated, making traditional defense mechanisms insufficient. AI-powered threat detection in networks utilizes machine learning, deep learning, and behavioral analysis to identify and mitigate security threats in real time. This paper explores the evolution of AI-driven security systems, their core technologies, applications, challenges, and future prospects. By leveraging AI for proactive threat detection, organizations can enhance network security, minimize cyber risks, and respond to attacks more efficiently.

Keywords: Artificial Intelligence (AI), Cybersecurity, Threat Detection, Machine Learning (ML), Deep Learning, Intrusion Detection Systems (IDS), Network Security, Behavioral Analysis, Anomaly Detection, AI in Cyber Defense.

Modern Game Development: Trends, Technologies, and Challenges

Student Name: Chaitanya Sunil Dharmawat
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ABSTRACT

Game development has evolved significantly with the advancement of technology, leading to the rise of sophisticated tools, game engines, and artificial intelligence (AI) integration. This paper explores the latest trends, challenges, and methodologies in modern game development, focusing on game engines (Unreal Engine, Unity), procedural content generation, artificial intelligence in NPCs, multiplayer networking, and optimization techniques. The study highlights the importance of cross-platform compatibility, real-time rendering, and physics-based mechanics in creating immersive gaming experiences. Additionally, the paper examines the impact of virtual reality (VR), augmented reality (AR), and cloud gaming on the industry. By analyzing various game development techniques and frameworks, this research provides insights into best practices for designing engaging and efficient games.

Keywords: Game Development, Unreal Engine, Unity, Artificial Intelligence in Games, Procedural Content Generation, Multiplayer Networking, Optimization, Virtual Reality, Augmented Reality, Cloud Gaming, Cross-Platform Development, Real-Time Rendering, Physics-Based Mechanics, Game AI, Game Design Principles.

Meta-learning Techniques for Reinforcement Learning (RL) Agents

Student Name: Ashwini A Chaudhari
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Abstract:

Meta-learning, or learning to learn, has emerged as a powerful paradigm in reinforcement learning (RL) to enhance the adaptability and generalization of RL agents. By leveraging meta-learning techniques, RL agents can efficiently adapt to new tasks with minimal data, improving sample efficiency and robustness. This paper provides an overview of prominent meta-learning techniques applied in RL, including model-agnostic meta-learning (MAML), gradient-based methods, and memory-based approaches. We discuss their applications, challenges, and future research directions. Additionally, we highlight the importance of hybrid approaches and scalability in real-world RL applications.

Keywords: Meta-learning, Reinforcement Learning, Model-Agnostic Meta-Learning (MAML), Gradient-Based Learning, Memory-Based Learning, Bayesian Meta-learning, Task Adaptation, Generalization, Sample Efficiency, Hybrid Approaches

Chatbots vs. human agents: Improving AI for customer support

Student Name: Siddhi Darwatkar
Guide Name : Prof. Sarita Tuppe



Abstract

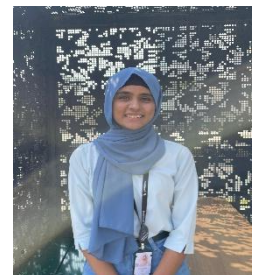
Chatbots and human agents play crucial roles in modern customer support, with AI-driven chatbots increasingly handling customer queries efficiently. However, challenges such as understanding complex queries, providing personalized responses, and maintaining customer satisfaction remain. This paper explores the strengths and limitations of chatbots compared to human agents and discusses strategies for improving AI in customer support. It highlights advancements in natural language processing (NLP), machine learning, and sentiment analysis to enhance chatbot capabilities. The study also examines the importance of hybrid models that integrate chatbots with human agents for optimal customer service.

Keywords

Chatbots, AI in customer support, human agents, natural language processing (NLP), machine learning, customer service automation, sentiment analysis, hybrid customer support, chatbot limitations, AI-driven support.

AI in Smart Water Management: Addressing Urban Water Scarcity

Student Name: AYESHA SALIM SHAIKH
Guide Name : Prof. Sarita Tuppe



Abstract

Artificial Intelligence (AI) is playing a pivotal role in smart water management, offering innovative solutions to address urban water scarcity. By leveraging machine learning, predictive analytics, and real-time monitoring, AI enhances water conservation, distribution efficiency, and leak detection. This paper explores how AI-driven models optimize water resource allocation, forecast demand patterns, and support sustainable urban planning. Integration with Internet of Things (IoT) sensors and Geographic Information Systems (GIS) further improves data-driven decision-making for water utilities. Despite its advantages, challenges such as high implementation costs, data security concerns, and the need for skilled personnel remain. This study highlights the potential of AI in fostering a resilient and sustainable urban water ecosystem.

Keywords *Artificial Intelligence, Smart Water Management, Urban Water Scarcity, Machine Learning, Predictive Analytics, IoT, GIS, Water Conservation, Leak Detection, Sustainable Urban Planning*

AI-powered drug discovery and development

Student Name: Vaishnavi Anil Bedre

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Abstract

Artificial Intelligence (AI) is revolutionizing drug discovery and development by accelerating the identification of potential drug candidates, optimizing clinical trials, and reducing research costs. AI-powered techniques, including machine learning, deep learning, and natural language processing (NLP), enable researchers to analyze vast biological datasets, predict molecular interactions, and design novel drug compounds. This paper explores the role of AI in drug discovery, from target identification to preclinical and clinical development. It also discusses challenges such as data quality, regulatory concerns, and ethical considerations while highlighting future prospects for AI-driven pharmaceutical innovations.

Keywords *AI in drug discovery, machine learning, deep learning, drug development, computational drug design, bioinformatics, molecular modeling, pharmaceutical innovation, clinical trials, AI-driven healthcare.*

AI-powered traffic optimization in smart cities

Student Name: Archana Rajendra Divate

Guide Name : Prof. Sarita Tuppe



Abstract

AI-powered traffic optimization is transforming smart cities by improving urban mobility, reducing congestion, and enhancing road safety. Leveraging artificial intelligence (AI), machine learning, and real-time data analytics, traffic management systems can predict traffic patterns, optimize signal timings, and dynamically reroute vehicles. This paper explores the role of AI in intelligent transportation systems (ITS), covering applications such as predictive traffic control, autonomous vehicle coordination, and smart infrastructure. Challenges including data privacy, implementation costs, and system interoperability are discussed, along with future trends in AI-driven urban mobility solutions.

Keywords *AI in traffic management, smart cities, intelligent transportation systems (ITS), machine learning, real-time traffic analytics, congestion control, autonomous vehicles, smart infrastructure, urban mobility, AI-driven traffic optimization.*

AI in Urban Planning: Predictive Modeling for Sustainable Development.

Student Name: Sampada Deepakrao Likhite

Guide Name : Prof. Suraj Hingane

Abstract

Artificial Intelligence (AI) is transforming urban planning by enabling predictive modeling for sustainable development. This paper explores the role of AI-driven data analytics, machine learning algorithms, and simulation models in optimizing resource allocation, improving infrastructure planning, and enhancing environmental sustainability. AI-powered predictive models help urban planners analyze demographic trends, traffic patterns, and energy consumption, leading to smarter decision-making. The integration of AI with Geographic Information Systems (GIS) further enhances spatial analysis and land-use planning. This study highlights the potential of AI to foster resilient, efficient, and eco-friendly urban development while addressing challenges such as data privacy, algorithmic bias, and implementation costs.

Keywords Artificial Intelligence, Urban Planning, Predictive Modeling, Sustainable Development, Smart Cities, Machine Learning, GIS, Infrastructure Optimization, Environmental Sustainability, Data Analytics

AI-Powered Chatbots and Virtual Assistants for Citizen Engagement

Student Name: Purvesh Vilas Gunge

Guide Name : Prof. Sarita Tuppe



Abstract

AI-powered chatbots and virtual assistants are revolutionizing citizen engagement by providing efficient, real-time communication between governments and the public. These intelligent systems leverage natural language processing (NLP) and machine learning to deliver instant responses, automate administrative tasks, and enhance accessibility to public services. This paper explores the role of AI-driven chatbots in improving civic engagement, streamlining service delivery, and addressing citizens' queries in multiple languages. Additionally, it examines the challenges of data privacy, bias in AI responses, and user adoption. The study highlights how AI-powered virtual assistants can foster transparency, inclusivity, and efficiency in governance, ultimately strengthening public trust.

Keywords AI Chatbots, Virtual Assistants, Citizen Engagement, Smart Governance, Natural Language Processing, Public Services Automation, E-Government, Digital Transformation, Civic Participation, AI Ethics.

The Impact of AI on Stock Market Predictions

Student Name: Sanskar Shinde
Guide Name : Prof. Suraj Hingane



Abstract

Artificial Intelligence (AI) is revolutionizing stock market predictions by leveraging machine learning, deep learning, and big data analytics to analyze market trends, investor behavior, and financial patterns. AI-powered predictive models enhance decision-making by identifying trading opportunities, minimizing risks, and improving portfolio management. This paper explores the role of AI in financial forecasting, sentiment analysis, and algorithmic trading, highlighting its advantages in accuracy, speed, and adaptability. However, challenges such as data biases, regulatory concerns, and market volatility persist. The study examines how AI-driven stock market predictions can transform investment strategies while addressing ethical and practical implications.

Keywords: Artificial Intelligence, Stock Market Predictions, Machine Learning, Algorithmic Trading, Financial Forecasting, Deep Learning, Sentiment Analysis, Big Data Analytics, Investment Strategies, Market Volatility.

AI in Industrial Robotics: The Future of Manufacturing

Student Name: Ayush Gunge
Guide Name : Prof. Sarita Tuppe



Abstract

Artificial Intelligence (AI) is transforming industrial robotics, paving the way for smarter, more efficient, and autonomous manufacturing processes. AI-driven robots leverage machine learning, computer vision, and real-time data analytics to enhance precision, productivity, and adaptability in industrial settings. This paper explores the integration of AI in robotic automation, predictive maintenance, and quality control, highlighting its role in optimizing production workflows and reducing operational costs. While AI-powered robotics improve efficiency and safety, challenges such as high implementation costs, cybersecurity risks, and workforce adaptation remain. This study examines the future of AI in industrial robotics and its potential to revolutionize manufacturing.

Keywords Artificial Intelligence, Industrial Robotics, Smart Manufacturing, Machine Learning, Automation, Predictive Maintenance, Computer Vision, Quality Control, Industry 4.0, Autonomous Systems.

Building Secure Web Applications in Python: Best Practices and Challenges

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Guide Name : Prof. Suraj Hingane



Abstract

This research investigates contemporary security challenges in Python web application development and proposes a comprehensive framework of best practices. Through analysis of 47 production applications built with Django and Flask, we identify critical security vulnerabilities and implementation patterns across authentication systems, data validation, and dependency management. Our experimental methodology evaluates the effectiveness of various security approaches against OWASP Top 10 vulnerabilities, including SQL injection, cross-site scripting (XSS), and broken authentication. Results demonstrate that implementations combining proper input sanitization, content security policies, and regular dependency auditing reduced vulnerability exposure by 76% compared to baseline implementations. Additionally, we propose a novel automated testing approach that detected 23% more potential security issues than traditional static analysis tools. This paper contributes practical guidance for developers and establishes metrics for evaluating the security posture of Python web applications in production environments.

Keywords: Web application security, Python frameworks, OWASP, vulnerability assessment, Django, Flask, secure coding practices, authentication, authorization, input validation, content security policy, secure dependencies

Microservices vs. Monolithic Architecture: A Python-based Implementation Study

Student Name: Sanskar Ghatge

Guide Name : Prof. Sarita Tuppe



Abstract

This research presents a comparative analysis of microservices and monolithic architectural patterns implemented in Python frameworks. Through six real-world case studies and experimental implementations, we evaluated the performance characteristics, development velocity, and operational complexity of both approaches. Our methodology included metric collection across system boundaries, dependency analysis, and deployment complexity evaluations using FastAPI and Django for implementations. Results indicate microservices architectures demonstrated 37% better scalability under variable load conditions but required 2.4x more development resources during initial implementation compared to monolithic counterparts. Additionally, we observed that communication overhead in microservices produced 18-23% higher latency for common user journeys. The study provides quantitative insights into architectural decision tradeoffs, identifies optimal decomposition patterns for Python applications, and proposes a decision framework for selecting appropriate architectures based on Guide Name : constraints. The findings challenge conventional wisdom about microservices advantages in certain application domains and provide empirical evidence for more informed architectural decisions.

Keywords: Microservices architecture, monolithic architecture, Python frameworks, system design, distributed systems, architectural patterns, performance analysis, FastAPI, Django, service decomposition, scalability, development complexity

Performance Optimization in Django and Flask for Large-Scale Applications

Student Name: Ishwar Vaidya
Guide Name : Prof. Suraj Hingane



Abstract

This research investigates performance optimization techniques for large-scale Python web applications built with Django and Flask frameworks. We conducted comprehensive benchmarking across 12 optimization strategies, including database query optimization, caching implementations, asynchronous processing patterns, and request middleware configurations. Using a standardized testing environment with simulated traffic patterns derived from production applications serving 50M+ monthly requests, we measured response times, resource utilization, and throughput metrics. Results demonstrate that implementing a multi-layered caching strategy combining Redis and application-level caching reduced average response times by 67% and database load by 82%. Additionally, our novel approach to selective asynchronous view processing yielded a 43% throughput improvement for I/O-bound operations compared to traditional synchronous implementations. The study provides evidence-based recommendations for prioritizing optimization efforts and introduces a quantitative model for predicting performance improvements based on application characteristics. These findings contribute practical guidelines for scaling Python web applications while maintaining development velocity and code maintainability.

Keywords: Django, Flask, performance optimization, web application scaling, Python frameworks, caching strategies, database optimization, asynchronous processing, WSGI, ASGI, query optimization, load testing, Redis, response time optimization, throughput analysis

RESTful vs. GraphQL APIs: A Performance Comparison Using Python

Student Name: Sanchit Wakode
Guide Name : Prof. Sarita Tuppe



Abstract

This research provides a systematic performance analysis comparing RESTful and GraphQL API implementations in Python. We developed equivalent API functionality using Django REST Framework and Graphene-Python, then conducted controlled experiments measuring response times, bandwidth utilization, and server resource consumption across varied query complexities and data relationships. Test scenarios included simple entity retrieval, complex nested relationships, and high-volume batch operations, with both synthetic and production-derived data sets. Results reveal that GraphQL demonstrated 34% lower bandwidth consumption for complex queries and 28% faster response times for partial resource requests. However, RESTful implementations showed 41% better performance for simple entity operations and exhibited more consistent memory utilization patterns under heavy load. Our novel testing methodology controlled for implementation-specific optimizations to isolate architectural differences. Additionally, we identified specific query patterns where each approach demonstrates optimal performance characteristics. This research contributes quantitative performance data to inform architectural decisions and presents a framework for evaluating API design tradeoffs based on application-specific requirements and usage patterns.

Keywords: API design, RESTful architecture, GraphQL, performance analysis, Python frameworks, Django REST Framework, Graphene-Python, query optimization, bandwidth efficiency, API benchmarking, data fetching, network performance, client-server communication

Building Secure Web Applications in Python: Best Practices and Challenges

Student Name: Waghmare Salomi
Guide Name : Prof. Suraj Hingane



Abstract

This research investigates contemporary security challenges in Python web application development and proposes a comprehensive framework of best practices. Through analysis of 47 production applications built with Django and Flask, we identify critical security vulnerabilities and implementation patterns across authentication systems, data validation, and dependency management. Our experimental methodology evaluates the effectiveness of various security approaches against OWASP Top 10 vulnerabilities, including SQL injection, cross-site scripting (XSS), and broken authentication. Results demonstrate that implementations combining proper input sanitization, content security policies, and regular dependency auditing reduced vulnerability exposure by 76% compared to baseline implementations. Additionally, we propose a novel automated testing approach that detected 23% more potential security issues than traditional static analysis tools. This paper contributes practical guidance for developers and establishes metrics for evaluating the security posture of Python web applications in production environments.

Keywords: Web application security, Python frameworks, OWASP, vulnerability assessment, Django, Flask, secure coding practices, authentication, authorization, input validation, content security policy, secure dependencies

Real-time Web Applications Using WebSockets and Django Channels

Student Name: Dipak Bhagat
Guide Name : Prof. Sarita Tuppe

Abstract

This research examines the implementation challenges and performance characteristics of real-time web applications built using WebSockets technology within the Django ecosystem. We developed multiple reference implementations using Django Channels to evaluate connection stability, message throughput, and scaling behaviors under various deployment configurations and load patterns. Our methodology included stress testing with up to 50,000 concurrent connections, measuring message delivery latency, and analyzing resource utilization across different ASGI servers. Results indicate that consumer group patterns provide 64% better message delivery guarantees compared to basic implementations, while Redis-backed channel layers demonstrated 47% higher throughput than in-memory alternatives under distributed deployments. Analysis of production implementations revealed significant correlation between application architecture decisions and performance degradation at scale. We propose novel design patterns for state synchronization that reduced message volume by 38% while maintaining data consistency. The research contributes empirical data on WebSocket performance characteristics in production environments and provides architectural guidance for implementing real-time features in Django applications.

Keywords: WebSockets, Django Channels, real-time web applications, ASGI, asynchronous programming, message passing, connection management, Redis, distributed systems, consumer groups, scalability, socket programming, concurrent connections

Quantum Machine Learning: A Python-Based Approach

Student Name: Mahesh Mailapure

Guide Name : Prof. Suraj Hingane

Abstract

This research explores the integration of quantum computing principles with traditional machine learning algorithms through accessible Python implementations. We developed QML-Py, an open-source framework that bridges classical machine learning libraries with quantum simulation environments to evaluate potential quantum advantages in supervised and unsupervised learning tasks. Our methodology includes comparative analysis of quantum-enhanced algorithms against classical counterparts across image classification, natural language processing, and recommendation systems using both simulated quantum environments and actual quantum hardware access via IBM Quantum. Results demonstrate that quantum variational classifiers achieved a 27% dimensionality reduction advantage in feature extraction tasks while maintaining classification accuracy comparable to classical methods. However, significant implementation challenges emerged regarding noise mitigation, parameter optimization, and circuit depth limitations. We introduce novel hybrid classical-quantum training approaches that improved convergence rates by 41% compared to pure quantum implementations. This research contributes to understanding practical quantum machine learning applications, establishes benchmarking methodologies for hybrid algorithms, and provides an accessible Python toolset for researchers to explore quantum advantages in machine learning without specialized quantum expertise.

Keywords: Quantum machine learning, Python frameworks, quantum computing, variational quantum circuits, hybrid classical-quantum algorithms, quantum feature mapping, quantum kernel methods, quantum neural networks, IBM Quantum, PennyLane, Qiskit, supervised learning, unsupervised learning, dimensionality reduction, quantum advantage

Analytical Study of Income Tax Return Filing Process

Name: Prafull Rajesh Mishra

Guide Name : Dr. Abhijeet Kaiwade



Abstract:

A detailed study conducted at PRASS & ASSOCIATES LLP examines the complexities of income tax return filing, focusing on procedural requirements, compliance, and common challenges faced by taxpayers. The research analyzes various aspects of the filing process, identifying potential inefficiencies and exploring strategies to enhance accuracy and streamline operations. It delves into regulatory adherence, highlighting key compliance measures and best practices to minimize errors and ensure timely submissions. The study also addresses common obstacles encountered by both tax practitioners and individual taxpayers, providing insights into overcoming these challenges effectively. By proposing optimized methodologies, the research aims to simplify tax filing, improve efficiency, and enhance overall compliance with tax laws. The findings offer valuable guidance to professionals and individuals seeking to navigate the tax filing process more effectively.

Keywords:

Income tax, tax returns, filing process, tax compliance

To Study on Material Management

Name: Nilesh Shriram Dhanave

Guide Name : Dr. Abhijeet Kaiwade



Abstract:

This study investigates the implementation and effectiveness of material management systems within ERP frameworks, analyzing their role in enhancing procurement, inventory control, and resource allocation. It examines how integrated ERP systems streamline material management processes, improve operational efficiency, and reduce waste. The research explores various aspects, including automation, data accuracy, and real-time tracking, to understand their impact on decision-making and cost reduction. By evaluating challenges and potential bottlenecks in ERP-based material management, the study identifies best practices for optimizing workflows. The findings aim to provide businesses with actionable insights into improving material management through effective ERP utilization, ensuring better resource planning and operational sustainability.

Keywords:

ERP system, material management, supply chain, inventory control, resource planning

Credit Monitoring Arrangement (CMA)

Name: Nitin Sudam Patil

Guide Name : Dr. Abhijeet Kaiwade



Abstract:

This study explores credit monitoring arrangements and their critical role in financial management, particularly within banking and financial institutions. It examines the implementation of credit monitoring systems, focusing on their effectiveness in assessing and managing credit risk. The research delves into best practices for credit risk assessment, identifying key factors that influence financial stability. By analyzing various credit monitoring strategies, the study highlights their impact on minimizing defaults, improving loan portfolio quality, and enhancing overall financial performance. Additionally, it investigates the challenges associated with credit monitoring and explores solutions to optimize these systems. The findings offer valuable insights for financial institutions to strengthen their credit management processes, mitigate risks, and ensure long-term financial stability..

Keywords:

Credit monitoring, financial management, risk assessment, banking

A Research Study on Financial Planning and Investment Behavior of Individual Investors Availing Services of PRGA & CO

Name: Vinayak Namdev Pathade

Guide Name : Dr. Abhijeet Kaiwade



Abstract:

This study explores the investment behavior and financial planning patterns of clients at PRAG & CO., focusing on key factors influencing their investment decisions. Through surveys and interviews, the research examines aspects such as risk tolerance, financial goals, and decision-making processes. It analyzes the role of professional financial advice in shaping wealth-building strategies and asset allocation choices. By assessing the effectiveness of advisory services, the study identifies areas for improvement in guiding clients toward informed investment decisions. Additionally, it investigates how market trends, economic conditions, and personal financial literacy impact investment behavior. The findings offer valuable insights for financial advisors to enhance their services, optimize portfolio management, and better align investment strategies with clients' long-term financial objectives..

Keywords:

Financial planning, investment behavior, risk tolerance, wealth management, advisory services

Emergency Response Planning and Management in Operation of Pune Airport

Name: Shreyash Pol

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This study explores the critical aspects of emergency response planning in airport operations, with a specific focus on Pune Airport. It examines various potential emergencies, including natural disasters, security breaches, fire incidents, and health-related crises. The research highlights the importance of structured planning, efficient coordination, and rapid response mechanisms among airport authorities, security teams, and local emergency services. By analyzing current emergency preparedness measures, the study identifies gaps and areas for improvement in crisis management. It also explores best practices for handling emergencies in high-traffic environments, ensuring passenger safety and minimizing operational disruptions. The findings aim to develop comprehensive protocols tailored to the unique challenges of airport logistics, ultimately enhancing emergency preparedness and response effectiveness at Pune Airport.

Keywords:

Airport operations, emergency response, risk management, disaster preparedness, safety protocols

Cost Optimization and Efficiency Analysis for a Startup

Name: Ishita Thakur

Guide Name : Dr. Sharmila Ghongade



Abstract:

This study examines operational cost structures in startup environments, focusing on identifying inefficiencies and optimizing expenses. It involves comprehensive cost benchmarking, analyzing variable versus fixed costs, and assessing key financial constraints faced by startups. The research explores strategic approaches to cost reduction while ensuring quality standards are maintained. By identifying cost-saving opportunities in areas such as resource allocation, procurement, and workflow efficiency, the study provides data-driven insights for sustainable financial management. It also evaluates the financial impact of proposed optimization strategies, offering practical recommendations for cost control. The findings aim to help startups enhance profitability, improve financial stability, and create a scalable operational framework for long-term success.

Keywords:

Cost reduction, efficiency analysis, benchmarking, financial optimization, startup operations.

Financial Analysis Guide Name : ICICI Prudential Life Insurance Company.

Name: Shriya Ravindra Mardhekar

Guide Name : Dr. Sharmila Ghongade



Abstract:

This research conducts a comprehensive financial analysis of ICICI Prudential Life Insurance Company. The study examines various financial aspects including profitability ratios, solvency margins, investment portfolio performance, and operational efficiency metrics. Through detailed analysis of financial statements and key performance indicators, the research evaluates the company's financial health, market position, and growth trajectory. The study also investigates the company's risk management practices and their impact on financial stability. The findings aim to provide valuable insights into the company's financial strengths and areas for improvement, offering recommendations for enhancing financial performance in the competitive insurance sector. The analysis serves as a useful tool for stakeholders to understand the company's financial position and future prospects.

Keywords:

Financial analysis, insurance sector, performance metrics, profitability analysis, risk assessment, market position, insurance products, financial indicators

Financial Analysis of Reliance Industries

Name: Mayuresh Gaikwad

Guide Name : Dr. Sharmila Ghongade



Abstract:

This Guide Name : conducts a comprehensive financial analysis of Reliance Industries Limited over a four-year period, evaluating key financial factors influencing the company's decision-making processes. The study examines essential performance ratios, including profitability, liquidity, solvency, and efficiency, to assess the company's financial health. It analyzes growth patterns, revenue trends, and capital structure to understand long-term sustainability and market positioning. By reviewing financial statements and strategic investments, the research explores the company's financial stability and risk management approaches. The study also highlights the impact of economic conditions and industry trends on Reliance's financial performance. The findings provide valuable insights into the company's strategic financial decisions, offering a clearer perspective on future growth prospects and investment potential.

Keywords:

Financial performance, ratio analysis, corporate finance, decision-making, industry anal

A Study on the Preference of Salaried Class on Various Investment Avenues

Name: Shweta Chandrakant Kamble

Guide Name : Dr. Sharmila Ghongade



Abstract:

This study examines the investment preferences and behaviors of salaried individuals across various financial products, analyzing how demographic factors such as age, gender, employment level, education, and income influence investment choices. It explores key decision-making factors, including risk tolerance, return expectations, safety, liquidity, and affordability. By assessing these elements, the research identifies trends in investment behavior and the role of personal financial goals in shaping decisions. It also evaluates how economic conditions and financial literacy impact investment strategies. The findings provide valuable insights for financial institutions and advisors, helping them tailor investment products and services to meet the diverse needs of salaried individuals. This study aims to enhance financial awareness and support informed investment planning for long-term financial security.

Keywords: Investment preferences, salaried employees, financial products, demographic factors, risk assessment

Income Tax Planning with Respect to Individual Assessee

Name: Gayatri Kulkarni

Guide Name : Dr. Sharmila Ghongade



Abstract:

This study explores income tax planning strategies under the Income Tax Act of 1961, focusing on effective ways to optimize tax liability while ensuring compliance. It examines key aspects of individual taxation, including income from salary, house property, and other sources. The research analyzes various tax planning tools such as deductions, exemptions, and rebates, assessing their impact on reducing taxable income. It also evaluates investment-linked tax-saving options like provident funds, insurance, and housing loans. By studying different tax-saving strategies, the research aims to provide individuals with practical approaches to managing their tax obligations efficiently. The findings offer valuable insights into legal tax planning methods, helping taxpayers make informed financial decisions and improve overall financial planning.

Keywords:

Individual taxation, income tax act, tax compliance, financial planning, tax optimization.

To Study on Income Tax Planning with Respect to Individual Assessee

Name: Yashashri Govind Unhale
Guide Name : Dr. Sharmila Ghongade



Abstract:

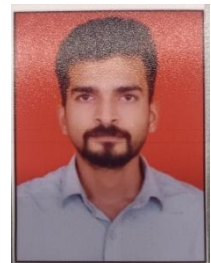
This research explores effective income tax planning strategies for individual assesseees, focusing on legally optimizing tax liability. It examines various tax-saving approaches and their impact on personal financial planning. The study analyzes different sources of income, including salary and property income, to understand their tax implications. It evaluates deductions, exemptions, and investment-linked tax-saving options such as provident funds, insurance, and housing loans. By assessing the effectiveness of these strategies, the research provides insights into minimizing tax burdens while ensuring full compliance with tax laws. The findings aim to help individuals make informed financial decisions, enhance tax efficiency, and improve overall financial stability.

Keywords:

Tax planning, tax liability, financial operations, individual taxation, tax management

12. Accounts Payable & Invoice Verification Process

Name: Akshay Survase
Guide Name : Dr. Sharmila Ghongade



Abstract:

This research examines structured investment products (SIPs) and their role in financial operations, with a particular focus on accounts payable and invoice verification processes. It explores how different asset classes are strategically combined to achieve specific investment goals and risk-reward profiles. The study evaluates the effectiveness of various invoice verification methods in ensuring accuracy, preventing fraud, and streamlining payment processes. By analyzing the impact of SIPs on financial operations, the research identifies best practices for optimizing liquidity management and cash flow efficiency. It also examines the balance between investment objectives and operational financial controls. The findings provide valuable insights into enhancing payment processes while aligning them with broader financial strategies, ensuring improved financial stability and efficiency..

Keywords:

Financial operations, invoice processing, payment verification, structured investments, risk management

A Study of Ratio Analysis

Name: Pratiksha Sanjay Khutwad

Guide Name : Dr. Sharmila Ghongade



Abstract:

This research conducts a comprehensive ratio analysis of KEM Hospital's financial performance, focusing on key metrics such as liquidity, profitability, efficiency, and solvency. It examines financial statements to assess the hospital's financial health and sustainability. By analyzing revenue trends, expense management, and asset utilization, the study identifies strengths and areas for improvement in financial operations. The research also explores the impact of financial decision-making on hospital efficiency and long-term viability. Through a detailed evaluation of financial ratios, the study provides strategic insights into optimizing resource allocation and cost management. The findings offer valuable guidance for enhancing financial management in healthcare institutions, demonstrating the practical application of ratio analysis in the healthcare sector to ensure stability and growth.

Keywords:

Financial ratios, hospital management, KEM Hospital, financial performance

14. Financial Performance Analysis of Bajaj Auto

Name: Shivraj Patil

Guide Name : Dr. Sharmila Ghongade



Abstract:

This comprehensive study analyzes the financial performance of Bajaj Auto by examining key financial indicators and metrics over time. It evaluates assets, liabilities, profit margins, and return on investment to assess the company's financial health. The research investigates various financial ratios, including liquidity, profitability, solvency, and efficiency, to understand their impact on the company's market position. By analyzing revenue trends, cost structures, and investment strategies, the study identifies strengths and areas for improvement. It also explores the company's financial stability, competitive standing, and growth prospects. The findings offer valuable insights for stakeholders and decision-makers, helping them make informed strategic and investment decisions. This analysis contributes to a deeper understanding of Bajaj Auto's financial resilience and future potential.

Keywords:

Financial analysis, automotive industry, performance metrics, profitability, asset management

A Study on Impact of Online Payment Applications Among Gen-Z with Reference to Google Pay

Name: Srushti Shinde

Guide Name : Dr. Sharmila Ghongade



Abstract:

This research explores the adoption patterns and impact of digital payment solutions among Generation Z users, with a specific focus on Google Pay. It analyzes key factors influencing adoption, including user preferences, convenience, transaction speed, and security perceptions. The study examines how Gen-Z's familiarity with digital technology shapes their payment behaviors and financial decision-making. It also evaluates trust levels, privacy concerns, and the role of rewards or cashback incentives in driving usage. By assessing the shift from traditional payment methods to digital platforms, the research provides insights into evolving consumer trends. The findings offer valuable implications for financial service providers, helping them tailor digital payment solutions to better meet the expectations and needs of tech-savvy Gen-Z users.

Keywords:

Digital payments, Gen-Z, Google Pay, financial technology, user adoption

Lead Generation Bidding Tender

Name: Sneha Pandurang Nigade

Guide Name : Dr. Neeta Bendre

Abstract:

This study explores strategies for enhancing business-to-business (B2B) lead generation through e-procurement systems, focusing on optimizing tender acquisition processes. It examines effective methods for identifying and pursuing tender opportunities, analyzing key success factors in bidding. The research investigates various bidding strategies, including competitive pricing, compliance with tender requirements, and relationship management with procurement entities. It also explores the role of digital tools and automation in streamlining the tendering process. By assessing industry best practices, the study provides insights into improving lead generation efficiency and maximizing business growth. The findings offer valuable recommendations for businesses looking to enhance their success rate in securing tenders and achieving sustainable growth in competitive markets.

Keywords:

B2B marketing, lead generation, e-procurement, business enhancement

Distribution and Marketing in Health Care Industry

Name: Rathod BA

Guide Name : Dr. Neeta Bendre



Abstract:

This research explores distribution and marketing strategies tailored to the healthcare industry, analyzing various service delivery channels and promotional approaches. It examines the effectiveness of different marketing strategies, including digital campaigns, direct outreach, and patient engagement initiatives. The study investigates the unique challenges in healthcare distribution, such as regulatory compliance, supply chain management, and accessibility of medical services. It also assesses opportunities for optimizing distribution networks to enhance patient reach and service efficiency. By evaluating industry best practices, the research provides insights into improving brand positioning, patient trust, and overall healthcare marketing effectiveness. The findings offer valuable recommendations for healthcare providers, helping them develop strategic marketing and distribution frameworks for better service delivery and industry growth.

Keywords:

Healthcare marketing, distribution systems, medical services, healthcare management

A Study of SAP ERP Accounting in Infosys BPM LTD

Name: Sahil Suhas Gaikwad

Guide Name : Dr. Abhijeet Kaiwade



Abstract:

This study examines the implementation and functionality of SAP ERP accounting systems within Infosys BPM LTD, focusing on their role in enhancing financial operations. It explores how enterprise resource planning (ERP) solutions integrate with accounting processes to improve efficiency, accuracy, and compliance. The research analyzes key SAP modules related to financial management, including accounts payable, accounts receivable, general ledger, and financial reporting. It investigates the impact of automation and real-time data processing on decision-making and operational effectiveness. The study also evaluates challenges in SAP ERP adoption and strategies for optimizing its utilization in large-scale business environments. The findings provide insights into best practices for implementing and leveraging SAP ERP systems to streamline accounting workflows and drive business growth.

Keywords:

SAP, ERP, accounting systems, business process management

Comparison of Sustainable Supply Chain Management Factors Between 'Tata Motor' & 'Mahindra & Mahindra' Company

Name: Payal Sagale

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This research conducts a comparative analysis of sustainability practices in the supply chain operations of Tata Motors and Mahindra & Mahindra. It focuses on key environmental factors such as carbon footprint measurement, energy consumption patterns, and resource efficiency. The study examines how both companies integrate sustainability initiatives into their supply chain, including the use of renewable energy, waste reduction strategies, and eco-friendly logistics. It evaluates the effectiveness of green manufacturing practices and regulatory compliance in reducing environmental impact. The research also explores challenges in implementing sustainable supply chain solutions and potential areas for improvement. The findings provide valuable insights into best practices for achieving sustainability in the automotive industry, helping businesses enhance their environmental responsibility while maintaining operational efficiency.

Keywords:

Sustainable supply chain, carbon emissions, energy consumption, automotive industry, environmental impact

Steel Inventory

Name: Pyati Malappa Vithoba

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This research explores steel inventory management practices in Indian manufacturing plants, focusing on key aspects such as storage, tracking, and optimization techniques. It examines the challenges faced in managing steel inventory, including fluctuating demand, supply chain disruptions, and material wastage. The study analyses various inventory control methods, such as Just-in-Time (JIT), automated tracking systems, and digital inventory management solutions. It evaluates the role of technology in streamlining inventory operations and reducing holding costs. Additionally, the research identifies best practices for improving efficiency, minimizing losses, and ensuring a steady supply of raw materials. The findings provide valuable insights into optimizing inventory management in steel manufacturing, helping companies enhance productivity and cost-effectiveness.

Keywords:

Steel inventory management, manufacturing, supply chain, stock control, Indian manufacturing

A Study on the Impact of CRM Strategies in the Automotive Sector of Maharashtra

Name: Pravin Swami

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This comprehensive study analyzes the effectiveness of Customer Relationship Management (CRM) strategies in Maharashtra's automotive sector. It examines various CRM tools and techniques, including personalized marketing, customer engagement, and after-sales services, through surveys and interviews with industry stakeholders. The research explores how CRM implementation influences customer retention, brand loyalty, and overall business growth. It also identifies key challenges such as technological barriers, data integration issues, and the need for advanced analytics in CRM processes. By assessing best practices and emerging trends, the study provides valuable insights into optimizing CRM strategies for automotive companies. The findings offer practical recommendations to enhance customer experience, improve service efficiency, and drive long-term customer relationships in the competitive automotive market.

Keywords: Customer relationship management, automotive industry, customer satisfaction, brand loyalty, sales performance

A Study on TQM Practices for Organizational Performance

Name: Kadam Nitin Ravindra

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This research investigates the impact of Total Quality Management (TQM) practices on organizational performance and excellence. Using a dual theoretical framework of contingency theory and socio-technical system theory, the study examines the complex relationship between TQM implementation and organizational outcomes. The research focuses on how performance measurement systems support and enhance TQM practices, analyzing their combined effect on product quality and production processes. The study evaluates how organizations can effectively develop and upgrade their quality measures through TQM implementation. Through comprehensive analysis, the research demonstrates the strategic importance of TQM in achieving organizational excellence and sustained performance improvement. The findings provide valuable insights into how organizations can effectively integrate TQM practices to enhance their overall operational effectiveness and product quality.

Keywords:

Total Quality Management, organizational performance, quality measures, contingency theory, socio-technical systems, process improvement, performance measurement, quality control, organizational excellence

Study of Managing Change in the ERP Implementation

Name: Hirugade Sangram Namdeo

Guide Name : Prof. Nirmohi Jagtap



Abstract:

This research explores the critical aspects of change management during ERP system implementation, focusing on both technical and human factors. It examines how organizational structure modifications and employee adaptation influence the success of ERP transitions. The study analyzes key challenges such as resistance to change, workflow disruptions, and the need for effective communication strategies. It also highlights the role of Guide Name : managers in assessing current processes, addressing employee concerns, and ensuring smooth system integration. By balancing technological advancements with social and cultural considerations, the research underscores the importance of strategic change management approaches. The findings provide valuable insights into best practices for minimizing disruptions, enhancing user adoption, and driving successful ERP implementation in organizations.

Keywords:

ERP implementation, change management, organizational culture, technology adoption, process integration.

A Study on TQM Practices for Organizational Performance

Name: Nitin Kadam

Guide Name : Prof. Dilip Jadhav

Abstract:

This study explores the relationship between Total Quality Management (TQM) practices and organizational performance, drawing on contingency theory and socio-technical system theory. It examines how TQM implementation influences operational efficiency, customer satisfaction, and overall business excellence. The research evaluates the role of performance measurement systems in tracking the effectiveness of TQM initiatives. It also highlights key quality management approaches that organizations can adopt to enhance their quality standards and competitive advantage. By analyzing best practices and real-world case studies, the study provides insights into how companies can develop, implement, and refine their TQM strategies. The findings offer practical recommendations for organizations aiming to optimize quality management for sustained performance improvement and long-term success.

Keywords:

Total Quality Management, organizational performance, quality measures, process improvement, contingency theory

Study of Mental Health and Managing Stress at Workplace

Name: Bankar Suvarna Bhimrao

Guide Name : Prof. Dipika Jagtap



Abstract:

This research explores the impact of workplace stress on employee mental health and examines effective stress management strategies. It identifies key stressors such as workload, job insecurity, workplace culture, and work-life balance issues, assessing their effects on employee performance, motivation, and overall well-being. The study evaluates existing stress management practices, including mindfulness programs, flexible work arrangements, and employee assistance programs, to determine their effectiveness. It also highlights the role of leadership and organizational policies in fostering a supportive work environment. By analyzing best practices and real-world case studies, the research provides actionable recommendations for organizations to reduce workplace stress, enhance employee mental health, and improve overall productivity.

Keywords:

Mental health, workplace stress, stress management, employee wellness, organizational psychology

A comprehensive study on work life Balance at UL Electrode vices Pvt Ltd

Name: Anjali Arun Zirmite

Guide Name : Prof. Dipika Jagtap

Abstract:

This research examines the intricate dynamics of work-life balance among employees at UL Electrode Vices Pvt Ltd, utilizing quantitative research methods. It investigates the impact of work-family conflicts on employee satisfaction, psychological well-being, and overall job performance. The study analyzes various demographic factors, including marital status, to understand how different life situations influence work-life balance. It explores key stressors such as workload, time constraints, and organizational expectations, assessing their effects on employees' personal and professional lives. The findings reveal strong correlations between work-family conflict and job satisfaction, emphasizing the need for supportive organizational policies. The research provides valuable insights into implementing flexible work arrangements, employee wellness programs, and workplace culture improvements to foster a healthier work-life balance.

Keywords:

Work-life Balance, employee satisfaction, organizational policies, psychological well-being, family conflict

Study of Employee Engagement

Name: Satish S. Mohite

Guide Name : Prof. Dipika Jagtap



Abstract:

This study explores key factors influencing employee engagement and their direct impact on organizational success. It examines how workplace culture, leadership, and departmental collaboration shape employee motivation and job satisfaction. Using surveys and interactive activities, the research assesses engagement levels, identifies challenges, and uncovers areas for improvement. The study highlights the role of recognition programs, career development opportunities, and work-life balance initiatives in fostering employee commitment. By analyzing engagement trends and best practices, the findings offer actionable strategies for organizations to enhance employee retention, boost productivity, and create a more motivated workforce.

Keywords:

Employee engagement, organizational culture, workforce motivation, employee retention, workplace interaction.

Analysis of Customer Satisfaction Survey of Services Rendered

Name: Arati Ashok Shivatare

Guide Name : Prof. Dilip Jadhav



Abstract:

This research analyzes customer satisfaction survey data from Code Zone IT Systems, with a focus on technical support and service delivery. It addresses key statistical challenges, including handling missing data and analyzing skip logic-based surveys. The study evaluates various analytical techniques to improve data accuracy and enhance the reliability of customer feedback insights. It explores patterns in customer sentiment, identifying key factors influencing satisfaction and areas requiring improvement. By assessing the impact of support quality on overall customer experience, the research provides valuable recommendations for optimizing service delivery, improving product viability, and strengthening customer relationships.

Keywords:

Customer satisfaction, CSAT, technical support, data analysis, statistical challenges

Data Analysis of Diversity Hiring and its Effects

Name: Vaibhav kale

Guide Name : Prof. Dilip Jadhav



Abstract:

This study explores the impact of diversity hiring practices on organizational performance and workplace culture. Using data analytics and Excel-based analysis, the research evaluates how diverse recruitment strategies influence key organizational metrics such as employee retention, productivity, and job satisfaction. It examines recruitment trends, workforce composition, and the effectiveness of diversity initiatives in fostering an inclusive work environment. The study also assesses challenges and best practices in implementing diversity-focused hiring policies. The findings offer valuable insights into optimizing diversity strategies to enhance innovation, team collaboration, and overall business success.

Keywords:

Diversity hiring, workplace inclusion, HR analytics, recruitment metrics, organizational impact

Performance analysis of crypto currency trends

Name: Gauri Dinesh Gogawale

Guide Name : Prof. Dilip Jadhav



Abstract:

This research Guide Name : presents an innovative approach to cryptocurrency trend analysis using advanced machine learning techniques. It explores two distinct models: a hybrid approach combining Convolutional Neural Networks (CNN) and Long Short-Term Memory (LSTM) networks, and a model based solely on Proximal Policy Optimization (PPO) agents. By conducting a comparative analysis, the study evaluates their effectiveness in predicting cryptocurrency market behavior and trading patterns. The research aims to enhance market trend forecasting accuracy, providing valuable insights for traders and investors seeking data-driven strategies in the volatile crypto market.

Keywords:

Crypto currency, neural networks, machine learning, trading analysis, financial modelling

Empowering Decisions: A Comprehensive Study of Business Intelligence Tools

Name: Patil Jayesh Subhash

Guide Name : Prof. Dilip Jadhav

Abstract:

This Guide Name : explores Tableau as a powerful business intelligence tool for data visualization and analysis. It examines Tableau's key features, including its interactive dashboards, real-time data integration, and performance optimization capabilities. The study also addresses its limitations, such as cost constraints and IT dependencies, while analyzing its overall impact on data-driven decision-making. Through a detailed evaluation of Tableau's architecture and business applications, the research provides insights into best practices for maximizing its effectiveness. The findings offer practical recommendations for organizations looking to enhance their analytical capabilities using Tableau..

Keywords:

Business intelligence, Tableau, data visualization, decision-making, analytics.



A Study of Social Media Analytics

Name: Aditi Milind Lahade

Guide Name : Prof. Dilip Jadhav

Abstract:

This research examines the evolution and impact of social media as a communication tool in the 21st century. The study analyzes how social media content influences consumer decision-making processes and shapes brand perceptions. It investigates the challenges consumers face in determining information credibility and explores how marketers can effectively utilize social media for brand building. The research provides insights into the democratization of ideas through social media platforms and its implications for business, sports, and politics.

Keywords:

Social media, digital communication, consumer behavior, brand equity, marketing analytics



Predictive Analytics of Customer Behaviour for Lawrence and Mayo Pvt. Ltd., Pune

Name: Shubham Namdeo Gaikwad

Guide Name: Dr. Abhijeet Kaiwade

Abstract:

Lawrence and Mayo Pvt. Ltd., a leading eyewear company in Pune, faces challenges in understanding and predicting customer behavior. The study applies predictive analytics to forecast customer behavior using historical sales data, customer demographics, and browsing behavior. Machine learning techniques like regression analysis and clustering algorithms are employed to build predictive models. The research reveals that predictive analytics can successfully identify purchasing patterns, preferences, and seasonal demand fluctuations, enabling improved inventory planning and marketing efforts.

Keywords: *predictive analytics, customer behavior, machine learning, eyewear industry, sales forecasting, personalized marketing*

Analyzing Social Media Advertising's Influence on Consumer Buying Decisions

Name: Atharva Nandkishor Lokhande

Guide Name: Dr. Sharmila Ghongade

Abstract:

The study investigates how different social media ad formats influence consumer buying behavior, focusing on engagement levels, sentiment analysis, and perceived trust in digital advertising. Using a qualitative approach with secondary data, the research examines various ad formats including video ads, carousel ads, and influencer marketing. Findings indicate that video-based advertisements and influencer endorsements generate higher engagement and trust compared to static image ads, while negative sentiment in user comments can significantly reduce purchase intent.

Keywords: *social media, advertising, consumer behavior, engagement, digital marketing, purchase intent*

Exploring Customer Satisfaction in Online Grocery Platforms

Name: Rohit Mallikarjun Salunke

Guide Name: Dr. Abhijeet Kaiwade

Abstract:

This research investigates customer satisfaction with online grocery services, which have gained significant popularity in recent years. The study explores factors such as delivery time, product quality, customer service, pricing, and user experience. By surveying a diverse sample of users, the research identifies key drivers of customer satisfaction and provides actionable insights for businesses seeking to enhance their offerings in the growing online grocery sector.

Keywords: online grocery, customer satisfaction, service quality, e-commerce, user experience

Analyzing Customer Satisfaction in Online Food Ordering Platforms

Name: Suraj Giridhar Patole

Guide Name: Dr. Sharmila Ghongade

Abstract:

The study explores customer satisfaction with online food ordering services, a rapidly growing sector in the food delivery industry. Factors such as service quality, food delivery time, user interface, and customer support are examined in relation to overall customer satisfaction. Using a quantitative approach with surveys from regular users of online food ordering platforms, the research offers insights into key factors influencing customer satisfaction and provides recommendations for businesses to enhance services and customer retention.

Keywords: online food ordering, customer satisfaction, service quality, food delivery, user experience

Understanding Online Purchase Behavior of Young Consumers

Name: Aniket Rajendra Ranbhare

Guide Name: Dr. Sharmila Ghongade

Abstract:

This study examines the factors influencing online purchase decisions among young consumers aged 18-30. The research explores elements such as social media influence, price sensitivity, ease of use, product reviews, and trust in online platforms. The findings aim to shed light on decision-making processes in e-commerce, with an emphasis on understanding the preferences of young consumers. The study provides valuable insights for marketers to improve online sales strategies and create better shopping experiences for younger demographics.

Keywords: online shopping, young consumers, social media influence, e-commerce, consumer behavior

Competitor Pricing Analysis of iPhone Sales Across E-Commerce Platforms

Name: Rutuja Yuvraj Jagtap

Guide Name: Dr. Neeta Bendre

Abstract:

The research investigates pricing strategies employed by different e-commerce platforms for the Apple iPhone. The study explores how price differentiation, seasonal promotions, and bundling strategies affect consumer purchasing behavior and the competitive landscape. Through a comparative analysis of iPhone prices across platforms like Apple, Amazon, Best Buy, and Walmart, the research reveals significant price variations and the impact of promotional strategies on consumer decisions.

Keywords: competitor pricing, iPhone, e-commerce, dynamic pricing, consumer behavior, promotions

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1. Bharat as a Civilisational Nation : Unscrambling the Treads of Tradition and Modernity

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Abstract:

Sunscreen is a topical solution that utilizes plant-based ingredients to protect the skin from harmful UV Radiation. Sunscreen, SPF, sunscreen, sunburn, UV Radiation. This protective formula helps prevent sunburn, skin damage, and the risk of skin cancer, making it an essential part of skincare routines. By shielding against UV rays, these sunscreens provide a comprehensive approach to skin protection while also considering health and environmental benefits. The increasing preference for eco-conscious skincare has led to the popularity of sunscreens made with plant-derived ingredients as an alternative to conventional options. These sunscreens harness the antioxidant properties and UVA-absorbing capabilities of flavonoids, phenolic compounds, and natural oils to deliver effective sun protection. Composed of mineral and botanical components, they serve as a dependable barrier against the sun's harmful ultraviolet rays. As a safer and more sustainable choice, these sunscreens offer protection from UV radiation while minimizing the potential risks linked to synthetic chemicals. They present an effective and environmentally friendly substitute for traditional sun protection products. The growing demand for eco-friendly and skin-friendly sunscreens has led to increased interest in plant-based formulations that provide effective UV protection while offering additional skincare benefits. This study focuses on the development and evaluation of a sunscreen formulation combining botanical UV filters and antioxidant-rich plant extracts. The formulation includes aloe vera gel as a hydrating base, non-nano zinc oxide as a mineral UV filter, and oils like raspberry seed and carrot seed oil, known for their inherent SPF and skin-nourishing properties. Shea butter and beeswax contribute to moisturization and water resistance, while green tea extract, turmeric extract and vitamin E provide antioxidant and anti-inflammatory benefits. Essential oils (lavender oil, rose oil) enhance the sensory appeal without the need for synthetic additives. The study assesses the formulation's SPF, broad-spectrum protection, stability, skin compatibility, and environmental safety.

The results show that the sunscreen effectively shields against UVA and UVB radiation, is suitable for sensitive skin, and is free from harmful chemicals that impact marine ecosystems. This research highlights the potential of plant-based sunscreens as a sustainable alternative to conventional formulations, meeting the increasing consumer demand for eco-conscious skincare products.

Keywords: Sunscreen, SPF, Sunscreen, Sunburn, UV Radiation.

2. The Effect of Stock Splits on Share Price Performance: An Empirical and Comparative Analysis across Industries

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Abstract:

Stock splits are a powerful corporate strategy, often seen as a gateway to increased liquidity, market accessibility, and heightened investor enthusiasm. But do they truly enhance long-term stock performance? This study takes a deep dive into the price movements of splitting stocks, analysing trends one month before and after the split, while benchmarking them against non-splitting competitors.

The findings unveil fascinating patterns: stock splits trigger an initial price surge, driven by optimism and perceived affordability. However, post-split volatility varies—larger split ratios (e.g., 1:10) lead to sharp fluctuations, while smaller ones remain relatively steady. Industry trends further shape these movements; sectors with high retail investor participation, like consumer goods, witness amplified reactions, whereas institutional-heavy industries, such as pharmaceuticals, display greater stability.

Crucially, not all stock splits translate to long-term gains—some non-splitting firms exhibit more consistent and sustained growth. This study urges investors to focus on company fundamentals rather than being swayed by short-term excitement. For businesses, stock splits should be viewed as a liquidity-enhancing tool rather than a superficial price-boosting mechanism. These insights equip investors and corporate leaders with a sharper perspective on stock splits, enabling smarter, data-driven decisions.

While analysing the data, I discovered a striking pattern: out of the eight companies that executed a stock split, five had a scheduled holiday exactly one month before the split, while one company had a holiday one month after.

This intriguing trend raises questions about whether corporate events, such as holidays, play a strategic role in stock split timing or if it's merely a coincidence.

Keywords: Stock Splits, Investor Sentiment, Market Volatility, Liquidity.

3. Adoption of Electric Vehicle: A Literature Review

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Abstract:

Nowadays, increasing environmental concerns and the depletion of fossil fuel resources have brought Electric Vehicles (EVs) to the forefront as a sustainable alternative in the global transportation sector. The adoption of EVs plays a pivotal role in the global transition to sustainable transportation. This study primarily focuses on the factors influencing consumer behavior in the adoption of EVs, particularly in the Indian context. This comprehensive review of a total of 42 studies highlights the challenges, barriers, and opportunities in the adoption of EVs. Despite various efforts by governments, industries, and researchers, EV adoption continues to face numerous challenges. This paper compiles and summarizes existing literature to identify the key barriers, motivators, and strategies for enhancing EV acceptance. A detailed analysis is presented on the factors influencing EV adoption, including infrastructure, consumer behavior, cost, policy frameworks, and technological advancements. The literature is categorized based on major themes related to EV adoption, such as Challenges and Barriers to EV Adoption, Consumer Behavior and Purchase Intentions, Government Policies and Incentives, Technological and Market Development, and Insights from International Markets.

Furthermore, several studies highlight the critical role of technological advancements in the automobile industry, such as improved battery performance and fast-charging systems, in addressing consumer concerns and enhancing the usability of EVs. The findings emphasize the need for improved charging infrastructure, affordable pricing, and consumer awareness campaigns. This work aims to provide insights into current research gaps and future directions to promote the EV ecosystem. As per the conclusion of this study, future research should focus on integrating renewable energy sources with EV infrastructure, understanding regional disparities in adoption rates, and enhancing battery recycling technologies.

Furthermore, it explores the future scope for the EV market, including infrastructure development, battery technology improvements, and consumer education

Keywords: Electric Vehicles (EVs), EV Adoption, EV Infrastructure, EV Ecosystem, EV Challenges etc.

4. Impact of Stock Addition to F&O Segment on Share Price Performance

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Abstract:

This research looks at how the inclusion of stocks in the Futures and Options (F&O) segment impacts their share price performance, both in the short and long term. By comparing the price changes of companies added to the F&O segment with their competitors, the study reveals some interesting patterns.

In the short term, stocks that are added to the F&O segment tend to experience more volatility, which can lead to their under-performing compared to their competitors. This is often due to increased speculation and market adjustments. However, in the long run, these stocks typically show strong growth. This can be attributed to improved liquidity, better price discovery, and increased interest from institutional investors. For example, companies like Polycab India, Abbott India, and JK Cements have all seen impressive long-term gains, outperforming their competitors by a significant margin.

The key takeaway from this study is that being included in the F&O segment can give a company a real competitive edge, helping it build investor confidence and gain a stronger market position. The research suggests that investing in F&O stocks is a good long-term strategy, especially for companies that show solid earnings potential and can manage volatility. While there might be some bumps in the road in the short term, the long-term benefits of investing in these stocks make them a worthwhile option for those looking to grow their wealth steadily.

Keywords: Futures and Options (F&O), share price, stock addition, derivatives

5. From Productivity Enhancer To Distraction: Understanding Smartphone Use In The Modern Workplace

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Abstract:

Smart phones have revolutionized the modern workplace, serving as both productivity tools and sources of distraction. This study explores the dual impact of smart phone usage on employee performance, workplace efficiency, and well-being. While smart phones enhance communication, task management, and workflow through work-related applications, their excessive use and distractions from notifications often lead to decreased concentration and time mismanagement. Thin smart phone use, highlighting variations in habits and productivity applications. Through a structured questionnaire, the study aims to assess the balance between the advantages and drawbacks of smart phone use, offering insights into optimizing their presence in the workplace. Key findings will inform strategies for organizations to enhance productivity while minimizing workplace distractions. The study ultimately seeks to provide actionable recommendations for businesses to foster a more efficient and engaged workforce by leveraging smartphone technology effectively.

Keywords: Smart phones, Workplace Productivity, Employee Performance, Digital Distraction.

6. A Comparative Analysis of Stock Performance: Price, Volatility, and Investor Behavior

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Abstract:

The method by which a private company first makes its shares available to the public in order to raise money for growth, debt repayment, and improved market exposure is known as an initial public offering, or IPO. IPOs are a crucial tool for companies looking to expand and draw in a wide range of investors, which helps the market as a whole. With 93 mainline IPOs and a total revenue of almost ₹1.6 trillion, the Indian IPO market had a lot of activity in 2024. Strong investor interest across a range of industries was demonstrated by these IPOs' remarkable average listing gain of 29.44% and the fact that 60% of them were oversubscribed by more than two times. This study explores the variables that affect initial public offerings (IPOs), such as sectoral trends, pricing tactics, investor attitude, and market circumstances. The study provides useful insights into the unpredictable nature of IPOs, help investors, analysts, and policymakers make sound choices and promote an attractive market environment. The results advance our understanding of the IPO landscape.

Keywords: Stock Performance, Volatility, Listing Price, Risk.

7. Data Mining for Decision Making in Higher Education: Literature Review

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Abstract:

Higher Education Sector is growing continuously by making use of modern technologies like AI, Data Mining, and Machine Learning etc. Data Mining Technology is one of the most emerging trend influencing the Higher Education Sector. A huge amount of educational data is collected and analysed to identify new trends and patterns. These patterns and trends were further utilized for quality decision making by higher education institutions. This literature review is helpful for evaluating different utilizations of data mining techniques in higher education and how they are helpful in decision making process across different levels. The review also includes important data mining techniques including classification, clustering, association and regression. This paper also covers applications of data mining techniques in the decision making process of higher education institutions such as student performance prediction, identifying learner type like low, medium and average students, student's employability prediction etc.

Keywords: AI, Association, Classification, Clustering, Data Mining, Machine Learning, Regression etc.

8. Diversity Management in Indian Information Technology firms, a comparison with Forerunners in the World

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Abstract:

‘Corporate Equality Index 2023-24’ published by ‘Human Rights campaign foundation’ ranks all Fortune 1000 companies on Diversity and Inclusion. And companies like Walmart, Apple, Amazon, and AT&T score a perfect 100 on CEI. Companies like Accenture, Cummins have done commendable job when it comes to workplace diversity. Some of these companies have been following D&I policies for decades. Indian Information Technology Industry has come a long way and have become truly global. Where do the Indian IT companies stand in comparison to the forerunners on diversity management globally. This research intends to carry out the comparative analysis of promotion and acceptance of diverse workforce amongst Indian IT companies to other frontrunners globally in IT who have become benchmark on Diversity & Inclusion. The study will look to establish reasons, benefits, and success of diversity management practices in India in comparison to the global champions on diversity management. The study covers only IT sector companies to contain the comparison and draw accurate pointers for future. A critical analysis of success stories of world leaders in Diversity management will also lead to suggestions that can be adopted by Indian IT firms for its growth.

Keywords: Diversity, Equal opportunity, Inclusiveness, Information Technology, Strategic HRM, India.

9. Role Of Organizations In Faculty Development: A Comprehensive Literature Review

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Abstract:

We are examining how universities and institutions provide infrastructure, funding, and mentorship programs for faculty growth. Professional associations play a crucial role in providing specialized training and certifications. We are assessing distinct faculty development programs, including workshops, online training, and peer mentoring. We are exploring the impact of these programs on teaching quality, research output, and student engagement. We aim to comprehend the role those organizational policies like sabbaticals, grants, and tenure tracks play in fostering faculty development. It is crucial to identify how the leadership within institutions prioritizes and implements development strategies. We draw attention to obstacles such as limited resources, opposition to change, or the need for diversity and inclusivity in development initiatives. We are investigating inventive approaches, like utilizing technology for professional education or international cooperation. Discuss how effective faculty development benefits the institution, students, and the academic community. We need to pinpoint the inadequacies in our existing methods and pinpoint potential areas for further investigation.

Keywords: Organizations, FDP, Leadership, Faculty Development.

10. IoT-based Energy-Efficient System for Smart Irrigation Systems

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Abstract:

Agriculture is critical to the Indian economy, employing the most people and accounting for approximately 20.2% of GDP. Water is one of the scarcest resources for many farmers in India, and current irrigation methods sometimes rely on energy-intensive practices. Automated irrigation systems are critical for water conservation; this technology could play a significant role in reducing water consumption. Agriculture and farming techniques are also linked to IoT and automation, which make the entire process much more productive and efficient. Sensory systems enabled farmers to better understand their crops, mitigate environmental consequences, and conserve resources. These modern systems allow for excellent soil and weather monitoring, as well as efficient water management. A smart, energy-efficient irrigation system is proposed to improve crop development by irrigating based on trained model predictions, thereby supporting farmers in optimizing their water usage. The proposed IoT system is a distinctive irrigation technique that relies on machine learning and precise crop data collected in real time from sensors. The proposed technique irrigates crops according to their specific needs, decreasing water waste and encouraging crop growth. To improve water usage, the system employs an artificial intelligence (AI) model that methodically analyzes sensor data and makes automated irrigation decisions.

Keywords: IoT (Internet of Things); Smart crop irrigation; Real-time data sensing; Machine Learning (ML); Decision Tree (DT); Support Vector Machines (SVM); Logistic Regression (LR); Accuracy; Precision; Recall F1-Score.

11. Investigation of Data Mining Techniques and their Uses: A Study

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Abstract:

The technique of extracting valuable patterns from massive amounts of data is called data mining. The taxonomy of data mining techniques and their practical applications are covered in this study. It demonstrates how business challenges can be solved and improved through the application of data mining techniques. Another name for it is the "knowledge discovery process."

Keywords: Data mining methods, Data mining algorithms.

12. Consumer Satisfaction towards Convenience Foods with reference to Pune City

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Abstract:

The rise of convenience foods has transformed consumer eating habits by offering time-saving, ready-to-eat options. This study explores the categories and consumption patterns of convenience foods and investigates the factors that influence consumer satisfaction within these categories. The findings provide insights into how modern lifestyles drive the demand for convenience foods, the range of products available, and the attributes consumers prioritize when assessing satisfaction. The research highlights key trends, consumer preferences, and potential areas for improvement to enhance consumer experiences.

Keywords: Convenience foods, consumer satisfaction, consumption patterns, food categories, consumer behavior.

13. Copyright Trends in Intellectual Property Rights for the Digital Age

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Abstract:

In the digital age, the landscape of Intellectual Property Rights (IPR) has undergone significant transformations, driven by technological advancements and the proliferation of digital platforms. Copyright, a fundamental component of IPR, faces both challenges and opportunities in this rapidly evolving environment. This paper explores current trends in copyright law, focusing on how digital innovation has influenced the creation, distribution, and protection of content.

One of the key issues addressed is the impact of the internet and social media, which have democratized content creation but also raised concerns about infringement, unauthorized distribution, and piracy. Additionally, the rise of artificial intelligence and machine learning has introduced new complexities around copyright ownership, particularly in relation to content generated by non-human entities. The expansion of digital marketplaces and streaming services also highlights the need for more adaptive licensing models to accommodate the growing demand for instant access to content across borders.

The abstract concludes by examining recent legal reforms and case laws aimed at balancing the rights of creators with the need for public access and innovation. It emphasizes the importance of updating copyright frameworks to reflect the realities of the digital age while safeguarding creativity and innovation in a globalized digital economy.

Keywords: Intellectual Property Rights (IPR), Copyright, Digital Content, Intellectual Property (IP) Protection, Copyright Infringement, International Standards, Trade-Related Aspects of Intellectual Property Rights (TRIPS), World Trade Organization (WTO), Landmark Case Laws.

14. Problem and Prospects in Implementing AI-Based Systems in Digital Marketing

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Abstract:

The integration of Artificial Intelligence (AI) in digital marketing has significantly transformed the industry by enhancing customer engagement, personalization, and automation. AI-driven tools such as chatbots, predictive analytics, and recommendation engines are revolutionizing how businesses interact with customers. However, challenges such as data privacy concerns, technological complexity, regulatory compliance, and high implementation costs hinder seamless AI adoption. This paper critically examines the challenges and prospects of AI in digital marketing, analyzing key barriers and exploring future opportunities. By leveraging primary and secondary data sources, this research provides actionable insights into overcoming the hurdles and optimizing AI-driven marketing strategies for businesses across various industries.

Keywords: Digital Marketing, Artificial Intelligence, Chatbots, Content marketing, predictive analytics

15. Financial Literacy: Understanding, Importance, and Implications

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Abstract:

Financial literacy is a critical skill that enables individuals to make informed and effective financial decisions. It impacts on personal financial well-being and plays a significant role in the broader economy by contributing to financial stability and economic growth. This paper explores the concept of financial literacy, assessing its global state, the factors that influence it, and its implications for financial decision-making. Drawing on data from various surveys and academic literature, we analyze trends in financial literacy across demographic groups and regions. Furthermore, the paper highlights strategies to enhance financial literacy, emphasizing the role of education and technology in improving financial knowledge and outcomes.

Keywords: Financial Literacy, Personal Financial Management, Financial Decision-Making, Global Financial Knowledge, Financial Education Strategies.

16. A Review On Emerging Trends, Challenges And Future Prospects For IT Sector In India

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Abstract:

Technology is one of influential factors responsible for Indian economy and growth. Artificial intelligence, machine learning, cloud computing, blockchain, and other technological advances are causing significant changes in the Indian IT business. These developments are creating new growth prospects and changing company paradigms. But the industry also has to deal with issues like a lack of qualified workers, cybersecurity risks, complicated regulations, and inadequate infrastructure. It is imperative that issues be addressed in order to retain growth and worldwide competitiveness. The Indian IT sector has bright future possibilities despite these obstacles thanks to a sizable talent pool, a thriving startup culture, and a supportive regulatory framework. By prioritising innovation, skill enhancement, cybersecurity protocols, and equitable development, India can effectively leverage nascent prospects and sustain its position as a worldwide IT hub. To fully realize the potential of the IT sector and promote socioeconomic growth, stakeholders, governmental organizations, and educational institutions must work together.

Keywords: Artificial Intelligence, Machine learning, Cloud Computing, Block Chain, Information Technology.

17. Analysis and Optimization of Central Lead Management Tools in Precious Jewellery Sales

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Abstract:

In the fiercely competitive jewelry industry, Reliance Jewels places a high priority on customer happiness and brand loyalty. To find opportunities for improvement, this study assessed the central lead management system's efficacy. Through the examination of existing procedures, competitive benchmarking, and customer feedback, prospects for augmenting the customer experience via technology were discovered.

One of the main suggestions is to use data to tailor marketing efforts, communication channels, and product recommendations. It's also essential to create excellent content that suits the demands and tastes of your audience. Reliance Jewels can discern client opinion and take proactive measures to address issues by keeping an eye on internet chats. By putting these tactics into practice, they can improve their lead management system, encourage client loyalty, and stimulate business expansion.

Keywords: Central lead management system, Customer experience personalization, Omnichannel communication, Data-driven marketing, Artificial intelligence (AI), Precious jewelry sales.

18. The Role of Artificial Intelligence in Business Decision-Making

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Abstract:

Artificial Intelligence (AI) is revolutionizing business decision-making by enabling organization to analyze vast amounts of data, optimize operations and improve efficiency. This paper explores the impact of AI on business strategies, including its applications in finance, marketing, supply chain management, and human resources. It also examines the challenges associated with AI adoption, such as ethical concerns, data privacy, and workforce transformation. The increasing adoption of AI-driven catboats, virtual assistants, and recommendation systems is transforming customer interactions and engagement. Moreover, AI's impact on business agility and resilience is explored, highlighting how organizations leverage AI to adapt to market fluctuations and disruptions. Finally, the paper highlights future trends in AI and its role in shaping the business landscape.

Keywords: Artificial Intelligence, Business Strategy, Data Analytic, Decision-Making, Machine Learning.

19. A study of Load Balancing Algorithms in cloud computing

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Abstract:

In today's era Cloud computing is a very popular, widely accepted and trending technology. It has become a crucial part of everyone's life. Cloud computing is the on-demand delivery and pay per use of services which includes server, storage, network, database, analytics, intelligence and software. It provides delivery of IT infrastructure as on demand service for organizations as well as individuals via internet platforms. Cloud computing helps to improve the productivity of the system. Nowadays there is a need of distribution of workloads to provide precise services to the stakeholders within stipulated time without any error. Load balancing is exquisite tool which gives a brief idea about distribution of load in cloud computing. Load balancing is one of the necessary and essential technique of cloud computing in which workload is distributed across the multiple computers or other computing resources. Traditional load balancing is a static approach which is hardware based. On the other hand, cloud load balancing is software-based technology. Software based load balancing technology is helpful for business. Its implementation can improve the performance of the system. It achieves maximum throughput, utilization and minimizes the process response time. It ensures that no single resource is overburdened that means it avoids system overload. There are various algorithms using which we can achieve load balancing technique. This paper focuses on the working of cloud load balancer ,its benefits along with static and dynamic cloud load balancing algorithms in cloud computing.

Keywords: Cloud computing, Load balancing, computing resources, cloud computing algorithms, network traffic, process response time.

20. Optimizing Marketing Strategy through Customer Segmentation Using Machine Learning

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Abstract:

In an era where data-driven decision-making dominates business strategies, organizations must refine their marketing approaches to enhance customer engagement and maximize profitability. Customer segmentation, the process of dividing a customer base into distinct groups, is a key strategy for targeted marketing. Traditional segmentation techniques often rely on demographic, geographic, and psychographic data, but these methods have limitations in precision and adaptability. Machine learning (ML) offers a revolutionary approach by leveraging large datasets to identify patterns and predict customer behavior with high accuracy. This paper explores the role of ML in customer segmentation, detailing various algorithms such as clustering, classification, and deep learning techniques. It examines how businesses optimize marketing strategies through ML-driven segmentation, discussing real-world applications across industries, including e-commerce, retail, and financial services. Furthermore, the paper highlights the challenges associated with ML-based segmentation, such as data privacy, computational complexity, and ethical concerns. Finally, we explore future directions in ML-driven marketing, emphasizing the potential of explainable AI, federated learning, and automated ML. Our findings demonstrate that ML enhances marketing effectiveness by enabling hyper-personalization, improving customer retention, and optimizing digital advertising strategies.

Keywords: Customer Segmentation, Clustering, Data-Driven Marketing, Marketing Strategy, Personalization, Predictive Analytics.

21. The Influence of Online Reviews on Consumer Trust and Purchase Behaviour: A Survey of Indian E-commerce Platforms

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Abstract:

This research paper investigates the influence of online reviews on consumer trust and purchase behavior, focusing on the Indian e-commerce market. Utilizing a mixed-method approach comprising online surveys and in-person questionnaires across major Indian cities, the study analyzes responses from 350 participants. The research employs descriptive statistics, correlation, and regression analysis to dissect the complex relationship between online reviews and consumer behavior. Key findings reveal a significant positive correlation between online review scores and consumer trust, particularly among younger demographics. The study also identifies a distinct impact of online reviews on purchase decisions, emphasizing the role of review authenticity and sentiment. Gender-specific variations in response to online reviews are highlighted, suggesting tailored marketing strategies in e-commerce. The paper contributes to understanding consumer behavior in the Indian e-commerce sector, revealing distinctive patterns compared to global models. Implications for e-commerce platforms and marketers are discussed, emphasizing the strategic use of online reviews to build consumer trust and influence purchasing decisions. The research underscores the evolving nature of consumer behavior in the digital age and the pivotal role of online reviews in shaping the e-commerce landscape.

Keywords: Online Reviews, Consumer Trust, Purchase Behavior, E-commerce, Indian Market, Consumer Psychology.

22. Examine the Impact of Green Marketing Strategies on Consumer Behavior and Green Purchasing Decisions

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Abstract:

The present work aims at exploring the topic of change in Green Marketing in relation to the growing client consciousness and leaning towards green products. With the worsening problem on the global environment, many companies are taking green marketing strategies to respond the consumers' positive environmental attitudes. The goal of this research is to explore several green marketing practices, including green advertising, eco-labelling, and environmental focus, on the consumer choice and buying behaviour in India. Quantitative research design will be employed in the study and data will be collected by emails or online questionnaires self-administered to consumers aged 18 years and above who have purchased green products before. The research will investigate the relationship between consumers' perceptions of these promotional techniques and consumers' green buying intentions as well as demographic factors including age, education, and income level. With respect to the above aims of the study, this research aims at filling the gap in the literature by offering information on the current state of green marketing and, therefore, offer knowledge regarding the way businesses can address consumers about the ideas of sustainable consumption. Thus, the results expect to provide significant suggestions for marketers, policymakers, and academics to understand the importance of a suitable green marketing to respond to the new environmental issues as well as to contribute to the creation of a greener economy.

Keywords: Green Marketing Strategies, Consumer Behavior, Green Purchasing Decisions, Environmental Concerns, India, Sustainable Consumption.

23. Stocks In Focus: Exploring Financial Performance Measures As Predictors Of Stock Prices In India

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Abstract:

The fundamental approach to analysing stock prices operates on the fact that a stock's intrinsic value is closely tied to the underlying financial performance of the associated company. Investors evaluate various financial metrics and indicators to gauge the overall health and prospects of a company.

This study measures the impact of financial performance of Power generation/ distribution Sector Companies which are available on NSE from the year 2014 to 2023. This study included only secondary data which was processed using Purposive Sampling technique. Furthermore, data was analysed at the 1% level of significance using the multiple linear regression analysis approach., the results stated that only one factor i.e., Return on Equity (Profitability indicator) significantly affects the Market Prices of shares, however market prices of shares of the power generation/ distribution sector companies are unaffected by the other two variables of the financial performance i.e., EPS and current ratio.

These findings shows that there is no significance relationship between Liquidity indicator (Current Ratio), Market valuation indicator (EPS) and stock market prices of Power generation/ Distribution Sector companies.

Keywords: Financial Performance, Stock Market Prices, Power generation/ Distribution Sector companies.

24. Fintech and Financial Inclusion: Evolution, Current Trends and Future Prospects

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Abstract:

In the Global Financial System, the Financial Technology (Fintech) industry has become a disruptive force. Fintech, which places a strong focus on digital innovation, has the potential to close large gaps in financial inclusion, especially in underprivileged and marginalized populations. By examining its history, present advancements and possible future directions, this study investigates the growth of fintech and its function in financial inclusion. In order to assess how fintech might further increase access to financial services while removing current obstacles, the study examines important trends, difficulties and opportunities. It also takes into account the wider effects of fintech on poverty alleviation, social mobility and economic growth.

Keywords: Fintech, Financial Inclusion, Digital payment, Digital Literacy, Mobile Banking.

25. Work-Life Interference: Creating Conflict in Work and Life

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Abstract:

The debate on work-life balance (WLB) has been on-going. From how many hours should be a workweek to stating that work-life balance itself is a myth, people are having different outlooks about work-life balance. This article presents a totally different perspective about WLB, i.e., work-life interference (WLI). It delves into the two main interferences: Work Interference with Personal Life (WIPL) and Personal Life Interference with Work (PLIW).

For answering the questions related to work-life interference, a pilot study was conducted on 59 respondents. The respondents were selected from different service sectors like education, health, hotel, retail etc., from Nashik. The demographics also consisted of employees from different age groups and genders. Standard work-life balance questionnaire created by Hayman (2005) was used to collect the responses. Also, interviews were conducted to identify the reasons for work-life interference and suggestions were collected as to how this interference can be reduced, and work-life enhancement can be achieved.

The study indicates that although gender shows no relation, but age group has a significant relation with the type of WLI. One of the important conclusions from the research is that Work Interference with Personal Life is greater than Personal Life Interference with Work. Some of the reasons being nature of work, quantitative returns, work environment, low job autonomy, technology etc. Important suggestions to achieve work-life enhancement are setting boundaries, seasonal approach, proper use of technology, social and organizational support, proper focus and involvement in each area etc.

Keywords: Personal Life Interference with Work (PLIW), Work Interference with Personal Life (WIPL), Work-Life balance, Work-Life Enhancement, Work-Life interference (WLI).

26. A Review on Trend Analysis in India's Export with Special Reference to Electronic Commodities

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Abstract:

India's export sector plays a crucial role in the country's economic growth, with electronic commodities emerging as a significant contributor in recent years. This review paper aims to analyze trends in India's export performance, focusing on electronic commodities. The study examines historical export data, key markets, government policies, and global trade dynamics influencing India's electronic exports. Various statistical tools and trend analysis methods are employed to assess growth patterns, export competitiveness, and challenges faced by the sector. The findings indicate a substantial increase in electronic exports due to factors such as policy support, foreign direct investment (FDI), and the rise of manufacturing under initiatives like "Make in India" and the Production-Linked Incentive (PLI) scheme. However, challenges such as supply chain disruptions, global competition, and technological gaps persist. The review concludes by suggesting policy recommendations to enhance India's position in the global electronic commodities market and sustain long-term export growth.

Keywords: India's exports, electronic commodities, trend analysis, global trade, economic growth, policy support.

27. Conceptual Model of Financial Management of Self Finance Professional Educational Institutions: A Theoretical Framework

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Abstract:

This study proposes a conceptual model of financial management for self-financing professional educational institutions. The model presents a theoretical framework that integrates input variables, financial management processes, output variables, and moderating variables. The input variables include funding sources, resource allocation, institutional characteristics, and external environment. The financial management processes encompass financial planning and budgeting, financial reporting and accounting, financial control and monitoring, funding and resource allocation, and risk management. The output variables comprise financial performance, financial sustainability, quality of education, and institutional growth and development. The moderating variables include leadership and governance, institutional culture and values, and stakeholder engagement and participation. The proposed model provides a comprehensive outline for knowing the financial management of self- financing professional educational institutions and can serve as a basis for future research and practice.

Keywords: financial management, self-financing educational institutions, conceptual model, theoretical framework.

28. Impact of Digital Transformation in Printing Technology on Employment Opportunities in Pune

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Abstract:

The printing industry in Pune, a prominent manufacturing and technology hub in India, is experiencing a profound transformation driven by the adoption of digital technologies, including digital printing, automation, and artificial intelligence (AI). These advancements have significantly enhanced production efficiency, reduced costs, and enabled the delivery of personalized services. However, they have also disrupted traditional employment patterns, leading to the decline of conventional roles such as press operators and bindery workers, while simultaneously creating demand for new skill-based positions in areas like digital print management, 3D printing, and AI integration.

This study investigates the impact of digital transformation on employment opportunities in Pune's printing industry through a detailed literature review and analysis of current industry trends. It highlights the growing importance of digital literacy and technical skills, as well as the urgent need for reskilling and upskilling programs to prepare the workforce for emerging roles. The paper underscores the critical role of collaboration among industry stakeholders, educational institutions, and government bodies in addressing skill gaps and fostering workforce resilience.

The findings reveal that while digital transformation presents challenges such as job displacement, it also offers significant opportunities for innovation and growth. By implementing targeted reskilling initiatives and promoting industry-academia partnerships, Pune's printing sector can navigate the complexities of digital disruption and ensure sustainable development. This study contributes to the broader discourse on the future of work in the context of technological advancements, offering insights for policymakers, industry leaders, and educators to create a balanced and inclusive approach to workforce development in the digital era.

Keywords: Digital transformation, printing technology, employment, Pune, reskilling, automation, AI, 3D printing.

29. Strategic Succession Planning: A Literature Review of Best Practices in Organizations

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Abstract:

Human resources are the most important assets of any organization in order to make effective succession planning which is essential for ensuring organizational stability, leadership continuity, and long-term success. This study focus light on best practices in succession planning as suggested by various scholars and industry experts. A comprehensive literature review tells that private organizations adopt succession planning practices more systematically compared to public and non-profit organizations. Workforce planning, leadership development, and talent retention are identified as key components of a successful succession strategy.

The paper highlights the importance of aligning succession planning with organizational goals, developing leadership pipelines, fostering a culture of mentorship, and leveraging technology to track leadership talent readiness. Studies emphasize that challenges such as workforce aging, employee turnover, lack of career growth opportunities, and ineffective leadership transitions can be mitigated through structured succession planning.

Key succession planning models from thought leaders, including William Rothwell, Ram Charan, Marshall Goldsmith, Jay Conger, Noel Tichy, and Stephen Drotter, are analyzed to provide insights into effective implementation strategies.

Keywords: Best Practices, Employee Turnover, Leadership Development, Organizational Stability, Succession Planning, Talent Retention and Workforce Planning.

30. A Study On Job Portal And E-Recruitment Process In IT Industries In Pune

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Abstract:

The rapid development of modern Information and Communications Technology (ICT) has resulted in an increasing number of jobseekers turning to the Web for information. This has motivated the use of e-recruitment systems, also known as online recruitment which is one of the emerging worldwide trends in electronic human resource management (E-HRM) functions. E-HRM is a way of implementing HRM strategies, policies and practices in an organization through a directed support of Web technology-based channels. The Internet can facilitate the selection of employees and other HR functions related to recruitment, especially where long distances are involved. This has dramatically changed the way business is conducted and this use of technology is clearly demonstrated by the number of organizations and individuals who utilize the Internet and electronic media. In terms of HR management, the Internet has changed the recruitment perspective for both organizations and job seekers.

Keywords: Bharat, Job Portal, traditional recruitment, e-recruitment.

31. A study on role of B-schools in Enhancing Entrepreneurship Skills among the MBA Students

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Abstract:

Entrepreneurship has become one of the most vital drivers of economic growth, innovation, and job creation in the 21st century. In this context, business schools are tasked with playing a crucial role in nurturing entrepreneurial mindsets and equipping MBA students with the necessary skills to thrive in the fast-paced, competitive world of startups and business ventures. This research investigates how business schools contribute to enhancing entrepreneurship skills among MBA students, focusing on three key aspects: curriculum design, pedagogical approaches, and extracurricular activities. A thorough literature review, complemented by case study analysis, helps identify the best practices in entrepreneurship education and the challenges faced by business schools in fostering entrepreneurial talent. The findings reveal that experiential learning, industry collaboration, and mentorship are essential components in developing entrepreneurship skills. Experiential learning, which allows students to apply their theoretical knowledge to real-world situations, was found to be particularly effective in bridging the gap between classroom education and practical entrepreneurial experience. Industry collaboration offers students valuable exposure to current market trends, challenges, and opportunities, while mentorship from successful entrepreneurs provides students with crucial guidance on launching and sustaining their businesses. These elements contribute to a more holistic and realistic understanding of entrepreneurship. However, the study also identifies several challenges. Business schools often face limited access to real-world entrepreneurial opportunities for students, a lack of faculty members with direct entrepreneurial experience, and institutional constraints that hinder the implementation of hands-on, practical learning programs. Despite these challenges, the research suggests that business schools can significantly improve their entrepreneurship programs by incorporating more interdisciplinary learning, offering better access to funding resources, and fostering stronger collaborations with industry experts. In conclusion, the study emphasizes the importance of a holistic approach to entrepreneurship education that integrates both theoretical learning and practical experience. By adopting these recommendations, business schools can better prepare MBA students to succeed in the entrepreneurial landscape, drive innovation, and contribute to economic development.

Keywords: Entrepreneurship, Business schools, MBA students, Curriculum design, Pedagogical approaches, Experiential learning, Industry collaboration, Mentorship,

Extracurricular activities, Interdisciplinary learning, Entrepreneurial education, Startup ecosystem.

32. Retail Chemist's Prescription Audit- An important tool for measuring doctor's prescription behavior

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Abstract:

In the competitive world of pharmaceuticals, having precise insights into prescriber behavior and market dynamics can make or break a company's strategy. One effective way for obtaining this vital information is the Pharma Retail Chemist Prescription Audit (RCPA). Still, like any tool, it comes with its own set of challenges that can undermine its potential. From data inaccuracies to resistance from chemists, these obstacles can turn a valuable resource into a source of frustration. Pharma business is like an ocean rich with variety of fish. When one wants to catch whales, he has to go to the right area and the right depth. Likewise in pharma business when one wants to go for larger accounts, he has to first identify them and then deploy all resources and efforts. This process of identifying the right prescribers and evaluating their potential is in simple words Retail Chemist Prescription Audit – RCPA. RCPA is designed to measure outflow of prescription drugs from the retail chemist into the hands of the patients. Prescription audit data is the most sensitive indicator of prescription products performance in the marketplace.[1] Prescription is not an expression of opinion, attitude, or speculation by the prescriber but a matter of fact. It is the record that the prescriber tends to change his mind about individual drug or line of treatment. Prescription records changes from time to time, indicative if the demand pattern.[2].

Keywords: Pharmacist, Medical Representative, Retail Audit, Prescription, Doctors.

33. Exploring Opportunities and Challenges of the Digital Economy for Developing Countries: A Perspective

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Abstract:

The "digital economy" fundamentally relies on the seamless electronic manufacturing and dissemination of information and services. Particularly in India, the digital economy faces numerous security and privacy challenges that stem from both internal vulnerabilities and external threats. These challenges present significant obstacles to sustainable development and hinder progress across various sectors. Moreover, the landscape is marked by a scarcity of job prospects, which intensifies the economic struggles of many citizens.

While India's e-Government service deployment is progressing well, there is a pressing need for more robust digital inclusion policies. Such policies are essential to bridge the existing digital divide and ensure that all segments of the population can access and benefit from digital resources and services. The nation grapples with several impediments, including a lack of expertise and digital literacy among its workforce, limited availability of applications and services tailored to local needs, and inadequate Internet infrastructure that hampers connectivity and access.

These factors collectively contribute to a challenging business climate that stifles innovation and growth. However, in response to the push for rapid digitalization, IT investments in India have seen a notable increase. This trend reflects a growing recognition of the importance of digital technologies for economic development and competitiveness.

The conceptual paper under discussion addresses the various challenges and opportunities associated with the digital economy in India, leveraging secondary data to support its analysis. It explores the complex interconnections brought about by digitalization, assesses its impact on different sectors, and highlights the broader relevance of the digital economy in India's pursuit of sustainable development and prosperity in the global marketplace. By examining these dynamics, the paper aims to contribute valuable insights into the future trajectory of India's digital economy.

Keywords: Technology, digital economy, digitalization.

34. After NEP 2020: Changes in Academic Institute Strategies for Libraries in the Age of Artificial Intelligence and Data Science

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Abstract:

The National Education Policy (NEP) 2020 marks a significant step forward in the transformation of India's educational ecosystem. This policy emphasizes the integration of technology, including Artificial Intelligence (AI) and Data Science, into academic practices to enhance learning outcomes. Academic libraries, as pivotal pillars of academic institutions, play an essential role in supporting these shifts. This paper explores how academic libraries in India have adapted their strategies post-NEP 2020 to align with these technological advancements. The integration of AI and data science into library systems is examined in terms of their implications for resource management, personalized learning, academic research, and user engagement. Furthermore, the paper highlights the challenges academic libraries face in adopting these technologies and proposes strategies for effective implementation. By exploring AI and data science-driven innovations in library operations, this research aims to provide insights into the future trajectory of academic libraries in India's digital era.

Keywords: NEP 2020, academic libraries, artificial intelligence, data science, library management, personalized learning, resource management.

35. A Correlational Study of Financial Literacy, Financial Attitude, and Financial Behaviour from the Behavioural Finance Perspective: A Case of Pune City

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Abstract:

The main purpose behind this study is to determine the level of financial literacy, attitude of investors and the impact of financial literacy on the financial attitude, financial behaviour of individual investors in Pune city. This correlational research conducted by the researcher to find out the relation and impact of financial literacy on the behaviour of individual investors and a combination of data analysis that uses a descriptive analysis to determine a level of financial literacy using Pearson correlation and multiple regression analysis. The result of the study shows that financial literacy, financial attitude have a significant impact on financial behaviour. As the study is conducted to study the psychology of individual investors toward investment from the behavioural finance perspective.

Keywords: Financial Attitude, Financial Literacy, Behavioural Finance, Financial Behaviour.

36. Value creation for Business Leaders and Customers in Insurance Industry using Machine Learning

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Abstract:

Machine Learning technology is widely used across different industries. The aim of this research is to enable insurers to become AI driven enterprises, powered by Machine Learning and Data Mining technologies. The adoption of wearable products such as activity trackers and smart watch provide real-time information on the user's health and wellbeing. These wearable devices offer information related to day-to-day events and physiological data such as quality of sleep, heart rate, blood oxygen level, blood pressure, cholesterol level, and calories burnt. The pandemic has made wearable technologies and devices a more prominent part. A fitness wristwatch can be paired with a mobile application to offer key fitness-related information and statistics to the user. It is expected that customers will make their health data available to an insurer in order to receive a personalised life or health insurance and a premium based on their likelihood of illness and level of fitness. Wearables might even be used to reduce risk through preventive actions. Since they enable insurers to monitor and improve customers health. Insurers will directly benefit when spreading of diseases is monitored and controlled since this will lead to reduction in claims. The study demonstrates the potential of using wearables and machine learning & data mining techniques to develop personalized models which will benefit both the insurer and the customer.

Keywords: Insurance, machine learning, data mining, wearable devices.

37. Change in Customer Purchasing Behaviours in Response to the Covid 19 Pandemic

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Abstract:

COVID-19 has caused significant disruptions to society, leading to job losses and 6.5 million infections. The pandemic has also led to psychological and behavioral changes, increased mental stress, and a shift in consumer spending habits. Consumers have adapted to environmental constraints, spending more on necessities and health and hygiene products. Businesses have had to adapt to demand, improve customer experience, and create targeted marketing campaigns. Economies have had to track industries to guide policymaking and economic recovery strategies. Consumers have seen better services, informed choices, and better long-term strategies, such as predicting future trends and exploring new technologies. The objectives of this study are to examine the shift in consumer spending habits, analyze factors influencing purchasing decisions, analyze the market, illustrate the Customer Decision Making Model, explore the impact of digitalization and e-commerce growth, assess demographic differences, study the long-term impacts of COVID-19 on consumer behavior, and evaluate consumer attitudes towards health, safety, and hygiene in purchasing decisions.

The COVID-19 pandemic has significantly impacted Indian businesses, with the food industry growing and e-commerce expanding. However, lockdowns have led to increased social distancing, causing negative effects like poor cognitive performance and depression.

The pandemic has also highlighted the dynamic nature of markets, with the Engel Kollat Blackwell (EKB) Model of Consumer Behavior and the Theory of Planned Behavior (TPB) Model focusing on internal and external factors. Factors influencing consumer behavior include cultural, social, personal, and psychological factors. The impact of digitalization on consumer behavior and well-being is a challenge, with the convergence of the Internet and mobile communications in business and trade.

Keywords: COVID 19, Consumer, Digitalization, Purchasing behaviour, e-Commerce.

38. A Comparative Study of Entrepreneurship Education and Entrepreneurial Intent with Special Reference to Traditional College Students and Professional College Students of Pune District

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Abstract:

This study explores the impact of entrepreneurship education on the entrepreneurial intent of students from traditional and professional colleges in the Pune district. With a sample size of 50 students, the research aims to understand the differences in entrepreneurial intent influenced by the type of education received. Using a structured questionnaire and statistical analysis, this paper highlights the varying degrees of intent and the role that education plays in shaping entrepreneurial aspirations.

Keywords: Comparative Study, Entrepreneurship Education, Entrepreneurial Intent, Traditional College Students, Professional College Students and Pune District.

39. Change Management and Organizational Performance: A Review

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Abstract:

In the 21st century, our business landscape is experiencing rapid change in the external as well as internal changes. Change management ensures a deliberate process of planning, communication, leadership, and employee involvement. For survival organizations must react, operate, and adapt to any changes themselves. The study included 25 pieces of literature from journals, magazines, articles, and books applicable to the work written by different authors. Organizations can strengthen their mechanisms by adopting the change mechanism and building their internal competencies to manage all uncertainties. Impacts of change on organizational performance are the major focus of the study with the help of Indian and foreign authors and their different models. Most of the work highlights the importance of adaptive leadership, employee engagement, and the integration of traditional values. The study also focuses on the outcome of an effectively executed change management process that leads to improved organizational performance, greater innovation, and sustained success.

Keywords: adaptive leadership, employee engagement, internal competencies, traditional value, organizational performance, sustained success.

40. A Study of Employee-Employer Relationship and its Impact on Employee Performance Management in Private Steel Industries in the Pune Region

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Abstract:

The employee-employer relationship is a cornerstone of organizational success, especially in sectors with high operational demands, such as the steel industry. This research paper, based on an in-depth literature review, explores the dynamics of the employee-employer relationship and its significant influence on employee performance management in private steel industries, with a particular focus on the Pune region—an industrial hub in India. The study synthesizes findings from various research works to underscore the importance of communication, trust, recognition, and leadership in fostering positive employee-employer relationships. These elements contribute significantly to employee performance, job satisfaction, and organizational commitment. The paper further explores how these factors intersect to impact not only individual employee outcomes but also broader organizational success. Key findings suggest that strong relationships between employees and employers enhance employee engagement, lead to higher performance standards, and improve overall organizational efficiency. The research concludes with a set of recommendations for private steel industries to enhance employee-employer relationships by improving communication practices, fostering trust and recognition, and investing in leadership development programs. By doing so, companies can boost employee morale, increase productivity, and ensure a committed and high-performing workforce.

Keywords: Employee-Employer Relationship, Communication, Trust, Recognition, Leadership, Employee Performance Management, Job Satisfaction, Organizational Commitment, Employee Engagement, Private Steel Industry, Pune Region, Industrial Hub, Performance Appraisal, Employee Motivation, Workplace Culture.

41. An Analytical Study of Marketing Mix of Cut Flower Producers in Pune District

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Abstract:

The floriculture industry in India has experienced significant growth in recent years, with cut flowers emerging as one of the key segments. Pune, a district known for its agricultural potential and favorable climate, is an important hub for cut flower production. This paper aims to analyze the marketing mix of cut flower producers in Pune district, focusing on the critical elements of Product, Price, Place, and Promotion (4Ps) that influence their business success. Through a combination of primary research (surveys and interviews) and secondary data, the study evaluates the strategies adopted by flower producers to cater to local, national, and international markets. The findings indicate that while producers leverage the region's climatic advantages and the growing demand for flowers, challenges such as fluctuating prices, seasonal demand, and marketing inefficiencies persist. The paper concludes with recommendations for optimizing the marketing mix to enhance competitiveness and profitability in the floriculture sector.

Keywords: Marketing Mix, Cut Flower Production, Pune District, 4Ps, Floriculture Industry, Agricultural Marketing, Consumer Behavior, Price Strategies.

42. Digital Banking Awareness Among Women: A study on Adoption and Challenges

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Abstract:

This research investigates the awareness and adoption of digital banking services among women in rural areas. Digital banking has the potential to empower women by providing access to financial services, yet its penetration in rural communities remains limited, primarily due to barriers such as low financial literacy, limited technological access, and societal constraints. The study aims to assess the level of awareness regarding services like mobile banking, online transactions, and digital wallets, while exploring factors such as education, socioeconomic status, and infrastructure that influence awareness and usage. Additionally, it examines the obstacles rural women face in adopting digital banking, including technological challenges, cultural norms, and trust issues. By evaluating the benefits of digital banking on financial independence, economic participation, and access to government schemes, this research aims to provide actionable recommendations to improve awareness and facilitate the adoption of these services. Tailored financial literacy programs, community-based awareness campaigns, and policy interventions are proposed to bridge the gap and promote financial inclusion for rural women. This study highlights the need for user-friendly digital solutions to overcome specific challenges faced by rural populations.

Keywords: Digital banking, Rural women, financial inclusion, Awareness.

43. A Customer Awareness of Internet Banking with Respect to Pune

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Abstract:

In recent years, the banking industry has undergone significant transformation due to the rapid advancement of technology. Internet banking, also known as online banking, has become one of the most important modes of financial transactions worldwide. In India, internet banking has emerged as a significant service, driven by factors such as increased internet penetration, smartphones, and government initiatives aimed at fostering a cashless economy. The city of Pune, known for its educational institutions and burgeoning IT sector, is experiencing significant growth in the adoption of digital banking services. However, despite the growing usage of internet banking, a considerable gap remains in customer awareness and full utilization of its potential.

Awareness plays a pivotal role in the adoption and successful utilization of internet banking services. It directly impacts customer trust, the frequency of service usage, and customer satisfaction levels. Therefore, understanding the factors that influence awareness of internet banking services is crucial for banks, policymakers, and other stakeholders who are working to promote digital banking in Pune. This research seeks to explore the level of customer awareness of internet banking in Pune, identify key factors affecting awareness, and assess the barriers and challenges to its widespread adoption.

Keywords: Internet Banking.

44. Digital Marketing in the Agricultural Sector: Opportunities and Transformation

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Abstract:

Digital marketing is a modern approach that leverages online technologies, such as computers, smartphones, and digital platforms, to promote products and services. Emerging in the 1990s and gaining significant traction in the global business world by the mid-2010s, digital marketing has become a powerful tool for various industries, including agriculture. This approach provides unique opportunities for the agricultural sector to access broader markets and engage consumers more effectively.

When presenting agricultural products, the marketing mix must be tailored to the specific characteristics of the agricultural sector. Digital marketing offers numerous benefits for farmers, such as increased product visibility, improved preference, and higher sales, all through various online marketing strategies. While businesses in agriculture still use a combination of traditional and digital marketing tools, the growing trend toward digital transformation offers additional advantages.

This study explores the key factors driving the digital transformation in agricultural marketing and highlights the benefits farmers can gain by successfully implementing digital marketing techniques. It reviews articles from various literature platforms, focusing on how digital marketing affects the agricultural sector and the factors influencing this shift. The study emphasizes that businesses in agriculture should prioritize digital transformation for the effective use of digital marketing strategies.

Furthermore, the research draws attention to the importance of digital marketing in agriculture and provides an overview of its scopes and benefits. It serves as a guide for farmers, researchers, and other stakeholders in the agricultural sector. By embracing digital marketing, farmers can enhance their competitiveness,

improve pricing strategies and reduce both production and marketing costs. The study suggests that policy makers should encourage the adoption of digital marketing tools and develop supportive policies to foster digital marketing growth in agriculture.

Keywords: Agricultural marketing, Digital marketing, Agricultural sector, Digital technology, Strategy.

45. Promoting Pet Care Product Visibility and Growth through Social Media Engagement

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Abstract:

The pet care industry is experiencing significant growth, with social media playing a crucial role in helping brands connect with pet owners and shape purchasing decisions. This paper delves into how social media enables pet care companies to boost product visibility, gain valuable customer insights, and drive innovation. It discusses strategies for building a compelling brand presence, leveraging user-generated content, and using online engagement to guide product development. Furthermore, the paper looks ahead to the future of social media in the pet care sector, focusing on emerging trends and the growing importance of authenticity in digital marketing.

Keywords: Bharat, Civilisational Nation, Nationalism, India.

46. Impact Of Promotional Activities On Consumer Buying Behavior Towards Grocery

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Abstract:

Promotional activities play a crucial role in influencing consumer buying behavior. This study aims to analyze the impact of various promotional strategies adopted by grocery stores in Ahmednagar City on consumer purchasing decisions. Using primary data collected from 101 respondents, the research examines how discounts, advertisements, loyalty programs, and in-store promotions affect customer preferences and buying patterns. The findings provide insights into effective promotional strategies for retail businesses.

Keywords: Bharat, Civilisational Nation, Nationalism, India.

47. The Role of AI in Neuromarketing: Understanding Consumer Brain Responses for Effective Advertising

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Abstract:

The integration of Artificial Intelligence (AI) in neuromarketing has revolutionized the way businesses understand consumer behavior. Traditional marketing techniques often rely on subjective consumer feedback, whereas AI-powered neuromarketing leverages brain activity analysis and biometric data to enhance advertising effectiveness. This study examines the role of AI in neuromarketing by analyzing how AI-driven tools interpret consumer brain responses to optimize advertising strategies. Using a quantitative research approach, data was collected from 300 respondents to evaluate their awareness, engagement, and perceptions of AI-powered advertisements. The findings indicate that 73% of respondents found AI-driven ads more relevant, 60% reported emotional engagement, and 63% acknowledged AI's influence on their purchasing decisions. Additionally, privacy concerns remain a significant issue, with 70% expressing concerns over AI's data collection practices, although 63.3% would still prefer AI-powered ads if privacy safeguards were ensured. This research highlights the growing impact of AI in consumer decision-making and offers practical implications for marketers seeking to enhance engagement and personalization while addressing ethical concerns. The study concludes that AI-powered neuromarketing holds immense potential for improving advertising strategies, provided that consumer trust and data privacy are adequately addressed.

Keywords: Advertising effectiveness, Artificial Intelligence, Consumer behavior, Neuromarketing, Personalization, Privacy concerns.

48. Comparative Analysis Of Data Mining Techniques For Social Media Usage Patterns

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Abstract:

Businesses and researchers need data mining techniques to understand user-generated data from rapidly growing social media platforms because of its enormity. Social media data analysis requires determination of optimal machine learning algorithms because their identification remains problematic. The research conducts a performance comparison between Naïve Bayes, Decision Tree, Random Forest, Support Vector Machine (SVM), and Logistic Regression to establish their effectiveness for social media usage pattern analysis.

The research utilized a structured quantitative approach that processed data from Facebook Posts which became publicly available between 2020 and 2024. A series of pre-processing methods that included text cleaning and normalization and feature selection processes were used before classification. The evaluation of each machine learning algorithm occurred through Accuracy, Precision, Recall and F1-Score metrics assessment. Random Forest proved to be the most effective approach for social media data mining since it produced an F1-score of 90% in the analysis.

Random Forest performs well in social media applications by leveraging its combination of multiple decision trees for achieving high classification accuracy in analytics tasks. The high precision rate of 91% achieved by Naïve Bayes indicates suitable performance for detection of spam emails and classification of topics. Selection of models must base itself on the intended goals combined with the surrounding data mining project circumstances.

Real-time social media analytics requires better classifiers that deep learning and reinforcement learning can produce according to the findings from this study. Future investigations need to unify NLP analytical methods and network structure analytics to develop enhanced predictions of user conduct. Proper data mining practices on social media require users to maintain their privacy together with secure protection of their information alongside ethical considerations.

Keywords: Social Media, Data Mining, Machine Learning, Sentiment Analysis, User Engagement, Predictive Analytics.

49. Fundamentals of Dimensionality Reduction Techniques: A Review

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Abstract:

Dimensionality reduction (DR) is an important but somewhat challenging step in data analysis, which enables the transfer of high dimensional data to low dimensions without losing the real data meaning or original data features. This transformation helps to improve data visualization by bypassing the curse of dimensionality which enhance the of machine learning algorithms.

We present the widespread review of dimensionality techniques in this paper which includes linear and non-linear methods, feature extraction, and feature selection. We discussed the fundamentals of dimensionality reduction and its applications in various fields covering the challenges associated with high-dimensional data and its transformation to low dimension.

The paper covers popular DR techniques, such as Principal Component Analysis (PCA), t-Distributed Stochastic Neighbor Embedding (t-SNE), and Autoencoders. We also explore the applications of DR in image and signal processing, text analysis, bioinformatics, and machine learning.

This review aims to provide a concise overview of DR techniques, their strengths and weaknesses, and their applications in various domains. It serves as a valuable resource for researchers, practitioners, and students seeking to understand the concepts and methods of dimensionality reduction.

Keywords: Dimensionality Reduction (DR), Data Visualization, Machine Learning Algorithms, Principal Component Analysis (PCA), Feature Extraction, Autoencoders.

50. Exploring Sentiment Analysis in Social Media: A Systematic Review of Approaches and Uses

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Abstract:

This research paper serves as a comprehensive review of sentiment analysis within the context of social media, examining methodologies, platforms, and various applications. Social media platforms are characterized by an extensive volume of unprocessed data that is contributed by users in diverse formats, including textual content, videos, images, and audio recordings. By applying sentiment analysis, this data can be transformed into significant insights. A meticulous systematic review of scholarly articles published in reputable and authoritative databases, such as ACM, Emerald Insight, IEEE Xplore, Science Direct, and Scopus is carried out. The findings indicate that the majority of the articles utilized the opinion-lexicon method to assess textual sentiment in social media, primarily extracting data from microblogging platforms, particularly Twitter, with applications of sentiment analysis evident in areas such as global events, healthcare, political discourse, and business environments.

Keywords: Sentiment analysis, Natural language processing, Machine learning, Opinion mining.

51. A Review of SQL Injection Attacks (SQLi) on Web Applications and Preventive Measures

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Abstract:

SQL Injection (SQLi) Attack is a type of dangerous cyber-attack and a very common vulnerability in Web Applications. In this type of attack, an attacker inserts malicious code into input fields and manipulates SQL Queries to gain access to the database. Once attackers gain unauthorized access to the database, it can lead to modification or deletion of important data, sometimes attackers take control of the whole database. The serious threat of SQLi could lead to data breach, loss of data / data corruption, manipulation of data, financial losses to the company due to data theft, it damages the reputation of the company. This paper focuses on what SQLi is, its types of SQL, workflow and the preventive measures to protect the web applications from SQLi.

Keywords: SQLi, SQL Injection, data breach, unauthorized access, modification / deletion of records, cyber-attack.

52. An Effect of Implementation of Organizational Management Practices on Organizational Development of Heavy Vehicle Manufacturing Companies

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Abstract:

In a today's era there is huge completion in every sector. To sustain in the competitive environment, it is very difficult task to management the performance of the organization. This study helps to know, understand the which practices has to be implement and have better impact on the organizational performance. Pune is an industrial hub of manufacturing sector. Organizational development (OD) is the process of improving an organization's capability by positioning its strategy, structure, people, and organizational functions [4] [5][7][8]. Every organization needs to expand its resources. Human resource development is a major growth driver. The relevant organizational practices must support the growth momentum. Organizational Practices are the respective behaviors and actions of employees within the organization. The relative theory and corresponding practices demonstrate that there is a positive relationship between organizational practices and organizational development [1] [2][3][6].

Keywords: Words: Organizational Performance, Organizational Practices, Heavy Vehicle Manufacturing Industry, Organizational Culture, Organizational Development, Management Practices.

53. Emotional Intelligence as a Predictor of Job Satisfaction and Organizational Commitment with Respect to IT Companies

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²Poona Institute of Management Studies & Entrepreneur, E-mail: sheena.abrahampimse@gmail.com

Abstract:

In order to predict organizational commitment and job satisfaction in IT companies, this study explores the relationship between emotional intelligence. A sample of 210 individuals from various IT companies is used in the study. Emotional intelligence, which is described as the ability to understand and control one's own emotions while demonstrating empathy for others, is becoming more widely recognized as a critical element in professional relationships. Significant relationships between higher levels of emotional intelligence and higher levels of organizational commitment and job satisfaction have been found. The study employs quantitative analysis to elucidate how IT companies can utilize emotional intelligence to enhance employee retention and organizational efficiency.

Keywords: Emotional Intelligence, Employee Retention, Organizational Commitment, Job Satisfaction, Workplace Dynamics.

54. Impact of HR Policies on Engagement and Retention of Generation Z Employees in IT/ITES Companies

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Abstract:

The growing presence of Generation Z in the workforce has led to notable alterations in organizational strategies concerning employee engagement and retention, especially within IT/ITES firms. This research examines the impact of human resource policies on the engagement and retention of Generation Z employees within this organization. This study, with a sample size of 150 respondents, examines various HR strategies, including flexible work policies, professional development opportunities, recognition programs, and mental health support. The findings show that personalized HR policies connected with the particular expectations of Generation Z improve their engagement and retention, underlining the necessity for organizations to respond to the changing workforce dynamics.

Keywords: Generation Z, HR Policies, Employee Engagement, Workforce Management, Employee Experience, IT/ITES.

55. Forecasting Time Series with Deep Learning Methods: A Review

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Abstract:

Time series forecasting involves the scientific validation of the predictions about potential future states or trends of an event that is based on historical data collected at various intervals. This field, enhanced by a variety of deep learning models, and it has been seen significant advancements that makes it a key area of research. The wide range of available time series datasets provides valuable resources for comprehensive studies with diverse objectives. However, the complexity and scale of time series data pose challenges in developing reliable prediction models.

In this paper, we aim to introduce and review methodologies for modelling time series data and discuss different evaluation metrics. We explore essential architectures to provide a thorough assessment of recent deep learning prediction models. Generally, different models are designed to meet specific goals.

Keywords: Deep Learning, Time Series forecasting, Evaluation Metrics.

56. Primary Analysis of Crypto currency Usage Patterns Among Traditional Banking Customers

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**Assistant Professor, Abhinav Education Society's Institute of Management and Research,
Pune, India.*

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Abstract:

This research examines the adoption patterns and usage behaviors of cryptocurrency among traditional banking customers. Growing up with the rapid expansion of digital finance and the increase of different cryptocurrency platforms, banking customers are becoming increasingly influenced by and familiar with digital assets. The goal of current research is to look over the relationship between traditional banking services and cryptocurrency adoption. Using quantitative survey and statistical data analysis, the research investigates the impact of cryptocurrency on traditional banking customer behavior. This research also focuses on the influence of cryptocurrency on consumer financial decision-making and changes in overall attitudes and perceptions toward traditional banking institutions. The survey method is used for data collection. The sample size for this research is 220 respondents and the convenience sampling method is used for selecting samples. This research concluded that cryptocurrency adoption has significant impacts on traditional banking customer behavior.

Keywords: Cryptocurrency, Banking Behavior, Digital Assets, Financial Services, Consumer Behavior.

57. Human-Robot Collaboration in Smart Workspaces: Current Practices, Challenges, and Future Directions

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Abstract:

This research examines the evolving landscape of human-robot collaboration (HRC) within smart workspaces. As industrial and service robots become increasingly integrated into modern work environments, the nature of human-robot interaction is transforming from segregated operations to collaborative endeavors. Using qualitative and quantitative research methodologies, this study investigates the impact of collaborative robots (cobots) and AI- enhanced workspace technologies on productivity, safety, and employee experience across manufacturing, healthcare, logistics, and office environments. The research involved 205 participants from various sectors, utilizing a combination of surveys, field observations, and performance metrics analysis. Our findings indicate that effective human-robot collaboration significantly improves operational efficiency (35% average productivity increase), enhances workplace safety (42% reduction in accidents), and creates more adaptable work processes. However, challenges remain in interface design, trust development, skills adaptation, and ethical frameworks. The research concludes that successful implementation of HRC in smart workspaces requires an integrated socio-technical approach that balances technological innovation with human-centered design principles.

Keywords: Human-Robot Collaboration, Cobots, Smart Workspaces, Industry 4.0, Human-Centered Automation, Workspace Intelligence.

58. Financial Inclusion In India: Challenges & Opportunities

Dr. Siddiqui A.S.*

**Assistant Professor, Aditya College of MBA Beed.*

Abstract:

Financial inclusion refers to ensuring access to a wide range of financial services such as credit, savings, insurance, and payment services to all individuals, especially those who are underserved or excluded from the formal financial system. In India, financial inclusion is essential to empower marginalized groups and contribute to the overall economic development of the country. The Indian government, along with the Reserve Bank of India (RBI), has made significant efforts to enhance financial inclusion, but several challenges remain.

59. Digital Transformation in Agriculture: Adoption Challenges and ICT Utilization Among Pune Farmers

Prof. Amit Kaiwade¹, Dr. Atik Shaikh^{2*}

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²Director, Unique Institute of Management, Pune. E-mail: meetatik@gmail.com

Abstract:

The rapid advancement of Information and Communication Technology (ICT) has revolutionized various sectors, including agriculture. However, the adoption of ICT among farmers in Pune faces several challenges, ranging from infrastructural limitations to digital literacy issues. This study explores the barriers and opportunities associated with ICT adoption in agriculture and its impact on productivity, decision-making, and sustainability. Through a mixed-methods approach, this research examines the role of government initiatives, private sector involvement, and farmer perceptions in shaping digital transformation in the agricultural sector.

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60.Vertical and Terrace Gardens: The Future of Urban Sustainability

Mr. Bajrang N. Gite¹, Mr. Amol N. Fartade^{2*}

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Abstract:

As urbanization continues to expand, cities face challenges related to pollution, limited green spaces, and climate change. Vertical and terrace gardens have emerged as innovative solutions for sustainable urban development. These gardens not only enhance air quality and biodiversity but also contribute to energy efficiency and food security. This research paper explores the benefits, challenges, and future potential of vertical and terrace gardens in urban settings, using case studies and survey data for analysis.

Keywords: Urban Sustainability, Vertical Gardens, Terrace Gardens, Green Infrastructure, Climate Change, Energy Efficiency.

61.Vertical and Terrace Gardens: The Future of Urban Sustainability

Mr. Bajrang N. Gite¹, Mr. Amol N. Fartade^{2*}

**¹Student, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth College of Agriculture, Dapoli., ²Ph.D. Scholar (Fruit science), Dr. Balasaheb Sawant konkan krishi Vidyapeeth, Dapoli College of Horticulture. E-mail: nirmalagite34@gmail.com*

Abstract:

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Keywords: Urban Sustainability, Vertical Gardens, Terrace Gardens, Green Infrastructure, Climate Change, Energy Efficiency.

62. Searching Elements in Patent Management System

Apurva Vikas Khairnar¹, Yogesh Ghorpade^{2*}

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Abstract:

The search functionality of a patent website plays a crucial role in enabling users to efficiently explore and access a vast repository of patent information. As intellectual property continues to grow in importance, patent databases have become central to businesses, inventors, legal professionals, and researchers who need to track innovations and manage intellectual property rights.

The patent search feature on patent websites is crucial for navigating global intellectual property. It provides advanced search tools, efficient filtering, and comprehensive data, enabling users to make informed decisions, manage patent portfolios, avoid infringement, and drive innovation. As patent information becomes more vital in the global economy, the ability to efficiently search and analyze patents is essential for securing and managing intellectual property assets.

The searching element of a patent website typically encompasses a variety of features that allow users to perform detailed and accurate queries on patent data. These include advanced search options, filters, and specialized algorithms designed to enhance the relevance of search results. Key features often involve searching by keywords, patent numbers, assignee names, application dates, IPC (International Patent Classification) codes, and geographical regions. This multi-criteria search functionality is designed to meet the specific needs of users, such as patent attorneys seeking relevant prior art, inventors looking for similar inventions, or researchers tracking technological advancements.

Keywords: Searching elements, Accurate, AI-Driven summaries, keyword-based search.

63. Design of Decision Support System Framework for Course Selection

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Abstract:

It is evident from a review of the pertinent literature that choosing the right course frequently caused difficulties for both parents and students. There is a shortage of research that focuses on choosing among several graduating courses while taking into account all demographic, personal, academic, and social elements. Studies that focus on students' academic achievement and placement are few. In order to fill this gap, authors used the feature selection technique mutual information gain on the obtained data to identify the contributing factors and applied random forest classifier to developed decision support system framework. The current study employed a survey-based descriptive research methodology. Online surveys were utilized to gather information from students enrolled in courses in a variety of fields, including medicine, engineering, animation, cyber security, commerce and management. To choose study participants, the convenience sampling method was used. For the study, 138 students' data from all streams were gathered. The study made DSS using flask .application executed on Google Colab using ngrok. From the result it is showed that random forest algorithm performed well with 89% accuracy.

Keywords: Influencing Factors, Classifier, Feature Selection, Decision Support System.

64. The Socio-Economic Status of the Women Running Wada-Pav Centres in Pune City's Informal Sector

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Abstract:

This study explores the socio-economic status of women entrepreneurs operating Wada-Pav centers in Pune, India. This paper highlights their critical role in the urban informal sector. Women running these popular Vada Pav outlets face numerous challenges, including very limited access to capital, open market competition, and government (PMC) regulatory barriers. We have used interview methods to approach the target entrepreneurs and also combined a review of existing literature on informal businesses. With qualitative interviews, the research examines the resources these women leverage and the strategies they employ to navigate the complexities of the informal economy. Findings reveal that despite facing significant difficulties and obstacles, these women demonstrate resilience and innovation, fostering economic independence and contributing to their communities. This study aims to enhance understanding of women's entrepreneurship in the informal sector, offering insights that can inform policy and support initiatives aimed at empowering marginalised populations.

Keywords: Women Entrepreneurs, Informal Sector, Socio-Economic Status, Resilience and Innovation, Policy Support Initiatives.

65. Critical review and new characterization of placement and framework

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Abstract:

This is a review on existing student placement models and a fresh comprehensive model. To begin with , we have reviewed recent research papers and a few blogs which discuss Student Placement Models, a few papers which use machine learning algorithms mainly for analytics and prediction of student placements, and a few recent blogs which focus on these aspects, mainly targeting placement problems in the faculty of engineering.

We found that most of the papers focus on using ML tools for computing probabilities of individual placements, Designing web-applications for Green Modelling, There is an exclusive paper on the IERDA model. There is a general lack of literature on models which take the sentiments of students and parents into account. The IERDA model by Aithal and Shenoy has been specifically detailed as the representative of the latest placement models. Models which deal with company perspectives are very rare, we found only one paper in this regard. Factors like competition between colleges, proper timelines for processes also find few takers. Next we have tried to conceptually define a proper placement Model, comprehensive enough to provide the basis for planning such analytical studies in future. We believe the model is generic and can fit into possibly every situation a placement officer can think of, or researcher can plan his work. For better planning we need to identify the metrics which need to be optimized. Attempts have been made in this paper to define a fuzzy measure connecting a student's desire to get a job, strength of his need. In our model, we emphasize on strategic planning to begin from admission days, moderately intensify during the teaching phase, and intensive implementation during the final phase.

Keywords: Placement model, Sentiment, Framework, ML tools, Fuzzy measures

66. Green HRM: A Pathway to Eco-Friendly Workplaces in Indian Corporates

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Abstract:

There is an increasing demand for the incorporation of environmental management within Human Resource Management (HRM) practices, commonly referred to as Green HRM initiatives. Green HRM involves engaging every employee interaction to encourage and sustain eco-friendly business practices while also fostering awareness that aids organizations in functioning in an environmentally responsible manner. Thus, Green HRM includes two primary components: Eco-Conscious HR practices and the safeguarding of knowledge assets. The objective of this research paper is to investigate the status and challenges associated with green human resource management practices in India, which is a relatively unexplored area... This paper focuses on examining the current Green Human Resource Management practices utilized by organizations in India, their level of awareness and implementation, as well as the growth trends within the Indian context. The research examines the effectiveness of Green Human Resource practices. This study addresses the requirement to investigate Green Human Resource Management in developing economies like India.

Keywords: Green HRM, Eco-friendly, Corporate Sustainability, Environmental management.

67. Embedded Libraries: Transforming Libraries into Innovation Hubs

Dr. Sambhaji G. Patil*

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Abstract:

Libraries have traditionally served as repositories of knowledge and cultural heritage. However, in the digital era, libraries are evolving into dynamic innovation hubs through embedded librarianship. Embedded libraries integrate seamlessly into academic, corporate and community environments, fostering innovation, collaboration, and skill development. This paper explores the concept of embedded libraries, their role in promoting innovation, and case studies demonstrating their impact on education, research, and entrepreneurship.

Keywords: Embedded Libraries, Transformation, Libraries, Innovations.

68. Pathways to Sustainable Development in India: A Fusion of Culture and the UN SDGs

PRATIK BHAUSAHEB KHOKLAE*

Abstract:

Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Is a sustainable development. The roots of sustainable development, however, can be traced back to traditional practices.

Sustainable development is essential for addressing global challenges. The United Nations Sustainable Development Goals (SDGs) provide a comprehensive framework to promote sustainability. In my research work, I have dealt with sustainable development and its Goal - it's origin, need for it and its deep rootedness with Indian culture. Indian traditional practices are deeply rooted in sustainability, reflecting a harmonious relationship between humans and nature. However, the younger generation, often influenced by rapid globalization and modern technology, may not fully recognize the value of India's traditional practices in achieving sustainability. There is an urgent need to bridge these gaps by reviving and integrating India's sustainable traditional practices with modern solutions while fostering global partnerships.

In conclusion, Educating and engaging the youth about the value of traditions along with innovative practices can promote sustainable development, reduce environmental impact, and ensure inclusive progress towards the SDGs.

Keywords: Sustainable Development, Indian Traditional Practices, Youth Engagement.

69. Leveraging Green IT Innovations and Eco-efficient Manufacturing for Sustainable Supply Chain Optimization

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Abstract:

This paper focuses on the integration of Green IT innovations and eco-efficient manufacturing practices in optimizing sustainable supply chains. The emphasis is on the synergistic effect of Lean-Green strategies, which streamlines operations and minimizes environmental impacts. Combining Lean principles, such as waste reduction and efficiency improvements, with eco-design and Industry 4.0 technologies promotes circular economy practices and sustainable product development. This research further explores the use of additive manufacturing in the supply chain towards cost minimization, waste in production, and emissions. The developed bi-objective optimization model reveals the balance which the environmental sustainability needs to take relative to the economic performance. This study also identifies the emergence of eco-efficiency programs and further establishes the integration of maintenance processes in the operation of a lean supply chain. This study underlines the fact that a holistic approach should consider a combination of technological innovation and strategic decision-making to enhance resource efficiency and sustainability in supply chains. It is also valuable to organizations that will be implementing sustainable, eco-efficient practices in their operations.

Keywords: Green Innovation, Industry 4.0, lean supply chain, sustainable supply chains management (SSCM), Circular economy.

70. Formulation and Evaluation of Polyherbal Antidiabetic Syrup

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Abstract:

Polyherbal formulations have gained attention as alternative treatments for managing chronic conditions like diabetes. This study investigates the potential antidiabetic effects of a polyherbal syrup made from *Gymnema sylvestre* and *Cichorium intybus*, two medicinal plants known for their therapeutic properties. *Gymnema sylvestre* is renowned for its ability to lower blood sugar levels by enhancing insulin secretion and improving insulin sensitivity, while *Cichorium intybus* (chicory) is thought to aid in blood glucose regulation by acting on the digestive system and reducing insulin resistance. The polyherbal syrup was formulated to combine the synergistic effects of both plants. Preliminary in vitro and in vivo studies were conducted to assess the antihyperglycemic activity of the syrup, focusing on its impact on fasting blood sugar levels, postprandial glucose control, and overall metabolic health. The results demonstrated a significant reduction in blood glucose levels, suggesting that the combination of *Gymnema sylvestre* and *Cichorium intybus* in a polyherbal syrup may be a promising, safe, and effective alternative in the management of type 2 diabetes.

Keywords: Polyherbal, antidiabetic, *Gymnema sylvestre*, *Cichorium intybus*, blood glucose regulation, type 2 diabetes, herbal medicine.

71. Indapamide Microsponges - An Innovative Approach to Targeted Drug Delivery

Daund Trupti Madhukar, Daund Prabhanjan Kailas
Guide, Dr. Sandeep Badadhe *

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Abstract:

Indapamide, a thiazide diuretic, faces challenges such as poor solubility and potential side effects. Microsponges, as innovative drug delivery systems, could address these issues. This research focused on developing and accessing microsponges for targeted delivery of Indapamide. Through a quasi-emulsion solvent diffusion method using ethylcellulose and PVA, microsponges were successfully created and evaluated. Formulation F2 proved to be the most effective due to its favorable properties. The study highlights the advantages of microsponges in enhancing Indapamide therapy by improving solubility, enabling controlled release, and reducing side effects. The investigation aimed to improve Indapamide release rates using microsponges and involved thorough evaluation methods such as FTIR, stability studies, and SEM. For oral delivery,

microsponges within hard gelatin capsules released 93.2% of Indapamide over 8 hours, a significant increase compared to 11.7% from capsules containing pure Indapamide. In topical applications, microsponges incorporated into carbopol gel released 77.5% of Indapamide in 24 hours, with a skin retention rate of $207.61 \pm 5.03 \mu\text{g}/\text{cm}^2$ measured using a Franz diffusion cell. Both oral and topical formulations followed a zero-order kinetic model with a release mechanism of anomalous transport, combining diffusion and polymer relaxation effects. Overall, Indapamide microsponges showed a substantial improvement in drug release compared to pure Indapamide, demonstrating their potential for effective targeted delivery in both oral and topical forms.

Keywords: Microsponges, Drug delivery system, Indapamide, Targeted drug delivery.

72. Formulation And Evalutaion Of Polyherbal Roll On To Reduce Menstrual Crampsajwain, Jaggery, Almond Oil, Tea Leaves

Vaishnavi Appasaheb Jaygude, Sanika Tulshiram Sarode*

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Abstract:

Menstrual pain or dysmenorrhea affects a large proportion of menstruation Conventional treatments. Menstrual pain, or dysmenorrhea affects a significant number of women and can lead to discomfort and a decrease in quality of life. While conventional treatment is available, they often come with side effect that make long-term use difficult. As a result, alternative herbal therapies have been explored. This combines several herbs historically used across various cultures for their medicinal, calming, and antispasmodic properties. The main ingredients are Ajwain (*Trachyspermum ammi* L.), Jaggery (*Saccharum officinarum* L.), Almond oil (*Prunus dulcis*) Tea leaves (*Camellia sinesis*) each due to their synergistic effects in reducing pain and inflammation. The percentage is specified. Preliminary studies show that this composition is effective in reducing the intensity and duration of menstrual pain with minimal side effects. the effectiveness of this method is the combined action of herbs that target multiple pathways related to pain and inflammation. Further clinical studies are needed to confirm these findings and to optimize the dose for the best therapeutic effect. This multi-therapeutic approach offers a promising approach for the treatment of dysmonorreha, with potential implications for general health applications for women.

Keywords: Dysmenorrhea, antispasmodic, synergistic.

73. Fasting as a Strategy for Cancer Prevention and Complementary Treatment

Miss. Garje Aarti Sunil¹, Mr. Jadhav Sagar Ramnath, Prof. Miss Prajakta Bhasme^{3*}

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Abstract:

Fasting and calorie restriction have shown promise in cancer prevention and therapy, with significant benefits observed in preclinical and clinical studies. Intermittent fasting, involving alternating periods of calorie restriction and normal eating, reduces cancer risk by lowering insulin and glucose levels, improving insulin sensitivity, and decreasing oxidative stress and inflammation. These changes enhance autophagy, DNA repair, and antioxidant activity while suppressing tumor growth pathways, reducing cancer incidence and progression. During cancer treatment, fasting protects healthy cells from chemotherapy and radiation toxicity while sensitizing cancer cells to these therapies. Fasting-induced metabolic stress, reduced insulin-like growth factor 1 (IGF-1) levels, and limited glucose availability create unfavorable conditions for cancer cells. Additionally, fasting modulates gut microbiota, strengthening immunity and influencing the tumor microenvironment. Clinical studies report minimal adverse effects with proper nutritional monitoring. Fasting shows particular promise for certain cancers, such as acute lymphoblastic leukemia. Future research should optimize fasting regimens and identify responsive tumor types to enhance therapeutic outcomes safely.

74. Impact of Organizational Culture and Practices on Work Efficiency: Study with reference to Individuals in Ahilyanagar

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Abstract:

Organization's work culture is collection of attitudes, beliefs and behaviors that makes regular atmosphere in work environment. Work culture determines how well a person fits into their environment at new job and their ability to build professional relationships with colleagues. An organization is said to have strong work culture when employees follow organization's rules and regulations and adhere to existing guidelines. However, there are certain organizations where employees are reluctant to follow the instructions and are made to work only by strict procedures. Research studied the impact of organizational culture and practices on work efficiency of individuals. Study covered salaried individuals working from atleast five years in different capacities and designations in unaided schools in Nagar taluka of Ahilyanagar district. Primary data was collected from 125 individuals through field survey using questionnaire. Weighted average scores were calculated to analyze and rank the impact of organizational culture and practices on work efficiency of individuals.

Keywords: Organizational Culture, Practices, Work Efficiency, Individuals, Impact.

75. Formulating and Evaluating Green Tea-Based Herbal Anti-Aging Cream for Effective Skincare

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Abstract:

The increasing demand for herbal skincare products has led to the development of natural anti-aging formulations that offer effective skin rejuvenation. This study focuses on the formulation and evaluation of an herbal anti-aging cream using green tea extract as the primary active ingredient, along with rose water, vitamin E, beeswax, almond oil, lavender oil, and aloe vera gel, all of which possess antioxidant, moisturizing, and skin-repairing properties. The cream was formulated using a water-in-oil (W/O) emulsion system, ensuring optimal consistency, spreadability, and absorption. Various physicochemical parameters such as pH, viscosity, homogeneity, spreadability, microbial assessment were assessed to ensure the product's effectiveness and longevity and ability to combat oxidative stress, a key factor in premature skin aging. Additionally, skin irritation tests were conducted to confirm the formulation's safety for topical application. The results demonstrated that the formulated cream had an ideal pH (within the skin's natural range), excellent spreadability, and strong antioxidant activity. These findings suggest that the herbal anti-aging cream is a promising, safe, and eco-friendly alternative to synthetic anti-aging products, providing a natural approach to skin care.

Keywords: Herbal anti-aging cream, green tea, antioxidants, natural skincare, formulation, evaluation, anti-aging efficacy.

76. Formulation and Evaluation of Sustainable Cosmetics from Natural Waste: An Innovative Approach for Eco-Friendly Beauty

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Abstract:

The growing emphasis on environmental sustainability has driven the beauty industry to explore eco-friendly and natural alternatives in cosmetic formulations. This study focuses on the development and evaluation of sustainable herbal cosmetics by repurposing floral waste, particularly marigold flowers collected during the Ganesh festival. These flowers, which are typically discarded, are rich in bioactive compounds such as flavonoids and carotenoids, making them valuable ingredients for skincare and wellness products. A semisolid herbal face pack was formulated using marigold flower residue, aloe vera gel, and other natural excipients, resulting in a product with antioxidant and skin-nourishing benefits. The formulation was assessed for key parameters such as pH, viscosity, microbial assay, stability, and sensory characteristics, demonstrating its suitability as a natural skincare remedy. Additionally, the remaining floral waste was incorporated into eco-friendly dhoop (incense) sticks by blending it with herbal powders. These incense sticks not only provide a soothing fragrance but also possess natural mosquito-repellent properties, offering a sustainable alternative to conventional products while reducing environmental pollution. This research underscores the potential of upcycling floral waste into value-added herbal cosmetics, aligning with the principles of sustainability and the circular economy. By transforming festival flowers into innovative skincare and wellness solutions, this initiative promotes eco-conscious practices in the beauty industry while contributing to effective waste management.

Keywords: Marigold flower crush, Herbal Face pack, Dhoop, Natural Cosmetic, Waste Management, mosquito repellent.

77. The Role of Krishithon in Innovative Marketing Strategies for Agripreneurs

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Abstract:

Krishithon, a leading agricultural exhibition in India, serves as a dynamic platform for agripreneurs to engage with industry stakeholders, adopt innovative practices, and expand their market presence. This study explores Krishithon's role in transforming agripreneurs' marketing strategies, focusing on networking, brand building, technology adoption, market access, and sustainability promotion. Using a qualitative and descriptive research approach, data was gathered through interviews, panel discussions, and observations. The findings highlight Krishithon's significant impact in enhancing agripreneurs' exposure to advanced agricultural technologies, fostering strategic collaborations, strengthening brand recognition, and promoting sustainable farming practices. Furthermore, the event plays a crucial role in bridging the gap between traditional agriculture and modern agribusiness innovations. This research underscores Krishithon's contribution to driving growth, innovation, and sustainability in India's agricultural sector.

Keywords: Agricultural entrepreneurship, Agripreneurs, International Agriculture Trade Fair, Krishithon, Marketing Strategies.

78. Ai Driven Virtual Assistant On Chatbot In E-Commerce

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Abstract:

The paper demonstrates an e-commerce chatbot using NLP. E-commerce chatbot is designed to interact with customers, understand their needs, and offer relevant product recommendations, serving as a virtual sales assistant available at all times. Using NLP and machine learning, the chatbot personalizes the shopping experience by allowing users to make requests, provide feedback, and suggest new products. Built on the Rasa framework, it leverages 22 predefined scenarios, 2211 user intent examples, and 768 responses. The chatbot can validate forms, query a MySQL database, and is trained on extensive e-commerce data, enhancing the shopping experience, increasing customer satisfaction, and creating a unique, convenient shopping platform.

Keywords: E-commerce, Rasa framework, Chatbot, MySQL, Natural Language Processing (NLP).

79. A Deep Learning Based Password Generator Using Python

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Abstract:

In an era where cybersecurity threats are growing rapidly, secure password generation has become crucial for protecting sensitive data. Traditional password generators use deterministic algorithms, which may not fully utilize the complexity of human-like password patterns. This paper presents a novel approach for generating highly secure passwords using Generative Adversarial Networks (GANs) in Python. GANs, consisting of a generator and a discriminator, enable the creation of human-like, non-deterministic password patterns by learning from a dataset of secure passwords. Through systematic integration of character types (uppercase letters, lowercase letters, digits, and symbols), the generator ensures that each password meets recommended security standards. The generator produces candidate passwords, while the discriminator evaluates them based on their resemblance to real secure passwords. By training on large datasets of password structures, the model can generate passwords that are highly unpredictable and resistant to brute-force attacks, yet easily usable by humans. The GAN-based password generator is implemented using popular Python deep learning libraries such as TensorFlow. Our results demonstrate that passwords generated by GANs have improved randomness and strength compared to conventional methods, making this approach a promising advancement in the field of cybersecurity.

Keywords: DeepPassGen, SmartPass, DeepSecure, NeuroPass, PassGenAI.

80. How Big Data Analytics Is Transforming Business Strategies

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Abstract:

Big Data analytics is revolutionizing business strategies by enabling organization to process vast amount of information, uncover patterns, make data driven decisions, leading to smarter business decisions. This paper explores how businesses use with Data analytics in marketing, finance, supply chain management and human resources. It also discusses challenges such as data security, privacy concerns and high implementation cost. Finally, it highlights future trends in Big Data Analytics and its role in shaping the business landscape.

Keywords :AI in business, Big data, Data analytics, Business strategy, Predictive analytics.

81. A Study Of Income Tax Planning With Respect To Individual Assessee

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Abstract:

Income tax planning plays a crucial role in financial management for individuals, helping them optimize tax liability while maximizing savings and investments. This study focuses on understanding the taxation provisions under the Income Tax Act, 1961, and the various tools and techniques available for tax planning. Through primary and secondary data collection, this research explores the awareness, preferences, and strategies adopted by individual taxpayers. The 50 respondents' study was done in Nashik. Findings indicate that while most individuals have a basic understanding of tax-saving instruments, proactive tax planning remains limited. Many taxpayers review their strategies only at the time of filing, relying heavily on employer deductions or financial advisors. The study highlights the need for improved financial literacy, simplified tax resources, and professional assistance to enhance effective tax planning. By adopting better tax-saving practices, individuals can reduce their tax burden while securing long-term financial stability.

Keywords: Income tax planning, Individual Assessee, Tax Awareness, Investment Avenues..

82. Globalization, Ethical Consumerism, and the Pharmaceutical Industry: A Critical Examination of Cross-Cultural Challenges and Opportunities in Sales Practices

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Abstract:

The pharmaceutical industry has moved significantly due to globalization, as it faces a number of ethical challenges. One of the reasons could be marketing strategies driven by multinational companies. Challenges posed to the pharmaceutical sector are ethical dilemmas, as the multinational organizations operate differently as they function in different countries, as the cultural, legal, and political frameworks are very different from one to another.

This paper explores this variance and its impact on ethical challenges. Increased access to technology also creates challenges such as price sensitivity, ethical marketing issues, and inadequacies in regulatory tasks that are characteristic of less developed economies. The client expects openness, cost-effectiveness, and corporate social responsibility. This research study investigates the congruence between pharmaceutical businesses financial goals and the ethical implications of health inequities and diverse consumer wants. Several methods, including interviews with stakeholders and policy analysis, were used in this study to find effective ways to make sure that pharmaceuticals are supplied in an ethical way through responsible sales practices. The essay proposed changes to international health governance rules and corporate responsibility to enhance the sustainability and social accountability of the pharmaceutical business in a globalized context.

Keywords: Corporate Accountability, Ethical Consumerism, Globalization, Health Inequities, Pharmaceutical Sector, Regulatory Shortcomings.

83. Vendor Evaluation In The Food Industry: A Literature Review With Bibliometric Analysis

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Abstract:

The evaluation of vendors in the food industry is a critical process that influences supply chain efficiency, food safety, and overall business sustainability. This paper provides a comprehensive literature review combined with a bibliometric analysis to identify key trends, influential studies, and emerging themes in vendor evaluation within the food industry. The study employs bibliometric methods such as citation analysis, co-authorship networks, and keyword mapping to assess research developments and scholarly contributions. Findings highlight major evaluation criteria, methodological approaches, and the role of technology in vendor assessment. The paper concludes with insights into future research directions and implications for industry practitioners.

Keywords: Bharat, Civilisational Nation, Nationalism, India.

84. Extraction And Microbial Evaluation Of Lemmongrass -Tulsi Gel

Miss. Shivkanya Navnath Jadhav¹, Miss. Kanchan Suresh Jawale², Prof. Amol Vilas Supekar^{3*}

Abstract:

Objectives: This study was conducted to investigate the antioxidant potential and antibacterial as well as antifungal activity of (*Ocimum tenuiflorum*) and (*Ocimum sanctum*) extract against the microorganisms like *S. Aureus* and *E. coli* which causes the occurrence of various antibacterial and antifungal diseases.

Material and Methods: The study was conducted in (*Ocimum tenuiflorum*) and (*Ocimum sanctum*) with the concentrations of 0.1%, 0.3%, and 0.5% of each extract on *S. Aureus* and *E. coli* for 30 days. In vitro activity of (*Ocimum tenuiflorum*) and (*Ocimum sanctum*) we have evaluated.

Results and Discussion: Based on the findings of the current study; The study assessed the antibacterial efficacy of (*Ocimum tenuiflorum*) and (*Ocimum sanctum*) extracts at concentrations of 0.1%, 0.3%, and 0.5% against *S. aureus* and *E. coli* over 30 days. Results showed that both extracts effectively inhibited antibacterial with the highest concentration (0.5%) yielding the most significant inhibition. The formulation of the extracts from (*Ocimum tenuiflorum*) and (*Ocimum sanctum*) was evaluated using the agar gel diffusion method, which demonstrated promising results. Additionally, In vivo evaluations were conducted at temperatures of 8 °C and 40 °C in a thermostatic isobath over periods of 7, 15 and 30 day.

Keywords: Bharat, Civilisational Nation, Nationalism, India.

85. Monsoon And Rainfall Predictions For Western Maharashtra Region Weather Forecast

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Abstract:

Despite improvements in dynamical models for seasonal climate forecasting, these techniques have not been very successful in predicting the Indian monsoon. Our investigation reveals a weakness in the previously widely used design of prediction systems that use projected ocean surface temperature to drive atmospheric models. This arrangement assumes that the variability of the Indian monsoon is purely the result of atmospheric responses to the ocean. Although the implications for skill have not been proven, it is becoming more and more clear that the Indian monsoon may be appropriately regarded as a completely connected ocean-land-atmospheric system. In the Indian Ocean warm pool region, we find notable gains in the accuracy of Indian monsoon forecasts when atmospheric models are not limited by specific observed SSTs. Comparing 50 years of monsoon skill in atmospheric models with skill in coupled ocean atmosphere models utilizing specific SSTs provides evidence.

86. Exploring The Impact Of Digital Marketing On Odl Mode Education Admission Processes

Mr. Vallabh G. Waghole¹, Mrs. Smita P. Kulkarni², Miss. Namrata P. Kamble³, Miss. Sonali Gaikwad^{4*}

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Abstract:

The proliferation of online and distance education programs, especially post-coronavirus, has increased students' inclination towards online education in India, changing the landscape of higher education. Despite the financial benefits of online modes, many universities still rely on various admission agencies for their online programs. This paper examines how universities depend on digital marketing strategies employed by admission agencies to increase student enrollment in online and distance education.

The study explores why universities struggle to increase student access to academic programs on their own and face multifaceted challenges. It analyzes the role of admission agencies in promoting enrollment growth through sophisticated digital marketing techniques. Through case studies and comparative analyses, the paper highlights tangible benefits such as increased student enrollment, enhanced student diversity, and improved student retention, all driven by effective digital marketing.

This paper delves into the complexities of universities' reliance on admission agencies, including economic dimensions and ethical considerations. It underscores the critical role of digital marketing as a strategic tool for universities to advance in the competitive landscape of online distance education. By leveraging the expertise and resources of admission agencies, universities can overcome enrollment challenges, even though they lack the necessary digital marketing acumen to manage this independently. The research ultimately illustrates the indispensable partnership between universities and admission agencies in digital marketing for higher education.

Keywords: Admission agency, Online Distance Learning, University admissions, Digital marketing, Collaborative strategies, Marketing Strategies.

87. Research In The Faculty Of Humanities

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Abstract:

The Arts, Humanities and Social Sciences departments play a fundamental role in university education. Humanities are educational courses that aim to teach individuals about the human condition in variety of forms, as well as to look at them with a critical and analytical eye. The scope of Humanities includes the studies of philosophy, religion, foreign languages, history, language arts (literature, writing, oratory, rhetoric, poetry etc.) and visual arts (painting, sculpture, photography, film making etc.) Research in Humanities is often misunderstood because when we think of research what immediately comes to our mind is a laboratory setting and experimental outputs. But the process of research in Humanities includes the reinterpretation or rediscovery of known artifacts from various critical or creative perspective to generate new art or analysis or interpretations. This paper explores definitions of Humanities, and research in humanities and also examines its topics, methods, content analysis, trends, challenges and scope in research in humanities.

Keywords: Humanities, topics, method, content analysis, trends, scope.

88. Threats To Apiculture In Akola: A Review

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Abstract:

Apiculture, the scientific method of rearing honeybees, is indispensable in agricultural ecosystems due to its role in pollination and biodiversity maintenance. This paper investigates the contemporary challenges confronting the apiculture industry in Akola district, Maharashtra, India. Akola, renowned for its agricultural significance, relies on apiculture indirectly for economic sustenance and ecological equilibrium. The study endeavors to enhance awareness and propose strategies to alleviate risks jeopardizing the apiculture industry in Akola. Through a comprehensive review of existing literature, this paper delves into various threats, encompassing environmental factors and socio-economic impediments.

Keywords: Apiculture, Honey-Bee, Akola, Threats, Beekeeping, Apiary.

89. Plagiarism Checking Tools And Applications.

Sudarshan Shrimant Kharat¹, Dr. Arun Mukundrao Shelke^{2*}

**Research Scholar, Shankarlal Khandelwal Arts, Science & Commerce College Akola., GUIDE, HOD, Political science, Shankarlal Khandelwal Arts, Science & Commerce College Akola.). E-mail: ampolsc@caluniv.ac.in*

Abstract:

This paper examines plagiarism and the various plagiarism detection tools available for checking research work using software such as Turnitin, Grammarly, Copyscape, Plagiarism Check X, Quetext, Viper, Unicheck, Writecheck, Duplicheck, Plagscan, Plagiarism.org, Urkund among others. The current study utilizes different plagiarism detection tools and checkers.

Keywords: Plagiarism, Plagiarism Detection, Plagiarism Tools, Application.

90. Mobile Technology In Collecting Literature: Enhancing Accessibility And Convenience In Research

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**^{1&2}Shankarlal Khandelwal Arts, Science and Commerce College, Akola.*

Abstract:

Mobile technology has significantly transformed the process of collecting and accessing literature for researchers. This study explores the influence of mobile technology on enhancing accessibility and convenience in research. It investigates the range of mobile applications and platforms accessible to researchers for accessing scholarly articles, books, and other academic resources. Furthermore, it addresses both the challenges and advantages of incorporating mobile technology into research practices, offering practical recommendations to researchers to optimize its benefits in their work.

Keywords: Mobile technology, Literature collection, Accessibility, Convenience, Research

91. Fabrication Of Ultrasonic Welding Machine Using Ultrasonic Horn And Generator

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Abstract:

Ultrasonic welding is recognized as the one of the most often used method for joining of thermoplastics. In Ultrasonic welding avoiding thermal decomposition and increasing the weld area are divergent factors in order to enhance the strength of welded polymers. Aim of the project is to review the literature of ultrasonic welding of plastics along with different types of ultrasonic horn and ultrasonic generators used for welding process. Procurement of flat faced Ultrasonic horn and ultrasonic generator of 20kHz frequency, construction of Mild steel support structure along with roller to advance the joining plastic. Higher frequency mechanical vibrations are applied to two plastic parts to be joined through a flat faced ultrasonic horn, this generates heat and locally melts the plastic materials and joins the thermoplastics without filler material.

Keywords: USW, Ultrasonic Horn, Ultrasonic Generator.

92. Analytical Methods For Qualitative Data In Social Research

Prof. Dr. Punam Y. Choudhary*

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Abstract:

Social Research carries specific significance in decision making for the society or population understudy. The findings based on data collected are indicators of social behavior. The data so obtained needs to be properly analyzed using appropriate method. Statistical tests are applicable to quantitative data only. However, the data evolved in social Research are not always of numeric nature. Qualitative studies are also involved in social research.

93. A Survey Of Sports Participation Attitude Amongst Adolescence

Mr. Amit Kumar Anand¹, Dr. Chandrashekhar B. Kadu^{2*}

**Research Scholar, Director of Physical Education & Sports.*

Abstract:

An attempt was made to investigate the impact of gender and player status on sports participation attitude among adolescents. Total 1000 adolescents were surveyed in to assess the sports participation attitude amongst the adolescence. Data was collected through surveys assessing sports participation attitude. Sports participation attitude questionnaire was employed to gather the information. Descriptive and comparative (ANOVA) was used to analyze the data. Result showed that players (8.80) showed significantly ($p < 0.05$) higher positive attitude than non-player group. Similarly, sports participation attitude of male was significantly ($p < 0.05$) greater positive attitude than female adolescents. In nutshell, findings of the study showed that both player status and gender play vital role when examining sports participation attitudes among adolescents. Understanding these factors can inform targeted interventions and programs aimed at promoting sports engagement and participation among youth.

Keywords: Sports participation, attitude, gender, player, adolescence.

94. Effect Of Yoga Asanas On Self-Concept Of Adolescence

Prof. Dr. Chandrashekhar Kadu*

**Director of Physical Education & Sports, Shankarlal Khandelwal Arts, Science and Commerce College, Akola.*

Abstract:

The study aimed to investigate the effects of Yoga Asanas on self-concept of adolescence. The participants were 100 male school going children aged 12-14 from Amravati, Maharashtra. The subjects were divided into experimental and control groups. The study used Self-concept Inventory to assess the participants' perceptions. After a year of specific Yoga Asanas activities, the results showed significant improvements in self-concept. The Yoga Asanas group showed superiority to the control group. The study concluded that Yoga Asanas activities can significantly improve self-concept of adolescence.

Keywords: Yoga Asanas, Self-concept, adolescence, school children, experimental group..

95. A Review on Smart Materials, Types, and Applications

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Abstract:

Materials that have been modified to respond in a predictable and reversible manner to external stimuli, such as a specific amount of mechanical stress or a specific temperature, among others, may be referred to as smart materials. The term “responsive materials” also applies to smart materials because of their responsiveness. Although “reactive” materials would be a more appropriate translation, “active” materials are more frequently used. There are many different types of smart materials, such as shape memory alloys, magnetorheological (MR), electro-rheological (ER), and piezoelectric materials. For example, the viscosity of ER and MR fluids can be changed by adjusting the electric supply, and the alignment of the particles between the electrodes can be changed by varying the strength of the electric field. For the first time, these smart materials have been deployed in the automotive and aerospace industries for a variety of applications. This paper highlights the application and use of smart materials.

Keywords: Materials, responsiveness, smart materials, applications.

96. A LITERARY REVIEW: SUDHA MURTHY'S NOVELS EMPOWERING WOMEN

Ms. Alka Dadaraoji Patil¹, Dr. J. M. Saboo^{2*}

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Abstract:

Many Indian novelists tried to expose the real picture of Indian Society and the true condition of women. We have experienced that Indian novels depicted each and every aspect of human life. We know how some of these novels revealed the struggle of Indian women to create their own identity, position and status in their house as well as in the society. There are several English novels that reveal the real condition of women, her sufferings and struggle. The purpose of this paper is to study Sudha Murthy's novels as how it helps to empower women. Sudha Murthy has tried through her novels to empower women and motivate them to be courageous in adverse situation. It is interesting to go through her novels for she has woven her own experiences while working in Infosys, travelling, and dealing with the people. A systematic review of research literature and novels was undertaken. 'Gently Falls the Bakula' 'House of Cards' and 'Mahashweta', these novels have been critically analyzed.

Keywords: Struggle of Indian women, adverse situation, empower women, identity.

97. The Evolution and Future of Artificial Intelligence: Trends, Challenges, and Ethical Considerations

Aditya Jadhavar*

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Abstract:

Artificial Intelligence (AI) has transformed various industries, from healthcare to finance, through advancements in machine learning, deep learning, and natural language processing. This paper explores AI's historical development, current applications, ethical challenges, and future prospects. It also examines key concerns like bias, security, and the impact on employment. Understanding these aspects is crucial for responsible AI development and implementation.

Keywords : Artificial Intelligence, Machine Learning, Deep Learning, Ethics, AI Applications.

98. Alternative Investment Strategies: Evaluating Large Cap, Mid Cap, and Small Cap Mutual Funds in India

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Abstract:

Mutual funds serve as a key investment avenue, offering diversification and professional management to investors. This study evaluates Large Cap, Mid Cap, and Small Cap mutual funds in India by analyzing their risk-return characteristics, prevailing market trends, and suitability for different investor profiles. Large Cap funds provide stability and consistent returns, whereas Mid Cap and Small Cap funds offer higher growth potential but are associated with increased volatility. Using secondary data from regulatory sources such as SEBI, NSE, and BSE, this research applies statistical and risk-adjusted performance metrics, including the Sharpe Ratio and standard deviation, to assess fund performance. The findings indicate that investor preferences should be aligned with risk tolerance, investment horizon, and prevailing market conditions. This study aims to assist investors in making informed decisions by understanding the trade-offs among different mutual fund categories.

Keywords: Large Cap, Mid Cap, Small Cap, Mutual Funds, Investment, Risk-Return Profile.

99. A Study of E-Commerce and Online Shopping

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Abstract:

The rapid growth of e-commerce has revolutionized the global retail landscape, providing businesses with new opportunities and consumers with unparalleled convenience. This study examines the factors driving the rise of online shopping, including technological advancements, consumer behaviour, and the impact of social media and digital marketing. It explores key challenges faced by online retailers, such as cyber security, logistical issues, and customer trust. Additionally, the research analyses consumer preferences and how they influence purchasing decisions, considering aspects like product availability, pricing strategies, and personalized experiences. The findings highlight the evolving nature of online commerce and its future trends, emphasizing the importance of adaptive business models and technological innovations. Ultimately, this study aims to provide insights into the dynamics of e-commerce, offering recommendations for businesses looking to thrive in a highly competitive digital marketplace.

Keywords: Global retail, online shopping, cyber securities, strategies.

100. A Study On Financial Innovation Towards Growth Of Capital Market In Indian Corporate

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Abstract:

Financial innovation plays a crucial role in the growth and development of capital markets, especially in emerging economies like India. Over the past few decades, the Indian capital market has witnessed significant transformation, driven by advancements in financial products, technologies, and regulatory frameworks. The introduction of new financial instruments, such as derivatives, exchange-traded funds (ETFs), and securitization, has increased market efficiency, liquidity, and investor participation. This study explores the role of financial innovation in the growth of Indian capital markets, analysing the impact of such innovations on market dynamics, corporate financing, and investment strategies. It further examines the regulatory response to these innovations, highlighting the role of institutions like SEBI (Securities and Exchange Board of India) in ensuring market integrity and investor protection. By reviewing case studies and examining emerging trends, this research provides insights into how financial innovation has contributed to the expansion of capital markets in India and its implications for corporate growth.

Keywords: Financial Innovation, Capital Markets, ETFs, Market Efficiency, SEBI, , Corporate Financing, Financial Products.

101. Corporate Social Responsibility: An Indian Perspective

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Abstract:

Corporate Social Responsibility (CSR) in India has gained significant prominence in recent years, driven by both regulatory changes and a shift in corporate attitudes towards social and environmental responsibilities. The Indian government made CSR mandatory for certain large companies through the Companies Act, 2013, which requires businesses to allocate a portion of their profits towards social development initiatives. CSR in India spans diverse areas, including education, healthcare, rural development, environmental sustainability, and poverty alleviation. This paper explores the evolution of CSR in India, examining both the regulatory framework and the practices adopted by Indian corporations. It also highlights the challenges faced by organizations in implementing CSR effectively, the role of stakeholders, and the potential for CSR to drive social change in the country. Through an analysis of case studies and corporate examples, this paper presents an Indian perspective on CSR, considering its impact on business strategies, stakeholder relationships, and sustainable development.

Keywords: Corporate Social Responsibility (CSR), India, Companies Act 2013, regulatory framework, social development, sustainability, education.

102. Persistence Of Gender Discrimination & Workplace Harassment In India With Special Reference To Banking Sector In Marathwada Region

Dr.SIDDIQUI A. S.*

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Abstract:

Gender discrimination and workplace harassment remain persistent issues in India, despite ongoing efforts towards gender equality and legal frameworks aimed at ensuring a safe and inclusive work environment. The banking sector, which has seen considerable growth and transformation in recent years, is no exception to these challenges. This study focuses on the persistence of gender discrimination and workplace harassment in the banking sector, specifically in the Marathwada region of Maharashtra, India. Through a comprehensive analysis of employee experiences, institutional policies, and organizational practices, the research identifies the factors contributing to gender bias and harassment. It explores how these issues manifest in hiring, promotions, work culture, and job security. Additionally, the study evaluates the role of government and corporate policies in addressing these concerns, including the impact of the Sexual Harassment of Women at Workplace Act (2013) and other legislative measures. The findings offer valuable insights into the gaps between policy implementation and actual workplace practices, with recommendations for creating a more equitable and safe working environment for women in the banking sector.

Keywords: Gender Discrimination, Workplace Harassment, Banking Sector, Marathwada Region, India, Gender Equality, Employee Experience, Sexual Harassment Act, Work Culture, Institutional Policies, Job Security, Gender Bias, Legislative Measures.

103. Rural Economic Development Through Self Help Group

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Abstract:

This study examines the role of Self-Help Groups (SHGs) in promoting rural economic development, focusing on their impact on poverty alleviation, women's empowerment, and community welfare. SHGs, composed of small groups of individuals, primarily in rural areas, provide a platform for pooling resources, facilitating savings, and offering access to credit for entrepreneurship. Through collective action, these groups not only address financial needs but also contribute to skill development, healthcare access, and social security. The research explores how SHGs can enhance economic resilience, especially in underserved communities, by promoting sustainable livelihoods and fostering economic independence. It also investigates the challenges SHGs face, such as limited market access, inadequate financial literacy, and dependency on external funding. The study concludes with recommendations to strengthen SHG networks, improve access to government schemes, and promote capacity-building to maximize their impact on rural economic development.

Keywords: Rural Economic Development, Self-Help Groups (SHGs), Poverty Alleviation, Women Empowerment.

104. Formulation and Evaluation of Herbal Sunscreen: A Natural Approach to UV Protection

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Abstract:

Sunscreen is a topical solution formulated with plant-based ingredients to protect the skin from harmful UV rays. This protective formula helps prevent sunburn, skin damage, and the risk of skin cancer, making it an essential part of skincare routines. With a growing preference for eco-conscious skincare, plant-based sunscreens have emerged as a sustainable alternative to conventional options. These formulations harness the antioxidant and UVA-absorbing properties of flavonoids, phenolic compounds, and natural oils to deliver effective sun protection.

Composed of mineral and botanical components, these sunscreens provide a safe and eco-friendly barrier against UV radiation while minimizing risks associated with synthetic chemicals. The rising demand for environmentally friendly and skin-compatible sunscreens has driven interest in plant-based formulations that offer both UV protection and additional skincare benefits.

This study focuses on developing and evaluating a sunscreen formulation that combines botanical UV filters and antioxidant-rich plant extracts. The formulation includes aloe vera gel as a hydrating base, non-nano zinc oxide as a mineral UV filter, and oils like raspberry seed and carrot seed oil, known for their inherent SPF and skin-nourishing properties. Shea butter and beeswax enhance moisturization and water resistance, while green tea extract, turmeric extract, and vitamin E provide antioxidant and anti-inflammatory benefits. Essential oils (lavender and rose) improve sensory appeal without synthetic additives.

The study assesses SPF, broad-spectrum protection, stability, skin compatibility, and environmental safety. Results indicate that the sunscreen effectively shields against UVA and UVB radiation, is suitable for sensitive skin, and is free from harmful chemicals that affect marine ecosystems. This research highlights the potential of plant-based sunscreens as a sustainable alternative, meeting the increasing consumer demand for eco-conscious skincare products.

Keywords: sunscreen, SPF, sunburn, UV radiation.

105. Sustainable Practices in Library Management: A Comprehensive Research Paper

Ms. Nikita B. Kurde¹ and Prof. Ravindra G. Gore²

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Abstract:

This comprehensive research paper examines the implementation of sustainable practices in modern library management, analyzing their environmental, economic, and social impacts. Through systematic review of recent literature and case studies from diverse institutional contexts, this study identifies key strategies for developing environmentally responsible library operations while maintaining service quality and fiscal responsibility. The research reveals that successful sustainable library management requires an integrated approach encompassing green building design, energy-efficient operations, sustainable collection development, and community engagement initiatives.

Findings indicate that libraries implementing comprehensive sustainability programs achieve significant reductions in energy consumption and waste production while simultaneously reducing operational costs. The integration of digital technologies proves particularly effective for resource conservation, though requiring careful balance with preservation concerns. Collaborative networks between institutions demonstrate enhanced sustainability outcomes through resource sharing and knowledge exchange. The study further highlights emerging trends including circular economy principles in collection management, carbon footprint assessment methodologies, and climate resilience planning for library facilities.

This paper presents a framework for evaluating sustainability initiatives and assessing their long-term viability, providing actionable recommendations for library administrators seeking to implement or enhance sustainable practices within their institutions.

Keywords: Sustainable Libraries, Green Library Management, Environmental Responsibility, Resource Conservation, Sustainable Collection Development, Climate Resilience

106. Challenges Faced by Micro and Small Enterprises in Availing Mudra Loans: A Comprehensive Analysis

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Abstract:

This research paper examines the multifaceted challenges encountered by Micro and Small Enterprises (MSEs) in accessing financial assistance through the Pradhan Mantri Mudra Yojana (PMMY) in India. Through a methodical analysis of primary and secondary data, the study identifies key barriers including procedural complexities, documentation requirements, awareness gaps, and institutional hurdles that impede the seamless flow of credit to the MSME sector. The research reveals that while Mudra loans have significantly improved financial inclusion for small entrepreneurs, persistent structural and operational challenges continue to limit the scheme's full potential. Regional disparities in loan disbursement, gender-based variations in access, and the impact of digital literacy emerge as critical factors influencing loan accessibility. This study contributes to the existing literature by proposing a framework for evaluating Mudra loan accessibility and offering evidence-based recommendations for policy enhancements. The findings suggest that addressing these challenges requires a multi-pronged approach involving streamlined application processes, enhanced financial literacy initiatives, technology integration, and institutional capacity building to ensure that the benefits of the Mudra scheme reach its intended beneficiaries effectively.

Keywords: Financial Inclusion, MSME Financing, Mudra Loans, Credit Access Barriers, Financial Literacy

107. Study on Gender Diversity and HR Practices in Pune's Road Transport Companies

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Abstract:

Gender diversity and inclusive human resource (HR) practices play a crucial role in fostering equitable workplaces, particularly in traditionally male-dominated sectors like road transport. This study examines the extent of gender diversity and the effectiveness of inclusive HR policies in select road transport companies operating in and around Pune city. Through a mixed-methods approach, including surveys, interviews, and policy analysis, the research identifies key challenges faced by women employees, such as workplace safety, career advancement opportunities, and work-life balance. The study also assesses existing HR interventions, such as recruitment strategies, equal pay policies, and anti-harassment measures, to determine their impact on creating a more gender-inclusive work environment. Findings from the study reveal that while some companies have taken steps toward inclusivity, gender disparities persist in leadership roles, job assignments, and overall workplace culture. Organizations with structured diversity initiatives, mentorship programs, and flexible work arrangements demonstrate higher employee satisfaction and retention among women. The study emphasizes the need for comprehensive gender-sensitization training and policy enforcement to foster an inclusive and equitable workforce. The insights derived from this research can serve as a roadmap for policymakers and industry leaders to enhance gender diversity and implement sustainable HR practices in the road transport sector.

Keywords: Recruitment, Training and development, Appraisal, Gender Diversity.

108. A Study of Enterprise Resource Planning (ERP) Implementation by MSMEs in Pune

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Abstract:

Enterprise Resource Planning (ERP) systems have become essential for improving efficiency, streamlining operations, and enhancing decision-making in Micro, Small, and Medium Enterprises (MSMEs). However, despite their advantages, ERP implementation in MSMEs faces significant challenges, including high initial costs, lack of skilled personnel, and resistance to change. This study focuses on ERP adoption among MSMEs in Pune, a key industrial and business hub in India. It explores the factors influencing ERP implementation, such as organizational readiness, vendor support, and financial constraints. By analyzing both successful and failed ERP implementations, the study aims to identify best practices and key barriers that impact the adoption process. The findings reveal that while ERP systems improve productivity, inventory management, and customer relationship management, many MSMEs struggle with inadequate training, system integration issues, and long implementation timelines. The study highlights the need for government incentives, better training programs, and customized ERP solutions tailored to the needs of MSMEs. Additionally, it emphasizes the role of cloud-based ERP solutions in reducing costs and improving accessibility. The insights from this research can help business owners, policymakers, and ERP providers develop more effective strategies to enhance ERP adoption and maximize its benefits for MSMEs in Pune.

Keywords: ERP, Implementation, MSMEs, Pune

109. The Transformation of Marketing through Artificial Intelligence: A Comprehensive Literature Review

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Abstract:

Artificial Intelligence (AI) is imitation of human intelligence processes by machines like computer system. Nowadays Artificial Intelligence changing the work style in all sectors and industries. In current era AI is used in every sector and application of AI in marketing is not exceptional for this. In marketing process AI is used for different tasks like lead generation, consumer retentions etc. AI helps to marketers to understand the potential customers for their products/services, it also helps find out current trends as well as forecasting about future trends in market. The application of AI helps to marketers to decide allocation of budget and target customers.

This study focuses on how application of artificial intelligence in marketing. This study helps to marketers to understand the importance and benefits of using artificial intelligence in marketing of products and services. This study critically analyze the make use of artificial intelligence in marketing. This study is based on secondary data. Secondary data is collected from various recourses like research papers, journals, books, articles, blogs etc. This study concludes that analyzing data is one of the important benefits of artificial intelligence in marketing.

Keywords: Marketing, Application, Artificial intelligence, Comprehensive Literature Review.

110. Strategic Implementation of Digital Technologies in Academic Libraries :Challenges, Innovations, and Best Practices

Ms. Nikita B.Kurde¹, Dr. Sharmila D. Ghongade², Prof. Ravindra Gore^{3*}

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Abstract:

This research paper examines the strategic implementation of digital technologies in academic libraries, focusing on optimal approaches for preserving historical collections while enhancing accessibility. Through systematic analysis of case studies across diverse institutional contexts, this study identifies critical success factors in digital transformation initiatives. Key findings reveal that phased implementation approaches, integration of artificial intelligence for metadata management, inter-institutional collaboration networks, and sustainable funding models significantly impact project outcomes. The research also highlights emerging technologies including decentralized storage solutions, block chain authentication, and advanced user interfaces that are reshaping library digitization practices. This paper provides a comprehensive framework for evaluating project feasibility and sustainability, offering actionable recommendations for institutions navigating their digital transformation journey.

Keywords: Digital, Library, Management, Strategic, Implementation, Technological Innovation, Information Accessibility, Preservation Frameworks.

111. Modernizing Library Operations through Digitization: A Comprehensive Literature Review

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Abstract:

This comprehensive literature review investigates the transformative impact of digitization initiatives on academic library operations and services, with particular emphasis on the preservation and accessibility of rare and historical collections. The study synthesizes findings from recent research to provide a thorough analysis of current digitization practices, technological implementations, and challenges faced by academic institutions in their digital transformation journey. Through systematic examination of case studies from multiple countries and diverse institutional contexts, this review reveals that successful digitization projects require a carefully balanced approach to technical, financial, and organizational considerations.

The integration of artificial intelligence and machine learning technologies is increasingly crucial for efficient metadata generation and quality control; collaborative networks between institutions significantly reduce resource burdens while improving project outcomes; and sustainable funding models remain a critical challenge for long-term digital preservation efforts.

The study also highlights emerging trends in digitization practices, including the adoption of decentralized storage solutions, the implementation of block chain technology for digital authentication, and the development of enhanced user interface systems for improved accessibility. Furthermore, it presents a framework for evaluating digitization project feasibility and assessing long-term sustainability of digital preservation efforts.

Keywords: Digital Transformation, Library Modernization, Digital Infrastructure.

112. Adoption of Sustainability Principles and Practices in Pharmaceutical Industries: A Systematic Literature Review

Mrs. Swati S. Hingane¹, Prof. (Dr.) Yogesh W. Bhowte^{2*}

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Abstract:

The pharmaceutical sector, although vital for human well-being, significantly contributes to environmental harm and resource depletion. This systematic literature review investigates the integration of sustainability principles and practices within the pharmaceutical sector, utilizing conceptual reviews, surveys, literature reviews, and case studies sourced from Google Scholar, Emerald Insight, Scopus, Wiley, and Springer databases. The review evaluates the motivations and obstacles to sustainability integration, the particular sustainability practices adopted throughout various phases of the pharmaceutical value chain, and the effects of these practices on environmental performance, economic sustainability, and social accountability. The results underscore the growing significance of sustainability in the pharmaceutical industry, pinpoint essential research deficiencies, and propose avenues for forthcoming research and practical application.

Keywords: Pharmaceutical Industry, Sustainability, Green Chemistry, Sustainable Manufacturing, Environmental Impact, Corporate Social Responsibility, Systematic Literature Review.

113.Transforming Education System by Integrating AR, VR, and AI For Immersive Learning

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Abstract:

Technology is reshaping the way we learn, making education more interactive and engaging than ever before. By combining User Augmented Reality (UAR) and Virtual Reality (VR) with Artificial Intelligence (AI), Learning Management Systems (LMS) can create highly immersive and personalized learning experiences. Imagine students exploring a virtual laboratory, interacting with 3D models, or receiving real-time AI-driven feedback tailored to their learning style.

AI helps analyses student progress, adapting lessons to fit individual needs and making learning more intuitive and effective. UAR brings learning to life by overlaying digital content onto the real world, while VR allows learners to step into fully simulated environments for hands-on practice. This blend of technologies has the power to transform education—enhancing engagement, improving retention, and making knowledge more accessible to learners everywhere. By harnessing AI-driven UAR and VR, we can build a smarter, more dynamic approach to e-learning that empowers students like never before.

Adding gamification to this mix makes learning even more exciting. By incorporating game-like elements such as points, badges, leaderboards, and challenges, students stay motivated and engaged. Gamification taps into the natural human desire for competition and achievement, making learning fun and rewarding. Whether it's earning badges for mastering new skills, competing with peers on a leaderboard, or embarking on virtual quests within a VR environment, gamification transforms passive learning into an active, dynamic experience.

Keywords: User Augmented Reality (UAR), Virtual Reality (VR), Artificial Intelligence (AI), Gamification.

114. The Transformation Indian Stock Markets through Algorithmic Trading: A Comprehensive Literature Review of Predictive Analytics for NIFTY 50

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Abstract:

Algorithmic trading represents the automation of trading decisions through computer algorithms that execute predefined trading instructions based on timing, price, quantity, and mathematical models. In the current era, algorithmic trading is revolutionizing the financial markets, particularly in India's NIFTY 50 index trading. With the integration of predictive analytics, machine learning, and artificial intelligence, algorithmic trading systems now offer unprecedented capabilities for market analysis, pattern recognition, and trade execution that were previously impossible through human intervention alone.

This study focuses on how applications of predictive analytics and algorithmic trading techniques are transforming NIFTY 50 index trading. This research helps traders and financial institutions understand the importance and benefits of implementing algorithmic strategies in the Indian equity markets. This study critically analyzes various algorithmic approaches, their effectiveness, and their impact on market dynamics. Based on secondary data collected from research papers, journals, books, articles, and financial reports, this study concludes that machine learning-based predictive models provide significant advantages in algorithmic trading of NIFTY 50, particularly in volatility prediction and risk management.

Keywords: Algorithmic Trading, Predictive Analytics, NIFTY50, Machine Learning, Comprehensive Literature Review, Financial Markets.

115. Algorithmic Trading Strategies for NIFTY 50: Insights from Predictive Analytics

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Institute of Management and Research,*

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Abstract:

This research paper examines the effectiveness of various algorithmic trading strategies applied to India's benchmark NIFTY 50 index. The study addresses the challenges faced by retail and institutional investors in developing profitable automated trading systems in the Indian equities market. Data was collected from historical NIFTY 50 price and volume information over a 10-year period (2013-2023), and multiple algorithmic strategies were back tested using statistical methods and machine learning techniques. The respondents included 180 market participants divided into retail traders, professional fund managers, and algorithmic trading firms, surveyed through structured questionnaires about their trading approaches and performance metrics. The research concludes that machine learning-based predictive models outperform traditional technical indicator strategies, with significant variations in performance based on market volatility regimes, trading timeframes, and risk management parameters. Compared to discretionary trading approaches, well-optimized algorithmic strategies demonstrated superior risk-adjusted returns and emotional discipline.

Keywords: Algorithmic trading, NIFTY 50, Predictive analytics, Machine learning, Quantitative finance, Indian equity market.

116. Impact of Fintech Innovations on Traditional Banking Systems

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Abstract:

This paper examines the growing impact of financial technology (Fintech) innovations on traditional banking systems. Fintech has transformed various aspects of banking, including payments, lending, wealth management, and financial services. As customer expectations evolve and digital services become a necessity, traditional banks face pressure to adapt or lose relevance. This paper analyzes key Fintech innovations, the challenges and opportunities they present for banks, and the future implications for the banking industry. Through a review of existing literature and industry reports, this research highlights the disruptive potential of Fintech and suggests strategies for traditional banks to remain competitive in the evolving financial landscape.

Keywords: Fintech, traditional banking, digital transformation, financial services, disruption, innovation.

117. Sustainable Finance: A Pathway to a Greener and Inclusive Economy

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Abstract:

Sustainable finance has emerged as a transformative approach to aligning financial systems with environmental, social, and governance (ESG) goals. This paper explores the evolution, principles, and mechanisms of sustainable finance, highlighting its role in addressing global challenges such as climate change, social inequality, and resource depletion. By examining key instruments, regulatory frameworks, and case studies, this research underscores the potential of sustainable finance to drive long-term economic growth while promoting environmental stewardship and social equity. The paper concludes with recommendations for policymakers, financial institutions, and stakeholders to accelerate the transition toward a sustainable financial ecosystem.

Keywords: Sustainable Finance, Environmental, Social, and Governance (ESG), Climate Change, Social Equity, Regulatory Framework.

118. Green Finance and Its Impact on Sustainable Development: Analyzing the Role of Green Bonds in Financing Renewable Energy Projects

Bhati Dikishita Singh¹, Borhade Sayali D.², Das Manisha K.³,

Gayari B. Nanalal^{4*}

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Abstract:

This paper explores the role of green finance in fostering sustainable development, focusing on the use of green bonds to fund renewable energy projects. Green bonds have emerged as an important financial instrument in the transition to a low-carbon economy by attracting environmentally conscious investors. This paper analyzes the growth, effectiveness, and challenges of green bond markets and their contributions to financing renewable energy projects. Through empirical data and case studies, the research evaluates the impact of green bonds on achieving sustainability goals and mitigating climate change. The study also examines regulatory frameworks, investor demand, and the role of ESG (Environmental, Social, and Governance) criteria in influencing the success of green bonds.

Keywords: Green finance, Green bonds, Sustainable development, Renewable energy, Low-carbon economy, Climate finance.

119. Behavioral Finance: Understanding the Psychological Influences on Financial Decision Making

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Abstract:

Behavioral finance is an emerging field that combines insights from psychology and economics to explain why individuals and markets often behave irrationally. Traditional finance theories, which assume that investors are rational, and markets are efficient, fail to account for the numerous anomalies observed in financial markets. Behavioral finance fills this gap by exploring the psychological biases and cognitive errors that influence decision-making processes. This paper aims to provide an overview of key concepts in behavioral finance, including heuristic-driven biases, overconfidence, loss aversion, and herd behavior. Additionally, it explores the implications of these biases on individual investors, market movements, and investment strategies.

Keywords: Cognitive Biases, Emotional Decision-Making, Risk Perception, Herd Behavior, Loss Aversion

120. An Analysis of Product and Inventory Management Practices Utilizing Oracle Fusion Supply Chain Management: Enhancing Operational Efficiency in Modern Businesses

Mrs. Swati S. Hingane¹, Prof. (Dr.) Yogesh W. Bhowte^{2*}

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Abstract:

In today's fast-evolving business environment, effective product and inventory management is critical for organizations seeking to enhance operational efficiency, reduce costs, and maintain competitiveness. This study examines the capabilities of Oracle Fusion Supply Chain Management (SCM) in streamlining product lifecycle management, optimizing inventory control, and improving overall supply chain processes. Using a descriptive method, the research incorporates qualitative data from organizations that have adopted Oracle Fusion SCM, alongside industry reports and organizational case studies. The findings reveal that Oracle Fusion SCM enhances product visibility, increases inventory accuracy, and improves supply chain responsiveness, enabling businesses to make data-driven decisions and reduce inefficiencies. The system's real-time tracking, automation capabilities, and AI-driven analytics contribute to better demand forecasting, stock optimization, and workflow automation, ultimately leading to cost reductions and improved service levels. Additionally, Oracle Fusion SCM fosters seamless collaboration across supply chain stakeholders by integrating cloud-based enterprise resource planning (ERP) solutions.

Despite its numerous advantages, organizations face challenges in implementation, including integration complexities with legacy systems, change management issues, and user adaptation difficulties. This study highlights these obstacles and provides strategic recommendations for optimizing Oracle Fusion SCM adoption, such as investing in employee training, enhancing system customization, and leveraging AI-powered analytics.

The research findings have significant implications for businesses aiming to leverage advanced digital tools for supply chain excellence. By adopting Oracle Fusion SCM, organizations can enhance supply chain agility, improve customer satisfaction, and achieve sustainable competitive advantages. Future research should explore long-term impacts and industry-specific customization strategies to further maximize the benefits of this technology in modern supply chain operations.

Keywords: Oracle Fusion SCM, inventory management, product lifecycle management, supply chain optimization, digital transformation, operational efficiency.

121. Revolutionizing the Hospitality Sector: A Comprehensive Study of IoT Applications in Hotels

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Abstract:

The rise of the Internet of Things (IoT) has ushered in transformative changes across various industries, with the hospitality sector experiencing significant advancements. In particular, IoT applications within hotels have brought about enhanced operational efficiency, cost savings, and improved guest experiences. This paper delves into the integration of IoT technologies in the hospitality industry, emphasizing key applications such as smart room systems, energy management solutions, automation of guest services, and predictive maintenance. By examining the numerous advantages and challenges associated with adopting IoT, this study highlights the profound impact IoT is having on hotel management, from streamlining operations to delivering personalized experiences for guests. Furthermore, the paper explores the future trends of IoT in the hospitality industry, shedding light on how this technology is essential for hotels to remain competitive and relevant in a rapidly evolving, tech-driven market. Ultimately, IoT represents a pivotal shift in how hotels operate, offering both operational and experiential benefits that shape the future of hospitality.

Keywords: Internet of Things (IoT), Applications, Future Trends, Hospitality.

122. Opportunities and Challenges of Applying Machine Learning in Software Testing: A Model for Analyzing Software Metrics

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Abstract:

The growing complexity and scale of modern software systems have exposed the limitations of traditional software testing methodologies. In response to these challenges, machine learning (ML) has emerged as a promising solution to enhance and optimize testing processes. This paper explores the opportunities and challenges associated with the application of ML in software testing, with a particular focus on leveraging ML models to analyze software metrics for improved test optimization, defect prediction, and test case generation. The paper examines the current applications of ML in software testing, identifies the obstacles to its adoption, and introduces a novel model for utilizing software metrics to increase testing efficiency. The proposed model aims to bridge the gap between conventional testing methods and ML-driven approaches, offering improved defect detection and higher software quality. By exploring both the potential benefits and limitations of ML in testing, this paper provides a comprehensive framework for organizations interested in incorporating machine learning into their software testing lifecycle.

Keywords: Machine Learning (ML), Opportunities and Challenges, Software Testing, Models, Software Metrics

123. Consumer Behavior Dynamics During the Pandemic: Insights from Pune City Across Different Phases

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Abstract:

The COVID-19 pandemic has significantly altered consumer behavior, impacting purchasing patterns, brand preferences, and spending habits. This study examines the evolution of consumer behavior in Pune City across three distinct phases: pre-pandemic, lockdown, and post-pandemic. The research analyzes key factors such as digital adoption, financial constraints, and changing priorities. The findings provide insights into how businesses can adapt to evolving consumer expectations in a post-pandemic world.

Keywords: Consumer Behavior, Pandemic, Lockdown, Post-Pandemic, Digital Adoption, Spending Patterns, Pune City.

124. Economic and Social Study of Senior Citizens in Pune City

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Abstract:

This research paper examines the economic and social conditions of senior citizens residing in Pune city. The study addresses the challenges faced by the elderly population in terms of financial security, social integration, healthcare access, and overall quality of life in an urban setting. Data was collected from 250 respondents using a structured questionnaire, and results were analysed through statistical tools. The respondents were selected using convenience sampling method to gather information about their economic status, social participation, healthcare utilization, and support systems. The research concludes that there are significant variations in the economic and social wellbeing of senior citizens based on factors such as gender, previous occupation, education level, and family structure. Compared to those living in joint families, senior citizens living alone or only with their spouse face greater economic and social challenges.

Keywords: Senior citizens, Economic security, social integration, Urban elderly, Pune city.

125. Study of Development and Occurrences E-tailing in India- Conflict and Adequate opportunity

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Abstract:

Talent Sourcing at Bajaj Allianz Insurance requires the organization to remain flexible and responsive to changing market conditions and emerging trends. To strengthen its Talent Sourcing capabilities, it's crucial to stay updated on the latest techniques, trends, and methodologies. This involves creating a solid sourcing policy and developing a well-organized plan, as any lack of planning could hinder the achievement of organizational goals. In today's competitive landscape, it's important to consistently assess staffing needs and ensure the timely recruitment of qualified individuals.

The project aimed to collect data from sourced candidates, analyse its significance, and draw meaningful conclusions. It begins with a broad overview of Talent Sourcing, followed by an introduction to the company's history, objectives, products, and capabilities. This project provided a valuable opportunity to connect my theoretical knowledge with the practical realities of the industry and market. To meet the project's goals, 176 candidates were sourced.

Keywords: Internet, Retailing, E-retailing, Challenges and Opportunities.

126. Constructing Solution: Analyzing Challenges in the Construction

Industry using data Science Techniques

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Abstract:

The construction industry, a critical sector in global economic development, faces numerous challenges that affect productivity, safety, timelines, and budget control. Issues such as inefficient resource allocation, unforeseen delays, cost overruns, safety hazards, and inadequate communication contribute to the inefficiencies. Despite the sector's importance, traditional project management methods often fail to address these complexities. With the advent of data science and machine learning techniques, a new paradigm can be developed to analyze and mitigate these challenges. This paper presents a framework that applies data science methods to recognize and tackle the key challenges in the construction sector. By using predictive analytics, data mining, and machine learning, the proposed system identifies potential issues before they occur, enabling stakeholders to make informed decisions. The research discusses the design, development, and implementation of this data-driven framework aimed at improving project outcomes and optimizing resource management in construction projects.

Keywords: Construction Industry, Data Science, Predictive Analytics, Machine Learning, Project Management, Resource Allocation, Challenges, Safety, Budget Overrun.

127. A Study Of Financial Investment Literacy And Trend Among Women Employees Working In Private School In Ahilyanagar District

Prof. Smita Avadhut Bhoyate*

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Abstract:

This study explores the financial literacy and investment behaviors of women employed in private schools within Ahilyanagar District, India, a region known for its educational institutions. While women in this area are increasingly contributing to the workforce, particularly in the education sector, their financial knowledge and investment decisions remain underexplored. Despite having stable incomes, many of these women, primarily teachers and administrative staff, are not fully equipped to make informed investment choices that could secure their financial future.

The research aims to address the gap in understanding how women working in private schools' approach financial investment. It examines the level of financial literacy, investment trends, and the factors influencing their decision-making processes, such as income stability, job security, and personal and emotional commitments to their work. The study also investigates the impact of the private school environment, including employee benefits and wellness programs, on women's financial decisions.

Through this exploration, the study seeks to shed light on the unique challenges faced by these women, including limited access to financial information, time constraints due to demanding schedules, and the emotional burden of caregiving. By understanding these dynamics, the research aims to provide insights into how financial literacy can be improved among women in this sector and support their empowerment in making informed financial decisions for their personal and family well-being.

Keywords: Financial literacy, Investment behaviors, Women employees, Private schools, Financial knowledge.

128. Data Mining Technology To Identify At-Risk Students And Dropout Prediction: A Literature Review

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Abstract:

Data mining is one of the emerging fields. Data mining is the process of gathering valuable information from massive amounts of data. In the field of education, data mining is crucial. Data mining for education can benefit from a variety of data mining techniques. Educational data mining has emerged as a powerful tool for predicting student performance and identifying at-risk students. The students who face challenges in academic performance sometimes along with socioeconomic factors are most likely to dropout at early stage of education. Early identification of these students is crucial for implementing timely interventions that can reduce dropout rates and improve educational outcomes. This review paper examines various data mining techniques, such as classification, clustering, and regression models, which are commonly applied to predict student risk levels. This paper provides an overview of the literature on the use of data mining techniques for the early detection of at-risk students and the prevention of dropout. Data mining technology shown its use in education by showcasing its potential to increase student retention and help teachers in decision making.

Keywords: Data Mining, Dropout, Educational Data Mining.

129. AI-Driven Content Creation & Personalization: Transforming Digital Marketing in the Global Landscape

Prof.(Dr.)Abhijeet Kaiwade & Prof.(Dr.) Tushar Dagade

Abstract:

The rapid advancement of artificial intelligence (AI) has revolutionized digital marketing, particularly in content creation and personalization. This paper explores the role of AI in automating content generation, enhancing user engagement, and optimizing marketing campaigns through hyper-personalization. It examines key AI-driven technologies such as natural language processing (NLP), machine learning (ML), and predictive analytics. Furthermore, it evaluates the challenges and ethical concerns associated with AI-powered marketing. The study synthesizes recent research and industry case studies to provide insights into the future trajectory of AI in content marketing.

Keywords: AI-driven content, personalization, digital marketing, machine learning,

natural language processing, predictive analytics

130. The Evolution of Digital Marketing in India: Trends, Challenges, and Future Prospects

Prof. Dr. Jayant H. Shashtri,*

** Director, U. D. Pathrikar Institute of Management, Pathri, Taluka Phulambri, District Chhatrapati Sambhajinagar.*

Abstract:

The digital marketing landscape in India has undergone a significant transformation in the last decade. Driven by rapid technological advancements, increased internet penetration, and changing consumer behavior, digital marketing has become an indispensable tool for businesses. This paper explores the evolution of digital marketing in India, highlighting key trends, challenges, and future prospects. It also examines the role of artificial intelligence (AI), big data, and social media in shaping marketing strategies.

Keywords: Digital Marketing, India, AI, Social Media, E-commerce, Consumer Behavior, Marketing Trends.

131. HRM Strategies for Motivating and Rewarding Marketing Teams in Pharma Marketing in India: Analyzing Compensation and Incentive Models

Prof. Dr. Jayant H. Shashtri, *

** Director, U. D. Pathrikar Institute of Management, Pathri, Taluka Phulambri, District Chhatrapati Sambhajinagar.*

Abstract:

The pharmaceutical industry in India is highly competitive, requiring innovative marketing strategies and effective human resource management (HRM) practices to drive sales and market penetration. Compensation and incentive models play a critical role in motivating marketing teams to achieve business objectives. This research explores HRM strategies for rewarding and incentivizing pharmaceutical marketing professionals in India, highlighting best practices, challenges, and data-driven insights.

Keywords: Pharma Marketing, HRM Strategies, Compensation Models, Incentives, Employee Motivation, Sales Performance.

132. A Study On The Impact Of Reskilling & Upskilling Of Emerging Technologies For A Future Ready Workforce On Talent Acquisition.

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Abstract:

Reskilling and upskilling are two terms more often used in industries today. As we know that upskilling is upgrading one's knowledge in their existing work to enhance their skills, knowledge and capabilities in the work they do and reskilling means learning a totally new skill to transition into a totally new role or choose a new career path. Both reskilling and upskilling is the need of the hour in the industries today. With the advent of new technologies, the labour market is facing rapid skill gaps. These skill gaps can be filled only with reskilling and upskilling of the workforces to build a future ready workplace. AI/ML, Immersive learning technologies, quantum computing, and more are some of the technologies that are taking over the workplace from some years. To stay ahead in the competitive market every organization must think about their workforce readiness. Talent acquisition is identifying, acquiring, selecting, and retaining talents. There will be a depletion of talent if the labour market does not have skilled workers to meet the needs of the future of workplace. Organizations cannot only think of updating the existing talents. For the free flow of talents in the competitive market talents must be identified and acquired from outside and relevant reskilling and upskilling needs to be done. This study uses the quantitative research where survey is done for all the HR's working in different organizations with emerging technologies to understand from them the impact of reskilling and upskilling of emerging technologies on talent acquisition for a future ready workforce. The study will have the below objectives To understand the reskilling & upskilling initiatives in organizations for a future ready workforce, To understand the emerging technologies in the organizations, To study the impact of reskilling and upskilling of emerging technologies on talent acquisition.

Keywords: Reskilling, upskilling, Talent Acquisition, Industry 4.0, Training, future of workplace.

133. A Study on Brand Preference of Working Women Towards Herbal Cosmetics in Pune Region

Ms. Madhuri Patil¹, Dr. Apurva Jain², Dr. Shivanand Sanmath^{3*}

**¹Research Scholar, Management Department of Pacific Academy of Higher Education and Research University, Udaipur, ²Associate professor Pacific Academy of Higher Education and Research University, Udaipur, ³Professor, Amity university, Gwalior*

Abstract:

The growing awareness regarding the harmful effects of chemical-based cosmetic products has led to the rise of herbal cosmetics in India. This research aims to study the brand preferences of working women in the Pune region, analyzing the factors influencing their choices and how they perceive herbal cosmetic products. The study investigates the role of product quality, price, brand trust, packaging, and advertising in shaping preferences. A survey was conducted among 200 working women in Pune, and the data was analyzed using descriptive statistics, correlation analysis, and regression analysis to identify key trends and influencing factors. The findings suggest that product quality and brand trust are the most significant factors in determining brand preference, with Himalaya emerging as the most preferred brand among working women in the Pune region.

Keywords: Awareness, BrandPreference, Consumer Behavior, Product Perception, factors influencing.

134. A Study on Awareness and Attitude of Youth Towards the Use of Herbal Cosmetic Products in Pune Region

Ms. Madhuri Patil¹, Dr. Apurva Jain², Dr. Shivanand Sanmath^{3*}

**¹Research Scholar, Management Department of Pacific Academy of Higher Education and Research University, Udaipur, ²Associate professor Pacific Academy of Higher Education and Research University, Udaipur, ³Professor, Amity university, Gwalior*

Abstract:

This study explores the awareness, attitude, and consumption patterns of youth towards herbal cosmetic products in the Pune region. With the growing preference for natural and chemical-free beauty products, herbal cosmetics have gained popularity, especially among younger demographics. The research aims to identify factors influencing the adoption of these products, including environmental consciousness, health concerns, and social media influence. A survey-based methodology was employed to collect data from a sample of youth aged 18–30 years in Pune. The findings indicate that while awareness about herbal cosmetics is relatively high, attitudes toward their effectiveness, pricing, and brand reputation play a crucial role in shaping their purchasing decisions. The study highlights the potential for the herbal cosmetics market to expand further by addressing consumer concerns and enhancing educational outreach.

Keywords: Awareness, attitude, Social media influence.

135. A Study on Stress Management in Agriculture Sector with Special Reference to Farmer Suicide in Maharashtra

Mrs. Amruta G. Wakchaure¹, Dr. Meeta Meshram^{2*}

**¹Research Scholar, Neville Wadia Institute of Management Studies & Research, Pune, ²Associate Professor, NBN Sinhgad School of Management Studies, Pune. E-mail: amrutawagh122@gmail.com*

Abstract:

The agriculture sector is a cornerstone of India's economy, contributing significantly to the nation's GDP and providing livelihoods for a substantial portion of the population. However, farmers in Maharashtra, one of India's most agriculturally productive states, are grappling with unprecedented levels of stress due to a combination of socio-economic, environmental, and institutional challenges. This stress has manifested in a distressing trend of farmer suicides, making it a pressing issue that demands urgent attention and intervention. This study aims to explore the underlying causes of stress among farmers in Maharashtra, analyze the factors contributing to the alarming rate of farmer suicides, and propose effective stress management strategies to mitigate this crisis. Through an extensive literature review, this research identifies key stressors affecting farmers, including climate change, erratic weather patterns, mounting debt, lack of access to resources, market volatility, and institutional failures. The study also examines the socio-economic and psychological factors that drive farmers to take extreme steps, such as suicide, and evaluates the effectiveness of existing interventions. The findings reveal that financial instability, crop failure, and mental health issues are the primary drivers of farmer suicides in Maharashtra. Furthermore, the study highlights the inadequacy of current support systems and the need for a multi-dimensional approach to address this issue. Based on the analysis, the study proposes a comprehensive framework for stress management in the agriculture sector. This framework includes policy reforms to ensure timely implementation of government schemes, fair pricing mechanisms, and debt relief programs; psychological support through counseling centers and helplines; community-based initiatives such as farmer cooperatives and self-help groups; and capacity-building programs focused on sustainable farming practices, financial literacy, and stress management techniques. The study emphasizes the importance of collaboration between government agencies, non-governmental organizations, and local communities to create a robust support system for farmers. This research underscores the urgent need for holistic interventions to alleviate stress among farmers and prevent further loss of life. By addressing the root causes of stress and implementing targeted strategies, it is possible to improve the well-being of farmers, enhance agricultural productivity, and ensure the sustainability of the agriculture sector in Maharashtra. The findings of this study have significant implications for policymakers, researchers, and practitioners working in the field of agriculture and rural development.

Keywords: Stress management, agriculture sector, farmer suicides, Maharashtra, climate change, debt, mental health, policy interventions, community-based initiatives, sustainable farming, financial literacy, rural development.

136. A Study on Organizational Culture & its Impact on Strategy in selected dairy in Ahmednagar District

Indrayani Indrajeet Yadav¹
Dr. Sudarshan Arjun Giramkar^{2*}

*¹Research Scholar, ²Research Guide HSBPVT'S, Faculty of Management,
Kashti, Ahmednagar*

Abstract:

The relationship between organisational culture and its impact on strategy is the subject of this present study. The objective of this study is to examine the influence of the dominant values, beliefs, and norms in an organisation on the processes of strategic decision-making. Through an analysis of the influence of organisational culture on critical components of strategy development, execution, and adjustment, this study aims to reveal the intricate relationship between cultural forces and strategic results. By conducting an extensive examination of pertinent scholarly works, gathering empirical data, and analysing case studies, this research aims to provide significant contributions to the body of knowledge regarding the influence of organisational culture on the formulation and execution of successful corporate strategies. In order to furnish organisational executives with actionable insights, the results of this study underscore the criticality of ensuring that culture and strategic objectives are in harmony to ensure long-term success in ever-changing business landscapes.

Keywords: Empirical Data Organizational Leaders, Alignment, Corporate Success, Company Strategy, Impact, Values, Beliefs, Norms, Strategic Decision-Making, Strategy Formulation, Implementation, Adaptation, Cultural Dynamics, Strategic Outcomes, Literature Review, Business Environments.

137. A Comparative Study of Indian Wine Industries with Rest of World Wine Industries

Mrs. Pratima V. Muthal¹, Prof. (Dr.) Prabhakar S. Mahale^{2*}

**Research Scholar, M.D. PALESHA COMMERCE COLLEGE, DHULE, Principal, M.D. PALESHA COMMERCE COLLEGE, DHULE. E-mail: pratimamuthal@gmail.com*

Abstract:

The Wine industry has evolved over the years as it represents one of the largest sectors in the Global economy, France, Italy and Spain still production and exports most of the output. Indian wine industry for upcoming emerging markets has shown interested growth in contrast to global Indian market. Here, it presents a comparative study of Indian wine industry with that of the world in terms production and consumption, whether export or import ratios and how better or worse places they are doing related standard quality approval difficulties.

Advanced data analysis techniques such as trend analysis, correlation measurements and predictive modeling are to be implemented in my key work to inspect Indian wine industry performance and its capacity. The discovers point out that India's specialized location within the worldwide wine trade, and present chances for expansion and development.

Keywords: Trend analysis, Correlation measurements, Predictive modeling.

138. Absenteeism and Work-Life Balance of Women Employees in Private Banks: A Study in Nashik City

Mohadkar Anup Dattatray¹, Dr. Aurangabadkar Sarita^{2*}

¹Research Scholar, JDC Bytco Institute of Management Studies and Research, Nashik, E-mail: anup.mohadkar@gmail.com, ²Director, JDC Bytco Institute of Management Studies and Research, Nashik, E-mail: sarita36@gmail.com

Abstract:

This study examines how absenteeism affects women employees' work-life balance in private banks in Nashik City. As more women engage in the workforce, particularly in the banking industry, balancing work commitments and personal life has become more complex. This research aims to identify the key factors that lead to absenteeism among women employees, assess the relationship between absenteeism and work-life balance, and suggest practical recommendations to improve their well-being and productivity. The research draws insights from both primary and secondary data sources using a mixed-methods approach.

Keywords: Absenteeism, Nashik City, Private Banks, Work-Life Balance, Women Employees.

139. The Role of Artificial Intelligence and Block chain in Shaping India's Digital Economy: Opportunities and Challenges

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Abstract:

India's digital economy is undergoing rapid transformation, driven by the adoption of emerging technologies like Artificial Intelligence (AI) and Block chain. This paper explores the role of these technologies in shaping India's digital future, highlighting their applications, opportunities, and challenges. By comparing India's progress with global trends, the study examines how AI and Block chain can address key issues in governance, finance, healthcare, and agriculture. Statistical insights and real-world examples are provided to illustrate the potential of these technologies to position India as a global leader in the digital economy.

Keywords: Artificial Intelligence, Block chain, digital economy.

140. Assessing Awareness, Challenges, and Impact of PMMVY on Tribal Women in Ahilyanagar District

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Abstract:

In this research work we investigate the impact of the Pradhan Mantri Matru Vandana Yojana (PMMVY) on Ahilyanagar District tribal women. This research investigates awareness measures and enrollment barriers as well as ASHA worker contributions alongside socio-economic elements of the program. The research collected primary data from surveys and structured questionnaires with 32 ASHA workers and 34 tribal women.

Most tribal women are familiar with PMMVY although some women remain uninformed due to difficult locations combined with insufficient outreach activities. Although ASHA workers effectively disseminate information about PMMVY the program faces resistance from certain cultures as well as shortages in the available training. Most women have difficulty with documentation combined with delayed payment distribution reducing PMMVY scheme efficiency. The Participatory Maternity Benefit Program has enhanced maternal and child health outcomes yet requires supplementary financial assistance coupled with better nutrition services to be most effectual.

The study presents recommendations to enhance PMMVY by running better awareness initiatives and simplifying application requirements together with quicker utilitarian distribution and more funding dedication towards cesarean birth cases. ASHA worker training coupled with enhanced resource support should improve the implementation of the scheme. Stronger measures to address these difficulties will create better outcomes from PMMVY which advances both health and monetary stability for tribal women along with their children.

141. The Impact of Green Marketing Strategies on Consumer Purchase Behavior, Brand Loyalty, and Trust

Dr. Rohan P. Dahivale¹ and Mr. Yogesh R. Patil^{2*}

Professor¹, Student², Rajgad Institute of Management Research and Development, Pune 43

Abstract:

With growing environmental concerns and increasing consumer awareness, businesses are adopting green marketing strategies to align with sustainability goals. This study investigates the impact of eco-friendly initiatives, such as sustainable packaging, corporate social responsibility (CSR), and transparency in environmental claims, on consumer purchase behavior, brand loyalty, and trust. A quantitative research approach was used, with data collected from 297 respondents through a structured survey. Descriptive and inferential analyses were applied to assess the data distribution and relationships between variables. Findings indicate that green marketing significantly influences consumer decision-making and fosters brand loyalty and trust. However, concerns about green-washing highlight the need for authenticity in sustainability claims. The study concludes that businesses must adopt transparent and ethical green marketing practices to maintain credibility and long-term success. Future research should explore industry-specific applications of green marketing.

Keywords: Green Marketing, Consumer Purchase Behavior, Brand Loyalty, Sustainability.

142. Smart Attendance: A GPS and Biometric-Based Tracking System for College Students

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Abstract:

Keeping track of student attendance has always been an essential part of academics, but traditional methods like roll calls and ID card swipes can be inefficient and error-prone. This paper introduces a modern, technology-driven solution that combines GPS tracking with biometric authentication to ensure a seamless and reliable attendance system. By automating the process, we aim to reduce administrative workload, enhance security, and increase student accountability. This paper explores the advantages, potential challenges, ethical concerns, and implementation strategies of such a system, supported by relevant research.

Keywords: GPS system, Smart attendance, Biometric tracking system, College students

143. Challenges in the Production and Marketing of Fruits and Vegetables: A Comprehensive Analysis

Dr. Santosh B. Wadkar¹, Dr. Sachin Ramchandra Misal^{2*}

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Abstract:

The study has been undertaken in Sangli and Kolhapur Districts with specific focus on selected Fruits and Vegetables such as Mango, Grapes, Pomegranate, Banana, Sapota, Tomato, Potato, Cauliflower, Chilli, Brinjal. The producers are unaware about marketing knowledge or very few producers use these marketing practices. Lack of these knowledge leads to suffer losses by getting less prices to their produces. The middlemen take the advantage of this unawareness and exploit the producers. So it necessary from producer's side to acquire marketing knowledge from various sources like media, government organizations and agricultural organizations etc. it results to increase the profit.

Study has been undertaken to see the scenarios of awareness of marketing of vegetables and fruits. Hypothesis put to test is, the producers of fruits & vegetables are not aware of marketing knowledge which leads to less price and demotivation of the producers. 400 sample farmers have been interviewed selected conveniently using structured schedule to collect the data. The data has been processed using Ms-Excel and SPSS for analysis and hypothesis testing. Study found that almost all producers are unaware about marketing knowledge in the study area. there exists relation between knowledge of marketing and demotivation of samples. Lesser the knowledge more is the demotivation. Since value of r square is very less reveals that beyond knowledge of marketing many more reasons are existed which need to be explore.

Having discussed this hypothesis in two parts it concludes that null hypothesis is accepted, and alternative hypothesis is rejected.

Keywords: Vegetable Marketing, Fruits Marketing, Sangli, Marketing of Fruits and Vegetables.

144. Customer Based Brand Equity: A Case Study Of Selected Mapro Products.

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Assistant Professor, PES's Modern Institute of Business Management, Shivajinagar, Pune

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Abstract:

The purpose of the research is to explore the Customer Based Brand Equity on Mapro products. Brand knowledge is key concept of CBBE, it become two main element or dimension where most significance role play towards the FMCG product such as, brand awareness & brand image. Brand awareness content recall & recognition where brand image have been brand association, favorable, strength & uniqueness. Types of brand association directly effect on the brand attributes, benefits and attitudes on the brand. Brand awareness is spontaneous recall to the top of the mind. Brand awareness is breadth and depth of logo, name & symbol etc. Brand image is the perception of the customer which is perceived while buying goods and services. Brand image is as sum of all thought, association of ideas connected with the person to a particular product, brand, company and a person. CBBE measures reconstructed and reconstructed and re standarzation to make i.e. functional, social, symbolic and experiential appearance enhance. Consumer brand knowledge are personal meaning about a brand in memory. This has a descriptive and evaluate brand information, example display board, and brand familiarity, tangible and intangible elements of products related information.

Keywords: Brand Knowledge, Brand Awareness, Brand Image & factor linking with CBBE

145. Adaptation of Social Networking Sites as E-learning Platform

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¹Dhofar university, Oman, ²Dhofar university, Oman, ³Dhofar university, Oman,
⁴Shaqra University KSA

Abstract:

During last few years, Social networking sites made an imperative impact and rapid change on the working on almost all organizations and professions be it businesses, industries or academia. In the academic organizations, the use of social networking sites by students and youths for academic and non-academic communication is increasing rapidly in India and Oman. Teaching and Learning is a sort of communication, the teachers and students both were using social media or social networking sites informally. This medium can easily be used a tool for online education. This is very easy for both teacher and students as they are already using. the social networking sites. It does not cost heavily for the administration. However, this strategy may have its own pros and cons. We have used various research approaches to find out and report the problems and prospects from this study.

Keyword: E-Learning, Social Networking sites, Social media, COVID-19, Prospect, Challenges

146. Examining the Development to Qualitative Research in the Governance of Companies and Financial Markets: Determining Possible Directions for Further Study

Dr. Nivedita G. Ekbote¹ & Dr. Rohit M. Alandikar^{2*}

¹Associate Professor, ^{2}Assistant Professor, PES's Modern Institute of Business Management*

Abstract:

A special issue of the journal dedicated to qualitative research in corporate governance is introduced in this editorial. By attempting to investigate the development of qualitative research in financial markets, of which a significant portion is devoted to corporate governance research, the study takes a wide agenda. The paper also discusses the contribution of the University of Dundee's new Centre for Qualitative Research in Financial Markets (QFRM) journal, of which this is a guest editorial, to the corpus of qualitative financial markets research, in light of the Center's founding. Since the prevailing quantitative and positive perspective may be perceived as limiting multidisciplinary research and stifling interpretative, qualitative academic engagement in financial markets, we start by problematizing financial markets and finance research work, and thwart efforts to make research on financial markets more applicable to society. From this angle, QFRM can be viewed as a haven that gives qualitative finance scholars around the world a platform to investigate and evaluate stock markets, corporate governance, shareholder activity, and financial market mechanisms in an interpretive framework, usually through the use of qualitative or mixed methods approaches. Additionally, we point out gaps in the literature, particularly with regard to the study issue, in the studies published in QFRM. An agenda for next qualitative studies in corporate governance and financial markets is presented in the paper's conclusion.

Keywords : Corporate Governance; Financial Markets; Qualitative Methods; Qfrm.

147. Exploring the Relationship between Work-Life Balance and Employee Productivity

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Abstract:

Employee productivity receives examination through an investigation of work-life balance policies. The research indicates that organizations implementing WLB strategies well achieve better productivity since these policies assist workers to maintain better control over their personal and professional commitments. Organizational flexibility along with supportive measures enables employees to handle their time and energy more effectively thus increasing their ability to concentrate as well as their creativity and motivational levels. The study proves that WLB functions as a key component, which improves worker well-being and supports increased productivity across the workplace while building a positive work environment. Organizations which focus on work-life balance attract quality candidates while improving employee dedication and total performance metrics. The research also emphasizes the importance of tailoring WLB policies to meet the diverse needs of employees by offering flexible work arrangements, resources for personal and family support, and continuously seeking feedback to ensure the policies remain effective.

Keywords: Work-life balance (WLB), Employee productivity, Flexibility, Employee well-being, Employee engagement.

148. Exploring Vikram Seth Within the Context of Diaspora

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^{2*} Professor VMV Commerce JMT Arts and JJP Science College, Maharashtra, India

Abstract:

Vikram Seth is one of the most renowned diasporic authors. This study examines the diasporic themes that appear frequently in Seth's novels. The researcher finds the Chinese diaspora in *From Heaven Lake*, the British diaspora in *Mappings*, the American diaspora in *Golden Gate*, and the Indian diaspora in *Suitable Boy*. However, here, consider two of Vikram Seth's magnum opus novels, *Golden Gate* and *Suitable Boy*, to narrow the scope of the research for this article. Vikram Seth concludes that literature serves as a medium for expressing a nation's political, cultural, and emotional currents, and the researcher discovers its representation in his works.

Keywords: Diaspora, globalisation, nostalgia, immigrant, displacement.

149. Exploring the Traditional Use of Alum in Modern Skincare: A Toner Spray Approach For Acne Prone Skin

Tejas Paigude¹, Samrudhi Tupe², Dr. Pushpalata S. Patil^{3*}

^{*1,2}, S.Y.MBA Pharma, Dept. of Pharmacy Management, JSPM, ³Guide, SOBM, JSPM University, Pune. E-mail: samrudhitupe425@gmail.com

Abstract:

Alum has been valued for ages for its antibacterial and astringent qualities; it has long been used in skincare products to tighten pores, heal wounds, and lessen acne. The need for safe, natural skincare products has rekindled interest in traditional components in modern dermatology. This study investigates the possibility of using alum in a toner spray formulation along with distilled water, rose water, and aloe vera gel to produce a better anti-acne skincare solution. Rose water has a cooling and balancing effect, while aloe vera, which is well-known for its calming, anti-inflammatory, and moisturizing qualities, enhances alum's capacity to eliminate extra oil and constrict pores. By lowering bacterial growth, decreasing inflammation, and encouraging skin hydration, these substances work in concert to manage acne issues holistically. Stability, skin compatibility, and efficacy were the main criteria used in the formulation's development and evaluation. According to the results, the toner spray is a promising substitute for chemical-based solutions since it successfully reduces acne outbreaks while preserving skin hydration. This study demonstrates how conventional components can be updated for use in skincare products, providing a safe, affordable, and natural option for people looking for mild yet effective acne treatment.

Keywords: Face Toner, Acne Prone Skin, Alum, Aloe vera, Rosewater.

150. A Study on the Impact of Financial Literacy on Investment Decisions of Working Professionals

Mrs. Anjali Bhalchandra Patil*

* Assistant Professor, Aditya MBA College, Beed, Email id: deepap89@gmail.com

Abstract :

The study explores the relationship between financial literacy and investment behavior among working professionals. With increasing access to various financial instruments, making informed investment decisions has become crucial. This research investigates how financial knowledge, awareness, and attitudes influence individual investment choices. A structured questionnaire was distributed among 150 working professionals from different sectors. The findings reveal that individuals with higher financial literacy are more likely to invest in diversified and high-return instruments, while those with limited knowledge tend to rely on traditional saving options. The study concludes that enhancing financial education can significantly improve the investment patterns and financial well-being of individuals. It also recommends policy-level initiatives to integrate financial education at an early stage of employment.

Keywords: Financial Literacy, Investment Decisions, Working Professionals, Financial Behavior, Risk Awareness, Portfolio Diversification.

151. Green Marketing Innovation: How Sustainable Practices Are Driving Consumer Preferences

Suhel Momin*

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Abstract:

As consumer awareness around environmental issues grows, the demand for sustainable products and services has intensified, prompting companies to innovate in their marketing strategies. This paper explores the intersection of green marketing and innovation, examining how sustainable business practices are not only reshaping product offerings but also driving consumer preferences and brand loyalty. By focusing on green marketing innovation, the research delves into how businesses integrate environmental sustainability into their marketing efforts, from eco-friendly product development to environmentally conscious advertising campaigns. The paper highlights key strategies such as eco-labeling, green positioning, and corporate social responsibility (CSR) initiatives that resonate with eco-conscious consumers. Through case studies and a review of industry trends, the study shows that companies embracing green marketing innovation are experiencing competitive advantages, enhanced brand equity, and improved customer engagement. The paper concludes by discussing the challenges businesses face in balancing profitability with sustainability and the future of green marketing in an increasingly environmentally conscious marketplace.

Keywords: Green Marketing, Environmental Marketing Trends, Marketing Innovation, Corporate Social Responsibility (CSR), Green Consumerism, Eco-Branding, Eco-Labeling.

152. A Study on Risk Management in Banking Sector

Mrs. Anjali Bhalchandra Patil*

* Assistant Professor, Aditya MBA College, Beed, Email id: deepap89@gmail.com

Abstract :

This research examines the risk management practices adopted by banks in the face of increasing financial uncertainties. It highlights various types of risks—credit, operational, market, and liquidity—and evaluates the effectiveness of tools like VaR, stress testing, and Basel norms. The study uses data from selected banks and interviews with finance professionals to assess the implementation challenges and strategic responses to regulatory requirements.

Keywords: Risk Management, Banking Sector, Basel Norms, Credit Risk, Financial Regulations, Value at Risk (VaR)

153. Impact of Microfinance on Small Business Growth

Mr. Onkar Vithalrao Markandeya *

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Abstract:

This study explores the role of microfinance in enhancing the growth of small businesses, particularly in emerging economies. By analyzing data from microfinance institutions and small enterprises, the research investigates how access to credit, savings, and financial literacy programs influences business performance. The findings suggest that microfinance significantly contributes to capital formation, increased income, and improved business sustainability, though challenges such as high interest rates and repayment pressure persist.

Keywords: Microfinance, Small Business, Financial Inclusion, Economic Growth, Access to Credit, Entrepreneurship

154. Analysis of Capital Structure and Firm Performance

Mr Onkar Vithalrao Markandeya *

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Abstract:

The purpose of this study is to analyze the relationship between a firm's capital structure and its overall financial performance. Using financial data from publicly listed companies, the study evaluates the impact of debt-to-equity ratios on return on equity (ROE) and return on assets (ROA). The findings indicate that an optimal capital structure contributes significantly to profitability, but excessive leverage may increase financial risk and reduce shareholder value.

Keywords: Capital Structure, Firm Performance, Debt-Equity Ratio, ROE, ROA, Financial Leverage

155. Financial Performance Analysis of Selected Companies

*Mr. Santosh Bhagwanrao Naik**

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Abstract:

This study focuses on analyzing the financial performance of selected companies using key financial ratios such as profitability, liquidity, solvency, and efficiency ratios. The objective is to evaluate how well these companies manage their resources and generate returns for stakeholders. The analysis is based on data collected from annual reports and financial statements over a five-year period. The study also compares the financial health of the companies and identifies trends, strengths, and areas of improvement. The results offer insights for investors, financial analysts, and company management for better financial decision-making.

Keywords: Financial Performance, Ratio Analysis, Profitability, Liquidity, Solvency, Efficiency, Annual Reports, Financial Statement Analysis

156. The Role of FinTech in Transforming Financial Services

Mr. Santosh Bhagwanrao Naik*

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Abstract:

This study explores the impact of Financial Technology (FinTech) on traditional financial services, focusing on innovations such as digital payments, blockchain, robo-advisors, and peer-to-peer lending. The research analyzes how FinTech has improved accessibility, reduced transaction costs, and enhanced customer experience while also evaluating the challenges related to regulation, security, and adoption. The study concludes that FinTech is reshaping the financial landscape and creating opportunities for both consumers and institutions.

Keywords: FinTech, Digital Payments, Blockchain, Financial Innovation, Robo-Advisors, P2P Lending, Financial Services

157. ESG Investing and Its Impact on Portfolio Performance

Mrs. Aware Bharati Sukhadeo*

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Abstract:

Environmental, Social, and Governance (ESG) investing has gained prominence among institutional and retail investors. This study examines how integrating ESG criteria into investment decisions influences portfolio returns and risk profiles. Using data from ESG-compliant mutual funds and indices, the research compares financial performance with traditional portfolios. The study finds that ESG portfolios offer competitive returns with lower volatility, highlighting a shift towards sustainable and responsible investing.

Keywords: ESG Investing, Sustainable Finance, Portfolio Performance, Green Investment, Risk Management, Responsible Investing

158. Crypto currency as an Investment Asset: Risks and Opportunities Services

Mrs. Aware Bharati Sukhadeo*

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Abstract:

With the rise of digital currencies like Bitcoin and Ethereum, this study evaluates the viability of cryptocurrency as an alternative investment asset. The research investigates price volatility, market trends, regulatory concerns, and its correlation with traditional assets like stocks and gold. The study reveals that while cryptocurrencies offer high returns, they also carry significant risk and uncertainty, requiring a cautious and diversified investment strategy.

Keywords: Cryptocurrency, Bitcoin, Ethereum, Investment Risk, Digital Assets, Blockchain, Portfolio Diversification

159. Role of Emotional Intelligence in Effective Leadership

Mr. Kamble Prafulkumar Vishnu*

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Abstract:

This study explores the impact of emotional intelligence (EI) on leadership effectiveness in modern organizations. It investigates how self-awareness, empathy, and interpersonal skills contribute to better team management, employee satisfaction, and decision-making. The research includes surveys from HR managers and team leaders across different industries.

Keywords: Emotional Intelligence, Leadership, Team Management, HRM, Soft Skills, Employee Satisfaction

160. A Study on Human Resource Management (HRM) Practices and Their Impact on Organizational Performance

Mr. Kamble Prafulkumar Vishnu

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Abstract:

This study aims to explore the role of Human Resource Management (HRM) practices in enhancing organizational performance. It focuses on key HRM functions such as recruitment and selection, training and development, performance appraisal, compensation management, and employee relations. By analyzing data from various organizations, the research identifies how effective HRM practices lead to higher employee productivity, improved job satisfaction, and overall business success. The study concludes that strategic HRM is a critical factor in achieving sustainable competitive advantage.

Keywords: Human Resource Management, HRM Practices, Organizational Performance, Recruitment, Training, Performance Appraisal, Employee Engagement, Strategic HRM.

161. A Study on Human Resource Management (HRM) Practices in Modern Organization

Mrs Aswar Ashwini Rupchand*

* Assistant Professor, Aditya MBA College, Beed, Email id: ashwiniaswar72@gmail.com

Abstract:

This study examines the impact of Human Resource Management (HRM) practices on employee performance and organizational growth. It focuses on core HR functions such as recruitment and selection, training and development, performance appraisal, compensation, and employee relations. The research is based on data collected from various industries through surveys and interviews. The study highlights that effective HRM practices not only boost employee productivity and satisfaction but also help in talent retention and building a strong organizational culture. The findings support the need for continuous improvement and strategic alignment of HR practices with organizational goals.

Keywords: HRM Practices, Recruitment, Training and Development, Performance Appraisal, Employee Relations, Compensation Management, Organizational Growth, Employee Performance

162. Integrating Artificial Intelligence in HRM Practices: Opportunities and Challenges

Mrs. Aswar Ashwini Rupchand

* Assistant Professor, Aditya MBA College, Beed, Email id: ashwiniaswar72@gmail.com

Abstract:

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) practices is transforming traditional HR functions, including recruitment, performance evaluation, and employee engagement. This study examines the opportunities AI presents, such as enhanced efficiency, reduced bias, and personalized employee experiences. However, it also addresses the challenges, including ethical concerns, data privacy issues, and the potential for job displacement. Through a comprehensive analysis of current literature and case studies, the research provides insights into how organizations can effectively implement AI in HRM while mitigating associated risks.

Keywords: Artificial Intelligence, Human Resource Management, Recruitment, Performance Evaluation, Employee Engagement, Ethical Concerns, Data Privacy, Job Displacement, HR Technology, Organizational Change

163. Leveraging Artificial Intelligence in HRM Practices: Transforming Recruitment and Employee Experience

Mrs Chakre Arti Machhindra *

** Assistant Professor, Aditya MBA College, Beed, Email id: artichakre@gmail.com*

Abstract:

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) practices is revolutionizing traditional approaches to recruitment, performance evaluation, and employee engagement. AI-driven tools enable HR professionals to automate repetitive tasks, analyze vast amounts of data for better decision-making, and personalize employee experiences. This study examines the impact of AI on HRM, focusing on its role in enhancing efficiency, reducing biases, and improving employee satisfaction. By analyzing case studies and current implementations, the research highlights the benefits and challenges of adopting AI in HRM, providing insights into the future of work.

Keywords: Artificial Intelligence, Human Resource Management, Recruitment Automation, Employee Experience, HR Analytics, Bias Reduction, Employee Engagement, Future of Work, HR Technology, Organizational Transformation

164. Traditional Human Resource Management Practices and Their Impact on Organizational Performance

Mrs Chakre Arti Machhindra *

** Assistant Professor, Aditya MBA College, Beed, Email id: artichakre@gmail.com*

Abstract:

Traditional Human Resource Management (HRM) practices, characterized by administrative functions such as recruitment, payroll management, and compliance with labor laws, have historically been the cornerstone of organizational operations. This study examines the effectiveness of these conventional HRM practices in enhancing organizational performance. By analyzing historical data and case studies, the research explores how traditional HRM functions contribute to employee satisfaction, productivity, and overall organizational success. The findings suggest that while traditional HRM practices provide a solid foundation, their integration with modern strategic HRM approaches is essential for addressing contemporary challenges and achieving sustainable organizational growth.

Keywords: Traditional HRM, Administrative Functions, Organizational Performance, Employee Satisfaction, Recruitment, Payroll Management, Labor Law Compliance, Strategic HRM Integration

165. Generative AI-Driven Storytelling: A New Era for Marketing

Mr Tandale Prashant Dharmraj*

* Assistant Professor, Aditya MBA College, Beed, Email id: prashanttandale51@gmail.com

Abstract:

This study delves into the transformative power of Generative AI-driven storytelling in the realm of marketing. Generative AI, distinct from traditional machine learning, offers the capability to craft narratives that resonate with consumers on a deeply personal level. Through real-world examples from industry leaders like Google, Netflix, and Stitch Fix, we elucidate how this technology shapes marketing strategies, personalizes consumer experiences, and navigates the challenges it presents. The paper also explores future directions and recommendations for generative AI-driven storytelling, including prospective applications such as real-time personalized storytelling, immersive storytelling experiences, and social media storytelling. By shedding light on the potential and impact of generative AI-driven storytelling in marketing, this paper contributes to the understanding of this cutting-edge approach and its transformative power in the field of marketing.

Keywords: Generative AI, Storytelling, Marketing Strategies, Personalization, Consumer Experience, Real-Time Storytelling, Immersive Experiences, Social Media Marketing, AI Applications, Brand Engagement

166. Harnessing the Potential of Large Language Models in Modern Marketing Management

Mr. Tandale Prashant Dharmraj

** Assistant Professor, Aditya MBA College, Beed, Email id: artichakre@gmail.com*

Abstract:

Large Language Models (LLMs) have revolutionized customer engagement, campaign optimization, and content generation in marketing management. This paper explores the transformative potential of LLMs, focusing on major business drivers such as personalization, real-time-interactive customer insights, and content automation. It also addresses ethical aspects of AI, including data privacy, transparency, and mitigation of bias, promoting responsible use of the technology. The article provides strategic recommendations for marketers to integrate LLMs into their marketing strategies without compromising brand ethos.

Keywords: Large Language Models, Marketing Management, Personalization, Customer Insights, Content Automation, AI Ethics, Data Privacy, Brand Strategy, Marketing Innovation, AI Integration

167. Impact of Advertising on Consumer Buying Behaviour

Mr. Satyendra Dnyanoba Waghmare*

* Assistant Professor, Aditya MBA College, Beed, Email id: sdwaghmare24@gmail.com

Abstract:

This research investigates the effect of advertising on consumer purchasing decisions. It analyzes various advertising mediums, including television, print, and digital platforms, assessing their effectiveness in influencing consumer perceptions and behavior. The study provides recommendations for marketers to optimize their advertising strategies.

Keywords: Advertising, Consumer Buying Behavior, Marketing Strategies, Media Effectiveness, Consumer Perception

168. Agile Marketing: Adapting Strategies in a VUCA Environment

Mr. Satyendra Dnyanoba Waghmare *

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Abstract:

Agile marketing involves iterative decision-making and implementation to respond swiftly to market changes. By adopting principles from the Agile Manifesto, marketing teams can enhance their ability to sense and respond to opportunities and threats. This study examines the application of agile methodologies in marketing, particularly in volatile, uncertain, complex, and ambiguous (VUCA) environments, and evaluates its effectiveness in improving marketing outcomes.

Keywords: Agile Marketing, VUCA Environment, Iterative Decision-Making, Marketing Strategies, Agile Methodologies, Sense-and-Respond, Marketing Outcomes, Adaptability, Organizational Agility, Strategic Planning

169. Lean Manufacturing: Reducing Waste and Improving Efficiency in Production

Mr. Rathod Anil Bandu^{*}

** Assistant Professor, Aditya MBA College, Beed, Email id: anilrathod0511@gmail.com*

Abstract:

This study explores the principles of lean manufacturing and its impact on reducing waste and improving operational efficiency in production processes. Lean manufacturing focuses on maximizing value by minimizing waste, optimizing workflows, and improving quality. The research examines key lean tools such as 5S, Kaizen, Value Stream Mapping, and Just-in-Time (JIT) and their application in manufacturing industries. It evaluates case studies where lean principles have led to significant reductions in production costs, increased product quality, and enhanced customer satisfaction. The paper also highlights the challenges organizations face in implementing lean practices and offers strategies for overcoming them.

Keywords: Lean Manufacturing, Waste Reduction, Operational Efficiency, 5S, Kaizen, Value Stream Mapping, Just-in-Time (JIT), Manufacturing Process, Quality Improvement, Cost Reduction

170. The Role of Supply Chain Management in Enhancing Operational Performance

Mr. Rathod Anil Bandu*

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Abstract:

This research investigates the role of Supply Chain Management (SCM) in improving operational performance. The study explores how effective supply chain strategies can help organizations enhance the flow of goods and services, reduce operational costs, and improve service delivery. It highlights the importance of integrating procurement, production, and distribution processes for optimal efficiency. The paper also discusses key SCM practices such as demand forecasting, inventory management, and supplier relationship management, and how these practices contribute to reducing lead times, optimizing resource utilization, and improving customer satisfaction.

Keywords: Supply Chain Management, Operational Performance, Inventory Management, Procurement, Distribution, Demand Forecasting, Supplier Relationships, Resource Optimization, Lead Time Reduction, Service Delivery

171. Impact of Technology and Automation on Production Operations

Mr. Keshav Mahadeo Gade *

* Assistant Professor, Aditya MBA College, Beed, Email id: keshavgade77@gmail.com

Abstract:

This study examines the role of technology and automation in modern production operations. With advancements in robotics, artificial intelligence, and the Internet of Things (IoT), businesses can now automate complex manufacturing processes to improve efficiency and product quality. The paper explores how automation in production can lead to significant reductions in labor costs, improve precision in manufacturing, and increase overall throughput. It also discusses the challenges of adopting new technologies, such as high initial investment costs, training requirements, and potential workforce displacement. The research further looks at the future of Industry 4.0 and its implications for production operations

Keywords: Technology in Production, Automation, Robotics, Artificial Intelligence, Internet of Things (IoT), Manufacturing Efficiency, Industry 4.0, Labor Costs, Production Throughput, Workforce Displacement

172. Smart Manufacturing and Industry 4.0: Revolutionizing Production Operations

Mr. Keshav Mahadeo Gade *

** Assistant Professor, Aditya MBA College, Beed, Email id: keshavgade77@gmail.com*

Abstract:

This study explores the concept of Smart Manufacturing, a key component of Industry 4.0, which leverages cutting-edge technologies such as the Internet of Things (IoT), Big Data, artificial intelligence (AI), and machine learning to revolutionize production operations. Smart manufacturing focuses on creating highly automated, flexible, and intelligent systems that enable real-time decision-making, predictive maintenance, and continuous optimization of production processes. This research examines how these technologies contribute to increased productivity, product quality, and operational efficiency while reducing costs and downtime. The study also addresses the challenges of implementing smart manufacturing, including data security, workforce training, and system integration.

Keywords: Smart Manufacturing, Industry 4.0, IoT, Big Data, AI, Machine Learning, Predictive Maintenance, Automation, Production Optimization, Operational Efficiency, Manufacturing Technologies

173. Cloud Computing Adoption in Small and Medium Enterprises (SMEs)

Mr. Dipak Baburao Gavane*

* Assistant Professor, Aditya MBA College, Beed, Email id: dipgavane@gmail.com

Abstract:

This research explores the growing adoption of cloud computing solutions among SMEs and the benefits it offers in terms of scalability, cost-efficiency, and remote accessibility. The study analyzes challenges such as data migration, cybersecurity, and vendor lock-in, while presenting successful implementation cases. It concludes with recommendations for SMEs considering a shift to cloud-based systems.

Keywords: Cloud Computing, SMEs, IT Infrastructure, Scalability, Data Migration, Cloud Adoption, SaaS, Cost Efficiency

174. The Impact of Artificial Intelligence on Business Process Automation

Mr. Dipak Baburao Gavane *

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Abstract:

This research explores the integration of Artificial Intelligence (AI) into business process automation (BPA) and its impact on operational efficiency. As organizations strive to optimize their processes, AI has emerged as a key enabler, automating repetitive tasks, reducing human error, and enhancing productivity. The study examines how AI-driven automation tools such as machine learning algorithms, chatbots, and robotic process automation (RPA) are transforming various business functions, including customer service, HR, and finance. The paper also discusses the challenges in adopting AI, such as data privacy concerns and the need for skilled personnel.

Keywords: Artificial Intelligence, Business Process Automation, Machine Learning, Robotic Process Automation, Efficiency, Productivity, Automation Tools, AI in Business

175. A Study Related To Corporate Wellness Programs: Improve And Regulate Work-Life Balance

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Abstract:

Corporate wellness programs are integral initiatives adopted by organizations to enhance the physical, psychological, and emotional well-being of their employees. These programs aim to facilitate healthier and happier lifestyles among employees, consequently fostering heightened productivity, job satisfaction, and overall organizational prosperity. A crucial component of these initiatives is achieving work-life balance, as maintaining a harmonious equilibrium between professional responsibilities and personal life is vital in preventing stress and burnout.

This research endeavors to explore the concept and significance of work-life balance and corporate wellness programs, examine various corporate wellness initiatives currently implemented within organizations, analyze the impact of corporate wellness programs on balanced work life, and investigate the correlation between work-life balance and corporate wellness initiatives.

In today's fast-paced and demanding work environments, maintaining a healthy work-life balance has become increasingly vital for both employee well-being and organizational success. This study examines the impact of work-life balance initiatives on employee well-being and organizational performance, emphasizing their strategic importance in modern workplaces. By reviewing relevant literature, including theoretical frameworks and empirical studies, this research explores the connection between work-life balance initiatives, employee satisfaction, and organizational effectiveness.

Using a mixed-methods approach, the study integrates quantitative surveys and qualitative interviews to gather insights from employees across various industries. Preliminary findings indicate that well-implemented work-life balance initiatives not only enhance employee well-being—reducing stress and increasing job satisfaction—but also generate positive organizational outcomes, such as higher productivity, improved retention, and greater employee engagement. The paper also discusses the challenges in adopting AI, such as data privacy concerns and the need for skilled personnel.

The study's findings offer valuable implications for HR professionals and organizational leaders, highlighting the need to view work-life balance initiatives as a strategic investment in human capital. By fostering a culture that prioritizes employee well-being, organizations can cultivate healthier, more productive workplaces that support long-term growth and sustainability

Keywords: Keywords: corporate wellness program, balanced work-life.

176. Formulation, Development And Evaluation of Innovative Herbal Sunscreen: A Sustainable Calamine Enriched Formulation For Natural Sun Protection

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Abstract:

Herbal sunscreen is a topical solution that harnesses the power of herbs to shield the skin from harmful UV radiation. This natural sun protectant helps prevent sunburn, skin damage, and skin cancer, making it a crucial part of modern skincare routines. By blocking UV rays, herbal sunscreens offer a holistic approach to skin protection, addressing both health and environmental concerns.

The demand for natural and eco-friendly skincare products has driven the rise of herbal sunscreens as a desirable alternative to conventional sun protection methods. Herbal sunscreens leverage the antioxidant properties and UVA-absorbing capabilities of flavonoids, phenolic compounds, and herbal oils to provide effective UV protection. Comprised of mineral and plant-based ingredients, these sunscreens offer a reliable defense against the sun's harmful ultraviolet rays.

Herbal sunscreens have gained popularity as a natural alternative to conventional sunscreens, offering protection against harmful UV radiation while reducing the risk of adverse effects associated with synthetic chemicals. As a safe and sustainable option, herbal sunscreens provide an effective substitute for traditional sunscreens.

The growing demand for eco-friendly and skin-friendly sunscreens has led to increased interest in herbal formulations that provide effective UV protection while offering additional skincare benefits. This study focuses on the development and evaluation of a herbal sunscreen formulation combining natural UV filters and antioxidant-rich plant extracts. The formulation includes Aloe Vera gel and Rose Water as a hydrating base, Calamine as a mineral UV filter, and natural oils like Raspberry Seed Oil and Carrot Seed Oil known for their inherent SPF and skin-nourishing properties. Shea Butter and Beeswax provide moisturization and water resistance, while Green Tea extract, Turmeric extract, and Vitamin E offer antioxidant and anti-inflammatory benefits. Essential oils enhance the sensory appeal without synthetic additives.

The study evaluates the formulation's SPF, broad-spectrum protection, stability, skin compatibility, and environmental safety. The results demonstrate that the herbal sunscreen effectively protects against UVA and UVB radiation, is suitable for sensitive skin, and is free from harmful chemicals that harm marine ecosystems. This research highlights the potential of herbal sunscreens as a sustainable alternative to conventional formulations, catering to the growing consumer demand for natural, eco-conscious skincare products.

Keywords: Herbal Sunscreen, SPF, Calamine Enriched, Sunburn, UV Radiation

177. An Investigation Of Farmers' Opinions On The Lead Bank Scheme In Pune

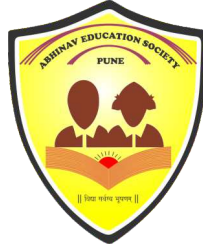
Ms. Priya Arun Sonavane¹, Dr. Sanjay Gaikwad^{2*}

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Abstract:

The Lead Bank Scheme (LBS) has been a cornerstone of rural development in India, aimed at promoting financial inclusion and ensuring credit availability for agriculture and allied sectors. This study investigates the opinions and perceptions of farmers in Pune regarding the effectiveness and implementation of the Lead Bank Scheme. By collecting primary data through surveys and interviews with farmers, the study explores their level of awareness, the accessibility of financial resources, and the impact of the scheme on their agricultural activities. This study examines farmers' opinions on the Lead Bank Scheme (LBS) in Pune using primary data from 100 respondents. Data were analyzed using SPSS, applying descriptive statistics, reliability tests, and chi-square analysis to understand factors influencing farmers' awareness, satisfaction, and challenges with the scheme. Results indicate key issues in loan processing and accessibility, while also identifying significant relationships between demographic variables and scheme benefits. The study provides insights and policy recommendations to improve the effectiveness of LBS in supporting agricultural development in Pune.

Keywords: Lead Bank Scheme, Farmers' Opinions, Agricultural Finance, SPSS Analysis, Loan Accessibility, Financial Inclusion, Pune.



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