

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

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Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Dr. B. H. Nanwani
Director

CRITERION –VII

KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्

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CRITERION –VII

KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्</p>

FACULTY ACHIEVEMENTS

Sr No	Particulars
1	Faculty Achievements
	1.1 Publication of 22 Research Papers in UGC Care and Scopus Indexed Journals



1.1 Publication of 22 Research Papers in UGC Care and Scopus Indexed Journals

Sr.No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal		
							Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
1	A Study of Work Values of Self- Financed School Teachers in Pune City	B.H. Nanwani and Sohail Rajjak Mulani	Management	The Online Journal of Distance Education and e-Learning	2023	2147-6454	https://www.tojdel.net/	https://www.tojdel.net/journals/tojdel/articles/v11i01c02/v11i01-18.pdf	UGC Listed
2	Case Study- Zensar Technologies Content Marketing Strategy	Dr. B. H. Nanwani and Ms. Vaishali Patil	Management	Journal of the Asiatic Society of Mumbai	2023	0972-0766	https://asiaticsociety.org.in/journal/	NA	UGC Listed
3	Roadmap to Financial Planning	Dr. B. H. Nanwani and Ms. Muskan Sadhwani	Management	Journal of Management and Entrepreneurship	2023	2229-5348	https://xime.org/jme/jme-home	NA	UGC Listed
4	Application of Data Mining Techniques and Algorithms in Educational Sector: A Systematic Literature Review	Dr. Abhijeet Kaiwade and Shital C.Kadam	MCA	Madhya Bharti -Humanities and Social Sciences	2023	0974-0066	https://dhsgsu.edu.in/index.php/en/about-us/pub-2/madhya-bharti/madhya-bharti-journal-of-science#	NA	UGC Listed
5	Cloud Computing's Effects on Education Sector	Dr. Abhijeet Kaiwade and Ms. Shreya Vibhute	MCA	Journal of the Maharaja Sayajirao University of Baroda	2023	0025-0422	https://msubaroda.ac.in/MSUB_Journal	NA	UGC Listed
6	Enhancing Online Shopping Experience Through Web Mining: Analysis and Recommendations	Dr. Abhijeet Kaiwade and Ms. Shreya Vibhute and Ms. Bhagyashree Shinde	MCA	Juni Khyat	2023	2278-4632	https://www.rbhpsdungargarh.com/pages-patrika.php	NA	UGC Listed
7	Identifying and Implementing Influencing Factors to Boost Model Accuracy Using Machine Learning Techniques While Course Selection	Dr. Abhijeet Kaiwade and Shital C.Kadam	MCA	Madhya Bharti -Humanities and Social Sciences	2023	0974-0066	https://dhsgsu.edu.in/index.php/en/about-us/pub-2/madhya-bharti/madhya-bharti-journal-of-science#	NA	UGC Listed
8	Case Study- Unraveling Adani: Analyzing the Challenges and Lessons From the Hindenburg Saga	Dr. Ashish Jaswal and Ms. Harshali Bhalerao	MBA	Journal of the Asiatic Society of Mumbai	2023	0972-0766	https://asiaticsociety.org.in/journal/	NA	UGC Listed
9	Omni Channel Marketing: Transforming Customer Experiences in the Digital Age	Dr. Ashish Jaswal and Ms. Harshali Bhalerao , Dr. Abhijeet Kaiwade	MBA	Shodhak : A Journal of Historical Research	2023	0302-9832	Print Only	NA	UGC Listed
10	The Case of Drug Pricing Reforms	Dr. Ashish Jaswal and Ms. Harshali Bhalerao	MBA	Journal of the Asiatic Society of Mumbai	2023	0972-0766	https://asiaticsociety.org.in/journal/	NA	UGC Listed
11	Comparative Study on the Openness Indicators of India and USA: the Pre- Pandemic ERA	Dr. Divya Yogesh Lakhani and Ms. Malvika Lakhani	MBA	Journal of Management and Entrepreneurship	2023	2229-5348	https://xime.org/jme/jme-home	NA	UGC Listed
12	Feasibility Study of Greenfield Project	Dr. Divya Yogesh Lakhani and Dr. Puja Bhardwaj	MBA	Journal of Management and Entrepreneurship	2023	2229-5348	https://xime.org/jme/jme-home	NA	UGC Listed
13	Financial Planning for Dewks	Dr. Divya Yogesh Lakhani and Ms. Kajal Yadav	MBA	Journal of Management and Entrepreneurship	2023	2229-5348	https://xime.org/jme/jme-home	NA	UGC Listed
14	Study on Investors Preference on Mutual Funds	Dr. Divya Yogesh Lakhani and Ms.Mahima Sachdev	MBA	Journal of Management and Entrepreneurship	2023	2229-5348	https://xime.org/jme/jme-home	NA	UGC Listed
15	Pink Tax- The Hidden Cost of Inequality - Awareness Amongst Women	Ms. Harshali Bhalerao and Isha Khandekar	MBA	Perspectives in Social Work	2023	0974-5114	https://cswnn.edu.in/perspective-s-in-social-work	NA	UGC Listed
16	Study of Knowledge and Perception of Health Supplements Amongst Students in Pune City	Ms. Harshali Bhalerao and Priya Vishwakarma and Maria Waghmare	MBA	Rabindra Bharati Journal of Philosophy	2023	0973-0087	https://rbu.ac.in/home/page/106	NA	UGC Listed

17	Prediction of Students' Performance for Placement Using a Clustering Technique	Dr. Kalpana Salunkhe and Dr Madhuri Prashant Pant	MCA	European Chemical Bulletin	2023	1896 –1901	https://www.scimagojr.com/journalsearch.php?q=21100898023&tip=sid	NA	SCOPUS
18	Information Systems Audit Index for Academic Institution	Dr. Reshma Kadam and Dr. Parmod Kadam	MCA	Journal of the Maharaja Sayajirao University of Baroda	2023	0025-0422	https://msubaroda.ac.in/MSUBJournal	NA	UGC Listed
19	Impact of GST on Spending Behaviour of Consumers in Pune City	Mrs. .Vaishali Rajendra Patil and Ms. Snehalata Bhikaji Patil	MBA	Madhya Pradesh Journal of Social Sciences	2023	0973-855X	https://mpissr.org/?page_id=1076	NA	UGC Listed
20	A Literature Review on Virtual Employee Engagement	Ms. Sonali Joshi and Ms. Maanshri R. Jaiswal	MBA	Journal of Interdisciplinary Cycle Research	2023	0022-1945	https://jicrjournal.com/	NA	UGC Listed
21	Talent Search and Executive Recruiting for Corporate Travel Consultants in Pune	Ms. Sonali Joshi and Resham Puglia	MBA	Juni Khyat	2023	2278-4632	https://www.rbhpsdungargarh.com/pages-patrika.php	NA	UGC Listed
22	Corporate social responsibility & students' perceptions: evidence from Indian higher education institutions	Dr. Rajeshkumar Kashayp	MCA	F1000Research	2023	2046-1402	https://f1000research.com/	NA	SCOPUS

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1.1 Publication of 22 Research Papers in UGC Care and Scopus Indexed Journals

Academic Year 2023 [January 2023 to December 2023]

INDEX

Sr. No.	Title of paper	Name of the author/s	Name of journal	ISSN number
1	A Study of Work Values of Self-Financed School Teachers in Pune City	Dr. B.H. Nanwani	The Online Journal of Distance Education and e-Learning	2147-6454
2	Case Study- Zensar Technologies' Content Marketing Strategy	Dr. B. H. Nanwani and Ms. Vaishali Patil	Journal of the Asiatic Society of Mumbai	0972-0766
3	Roadmap to Financial Planning	Dr. B. H. Nanwani	Journal of Management and Entrepreneurship	2229-5348
4	Application of Data Mining Techniques and Algorithms in Educational Sector: A Systematic Literature Review	Dr. Abhijeet Kaiwade	Madhya Bharti - Humanities and Social Sciences	0974-0066
5	Cloud Computing's Effects on Education Sector	Dr. Abhijeet Kaiwade	Journal of the Maharaja Sayajirao University of Baroda	0025-0422
6	Enhancing Online Shopping Experience Through Web Mining: Analysis and Recommendations	Dr. Abhijeet Kaiwade	Juni Khyat	2278-4632
7	Identifying and Implementing Influencing Factors to Boost Model Accuracy Using Machine Learning Techniques While Course Selection	Dr. Abhijeet Kaiwade	Madhya Bharti - Humanities and Social Sciences	0974-0066
8	Case Study- Unraveling Adani: Analyzing the Challenges and Lessons from the Hindenburg Saga	Dr. Ashish Jaswal and Ms. Harshali Bhalerao	Journal of the Asiatic Society of Mumbai	0972-0766
9	Omni Channel Marketing: Transforming Customer Experiences in the Digital Age	Dr. Ashish Jaswal, Ms. Harshali Bhalerao, and Dr. Abhijeet Kaiwade	Shodhak : A Journal of Historical Research	0302-9832

10	The Case of Drug Pricing Reforms	Dr. Ashish Jaswal and Ms. Harshali Bhalerao	Journal of the Asiatic Society of Mumbai	0972-0766
11	Comparative Study on the Openness Indicators of India and USA: the Pre-Pandemic ERA	Dr. Divya Yogesh Lakhani	Journal of Management and Entrepreneurship	2229-5348
12	Feasibility Study of Greenfield Project	Dr. Divya Yogesh Lakhani	Journal of Management and Entrepreneurship	2229-5348
13	Financial Planning for Dewks	Dr. Divya Yogesh Lakhani	Journal of Management and Entrepreneurship	2229-5348
14	Study on Investors Preference on Mutual Funds	Dr. Divya Yogesh Lakhani	Journal of Management and Entrepreneurship	2229-5348
15	Pink Tax- The Hidden Cost of Inequality-Awareness Amongst Women	Ms. Harshali Bhalerao	Perspectives in Social Work	0974-5114
16	Study of Knowledge and Perception of Health Supplements Amongst Students in Pune City	Ms. Harshali Bhalerao	Rabindra Bharati Journal of Philosophy	0973-0087
17	Prediction of Students' Performance for Placement Using a Clustering Technique	Dr. Kalpana Salunkhe	European Chemical Bulletin	1896 –1901
18	Information Systems Audit Index for Academic Institution	Dr. Reshma Kadam	Journal of the Maharaja Sayajirao University of Baroda	025-0422
19	Impact of GST on Spending Behaviour of Consumers in Pune City	Mrs. Vaishali Rajendra Patil	Madhya Pradesh Journal of Social Sciences	0973-855X
20	A Literature Review on Virtual Employee Engagment	Ms. Sonali Joshi	Journal of Interdisciplinary Cycle Research	0022-1945
21	Talent Search and Executive Recruiting for Corporate Travel Consultants in Pune	Ms. Sonali Joshi	Juni Khyat	2278-4632
22	Corporate social responsibility & students' perceptions: evidence from Indian higher education institutions	Dr. Rajeshkumar Kashayp	F1000Research	E-ISSN-2046-1402

1. A Study of Work Values of Self-Financed School Teachers in Pune City

The screenshot shows a web browser window displaying the UGC-CARE List search results. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". A search bar on the right contains the text "2147-6454". Below the search bar, a table lists the search results. The table has seven columns: Sr.No., Journal Title, Publisher, ISSN, E-ISSN, UGC-CARE coverage years, and Details. One result is shown for Sr.No. 1, with the journal title "The Online Journal of Distance Education and e-Learning", published by "The Association of Science, Education and Technology". The ISSN is "NA", the E-ISSN is "2147-6454", and the UGC-CARE coverage is "from June-2019 to July-2023". The details indicate it was "Discontinued from July 2023". Below the table, it says "Showing 1 to 1 of 1 entries" and includes "Previous" and "Next" navigation buttons. The footer of the page contains the copyright notice: "Copyright © 2024 Savitribai Phule Pune University. All rights reserved. | Disclaimer". The Windows taskbar at the bottom shows the date and time as "02:25 PM 08-07-2024".

UGC-CARE List

You searched for "2147-6454". Total Journals : 1

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	The Online Journal of Distance Education and e-Learning	The Association of Science, Education and Technology	NA	2147-6454	from June-2019 to July-2023	Discontinued from July 2023

Showing 1 to 1 of 1 entries

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Journal- <https://www.tojdel.net/>

A STUDY OF WORK VALUES OF SELF-FINANCED SCHOOL TEACHERS IN PUNE CITY

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ABSTRACT

It is very important for any organization to have satisfied (with their jobs) workforce. There are many factors which leads to job satisfaction some of which are growth opportunities, healthy relationships with colleagues and boss, healthy work culture. Past research showed that congruence between organizational work values and those of individual is also important for employees to remain satisfied in with jobs. Therefore, it becomes important for organization to constantly review work value congruence. The effect of work values of schools and their impact on job satisfaction of teachers is yet to be discovered. The purpose of this study is to investigate if work values have any influence on job satisfaction among teachers of self-finance schools in Pune. 89 responses received from teachers from various schools were analysed in SPSS. Structured questionnaire was used to collect responses. Total 70 questions were there in the questionnaire. Questions designed to capture perception of work values and job satisfaction were designed using Likert's five points scale. The result showed that higher the work value perception higher will be the job satisfaction. Future scope for research is discussed in the paper.

Keywords: Self-Financed Schools, Work Values, Job Satisfactions, Teachers

Introduction

There is a severe lack of talent on the job market, and 75% of all companies are having trouble hiring . Compared to the 16 years before, this is a big change. The COVID-19 pandemic has made the job market less stable, which makes it harder for organisations to hire people who are a good fit or even to hire people at all. There are a lot of open jobs in a lot of fields right now, and it seems like new jobs are coming up faster than people can fill them. This shows that companies need to change how they hire people. It's no longer just the job candidate's job to sell himself or herself to the company, but also the company's job to sell itself to the candidate. These kinds of attitudes aren't new, and neither is the idea that there is a talent shortage, which is often called a "battle for talent." But since the competition for talent is likely to get worse in the near future, even companies that aren't having trouble hiring people right now should rethink how they find and keep good workers. Determining work values of employees of any organization is important. If self- work values match with organizational values then there is possibility of high job satisfaction. This study is intended to identify if work value has any influence over job satisfaction.

Defining Values

Values are judgments that one make in a given situation and thus values are signs of creation of future that one wants to make for him/her or others. Way back in 1963 Allport defines values as "deeply proprieate dispositions." Researchers and psychologists say that a person's actions often show what he or she values, and studies have shown that this is true. Zytowski didn't bring up the idea of work values in the academic world until the early 1970s (1970). Before he did his work, there was no clear way to describe what work values were. Work values are the personal principles that someone thinks are important and guide how they act. Research has shown that values can be used to predict behaviour and can be a source of motivation. Brown and Associates (2002) say that work values are part of an individual's set of values, and Kaygin and Culluce (2013) say that a person's values become the values of their work. Zytowski (1970) argued that work values were things like interest, motivation, work needs, and satisfaction at work. The discussion about these dimensions came down to figuring out what the person needs from the inside and what they need from the outside, which they later called intrinsic motivation and extrinsic motivation.

These values become the person's goals, both inside and outside of themselves, and people go into different careers based on their values. Work meets a person's physical and psychological needs, such as growth, autonomy, competence, and relatedness. Work values are what a person thinks is most important to do at work, and this personal value affects the person's expectations of the work. Studies have shown that a person's work

2. Case Study- Zensar Technologies' Content Marketing Strategy

The screenshot shows the 'UGC-CARE List' search results page. The search criteria is '0972-0766', resulting in 1 journal entry. The table below shows the details of the journal.

Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of the Asiatic Society of Mumbai (print only)	The Asiatic Society of Mumbai	0972-0766	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the 'Journal Details' page for the journal 'Journal of the Asiatic Society of Mumbai (print only)'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of the Asiatic Society of Mumbai (print only) (Current Table of Content)
Publication Language	English
Publisher	The Asiatic Society of Mumbai
ISSN	0972-0766
E-ISSN	NA
Discipline	Arts and Humanities
Subject	Arts and Humanities (all)
Focus Subject	General Arts and Humanities
UGC-CARE coverage years	from June-2019 to Present

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Journal- <https://www.asiaticsociety.org.in/journal/>



CASE STUDY - ZENSAR TECHNOLOGIES' CONTENT MARKETING STRATEGY

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Ms. Vaishali Patil

Assistant Professor, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Zensar Technologies is a mid-sized B2B technology company that provides enterprise software solutions to large organizations. Rajan, a driven marketer, has just been promoted to Head of Marketing. Rajan believed content marketing held the secret to success and had lofty goals for changing the company's marketing initiatives.

Rajan put together a strong group of marketers who shared his enthusiasm for the potential of content marketing. Together, they developed a thorough content marketing plan to draw in, hold, and convert the target demographic. However, they immediately ran into several difficulties and roadblocks.

Despite having a strong product portfolio, the company's marketing team struggled to generate leads and drive conversions through traditional marketing channels like email campaigns and paid advertising. To address this issue, the marketing team launched a content marketing strategy focused on creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience - in this case, potential buyers of Zensar Technologies' software solutions.

DEFINING THE TARGET AUDIENCE

The first step in Zensar Technologies' content marketing strategy was to define its target audience. The marketing team conducted extensive research to identify their ideal customer persona - large organizations in specific industries like finance and healthcare that need enterprise software solutions. They also conducted surveys and analyzed data to understand the pain points and challenges these potential customers face.

The marketing team discovered that their target audience was struggling with various issues related to enterprise software solutions. For example, many companies found integrating new software with their existing systems difficult, resulting in data silos and inefficient workflows. Others were concerned about the high cost of enterprise software solutions and the need to justify their ROI to upper management.

Based on this research, the marketing team created a detailed buyer persona that included information about their target audience's demographics, job titles, responsibilities, challenges, and goals. They also used this information to create a content plan that would address the specific pain points and challenges faced by their target audience.

CONTENT CREATION

With their target audience identified and their pain points and challenges understood, the marketing team began creating various content types that would appeal to potential buyers. They completed blog posts, whitepapers, case studies, infographics, videos, and webinars that provided valuable insights and solutions related to enterprise software solutions.

For example, the marketing team created a series of blog posts that provided insights into the latest trends in enterprise software solutions and how to overcome common challenges faced by large organizations. They also created whitepapers that offered an in-depth analysis of industry-specific

3. Roadmap to Financial Planning

The screenshot shows the UGC-CARE List search results page. The browser address bar displays <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". A search bar indicates the search criteria: "You searched for '2229-5348'. Total Journals : 1". A search input field is visible with the text "Search:". Below the search bar is a table with the following data:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View

Below the table, it says "Showing 1 to 1 of 1 entries" and includes "Previous" and "Next" navigation buttons. The footer of the page contains the copyright notice: "Copyright © 2024 Savitribai Phule Pune University. All rights reserved. | Disclaimer". The Windows taskbar at the bottom shows the date and time as 02:30 PM on 08-07-2024.

The screenshot shows the UGC-CARE List journal details page. The browser address bar displays <https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051415&flag=Search>. The page title is "UGC-CARE List". The main content area is titled "Journal Details" and contains the following information:

Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

The footer of the page contains the copyright notice: "Copyright © 2024 Savitribai Phule Pune University. All rights reserved. | Disclaimer". The Windows taskbar at the bottom shows the date and time as 02:30 PM on 08-07-2024.

Journal- <https://xime.org/jme/jme-home>

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

ROADMAP TO FINANCIAL PLANNING

Ms. Muskan Sadhwani, Student – MBA, Sadhu Vaswani Institute of Management Studies for Girls
Dr. B H Nanwani, Director, Sadhu Vaswani Institute of Management Studies for Girls.

ABSTRACT

Every earning individual – anywhere in the world, irrespective of their gender, age and income must do financial planning to ensure that the family does not face any financial difficulties and that sufficient corpus exists post their retirement. The individuals may be equal in all aspects, maybe even living next door, but their financial planning methods are entirely different. The risk appetite, varied age groups, income level, gender, are some of the factors that lead to a wide range of financial plans adopted by different individuals. This paper examines the factors to be kept in mind while devising a financial plan and also that should be avoided to ensure that we do not face financial instability in future. Case study method has been used to present the financial plan of a family. The background information was presented – demographic profile, existing assets and liabilities and their goals for the future. Keeping this in mind, it was suggested that they should opt for investments in instruments linked to market, so as to maximise the return as well as provide a high corpus to meet their long-term goals.

Key words: Financial Planning, Investment, CSF for Financial Plan, Retirement Planning

Introduction:

Financial planning is the process of creating a roadmap to achieve your financial goals. It involves analysing your current financial situation, identifying your financial goals, and developing a plan to help you achieve those goals. Financial planning takes into account your income, expenses, assets, liabilities, and investment strategies. The goal is to create a plan that maximizes your financial resources while minimizing financial risk.

There are several components of financial planning, including budgeting, investing, retirement planning, tax planning, and estate planning. Budgeting involves analysing your income and expenses to create a spending plan that helps you achieve your financial goals. Investing involves selecting appropriate investments based on your financial goals and risk tolerance. Retirement planning involves estimating your retirement income needs and developing a savings plan to achieve those needs. Tax planning involves identifying tax-efficient strategies to reduce your tax liability. Estate planning involves creating a plan to distribute your assets after your death and minimize estate taxes.

Overall, financial planning helps individuals and families achieve their financial goals and attain financial security. A well-crafted financial plan can help you save money, reduce financial stress, and provide peace of mind.

The following are the dos and don'ts in a financial plan Do's:

1. Set clear financial aims and goals: Smartly and clearly defining your short, medium and long-term financial goals. This may include saving for retirement, buying a house, or paying off long-term or short-term debts. Setting specific and measurable goals helps you stay focused and motivated.
2. Creating a budget: Develop a comprehensive budget that outlines your monthly income, expenses, and savings. Make sure to track your spending regularly and adjust your budget as needed to ensure you are living within your means and saving enough to meet your goals.
3. Building up of an emergency fund: Set up an emergency fund that covers at least 3-6 months of living expenses. This supplies a financial safety net in case of unexpected expenses, such as medical emergencies or job loss.

4. Application of Data Mining Techniques and Algorithms in Educational Sector: A Systematic Literature Review

UGC-CARE List

You searched for "0974-0066". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Madhya Bharti- Humanities and Social Sciences	Dr. Harisingh Gour University	0974-0066	NA	from September-2019 to Present	View

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UGC-CARE List

Journal Details

Journal Title (in English Language)	Madhya Bharti- Humanities and Social Sciences
Journal Title (in Regional Language)	मध्य भारती- मानविकी एवं सामाजविज्ञान
Publication Language	English , Hindi
Publisher	Dr. Harisingh Gour University
ISSN	0974-0066
E-ISSN	NA
Discipline	Multidisciplinary
Subject	Arts and Humanities (all) , Social Sciences (all)
Focus Subject	General Arts and Humanities , General Social Sciences
UGC-CARE coverage years	from September-2019 to Present

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Journal- <https://dhsgsu.edu.in/index.php/en/about-us/pub-2/madhya-bharti/madhya-bharti-journal-of-science#>

APPLICATION OF DATA MINING TECHNIQUES AND ALGORITHMS IN EDUCATIONAL SECTOR: A SYSTEMATIC LITERATURE REVIEW

Shital C.Kadam, Sadhu Vaswani Institute of Management Studies For Girls,pune, India
Abhijeet Kaiwade .Sadhu Vaswani Institute of Management Studies for Girls, pune, India

Abstract

Numerous fields of application have made significant use of data mining for prediction or classification. Data mining has seen widespread adoption in the fields of science, bioinformatics, and business because it greatly increases the productivity of its analysts by turning their vast, unmanageable, and prone to ignorable information into useful pieces of knowledge. The study of applying data mining, machine learning, and statistics to information produced in educational contexts is known as educational data mining (EDM). It makes use of a variety of methods to enhance educational outcomes and clarify educational processes for future decision-making. Clustering, Classification, Regression, Neural Networks, Artificial Intelligence, Association Rules, Genetic Algorithms, Decision Trees, and other techniques and algorithms are used to discover knowledge from databases. The study offered a systematic review of the literature on EDM that spans articles published between 2011 and 2023. Analysis is done by exploring objectives, algorithms used and Findings of research study on EDM. Examining these documents reveals that there is more room for research into EDM in course prediction.

Keywords:

EDM prediction, classification, machine learning, Neural Networks, Artificial Intelligence

1.INTRODUCTION

The burgeoning inter-disciplinary study field known as Educational Data Mining involves both computer science and education. (EDM). EDM makes use of data mining tools and techniques to draw out relevant and useful information from sizable educational datasets [1]. It can be viewed as an interdisciplinary study area that offers fundamental understanding of the teaching and learning process for quality education [2]. The goal of Educational Data Mining (EDM) is to analyze different educational data sets using methods and techniques from machine learning, statistics, Data Mining (DM), psycho-pedagogy, information retrieval, cognitive psychology, and recommender systems in order to address educational issues. There are numerous tools like Weka and Rapid Miner, among others, that use a combination of DM algorithms to assist

Researchers and stakeholders in finding solutions to particular issues. [3] .In [6] providing students with the information and skills they need to transition into successful careers within a set time frame is one of the main objectives of any educational system. Prediction of students' performance has long been a fascinating field of study in educational data mining, and it aids in identifying the weaker or more vulnerable students.[8]In knowledge discovery, data mining has been used to find patterns based on user requirements.[6]. If properly applied, educational data mining, a comparatively new field, has a lot of potential to benefit society [10].In [6] lists the following categories for the work in EDM: prediction, clustering, relationship mining, data distillation for human evaluation, and discovery with models. In [13] shows that the field of educational data mining is one that has a lot of potential. It focuses on creating methods for examining particular kinds of educational data and using those methods to learn more about students' strengths and flaws. The study looks at the goals of the research, the algorithms used to carry it out, and the research's findings in order to examine and analyze research on EDM. Standard systematic reviews of the EDM literature will be used to achieve this goal.

Following are the research objectives:

- 1) In this survey work focuses on objectives, algorithms used and Findings of research on EDM.

5. Cloud Computing's Effects on Education Sector

The screenshot shows the 'UGC-CARE List' search results page. The search criteria is '0025-0422', and one journal is listed.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of the Maharaja Sayajirao University of Baroda	Maharaja Sayajirao University of Baroda	0025-0422	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the 'Journal Details' page for the journal 'Journal of the Maharaja Sayajirao University of Baroda'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of the Maharaja Sayajirao University of Baroda
Publication Language	English
Publisher	Maharaja Sayajirao University of Baroda
ISSN	0025-0422
E-ISSN	NA
Discipline	Science
Subject	Agricultural and Biological Sciences (all) , Biochemistry, Genetics and Molecular Biology (all) , Engineering (all) , Mathematics (all)
Focus Subject	General Agricultural and Biological Sciences , General Biochemistry, Genetics and Molecular Biology , General Engineering , General Mathematics
UGC-CARE coverage years	from June-2019 to Present

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Journal- https://www.msubaroda.ac.in/MSUB_Journal

Journal of the Maharaja Sayajirao University of Baroda
ISSN :0025-0422

CLOUD COMPUTING'S EFFECTS ON EDUCATION SECTOR

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I. ABSTRACT:

The social and economic growth of each and every country depends on Education. Education plays very vital role in the development of the country. In today's world students are techno- oriented. They use innovative new technology for learning and improving their knowledge. Nowadays, various educational institutes' use different types of technologies for teaching purposes which are based on cloud computing. During pandemic, cloud has taken hike in each and every technical and educational sector. Everyone can use cloud computing applications domain and resources anytime and anywhere through internet. This paper illuminates how cloud computing plays vital role in Educational sector and how quality education is shared to the students through cloud based technology.

KEYWORDS: Cloud Computing, Cloud deployment models, Infrastructure, Virtualization

II. INTRODUCTION

A network or Internet service that is present at a distant location is referred to as the "Cloud." It can be controlled by either public or private networks, like a LAN or WAN. Email, web conferencing, and CRM are some of the apps that leverage cloud services. Email, online conferencing, and customer relationship management (CRM) programs are run in the cloud.

Consider a time before cloud computing when purchasing a stack of servers was required to host a website. The cost of the servers and their installation is well known. Troubleshooting was a significant problem that made it impossible to concentrate on business; as a result, we either had to multitask or recruit more personnel. Cloud computing was developed to solve all these issues and lower the cost of infrastructure.

Characteristics

Interesting aspects of cloud computing make it advantageous for both cloud service providers and customers.

1. Self-serve on demand

In cloud computing, numerous customers can simultaneously share the same resources and applications from different locations. These cloud resources and services are available on-demand and do not require direct contact with the service provider.

2. Wide-ranging network access

Through a variety of devices, including mobile phones, tablets, computers, and other computing devices, the services can be accessed online whenever and wherever you are in the world.

3. Resource Combination

Multiple users can pool resources like network connections, bandwidth, virtual server storage, etc. simultaneously from any location without interfering with each other.

4. Quick Elasticity

Customers openly increase or decrease the resources based on their computing requirements.

5. Scalability

Customers have the option of adjusting the resource capacity to meet their demands.

6. Measured service

6. Enhancing Online Shopping Experience Through Web Mining: Analysis and Recommendations

The screenshot shows the 'UGC-CARE List' search results page. The search criteria is '2278-4632', and one journal is found. The table below summarizes the search results:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Juni Khyat	Maru Bhumi Shodh Sansthan	2278-4632	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

The screenshot shows the 'Journal Details' page for the journal 'Juni Khyat'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Juni Khyat
Journal Title (in Regional Language)	जुनी ख्यात
Publication Language	English , Hindi
Publisher	Maru Bhumi Shodh Sansthan
ISSN	2278-4632
E-ISSN	NA
Discipline	Social Science
Subject	Social Sciences (all)
Focus Subject	Cultural Studies
UGC-CARE coverage years	from June-2019 to Present

Journal- <https://www.rbhpsdungargarh.com/pages-patrika.php>

ENHANCING ONLINE SHOPPING EXPERIENCE THROUGH WEB MINING: ANALYSIS AND RECOMMENDATIONS

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ABSTRACT

Today web is the best medium of communication in modern business. Many companies are redefining their business strategies to improve the business output. Business over the internet provides the opportunity to customers and partners where their products and specific business can be found. Nowadays online business breaks the barrier of time and space as compared to the physical office. The analysis of the user's current interest based on the navigational behavior may help the organizations to guide the users in their browsing activity and obtain relevant information in a shorter span of time. Since a user has a specific goal when searching for information, personalized search may provide the results that accurately satisfy user's specific goal and intent for the search. Personalization of web search is to retrieve information according to user's interests which may be inferred from user's action, browsed documents or past query history etc. The Paper focuses on recommender systems based on the user's navigational patterns and provides suitable recommendations to cater to the current needs of the user. This proposal contains the concept of Web Usage Mining which is the discovery and analysis of user access patterns through mining of log files and associated data from a particular website. The data most accessed by user will be stored in log files.

Keywords: Recommender Systems, Web Usage Mining, Collaborative Filtering, Content Based Filtering, Electronic commerce, data mining, web mining.

Introduction

The Web is taking an important role in human's life and day by day it increases the information based on the expectations of the customers using it. Updated information is necessary to fulfill the needs of the users. Web mining is the application of Data Mining to automatically fetch and evaluate information from the web services and documents. Automation is everywhere and, in every field, to avoid human work in creation of anything. Web mining utilizes the automatic way of information extraction from the World Wide Web according to the preferences. With the continuous development of electronic commerce, it is not easy for customers to select merchants and find the most suitable products when they are confronted with the massive product information on the Internet.

In the whole shopping process, customers still spend much time to visit a flooding of retail shops on Web sites and gather valuable information by themselves. This process is much time-consuming, even sometimes the contents of Web document that customers browse are nothing to do with those that they need indeed. So, this will inevitably influence customers' confidence and interests for shopping on the Internet.

In order to overcome the limitations of collaboration filtering, the recommender system based on web mining is proposed in the synopsis. It utilized a variety of data mining techniques such as web usage mining, association rule mining etc. Based on these techniques, the system can trace the

7. Identifying and Implementing Influencing Factors to Boost Model Accuracy Using Machine Learning Techniques While Course Selection

UGC-CARE List

You searched for "0974-0066". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Madhya Bharti- Humanities and Social Sciences	Dr. Harisingh Gour University	0974-0066	NA	from September-2019 to Present	View

Showing 1 to 1 of 1 entries

Previous Next

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UGC-CARE List

Journal Details

Journal Title (in English Language)	Madhya Bharti- Humanities and Social Sciences
Journal Title (in Regional Language)	मध्य भारती- मानविकी एवं सामाज्यविज्ञान
Publication Language	English , Hindi
Publisher	Dr. Harisingh Gour University
ISSN	0974-0066
E-ISSN	NA
Discipline	Multidisciplinary
Subject	Arts and Humanities (all) , Social Sciences (all)
Focus Subject	General Arts and Humanities , General Social Sciences
UGC-CARE coverage years	from September-2019 to Present

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Journal- <https://dhsgsu.edu.in/index.php/en/about-us/pub-2/madhya-bharti/madhya-bharti-manviki-evam-samaj-vigyan-shodh-patrika#>

IDENTIFYING AND IMPLEMENTING INFLUENCING FACTORS TO BOOST MODEL ACCURACY USING MACHINE LEARNING TECHNIQUES WHILE COURSE SELECTION

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Abstract

By examining the relevant literature, many factors can be determined as effecting factors on course selection process after 12th class. Many students and parents always faced confusion while selecting appropriate course. This research is aimed at identifying influencing factors such as HSC score, entrance score, family income, personality feature, extra coaching etc while course selection. Descriptive research method using a survey was used for the present study. The online questionnaires were used to collect data from the students who are perusing course from various streams such as medical, engineering, animation, commerce and management. Convenience sampling method was used to determine the participants of the study. A total of 91 student's data from all stream were collected for the study. Google colab was used for the study. Various selection methods in machine learning such as Chi-Squared, select best, mutual info gain, Tree-based: SelectFromModel considered for the study to find the influencing factors. The study was mainly focus on to find out influencing factors which make impacts while course selection.

Keywords:

course selection, influencing factors, data analysis

1.INTRODUCTION

One of many important choices that students will make in determining future plans is selecting course after completion of his or her higher secondary schooling. It involves of many factors which are directly or indirectly affects for choosing right course. Selecting course is not a straightforward task as it involves a complex process of decision making. It is observed that Individuals who not selected proper course are misfits in their workplace which lead to less productive and efficient, and therefore could not successes in their goals.[1].The increased use of technology in education is generating a large amount of data every day, which has become a target for many researchers around the world [2] Feature selection has been an active and fruitful field of research area in pattern recognition, machine learning, statistics and data mining communities[4] A number of factors influence students' choice of academic programme[5]. Finding the best set of features that enables the construction of optimized models of the phenomena being examined is the aim of feature selection approaches used in machine learning. Most feature selection methods can be divided into three major buckets [4,6]Filter based: We specify some statistic and based on that filter features. Correlation/chi-square could serve as an illustration of such a statistic. Example: - Chi-Squared: The chi-square metric is calculated between the target and the numerical variable using this procedure, and the variable with the highest chi-square values is the one that is chosen.[3,6]Pearson Correlation: it comes under filter-based method. We look at the Pearson's correlation's absolute value between the target feature and the numerical characteristics in our dataset. On the basis of this criterion, we retain the top n features. [3, 6]Wrapper-based: When choosing a collection of features, wrapper approaches view the task as a search problem. Example: Recursive Feature Elimination [3, 6].Recursive Feature Elimination: Recursively evaluating fewer and smaller sets of features is the aim of recursive feature elimination (RFE), which is used to choose features. The importance of each feature is first determined by training the estimator on the original set of features, either using the coef_ attribute or the feature importance_ attribute. The least crucial features are then removed from the present list of features. Once the appropriate number of features to

8. Case Study- Unraveling Adani: Analyzing the Challenges and Lessons from the Hindenburg Saga

The screenshot shows the UGC-CARE List search results page. The search criteria are "0972-0766", resulting in 1 journal entry. The table below shows the details of the journal.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of the Asiatic Society of Mumbai (print only)	The Asiatic Society of Mumbai	0972-0766	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the UGC-CARE List journal details page. The journal details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of the Asiatic Society of Mumbai (print only) (Current Table of Content)
Publication Language	English
Publisher	The Asiatic Society of Mumbai
ISSN	0972-0766
E-ISSN	NA
Discipline	Arts and Humanities
Subject	Arts and Humanities (all)
Focus Subject	General Arts and Humanities
UGC-CARE coverage years	from June-2019 to Present

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Journal- <https://www.asiaticsociety.org.in/journal/>



CASE STUDY - UNRAVELING ADANI: ANALYZING THE CHALLENGES AND LESSONS FROM THE HINDENBURG SAGA

Dr. Ashish Jaswal

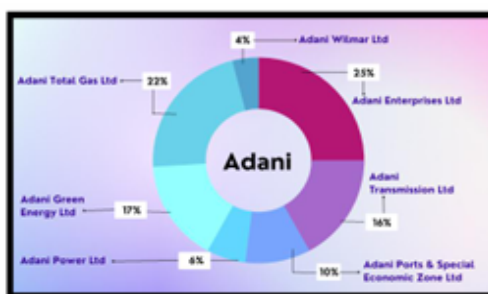
Assistant Professor, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Ms. Harshali Bhalerao

Assistant Professor, Sadhu Vaswani Institute of Management Studies for Girls, Pune

In India, Adani Group is a diversified organization comprising seven publicly traded corporations. It has developed a world-class transport and utility infrastructure portfolio with a pan-India presence. Over the years, Adani Group has positioned itself as the market leader in its transportation, logistics, and energy utility portfolio businesses, with O & M practices benchmarked against global standards—the only Infrastructure Investment Grade issuer in India, with four IG-rated enterprises. Adani Group's headquarters located in Ahmedabad, Gujarat, India.

ADANI GROUP OF COMPANIES



Adani attributes its success and leadership position to its core philosophy of 'Nation Building' driven by 'Development with Goodness' - a sustainable development guiding principle. Adani is committed to expanding its environmental, social, and governance (ESG) footprint by realigning its businesses with a focus on climate protection and broadening its community outreach through a CSR program based on sustainability, diversity, and shared values.

Gautam Adani – Chairman Adani Group basked in an aura of invincibility for a long time. As a billionaire, his assets have seen an exponential rise, perhaps more than any other business tycoon in India could ever think of attaining such a fast fortune. His meteoric rise was seen as a source of pride for India and a sign of the ambition of a new generation of Indian entrepreneurs eager to expand their ventures globally. Some even began to compare Adani to Western magnates such as George Soros.

HINDENBURG RESEARCH

38-year-old Nathan (Nate) Anderson established Hindenburg Research LLC. While based in Jerusalem, he attended classes at the University of Connecticut to hone his skills in international business management. Before returning to the United States, he worked as a consultant for FactSet and then at broker-dealer firms in Washington, DC, and New York. The small team Anderson consisted of five full-time employees and "a handful of contractors."

Before founding Hindenburg, Anderson investigated platinum partners, a hedge fund that was eventually charged \$1 billion in fraud, alongside Harry Markopolos, who uncovered Bernie Madoff's Ponzi scheme.

9. Omni Channel Marketing: Transforming Customer Experiences in the Digital Age

The screenshot displays a web browser window with the URL <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". A sidebar on the left contains navigation links for "Home", "UGC", and "Search". The main content area shows the search results for the query "0302-9832", indicating that 1 journal was found. A search input field is visible on the right. The search results are presented in a table with the following data:

Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Shodhak: A Journal of Historical Research (print only)	National Organisation of Historians and Social Scientists	0302-9832	NA	from June-2019 to October-2023	Discontinued from Oct. 2023

Below the table, it indicates "Showing 1 to 1 of 1 entries" and includes "Previous" and "Next" navigation buttons. At the bottom of the page, there is a copyright notice: "Copyright © 2024 Savitribai Phule Pune University. All rights reserved. | Disclaimer". The Windows taskbar at the bottom shows the system tray with the date and time: "02:59 PM 08-07-2024".

Shodhak : A Journal of Historical Research

ISSN : 0302-9832

Volume: 53, Issue: 02, No: 04, May - August : 2023

"OMNI CHANNEL MARKETING: TRANSFORMING CUSTOMER EXPERIENCES IN THE DIGITAL AGE"

Dr.Ashish.R.Jaswal, Prof.Harshali Bhalerao, Assistant Professor, **Dr.Abhijit Kaiwade**, HOD- MCA Sadhu Vaswani Institute of Management Studies for Girls, Pune (arjaswal09@gmail.com) (harshalibhalerao@gmail.com) (kaiwade@gmail.com)

Abstract:

This research paper explores the concept of Omni Channel Marketing and its significance in the modern business landscape. With the rapid growth of digital technologies and changing consumer behavior, companies must adopt a seamless and integrated approach to engage customers across multiple channels. The paper delves into the critical components of Omni Channel Marketing, its benefits, and challenges and provides insights into successful implementation strategies. By examining real-world examples and industry trends, this research paper highlights the transformative power of Omni Channel Marketing in enhancing customer experiences and driving business growth.

Key Words- Omni Channel Marketing, Transformative, Technologies

Introduction

In today's interconnected world, customers expect a seamless and consistent experience when interacting with a brand across various touchpoints. Omni Channel Marketing has emerged as a strategic approach that enables businesses to meet these evolving customer demands. This paper comprehensively analyzes Omni Channel Marketing, discussing its definition, importance, and potential benefits for organizations.

1. Understanding Omni Channel Marketing:

1.1 Definition and Concept

Omni Channel Marketing is a strategic approach that creates a seamless and integrated customer experience across multiple channels and touchpoints. By integrating channels, ensuring consistency, and personalizing interactions, businesses can enhance customer engagement, loyalty, and business success. Omni Channel Marketing is a strategic approach that creates a seamless and integrated customer experience across multiple channels and touchpoints. It is designed to provide customers with a consistent brand message, personalized interactions, and a cohesive journey regardless of the channel they choose to engage with. Omni Channel Marketing recognizes that customers today interact with brands through various channels such as websites, mobile apps, social media platforms, physical stores, call centers, and more. Each channel offers unique engagement opportunities, and customers expect a consistent experience as they move between them.

1.2 Key Components and Channels

the key components and channels commonly involved in an Omni Channel Marketing strategy:

a) Online Channels:

Websites: A brand's website is a central hub for information, product browsing, and online transactions. It should offer a user-friendly interface, responsive design, and consistent branding.

Mobile Apps: With the increasing use of smartphones, mobile apps provide a convenient and personalized channel for customers to engage with a brand, make purchases, and access exclusive offers or content.

Social Media: Platforms like Facebook, Instagram, Twitter, LinkedIn, and others allow businesses to interact with customers, share content, run targeted advertising campaigns, and provide customer support.

b) Offline Channels:

Physical Stores: Brick-and-mortar retail locations provide customers with a tangible experience, face-to-face interactions, and the opportunity to touch and try products physically. Integrating offline and online experiences is crucial in Omni Channel Marketing.

10. The Case of Drug Pricing Reforms

The screenshot shows the 'UGC-CARE List' search results page. The search criteria are '0972-0766', resulting in 1 journal entry. The table below lists the journal details.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of the Asiatic Society of Mumbai (print only)	The Asiatic Society of Mumbai	0972-0766	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries. Navigation: Previous 1 Next

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The screenshot shows the 'Journal Details' page for the journal 'Journal of the Asiatic Society of Mumbai (print only)'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of the Asiatic Society of Mumbai (print only) (Current Table of Content)
Publication Language	English
Publisher	The Asiatic Society of Mumbai
ISSN	0972-0766
E-ISSN	NA
Discipline	Arts and Humanities
Subject	Arts and Humanities (all)
Focus Subject	General Arts and Humanities
UGC-CARE coverage years	from June-2019 to Present

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Journal- <https://www.asiaticsociety.org.in/journal/>



THE CASE OF DRUG PRICING REFORMS

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Michael was worried. He just couldn't sleep that night. The next day he was going to do something which was quite common in IT industry but rare in a Pharma industry/ Biotech industry.

Michael is the CEO of Neopharma, a US based pioneering in manufacture of COVID 19 vaccine.

Michael called an urgent meeting of all the senior level managers.

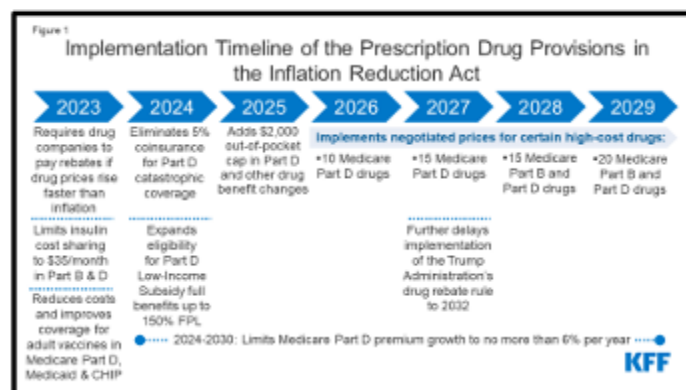
Michael said "John (HR Head of NeoPharma) We need to terminate 400 people from our organization as soon as possible."

John was perplexed "Michael this is ridiculous. Our production of vaccines has doubled since last year. We have limited human resources. Terminating 400 people will add to the burden. Production will be affected.

Sara spoke "Michael I am trying to understand why this sudden move" Is it due to the Inflation Reduction Act?"

Inflation Reduction Act-

On August 16, 2022, President Biden signed into law the Inflation Reduction Act of 2022, which includes a broad package of health, tax, and climate change provisions. The law includes several provisions to lower prescription drug costs for people with Medicare and reduce drug spending by the federal government. These provisions will take effect beginning in 2023 (Figure 1). This brief examines the potential impact of these provisions for Medicare beneficiaries nationally and by state.



The Inflation Reduction Act includes two policies that are designed to have a direct impact on drug prices:

- **Requires the federal government to negotiate prices for some high-cost drugs covered under Medicare.** Medicare Part D and Part B drug spending is highly concentrated among a relatively small share of covered drugs, mainly those without generic or biosimilar competitors. Under the Inflation Reduction Act, brand-name, and biologic drugs without

11. Comparative Study on the Openness Indicators of India and USA: the Pre-Pandemic ERA

UGC-CARE List

You searched for "2229-5348". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View

Showing 1 to 1 of 1 entries

Previous 1 Next

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UGC-CARE List

Journal Details

Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

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Journal- <https://xime.org/jme/jme-home>

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

COMPARATIVE STUDY ON THE OPENNESS INDICATORS OF INDIA AND USA: THE PRE- PANDEMIC ERA

Ms. Malvika Lakhani, Student, MA-Economics, Gokhale Institute of Politics and Economics Ms. Kirti, Student, Student, MA-Economics, Gokhale Institute of Politics and Economics

Dr. Divya Yogesh Lakhani, Associate Professor & HOD – MBA, Sadhu Vaswani Institute of Management Studies for Girls

Abstract

Openness of an economy is one of the most crucial parameters reflecting a country's position in the global economy. The paper uses four prominent measures of economic openness which include Trade Openness Index, Foreign Direct Investment, Trade Restrictions imposed and the number of treaties signed by the country to reflect upon how open the economy is. Using the data collected on these indicators, analysis of trends in openness for the pre pandemic era have been discussed for two major economies, India and the USA. Overall, the analysis suggested that India and USA have demonstrated varying levels of openness during the period from 2016 to 2020. India, on one hand has remained consistently a higher trade open economy than USA, but comparison based on the Foreign Direct Investment shows that it has improved over the years and has been able to cross the level of FDI in the US. A discussion on what are the steps taken by the two economies in improving their openness indicators has been done. Finally, the factors and the resulting measures taken by the countries regarding why a partially open economy is preferred to a fully open economy, have been talked about, which are a result of trade tensions among the countries, protectionist measures for the domestic producers and consumers and domestic economic priorities.

Key Words: Trade Openness, Foreign Direct Investment, Open Economy, Tariff and Non-Tariff Barriers, Covid-19 Pandemic

Introduction

When discussing the factors fundamental to growth in an economy, the degree of openness of any economy is an important determinant. Traditionally, mode of integration among the nations had been trade in goods and services but over the years the world has come a long way, with countries opening up their economies not only for trading goods and services but also for capital and financial flows. Today the world is like a system whose components - the nations are interlinked with each other only due to increasing openness in trade of goods, services, financial markets and labor migrations to some extent.

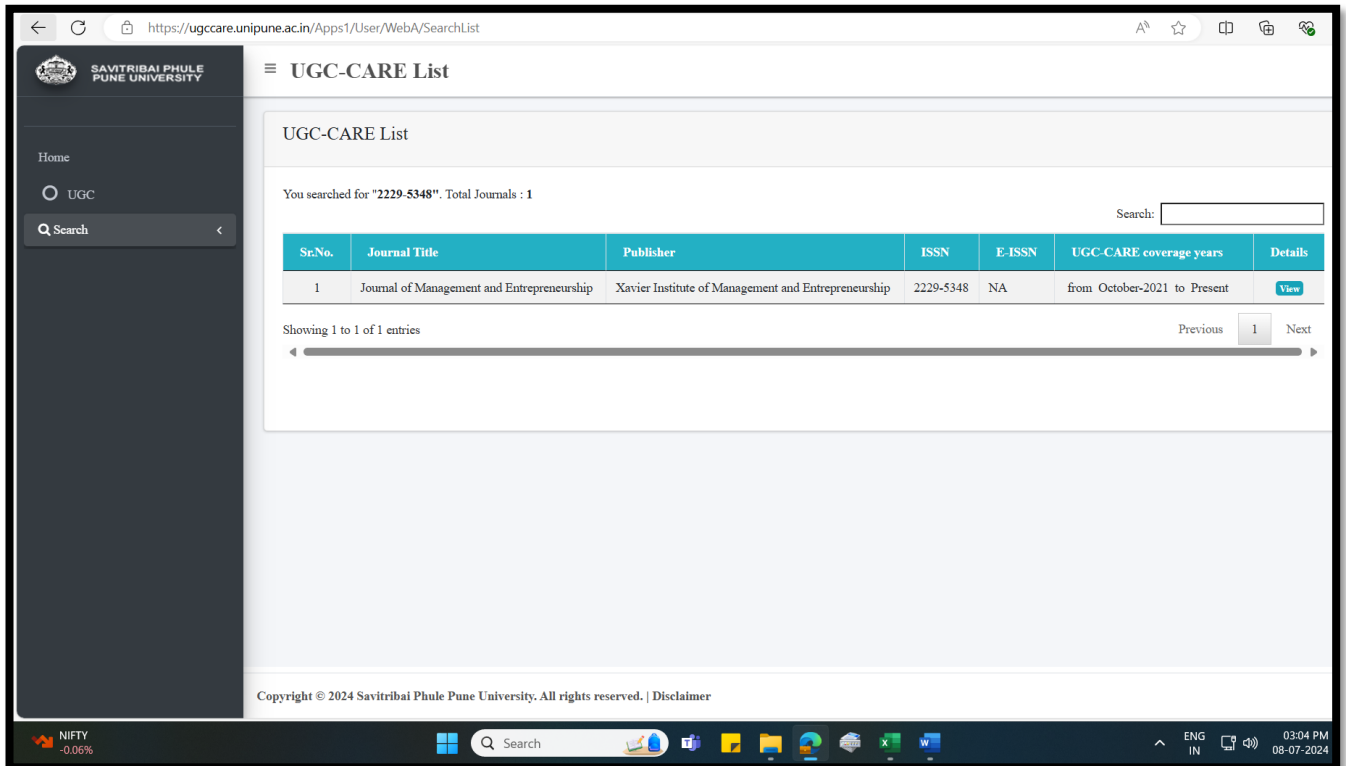
Open economies, unlike closed ones, tend to grow faster, promote innovation by bringing technological upgradation, improving productivity, providing higher income and more opportunities to people. They also benefit lower-income households, offering consumers not only more affordable, but also a variety of goods and services. Integrating with the world economy through trade and global value chains drives economic growth and reduces poverty both locally and globally.

The research paper discusses aspects of the openness of two economies of the world. One is India, an emerging market economy, and the other is the United States Of America, an advanced economy. India's structural transformation over years has moved it towards higher value added production, with benefits accruing to openness. The USA, on the other hand, is a large and diverse economy but its position in the openness indicators is far below that of India, with a more protected economy.

Literature Review

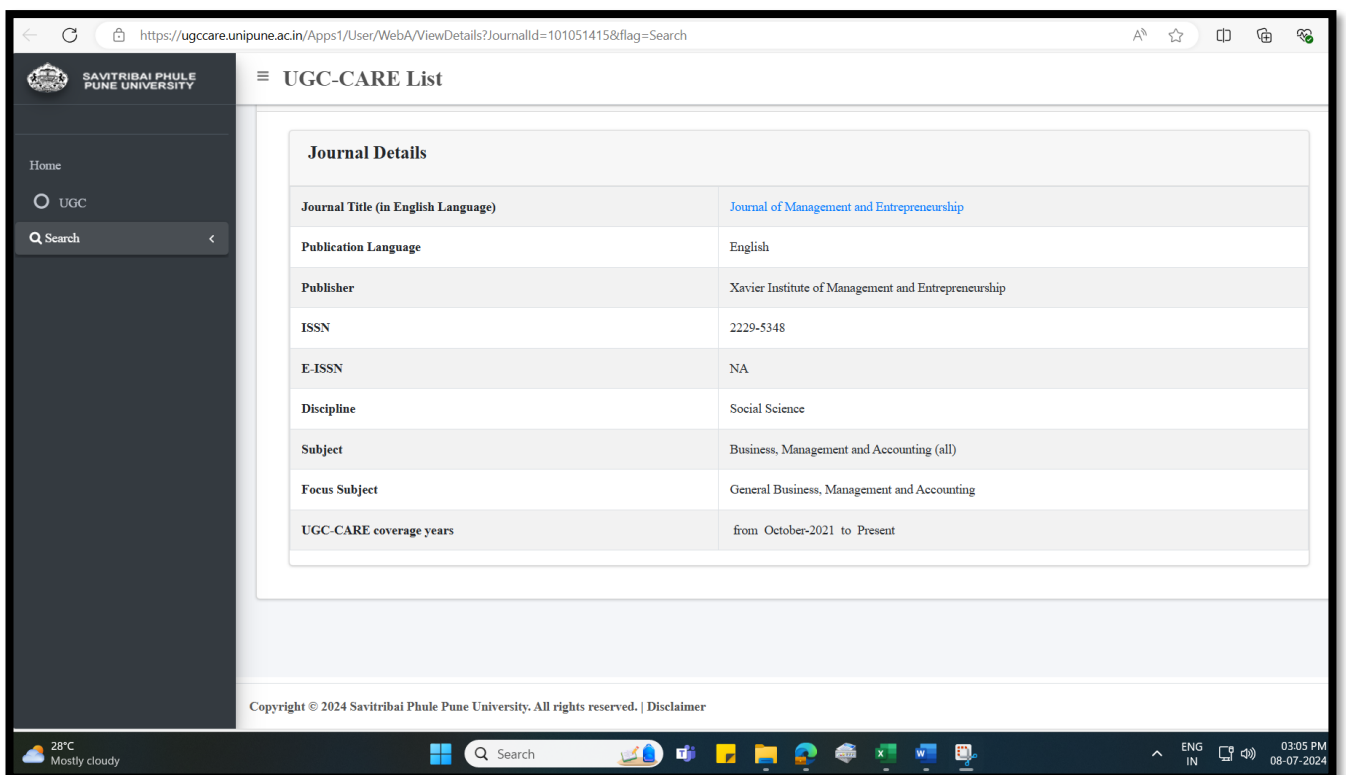
A considerable amount of literature has been published on how opening up the economy can benefit the people of the country. The view is supported by (Puri & Kumar, 2021), who argue that international trade helps in creating competitiveness allowing domestic business units to learn and to become effective being exposed to international competition. It talks about the role of an open economy in bringing down the

12. Feasibility Study of Greenfield Project



The screenshot shows the UGC-CARE List search results page. The browser address bar displays <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". A search bar on the right contains the text "2229-5348". Below the search bar, a table lists the search results. The table has columns for Sr.No., Journal Title, Publisher, ISSN, E-ISSN, UGC-CARE coverage years, and Details. One entry is shown: Sr.No. 1, Journal Title "Journal of Management and Entrepreneurship", Publisher "Xavier Institute of Management and Entrepreneurship", ISSN "2229-5348", E-ISSN "NA", and UGC-CARE coverage years "from October-2021 to Present". A "View" button is next to the entry. Below the table, it says "Showing 1 to 1 of 1 entries" with "Previous" and "Next" navigation options. The footer of the page contains the copyright notice: "Copyright © 2024 Savitribai Phule Pune University. All rights reserved. | Disclaimer".

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View



The screenshot shows the UGC-CARE List journal details page. The browser address bar displays <https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051415&flag=Search>. The page title is "UGC-CARE List". The main content area is titled "Journal Details" and contains a table with the following information:

Journal Details	
Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

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Journal- <https://xime.org/jme/jme-home>

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

FEASIBILITY STUDY OF GREENFIELD PROJECT

Dr. Divya Yogesh Lakhani, Associate Professor & HOD – MBA, Sadhu Vaswani Institute of Management Studies for Girls

Dr. Puja Bhardwaj, Associate Professor, Pratibha Institute of Business Management

Abstract

Companies venturing into Greenfield Projects undertake to make huge investments into the business ventures that offer opportunities for development in surrounding areas and provision of job opportunities. The study focuses on one such project undertaken by a milk and milk products company; an integrated dairy plant located in Dhule District of Maharashtra. A feasibility study was conducted wherein the projections were made on a ten- year time horizon. This was then analysed using net present value and internal rate of return. It was found that the company is generating positive returns ensuring the financial viability of the project.

Keywords: CAPEX, Green Field Project, NPV, IRR

Introduction:

A Greenfield project refers to the construction or development of a new project or system from scratch, without any prior constraints or limitations. The term "Greenfield" is derived from the concept of a fresh, unspoiled piece of land, which is analogous to the beginning of a new project without any prior infrastructure or pre-existing codebase.

In the business world, a Greenfield project typically refers to the creation of a new business, facility, or system in a completely new and undeveloped area. It is an opportunity to start from scratch, with no pre-existing legacy infrastructure, processes or systems, and build something new and innovative to address market needs or demands.

Greenfield projects are often undertaken by organizations looking to expand their business into new markets or to create a new product or service offering. These projects require significant planning and resources, including research, capital investment, and hiring a team of experts with the necessary skills and expertise to execute the project successfully.

Greenfield Dairy refers to a dairy farm that is newly established or developed on undeveloped land. In other words, it is a dairy farm that is built from scratch on a new site rather than on an existing farm or facility.

Greenfield Dairy projects involve the construction of all necessary infrastructure and facilities, such as milking parlors, barns, feed storage areas, and waste management systems, among others. The project also involves acquiring the necessary equipment, such as milking machines, tractors, and feeders, as well as the selection and breeding of dairy cows.

Greenfield Dairy projects can be challenging and require significant investment in terms of time, resources, and capital. However, they also offer the opportunity to create a modern, efficient, and sustainable dairy farm that can meet the needs of the local market and consume ₹ Such farms can incorporate the latest technologies and innovations in animal welfare, feed management, and milk production to ensure the highest quality milk and dairy products.

13. Financial Planning for Dewks

The screenshot shows the UGC-CARE List search results page. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". The search criteria is "2229-5348". The results show 1 journal entry.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the UGC-CARE List journal details page. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051415&flag=Search>. The page title is "UGC-CARE List". The journal details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

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Journal- <https://xime.org/jme/jme-home>

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

FINANCIAL PLANNING FOR DEWKS

Ms. Kajal Yadav, Student – MBA I, Sadhu Vaswani Institute of Management Studies for Girls
Dr.DivyaYogeshLakhani, Associate Professor &HOD – MBA, Sadhu Vaswani Institute of Management Studies for Girls

ABSTRACT

In today's environment of VUCA (Vulnerability, Uncertainty, Complexity, and Ambiguity) where uncertainty is growing, financial planning is very essential to beat the Inflation. DEWKS refers to the household where both the spouse is earning and have at least one child, therefore their financial planning is different from other households. Primary data was collected using a structured questionnaire. The major findings of the study were, 84.5% of people were investing in bank deposits, where banks provide only 4-6% interests rate. 76.4% people had considered life insurance and medical insurance in their financial planning. 54.1% of people invest in such a way so that they can claim maximum tax benefit.

Key words:Financial goals, DEWKS, financial Planning, VUCA, DINKs, Disposable income, Inflation, Rate of Return,

Introduction:

Financial planning refers to management of finances in such a way that a person can achieve his/herfinancial goals. It is the need of the hour considering that we are living in VUCA (Vulnerabilityuncertainty, Complexity, Ambiguity) world. It helps in analysing financial goals and managing the income. If a person fails to manage his finance in a proper way, it leads to accumulation enormous debt.Financial plan helps to tackle the uncertain events smoothly, without compromising wealth.

Financial goals should be set in using SMART (Specific Measurable Actionable Realistic Time bound) approach.

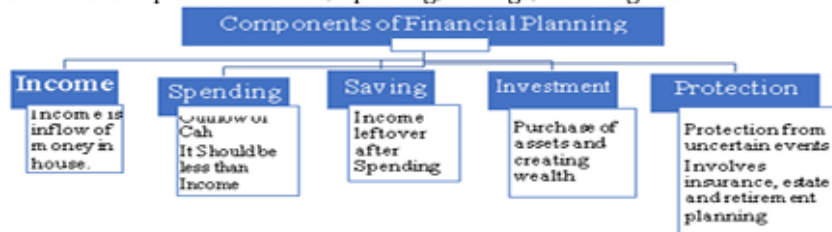
DEWKS refers to the household where the individual and his/her spouse are earning and have at least one child. In such a household there are two sources of income and therefore needs to be managed properly, failure to do so will lead to fluctuations in the path of achieving financial goals despite having high disposable income compared to single income household.

DEWKS tend to save more than DINKs(Dually employed with NO Kids). Financial plan is very essential for DEWKS as they have the responsibility of their children to provide them better standard of living and education. They have to be cautious while saving and investing. They have more expenses to take care of and therefore their disposable income is less.

Generally,DEWKS have goals like child's education, Buying a house, familyVacations, Estate planning, Uncertainty fund etc.

Factors important to keep in mind while investing by DEWKS areIncome level, child's education level, health.

Components of Financial plan are: Income, Spending, Savings, Investing and Protection.



14. Study on Investors Preference on Mutual Funds

The screenshot shows the UGC-CARE List search results page. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". The search criteria is "2229-5348". The results show 1 journal entry.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of Management and Entrepreneurship	Xavier Institute of Management and Entrepreneurship	2229-5348	NA	from October-2021 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the UGC-CARE List journal details page. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051415&flag=Search>. The page title is "UGC-CARE List". The journal details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of Management and Entrepreneurship
Publication Language	English
Publisher	Xavier Institute of Management and Entrepreneurship
ISSN	2229-5348
E-ISSN	NA
Discipline	Social Science
Subject	Business, Management and Accounting (all)
Focus Subject	General Business, Management and Accounting
UGC-CARE coverage years	from October-2021 to Present

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Journal- <https://xime.org/jme/jme-home>

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

STUDY ON INVESTORS PREFERENCE ON MUTUAL FUNDS

Ms.Mahima Sachdev Student - MBA, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Dr. DivyaYogesh Lakhani Associate Professor & HOD-MBA, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Abstract

Nowadays people are keen to invest their part of the income as their savings or for future expenditure like for post-retirement expenses, for children's education or marriage or for short term or a long period of time. A Mutual Fund is an investment vehicle that pools funds from various investors and invests the Funds in stocks, bonds, short-term money-market instruments, other securities or assets or some Combination of these investments. The primary goal behind investment in mutual funds is to earn good return with comparatively low risk. The reason for the research is to identify preference of investors towards mutual funds in Pune. By using a structured Questionnaire data was analyzed. The main finding from this research was that people prefer to invest in mutual funds.

Key words- Mutual funds, Investment, stocks, bonds, short term, market instruments.

Introduction

A Mutual fund is just the connecting bridge or a financial intermediary that allows a group of investors to pool Their money together with a predetermined investment objective. It will have a Fund Manager who is Responsible for investing the money so received into specific securities (stocks or bonds). Investment means an asset or item this is purchased with the hope that it'll make earnings or be Pleased approximately inside the destiny. Mutual funds can be Classified based on Structure (open-ended, close-ended and interval schemes), Nature (equity, debt, balanced), Investment objective (growth, income, money market) etc. Equity investments are meant for a longer time Horizon. Thus Equity funds rank high on the risk-return matrix. Debt schemes invest maximum of their total Corpus in debt instruments while they take minimum exposure in equities. It gets benefit of both equity and Debt market. These schemes rank slightly high on the risk-return matrix when compared with other schemes. There are three ways, where the total returns derived from Mutual funds can be enjoyed by investors. Firstly, Income is earned from dividends on stocks and interest on bonds. A fund pays out nearly all income it receives Over the year to fund owners in the form of distribution. Secondly, if the fund sells securities that have Increased in price, the fund has a capital gain. Most funds also pass on these gains to investors in a distribution And finally if fund holdings increase in price but are not sold by the fund manager, the fund's shares increase in Price. Investors can then sell their mutual fund shares for a profit. Funds will also usually give the investor a Choice either to receive a cheque for distributions or to reinvest the earnings and get more shares. On liquidity Side, just like an individual stock, Mutual fund also allows investors to liquidate their holdings as and when they Want.

Literature Review

Mutual funds are a popular investment vehicle that allow individuals to pool their money together to invest in a diversified portfolio of securities such as stocks, bonds, and other assets. A literature review on mutual funds can provide insights into the various aspects of mutual fund investing, including their benefits, risks, performance, and management.

One of the key benefits of mutual funds is their ability to provide diversification and professional management. In their review of the mutual fund literature, Fama and French (2010) highlight that mutual funds offer investors access to a diversified portfolio of securities, which can help to reduce overall portfolio risk. Additionally, the active management provided by mutual fund managers can potentially lead to higher returns, although this is not always the case.

15. Pink Tax- The Hidden Cost of Inequality- Awareness Amongst Women

SAVITRIBAI PHULE PUNE UNIVERSITY

UGC-CARE List

UGC-CARE List

You searched for "0974-5114". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Perspectives in Social Work (print only)	College of Social Work, Nimlata Niketan	0974-5114	NA	from September-2019 to Present	View

Showing 1 to 1 of 1 entries

Previous 1 Next

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ENG IN 03:10 PM 08-07-2024

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UGC-CARE List

Journal Details

Journal Title (in English Language)	Perspectives in Social Work (print only) (Current Table of Content)
Publication Language	English
Publisher	College of Social Work, Nimlata Niketan
ISSN	0974-5114
E-ISSN	NA
Discipline	Social Science
Subject	Social Sciences (all)
Focus Subject	General Social Sciences
UGC-CARE coverage years	from September-2019 to Present

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Journal- <https://cswnn.edu.in/about-the-journal>



**PINK TAX – THE HIDDEN COST OF INEQUALITY - AWARENESS
AMONGST WOMEN**

¹Isha Khandekar ²Harshali Bhalerao

ABSTRACT

This research study sheds light on the phenomenon of the Pink Tax, which refers to gender-based price discrimination where products marketed towards women are priced higher than similar products marketed towards men. The significance of studying the Pink Tax lies in its implications for gender inequality, women's financial stability, and the beauty standards created by media and television industries. This research also aims at understanding the awareness about gender-based discrimination and bias in the marketplace, the economic burden it places on women, and its link to unachievable beauty standards. The research also emphasizes the role of marketing and branding in influencing consumer behavior.

Overall, this research concludes that the Pink Tax is a pervasive issue that requires collective action from individuals, organizations, and policymakers to promote fairness and equity in pricing practices and combat gender-based discrimination.

INTRODUCTION

Pink tax is a form of gender-based pricing discrimination that refers to an inherently invisible cost that women are paying for things that are specifically intended and marketed to women, as opposed to products that are made and marketed to males, which are usually available for less.

Gender-based pricing might appear in one of two ways. (Ferelle, 2012). First, manufacturers are forced to sell goods marketed to women at prices higher than virtually homogeneous goods sold to males due to profit-maximizing techniques (deliberate or inadvertent) applied based on psychology, purchasing behaviour, preferences, and market trends. The term "Pink Tax" in this context does not refer to a concrete tax. Due to the uniformity between the two product categories, women tend to be oblivious of the "Pink Tax" that exists in economic marketplaces (Ferelle, 2018), which encourages this behaviour. Second, a value-added tax (VAT) or sales tax is applied to the price of items or services that are especially used by women, making them less affordable for people who are less advantaged financially. Guittar (2022) mentioned in his research paper that pink tax is based on the essentialist thinking and further reify gender structures and inequality in society.

The study of the pink tax is important because it sheds light on a form of gender-based price discrimination that affects women's finances. The term "pink tax" refers to the phenomenon where products marketed towards women are priced higher than similar products marketed towards men. This can include anything from personal care items like razors and shampoo, to clothing and toys.

The significance of studying the pink tax is three fold. First, it highlights the ways in which gender inequality can manifest in seemingly innocuous ways. By analyzing the pricing of products marketed towards different genders, researchers can identify and raise awareness about gender-based discrimination and bias in the marketplace.

¹ Student, Sadhu Vaswani Institute of Management Studies for Girls, Pune

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16. Study of Knowledge and Perception of Health Supplements Amongst Students in Pune City

The screenshot shows a web browser displaying the UGC-CARE List search results. The URL is <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>. The page title is "UGC-CARE List". The search criteria is "0973-0087", resulting in 1 journal entry.

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Rabindra Bharati Journal of Philosophy (print only)	Rabindra Bharati University	0973-0087	NA	from June-2019 to July-2023	Discontinued from July 2023

Showing 1 to 1 of 1 entries

Previous 1 Next

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Search

ENG IN 03:12 PM 08-07-2024

Rabindra Bharati Journal of Philosophy
ISSN: 0973-0087

STUDY OF KNOWLEDGE AND PERCEPTION OF HEALTH SUPPLEMENTS AMONGST STUDENTS IN PUNE CITY

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Maria Waghmare

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Asst. Prof. Harshali Bhalerao

Sadhu Vaswani Institute of Management Studies for girls, Pune

ABSTRACT

Food health supplements are items that contain elements such as vitamins, minerals, amino acids, and other substances that are intended to complement the diet and support health. These products are also known as dietary supplements or nutritional supplements. They are available in a number of different formulations, including as pills, capsules, powders, and liquids. It is vital to keep in mind that food health supplements are not intended to take the place of a well-balanced diet. This is true despite the fact that they may offer a more convenient approach to obtain necessary nutrients. People who are deficient in specific nutrients or who have difficulty obtaining sufficient nutrients from food may benefit from taking supplements; however, supplements are not a suitable replacement for a healthy, well-balanced diet. Additionally, certain supplements may interfere with drugs or have negative effects; therefore, it is imperative to see a healthcare provider prior to taking any supplements, particularly if you have a medical condition, are pregnant or nursing, or are in any of these other life stages. Overall, food health supplements can be helpful for certain individuals; however, they should not be used as a primary source of nutrition, and it is essential to utilise them in a safe manner while consulting with a qualified medical professional before doing so.

Keywords: Health Supplement, Knowledge, Perception

INTRODUCTION

A health supplement is a product that contains vitamins, minerals, herbs, amino acids, enzymes, or other compounds that are designed to complement the diet of an individual and support overall health and wellness. A health supplement is sometimes referred to as a dietary supplement. Supplements to one's diet are available in various formats, including bars, capsules, tablets, liquids, and powders. They are typically intended for oral use and are available for purchase without a doctor's prescription through retail outlets. It is essential to remember that dietary supplements are not meant to replace a nutritious diet or medication that a qualified medical practitioner has recommended. Before beginning to use any new health supplements, you should make an appointment with your primary care physician or another qualified medical professional to see whether or not the supplements will meet your specific requirements in terms of both safety and efficacy.

In order to promote and improve one's general health and well-being, one can take dietary supplements. They could contain vitamins, minerals, medicinal herbs, amino acids, or any number of other things that are advantageous to one's health. Some individuals choose to take dietary supplements in order to address particular aspects of their health, such as enhancing their immune system, enhancing their digestion, reducing their levels of stress, or promoting better sleep. In addition, some people choose to use dietary supplements in order to boost their athletic performance or for assistance in reducing their body fat percentage. However, it is essential to remember that even if health supplements may be useful in the aforementioned scenarios, they are not a suitable substitute for maintaining a healthy diet and way of life. Before beginning to use any new health supplements, discussing your options with a qualified medical practitioner is essential, particularly if you are already managing any preexisting medical conditions or are taking any drugs. Supplements to a person's diet may be advised by many specialists in the medical field, including medical doctors, registered dietitians, chemists, and naturopathic doctors, according to the patient's specific health requirements and conditions. Because some dietary supplements may interact with drugs or potentially cause negative effects, it is essential to get the advice of a trained medical professional before beginning a new regimen of supplements. In addition, a healthcare expert can assist in determining which dietary supplements are acceptable and necessary for an individual's particular health objectives and requirements by thoroughly assessing the individual.

REVIEW OF LITERATURE

1. **Mason M And Scammon D. (2011)**, In the Research Titled "Unintended Consequences of Health Supplement Information Regulations: The Importance of Recognizing Consumer Motivations," Our research show that a single information treatment to help the average customer perform better in the market is unlikely to work equally for all consumers. Despite the inquiry and sample limitations, our findings suggest that more research is needed on how motivations affect information disclosure processing. Understanding consumer motives and unintended

17. Prediction of Students' Performance for Placement Using a Clustering Technique

The screenshot shows the Scopus Preview interface for the source 'European Chemical Bulletin'. The page includes a search bar, navigation links, and a 'Source details' section. The details section lists the source name, Scopus coverage years (2017 to Present), publisher (Deutscher Fachschriften-Verlag), E-ISSN (2063-5346), subject area (Chemistry: General Chemistry), and source type (Journal). It also displays CiteScore 2022 (1.6), SJR 2022 (0.247), and SNIP 2022 (0.471). A notification box at the bottom explains the improved CiteScore methodology for 2019-2022. The Windows taskbar at the bottom shows the system tray with weather, search, and system icons.

Scopus Preview

Author Search Sources

Source details

Feedback > Compare sources >

European Chemical Bulletin

Scopus coverage years: from 2017 to Present

Publisher: Deutscher Fachschriften-Verlag

E-ISSN: 2063-5346

Subject area: Chemistry: General Chemistry

Source type: Journal

[Source Homepage](#)

CiteScore 2022	1.6
SJR 2022	0.247
SNIP 2022	0.471

CiteScore CiteScore rank & trend Scopus content coverage

Improved CiteScore methodology

CiteScore 2022 counts the citations received in 2019-2022 to articles, reviews, conference papers, book chapters and data papers published in 2019-2022, and divides this by the number of publications published in 2019-2022. [Learn more >](#)

32°C Haze Search 10:31 02-08-2023



PREDICTION OF STUDENTS' PERFORMANCE FOR PLACEMENT USING A CLUSTERING TECHNIQUE

Dr Kalpana Salunkhe¹, Dr Madhuri Prashant Pant²

Abstract

To make administrative decisions and deliver high-quality education, it is essential to analyze student academic performance in educational institutions. The amount of information relating to educational institutions is growing quickly. The management will be able to make academic decisions with the use of machine learning from these vast volumes of data. Predicting a student's academic success early on in their course will assist academia in identifying the merit students and in concentrating more attention on creating remedial programmes for the poorer students to boost their performance. This also helps in their placements. Placements are a very crucial point for all academic institutions. In this paper, the K Means clustering technique is used for categorization of students' data.

Keywords – Machine learning, analysis, K-Means algorithm, Cluster, students' data, elbow method, students' data, prediction, centroid.

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DOI: 10.48047/ecb/2023.12.si10.00225

18. Information Systems Audit Index for Academic Institution

The screenshot shows the 'UGC-CARE List' search results page. The search criteria is '0025-0422', resulting in 1 journal entry. The table below summarizes the search results:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Journal of the Maharaja Sayajirao University of Baroda	Maharaja Sayajirao University of Baroda	0025-0422	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the 'Journal Details' page for the journal 'Journal of the Maharaja Sayajirao University of Baroda'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Journal of the Maharaja Sayajirao University of Baroda
Publication Language	English
Publisher	Maharaja Sayajirao University of Baroda
ISSN	0025-0422
E-ISSN	NA
Discipline	Science
Subject	Agricultural and Biological Sciences (all) , Biochemistry, Genetics and Molecular Biology (all) , Engineering (all) , Mathematics (all)
Focus Subject	General Agricultural and Biological Sciences , General Biochemistry, Genetics and Molecular Biology , General Engineering , General Mathematics
UGC-CARE coverage years	from June-2019 to Present

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Journal- https://www.msubaroda.ac.in/MSUB_Journal

Journal of the Maharaja Sayajirao University of Baroda
ISSN :0025-0422

INFORMATION SYSTEMS AUDIT INDEX FOR ACADEMIC INSTITUTION

Dr. Reshma Kadam

Assistant Professor, Sadhu Vaswani Institute of Management Studies for Girls

Dr. Parmod Kadam

Sr. Information Security Analyst, Rabbit and tortoise technology Solutions, Pune

Abstract:

Academic institutions rely heavily on information systems to carry out their daily activities. With the increased reliance on information technology, it is important to ensure that the information systems are secure and reliable. An information systems audit (ISA) is a critical process that evaluates the security and reliability of information systems. This paper presents an information systems audit index for academic institutions. The index covers six key areas: governance, management, security, availability, privacy, and compliance. Each area is broken down into specific criteria that can be used to evaluate the effectiveness of the information systems. The index can be used by academic institutions to assess their information systems and identify areas for improvement.

Keywords: Information Systems Audit, Information Systems Audit Index, ISA, ISA Index.

Introduction:

Academic institutions rely on information systems to carry out their daily activities. These systems are used for student registration, course management, financial management, and many other critical functions. With the increasing reliance on information technology, it is important to ensure that the information systems are secure and reliable. Information systems audit (ISA) is a critical process that evaluates the security and reliability of information systems. The purpose of this paper is to present an ISA index for academic institutions.

Information System Audit Index (ISA Index):



Fig. Key areas of Information Systems Audit Index

The ISA index for academic institutions covers six key areas: governance, management, security, availability, privacy, and compliance. Each area is broken down into specific criteria that can be used to evaluate the effectiveness of the information systems.

1. Governance

Governance refers to the policies, procedures, and processes that guide the management of information systems. The following criteria can be used to evaluate governance:

- a. Information systems policies and procedures are in place.
- b. The policies and procedures are regularly reviewed and updated.
- c. The policies and procedures are communicated to all relevant stakeholders.
- d. There is a formal process for approving changes to the information systems.

19. Impact of GST on Spending Behaviour of Consumers in Pune City

The screenshot shows the UGC-CARE List search results page. The search criteria are "0973-855X", resulting in 1 journal entry. The table below shows the details of the journal.

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Madhya Pradesh Journal of Social Sciences	Madhya Pradesh Institute of Social Science Research	0973-855X	NA	from January-2021 to Present	View

Showing 1 to 1 of 1 entries

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The screenshot shows the UGC-CARE List journal details page for the journal "Madhya Pradesh Journal of Social Sciences". The details are as follows:

Journal Details	
Journal Title (in English Language)	Madhya Pradesh Journal of Social Sciences
Publication Language	English
Publisher	Madhya Pradesh Institute of Social Science Research
ISSN	0973-855X
E-ISSN	NA
Discipline	Social Science
Subject	Social Sciences (all)
Focus Subject	General Social Sciences
UGC-CARE coverage years	from January-2021 to Present

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Journal- https://mpissr.org/?page_id=1076

Madhya Pradesh Journal of Social Sciences
A biannually Journal of M. P. Institute of Social Science Research, Ujjain
ISSN: 0973-855X (Vol 28 No. 1(i), June 2023)

IMPACT OF GST ON SPENDING BEHAVIOUR OF CONSUMERS IN PUNE CITY

Ms. Snehalata Bhikaji Patil

(Student), Sadhu Vaswani Institute of Management Studies for Girls, Pune

Mrs. Vaishali Rajendra Patil

(Assistant Professor), Sadhu Vaswani Institute of Management Studies for Girls, Pune

ABSTRACT

In India, the Goods & Service Tax (GST) is the form of indirect tax that has replaced all other indirect taxes. It levies fees for the provision of products and services as well as for the consumption and sale of goods. In India, we previously paid "Value Added Tax" (VAT) and numerous other indirect taxes. In every stage, VAT was a charge for goods, from the point of creation through the costs and location of sale. On the other hand, there is the GST, which ends the cascading tax effect. Cascading effect signifies that a tax is applied to a good at each level and step of the scale. State governments and the federal government both impose a GST on goods and services. The GST was implemented in India on July 1st, 2017, by the Indian Parliament. All individuals who pay indirect taxes to the government are given tax relief by the GST, and the GST has an effect on consumers' and individuals' capacity for consumption. The consumer's purchase decision is influenced by their financial capacity. GST has both positive and negative effects on the customer. GST can have a beneficial or negative impact depending on the circumstance. The current Research study aims to analyze the relationship between income and spending behavior of consumers in India & to measure the "Impact of GST on spending behavior by consumers in Pune".

KEY WORDS:-GST, Vat, Goods and services, Government, Consumer, consumer behavior

INTRODUCTION

Goods & Service Tax (GST) is the type of indirect tax in India and it charge for supply of goods, services, consumption of goods & sale of goods. It is a wide- ranging, multistage, goalbased tax. It is Wide-ranging because it combines the all other indirect taxes.

GST is Multi-staged because it charged at every level in the production process. It is goal-based tax because it charged from a point of consumption not like previous taxes when indirect taxes charged tax on tax. GST are majorly categorized into five slabs rates in India for collection of Goods & Service Tax - 0%, 5%, 12%, 18%, 28% and 31%. Before GST in India we paid the "Value added tax" (VAT) & many other indirect taxes. VAT was abolished and GST brought to India. VAT was utilization charge put on an item at whatever point esteems are included at each phase of gracefully chain, from creation to the retail location and costs. But in other hand we have GST, GST is very easy effective as compare to VAT & GST also finished and eliminates the cascading effect.

GOODS & SERVICE TAX (GST) GST is an Indirect Tax which replaced all other indirect Taxes in India. GST is charge by State Government & Centre Government for goods & services. GST start in India as 1st July 2017 by the Parliament of India But the GST Act waspassed in the Indian Parliament on 29th March 2017 and the Act came into effect on 1st July 2017

OBJECTIVE OF STUDY

- To study the concept of goods and Services tax
- To study how GST impacts the agriculture sector, the textile sector, and banking sector.
- To know which Products and services have been the greatest impact due to GST
- To know how consumer's attitudes towards Spending after the introduction of GST,
- To know the opinion of consumers on different types of GST and slab Rates, after conducting survey of

20. A Literature Review on Virtual Employee Engagement

University Grants Commission
Consortium for Academic and Research Ethics (UGC-CARE)

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List of cloned journals Group II
(The variation in title of the cloned journal from that of the original is highlighted)

Sr.No.	Journals in Group II (Included in UGC-CARE List)	Cloned Journals (Not Included in UGC-CARE List)
29	<p>Title - Journal of Interdisciplinary Cycle Research</p> <p>Language : English Publisher : Swets & Zeitlinger ISSN : 0022-1945 URL : NA</p>	<p>Title - Journal of Interdisciplinary Cycle Research</p> <p>Language : English Publisher : NA ISSN : 0022-1945 URL : http://www.jicrjournal.com/</p>

51	<p>Title - <u>Journal of Interdisciplinary Cycle Research</u></p> <p>Language : English Publisher : Swets & Zeitlinger ISSN : 0022-1945 E-ISSN : NA URL : NA Journal Status : Scopus Discontinued</p>	<p>Title - Journal of Interdisciplinary Cycle Research</p> <p>Language : English Publisher : NA ISSN : 0022-1945 E-ISSN : NA URL : http://www.jicrjournal.com/</p>
52	<p>Title - Journal of Korean Academy of Psychiatric and Mental Health Nursing</p> <p>Language : English, Korean Publisher : The Korean Academy of Psychiatric and Mental Health Nursing ISSN : 1225-8482 URL : https://jkpmhn.org/</p>	<p>Title - Journal of Korean Academy of Psychiatric and Mental Health Nursing</p> <p>Language : English Publisher : NA ISSN : 1225-8482 E-ISSN : 2288-4653 URL : https://mhnursing.or.kr/index.php/JKPMHN/index</p>

Journal- <https://jicrjournal.com/>

A LITERATURE REVIEW ON VIRTUAL EMPLOYEE ENGAGEMENT

Ms. Maanshri R. Jaiswal¹, MBA, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Ms. Sonali Joshi², Faculty – MBA, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Abstract

“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.” - Simon Sinek.

Employee engagement online has become crucial to the success of organizations as the use of remote work increases. The goal of this literature review study is to present a thorough overview of the current body of information about virtual employee engagement, as well as its conceptualization, measurement, and influencing factors. To identify existing trends and potential future areas for research, the paper conducts a comprehensive evaluation of the literature on virtual employee engagement from a range of disciplines, including organizational behavior, management, and psychology. The study emphasizes the significance of virtual employee engagement and how it affects remote worker retention, job satisfaction, and employee motivation.

Keywords – *employee engagement, workspaces, virtual employment*

Introduction

Virtual employee engagement has become a crucial component for organizations' success in today's dynamic work environment. The importance of comprehending and enhancing virtual employee engagement has grown as remote work arrangements become more common. With regard to conceptualization, measurement, and influencing factors, this literature review attempts to present a thorough overview of the current body of information on virtual employee engagement.

The review uses a variety of academic fields, including organizational behavior, management, and psychology, to pinpoint current trends and possible research opportunities. With a focus on how important virtual employee engagement is for remote worker retention, job satisfaction, and employee motivation. This literature review attempts to offer useful insights into the state of knowledge on virtual employee engagement by synthesizing and examining various studies. The results will be crucial for businesses looking to increase remote workers' engagement, assuring their motivation, dedication, and success in attaining business objectives.

Literature Review

Pal, K., George, R., & Chauhan, R. (2021) speak about employee engagement virtual work environments as a crucial issue. Remote work options have been made possible by the COVID-19 epidemic, highlighting the necessity for efficient engagement-boosting techniques. In their article titled "A Review of Employee Engagement and Strategies Implementation in Virtual Work Environment," Pal et al. investigate employee engagement and methods for development. They emphasize the significance of engagement, which includes elements like occupation fulfillment, dedication, inspiration, and involvement. Employees who are engaged are more devoted and productive, while disengaged workers are more likely to be absent and

21. Talent Search and Executive Recruiting for Corporate Travel Consultants in Pune

The screenshot shows the UGC-CARE List search results page. The search criteria is "2278-4632", resulting in 1 journal entry. The table below shows the details of the journal.

Sl.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Juni Khyat	Maru Bhumi Shodh Sansthan	2278-4632	NA	from June-2019 to Present	View

Showing 1 to 1 of 1 entries

The screenshot shows the detailed view of the journal 'Juni Khyat'. The details are as follows:

Journal Details	
Journal Title (in English Language)	Juni Khyat
Journal Title (in Regional Language)	जुनी ख्यात
Publication Language	English , Hindi
Publisher	Maru Bhumi Shodh Sansthan
ISSN	2278-4632
E-ISSN	NA
Discipline	Social Science
Subject	Social Sciences (all)
Focus Subject	Cultural Studies
UGC-CARE coverage years	from June-2019 to Present

Journal- <http://www.rbhpsdungargarh.com/pages-patrika.php>

Juni Khyat
(UGC Care Group I Listed Journal)

ISSN: 2278-4632
Vol-13, Issue-05, No.03, May : 2023

TALENT SEARCH AND EXECUTIVE RECRUITING FOR CORPORATE TRAVEL CONSULTANTS IN PUNE

Resham Puglia, MBA Scholar, Sadhu Vaswani Institute of Management Studies for Girls, Pune
Sonali Joshi, Assistant Professor, Sadhu Vaswani Institute of Management Studies for Girls, Pune

Abstract

Strategic recruitment today has moved beyond only best fit for best job. The parameters have exploded further. Getting that one perfect employee is making the talent search, acquiring and retaining is most emphasized practice in HR today. Today the companies are not only searching for an efficient co – worker who would fill the requirements of the post but also shall work as an intrapreneur, i.e develop the business as per the company demands. To develop sales as well as reach in the market, any organisation requires both fresh minds, experience as well as advertising of the right kind at the right time and place - for which we need a team. Every summer, the companies provide internship as a platform to develop and skill the workforce and also rope in the interns as employees if they out-perform themselves. This is furthered by digitalization / AI-zation of recruitment or talent hunt. This research paper looks at corporate travel consultant based in semi urban city of Pune with 25 employees. Pre pandemic there were 50 people in the team. 30 people in sales, 10 in operations and accounts each. The aim of this paper is to study the talent search and executive recruiting process followed by the company and the necessity of the same in a small company as compared to the giants in the market.

Keywords – Talent Search, Digitalization, Sourcing

Objectives of The Research:

1. To study recruitment, selection strategy procedure followed.
2. To assess the effect of digitalization on the HR processes in the company.
3. To search or headhunt people whose skills fit into the company's value.

Introduction

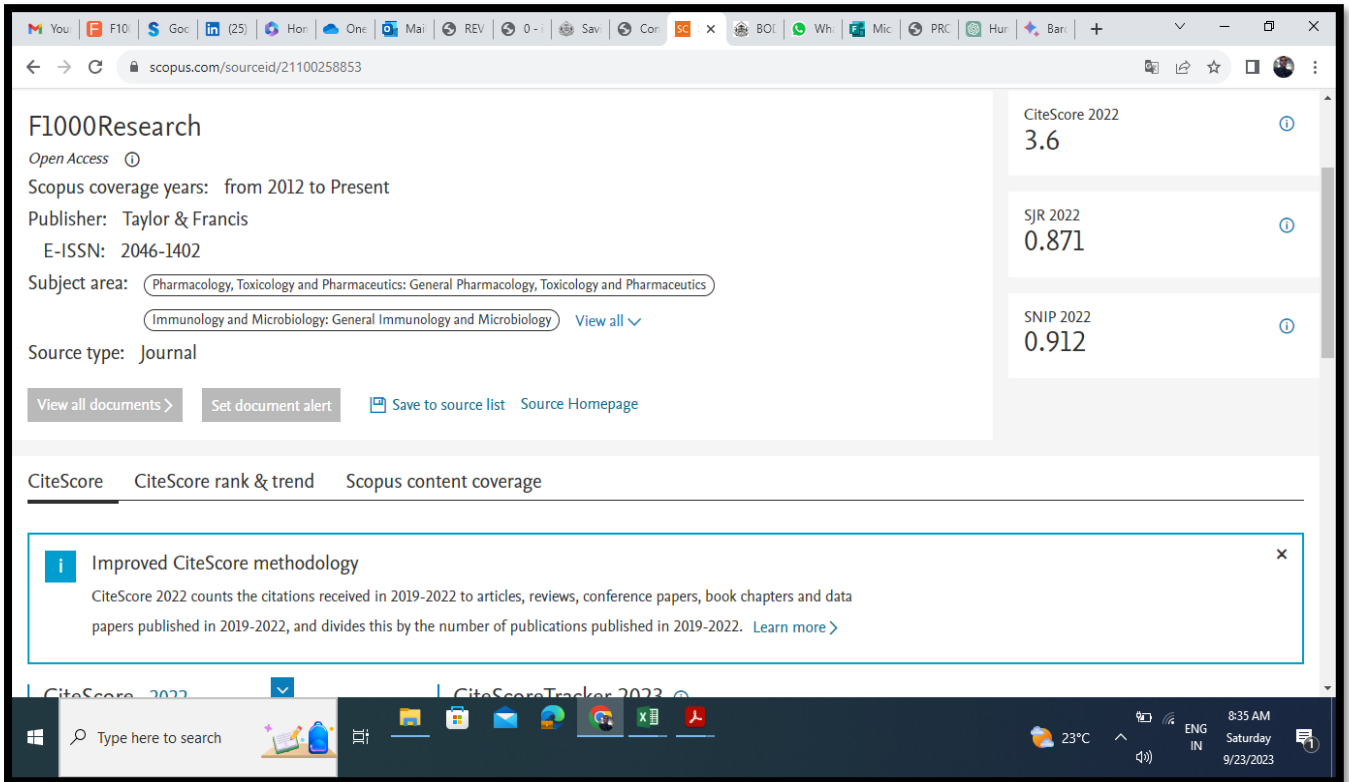
In the Business of 'Business Travel': The company is involved with multiple aspects of travel and hospitality, thereby forming a team of people with diversified experiences and knowledge. The team has pledged to deliver a quality service pertaining to each product being offered. Business travel needs to be well taken care of in all respects to ensure peace of mind for the business traveller while away from home. They are people/customer oriented, proactive, analytical, methodological and ready to cope up with business travel program, not only do they provide service and assistance but also ensure that the traveler saves money. The foray into travel & hospitality has been destined. Growing organizations are always ready to learn things and are enthusiastic to deliver the service in the best way that suits the consumer. Being varied makes them learn new things every day and incorporate the learning's into all the products leading to development and quality deliverance.

CORPORATE TRAVEL MANAGEMENT

Corporate Travel Management (CTM) is the function to manage the company's strategic & methodological approach towards travel, day-today operation of the corporate travel requirement, traveller safety & security, data management. CTM follows the allocated budgets on the class of service that employees are allowed to fly, negotiate corporate fares/rates with hotels, regular evaluation of the travel needs, better expense - management systems, better supplier rates, repeated negotiations, contracting etc which will further enhance the travel management system.

The integration of hotel room inventory from large global consolidators displays about 3.5 lakhs hotels and service apartments under one window. Hotel industry in today's date is facing issues related to over- supply of the rooms as compared to the demands. In the earlier days the average

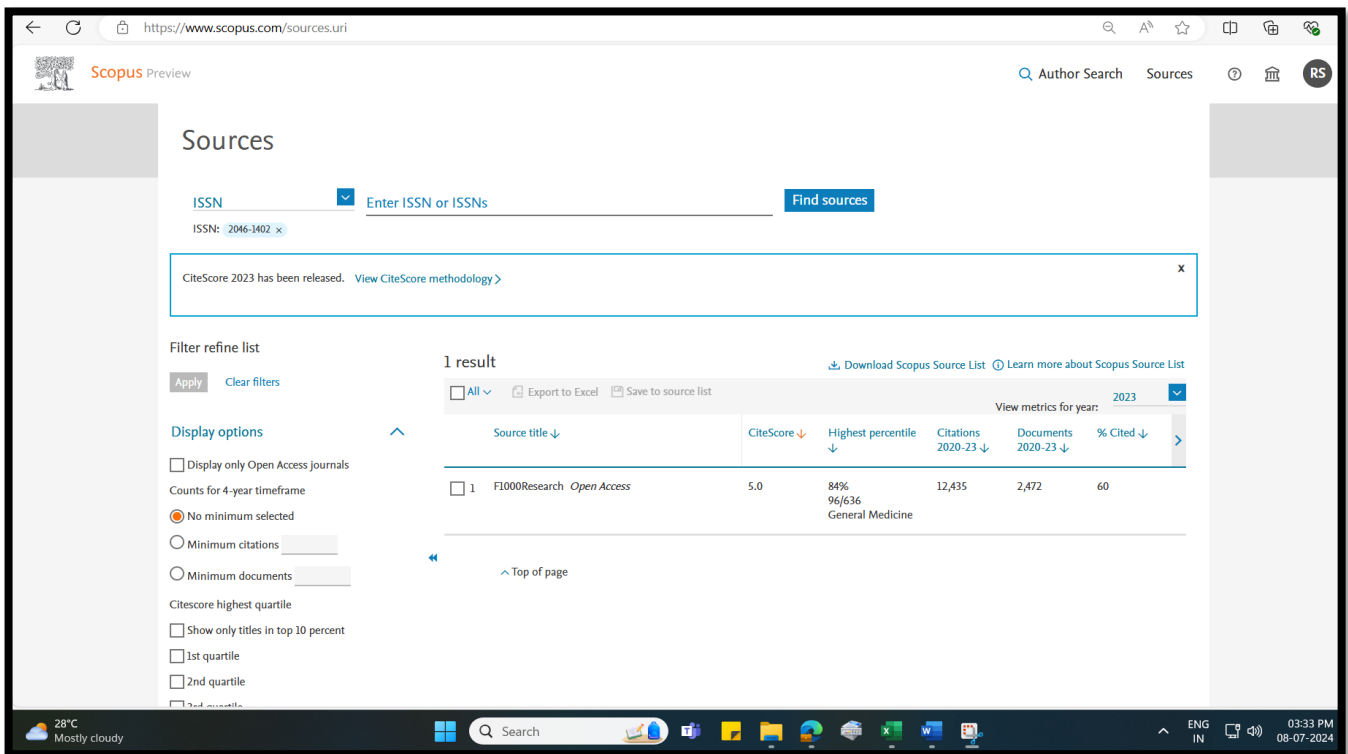
22. Corporate social responsibility & students' perceptions: evidence from Indian higher education institutions



The screenshot shows the Scopus source page for F1000Research. The page includes the following information:

- Source Name:** F1000Research
- Open Access:** Yes
- Scopus coverage years:** from 2012 to Present
- Publisher:** Taylor & Francis
- E-ISSN:** 2046-1402
- Subject area:** Pharmacology, Toxicology and Pharmaceutics: General Pharmacology, Toxicology and Pharmaceutics; Immunology and Microbiology: General Immunology and Microbiology
- Source type:** Journal
- Metrics:**
 - CiteScore 2022: 3.6
 - SJR 2022: 0.871
 - SNIP 2022: 0.912

There is a notification box titled "Improved CiteScore methodology" which states: "CiteScore 2022 counts the citations received in 2019-2022 to articles, reviews, conference papers, book chapters and data papers published in 2019-2022, and divides this by the number of publications published in 2019-2022. Learn more >"



The screenshot shows the Scopus Sources search results page. The search criteria used are:

- ISSN:** 2046-1402

The search results show 1 result for F1000Research. The metrics for the year 2023 are as follows:

Source title	CiteScore	Highest percentile	Citations 2020-23	Documents 2020-23	% Cited
F1000Research Open Access	5.0	84% 96/636 General Medicine	12,435	2,472	60

There is also a notification box: "CiteScore 2023 has been released. View CiteScore methodology >"

Journal- <https://f1000research.com/>



RESEARCH ARTICLE

Corporate social responsibility & students' perceptions: evidence from Indian higher education institutions [version 1; peer review: awaiting peer review]

Premendra Kumar Singh ¹, Raju Ganesh Sunder ²,
Pravin Narayan Mahamuni ³, Elangbam Nixon Singh⁴, Bidhu Kanti Das⁵,
Anand G. Jumle⁶, Rajeshkumar Kashyap⁷

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⁵Department of Management, Mizoram University, Aizawl, Mizoram, 796004, India

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V1 First published: 22 Sep 2023, 12:1187
<https://doi.org/10.12688/f1000research.137572.1>

Latest published: 22 Sep 2023, 12:1187
<https://doi.org/10.12688/f1000research.137572.1>

Open Peer Review

Approval Status Awaiting Peer Review

Any reports and responses or comments on the article can be found at the end of the article.

Abstract

Background: For many, the understanding of Corporate Social Responsibility (CSR) may sound a rather new topic, but it has been pondered upon by great thinkers of the world for many decades. The initial form of CSR was more of philanthropic which has become more of mandatory norm in Indian context. We believe the future of a nation are the youth of the nation and their perceptions on the matter of CSR are of great importance. Therefore, the purpose of the current study is to investigate the many viewpoints that students have about CSR and to determine whether or not socioeconomic characteristics (gender, age, professional experience, and academic degree) influence these views.

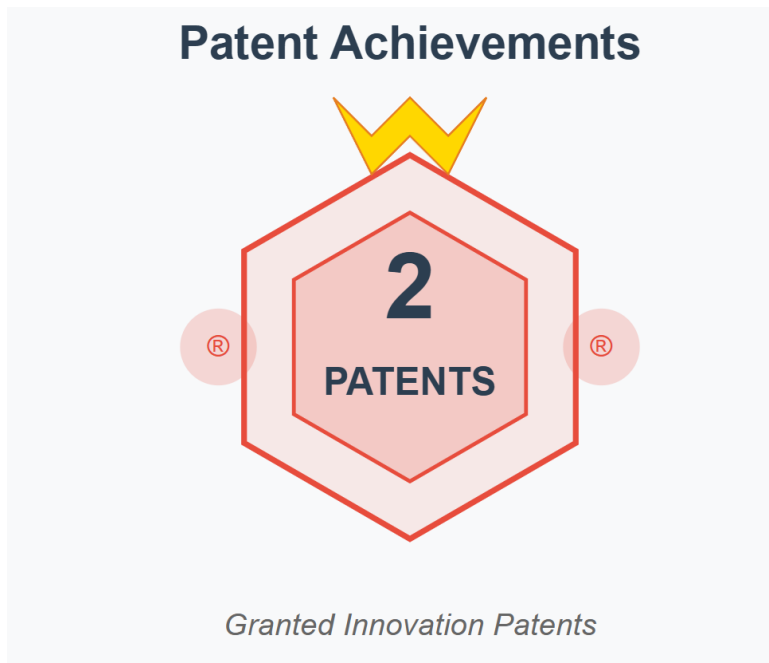
Methods: The research methodology comprises of utilization of an accepted scale (PRESOR) for collecting data of perception on CSR. Data was collected using an online questionnaire, distributed to students at Higher Educational Institutes of Northeast India. Responses from 272 students were received out of which we rejected unengaged responses of 25 students, and we continued with responses from 247 students. We have utilized Factor Analysis, Multivariate analysis of variance (MANOVA), t-test for the scrutinizing the collected data.

Results: The perceptions of students show a variety of dimensions, which may be categorised as: (a) value CSR, (b) against CSR, and (c) neutral to CSR. It is also found that the sociodemographic variables have a statistically significant influence on students' notion of CSR.

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्</p>

FACULTY ACHIEVEMENTS

1.2 Grant of 2 Patents



1.2 Grant of 2 Patents

Sr. No.	Academic Year	Name of Faculty	Invention Title	Publication Date	Application Number	Application Filing Date
1	2023-2024	Dr. Rajesh Kashyap	SMART SOCIAL DISTANCE ALERTING DEVICE	25-09-2023	6310978	17-09-2023
2	2023-2024	Dr. Kalpana Salunkhe	IoT Based Field Force Management Android Kios Design Patent- Application for the Design	17-05-2024	402697-001	20-12-2023

Dr. B.H.Nanwani
Director



Intellectual
Property
Office

Certificate of Registration for a UK Design

Design number: 6310978

Grant date: 25 September 2023

Registration date: 17 September 2023

This is to certify that,

in pursuance of and subject to the provision of Registered Designs Act 1949, the design of which a representation or specimen is attached, had been registered as of the date of registration shown above in the name of

Prof. Gaikwad Anil Pandurang, Dr. Hake Chandrakant Dattatraya, Dr. Kashyap

Rajesh Kumar, Dr. Meshram Kamlesh Arun, Dr. Tambe Prashant Radhakrishna

in respect of the application of such design to:

SMART SOCIAL DISTANCE ALERTING DEVICE

International Design Classification:

Version: 14-2023

Class: 10 CLOCKS AND WATCHES AND OTHER MEASURING
INSTRUMENTS, CHECKING AND SIGNALLING INSTRUMENTS

Subclass: 05 INSTRUMENTS, APPARATUS AND DEVICES FOR CHECKING,
SECURITY OR TESTING

Adam Williams

Comptroller-General of Patents, Designs and Trade Marks

Intellectual Property Office

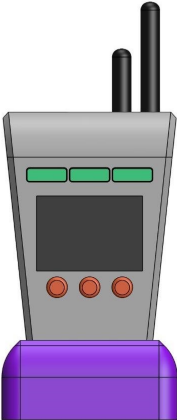
The attention of the Proprietor(s) is drawn to the important notes overleaf.

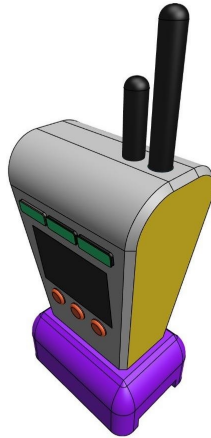
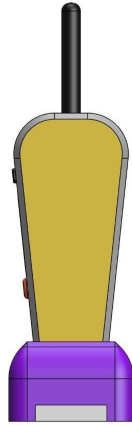


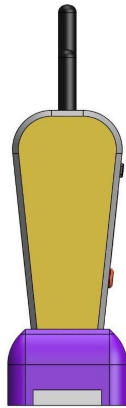
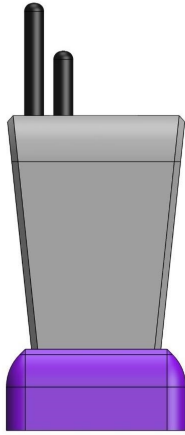
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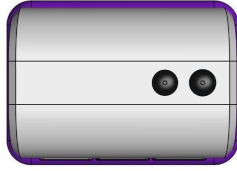
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Representation of Designs









Intellectual Property Office is an operating name of the Patent Office

www.gov.uk/ipo

- [Feedback](#)

Design number

6310978

Status

Registered

Registration date

17 September 2023

Renewal date

17 September 2028

Overview

Application date

17 September 2023

Grant date

25 September 2023

Publication date

26 September 2023

Indication of Product

SMART SOCIAL DISTANCE ALERTING DEVICE

Classification

Class	10 - CLOCKS AND WATCHES AND OTHER MEASURING INSTRUMENTS, CHECKING AND SIGNALLING INSTRUMENTS
Sub class	05 - INSTRUMENTS, APPARATUS AND DEVICES FOR CHECKING, SECURITY OR TESTING

Illustrations

Disclaimer

No claim is made for the colour shown

Designs



Names and addresses

Contact (address for service)

Vats IPR Services

13-15 TRAFALGAR ROAD, BLACKPOOL, FY1 6AW

Owners

Name	Address
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Dr. Hake Chandrakant Dattatraya	HOD, MBA Department, JSPM'S Jayawantrao Sawant College of Engineering, Savitribai Phule Pune University, Pune 411028
Dr. Kashyap Rajesh Kumar	Associate Professor, HOD-MCA Department, Sadhu Vaswani Institute of Management for Girls, Savitribai Phule Pune University, Pune 411001
Dr. Meshram Kamlesh Arun	Assistant Professor, MCA Department, PCET's Pimpri Chinchwad University, Pune- 412106
Dr. Tambe Prashant Radhakrishna	Director, MBA & MCA, ATES's Technical Campus Akole, Savitribai Phule Pune University, Pune-422601

History

No history is available for this design

Design Application Details

Application Number:

402697-001

Cbr Number:

216184

Cbr Date:

20/12/2023 18:12:10

Applicant Name:

1. Dr. Sheela Hundekari
2. Dr. Suhas Babasaheb Pakhare
3. Dr. Jitendra Kaushik
4. Dr. Alkawati Magadum
5. Dr. Shrinivas Krishna Patil
6. Dr. Kalpana Salunkhe
7. Prof. Pratap Kumar Samal

Design Application Status

Application Status:

Design Accepted and Published, Journal No is 20/2024 and Journal Date is 17/05/2024

[Back \(/DesignApplicationStatus/\)](#)

Disclaimer: Application status is available for the application filed on or after 1st April 2009 with application no 222230. The information under " Design Application Status" is dynamically retrieved and is under testing, therefore the information retrieved by this system is not valid for any legal proceedings under the Design Act 2000. In case of any discrepancy you may contact the appropriate Patent Office or send your comments to following email IDs:

Design Office, Kolkata : controllerdesign.ipo@nic.in

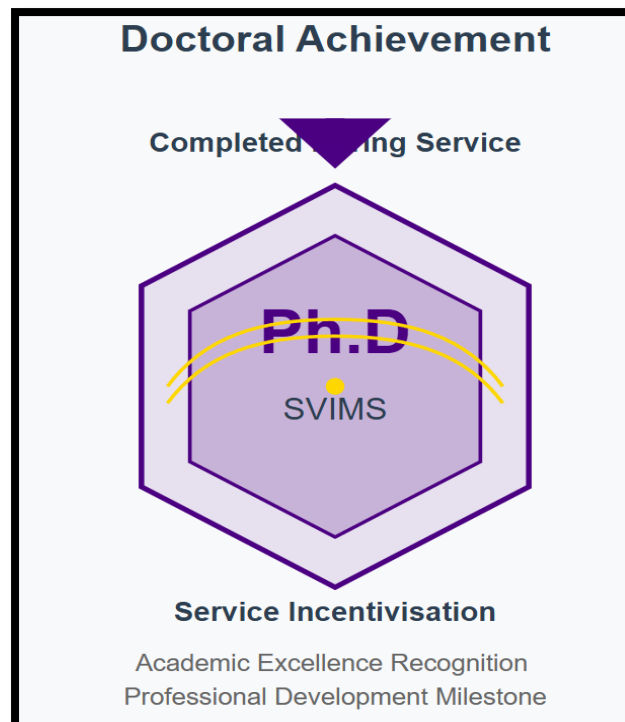
Controller General of Patents, Designs and Trademarks

CRITERION –VII

KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits</p> <p style="text-align: center;">अनुसंधानम्</p>

FACULTY ACHIEVEMENTS

1.3 COMPLETION OF DOCTORAL WORK BY 2 FACULTY MEMBERS





SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

6, Koregnon Road, Pune - 411001. Ph. 020-26054471/91 Fax: 020-26054481
Approved by A.I.C.T.E. (Unnided- Private), Affiliated to S. P. Pune University
Website: www.svims-pune.edu.in Email: director@svims-pune.edu.in

Dr. B. H. Nanwani
Director

Certified by ISO 9001:2015, SPPU Code: IMMP016030 D.T.E. Institute Code: 6614

Ref. No.: SVIMS/2023/366

OFFICE ORDER

Dt.-30/12/2023

Dr Harshali Bhalerao
Assistant Professor

Dear Dr. Harshali,

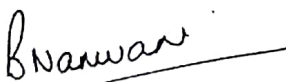
With great pride, we recognise and acknowledge the successful defence of your doctoral work, and the award of Ph. D degree by Savitribai Phule Pune University on 14th Dec'2023 We congratulate you on your worthy achievement.

SVIMS wishes to reward and incentivise your efforts. We would like to grant you two increments on your Basic Salary under the Seventh Pay Commission.

Your salary thus stands revised to :

Salary Component	Revised pay	Current Pay
- Basic	: Rs.63,000/- ;	Rs.59,400/-
- DA (5%on Basic)	: Rs.3,150/- ;	Rs.2,970/-
- HRA	: Rs.0/- ;	Rs.0- (Unchanged)
- CLA	: Rs. 240/- ;	Rs.240/- (Unchanged)
- Travel Allowance	: Rs. 5,400/- ;	Rs.5,400/- (Unchanged)
<hr/>		
A. Gross Salary	: Rs.71,790/- ;	Rs.68,010/-
<hr/>		
Contribution to Provident Fund	: Rs.1,800/- ;	Rs.1,800/- (Unchanged)
<hr/>		
B. Cost to Institute	: Rs.73,590/- ;	Rs.69,810/-

The above will be put into effect upon receipt of Ph. D degree documents, a hard bound copy of your Ph. D thesis and verification of the same.


Dr. B. H. Nanwani

DR. B. H. NANWANI
DIRECTOR

SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6, KOREGAON ROAD, PUNE-411 001



Received


Dr. B. H. Nanwani
Director

Certified by ISO 9001:2015, SPPU Code: IMMP016030 D.T.E. Institute Code: 6614

Ref. No.: SVIMS/2024/_____

OFFICE ORDER

Dt. - 16/01/2024

Dr Vaishali R. Patil
Assistant Professor

Dear Dr. Vaishali,


With great pride, we recognise and acknowledge the successful defence of your doctoral work, and the award of Ph. D degree by Shivaji University, Kolhapur on 11th Jan'2024 We congratulate you on your worthy achievement.

SVIMS wishes to reward and incentivise your efforts. We would like to grant you two increments on your Basic Salary under the Seventh Pay Commission.


Your salary thus stands revised to :

Salary Component	Revised pay	Current Pay
- Basic	Rs.64,900/- ;	Rs.61,200/-
- DA (5%on Basic)	Rs.3,245/- ;	Rs.3,060/-
- HRA	Rs.0/- ;	Rs.0- (Unchanged)
- CLA	Rs: 240/- ;	Rs.240/- (Unchanged)
- Travel Allowance	Rs. 5,400/- ;	Rs.5,400/- (Unchanged)
A. Gross Salary	Rs.73,785/- ;	Rs.69,900/-
Contribution to Provident Fund	Rs.1,800/- ;	Rs.1,800/- (Unchanged)
B. Cost to Institute	Rs.75,585/- ;	Rs.71,700/-

The above will be put into effect upon receipt of Ph. D degree documents, a hard bound copy of your Ph. D thesis and verification of the same.


Dr B.H Nanwani
DR. B. H. NANWANI
DIRECTOR



Received
16/1/24






Savitribai Phule Pune University

(formerly University of Pune)

Declaration of Result of the Doctor of Philosophy (Ph.D.)

Candidate's Name : Bhalerao Harshali Rahul
(भाणेराव हर्षाली राहुल)
Mother's Name : Nilima (निळीमा)



University has accepted the thesis submitted by the above candidate for award of Ph.D. Degree, as per reports of referees and examiners of open defense of the thesis. Accordingly, it is hereby notified that, the above candidate is declared to have passed the examination of Ph.D. and has become eligible for the award of Ph.D. Degree.

Relevant details are as under :

1. Faculty : Commerce and Management
2. Subject Name : Marketing Management
3. Title of Thesis : "Effect of Marketing Strategies by Health and Food Supplement Companies on Consumer Behaviour in Pune region."
4. Research Center : Sinhgad Institute of Management, Pune - 411041
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submitted by **Smt. Patil Vaishali Rajendra** in **Business Management** under the Faculty of **Commerce and Management** is accepted by the university authorities for the award of the Degree of **Doctor of Philosophy in Business Management** under the Faculty of **Commerce and Management** on 11th January, 2024.

It is hereby also certified that the Ph.D. awarded to **Smt. Patil Vaishali Rajendra** is in compliance of the provision of UGC (Minimum Standard and Procedure for the award of Ph.D. Degree Regulation 2016).

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CONFERENCE PROCEEDINGS

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Artificial Intelligence for Innovation

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Abstract

This paper will review certain approaches to artificial intelligence research. Artificial intelligence (AI) is the science and engineering of creating intelligent devices, particularly computer programs. The objective of artificial intelligence is to build computers with intellect that is on par with or better than that of humans. An important area of research involves designing a machine that can adequately improve its own performance as well as solve other problems normally requiring human intelligence. Work in heuristic programming that seems most relevant to this goal will be discussed at length. Important subproblems are devising techniques for self-improvement, the general problem of deciding what task to best work on next in a network of tasks, and the general problem of how to mechanize learning or inductive inference. Some work in linguistics and pattern recognition is directly concerned with the induction problem. Another area of research that will be treated is simulation of organic evolution. AI applications and their benefits are growing in popularity in a variety of fields. With the emergence of competent models using AI approaches, it is certain that artificial intelligence will take all fields soon. The computing world has a lot to benefit from various AI techniques.

Keywords- Artificial Intelligence, Machine learning, Deep Learning and Neurocomputation

1. Introduction

The advent of big data, cloud computing, artificial neural networks and machine learning have helped engineers create a machine that can simulate human intelligence. Research based on these technologies refers to machines that can perceive, recognize, learn, react and solve problems as artificial intelligence (AI). Such smart technologies will inevitably revolutionize the workplace of the future. So, while AI can communicate and help people function at a higher level, it is emerging as the next disruptive innovation. Artificial intelligence is now considered by many to be a key driver of the Fourth Industrial Revolution, and it has the potential to trigger a Fourth Industrial Revolution across all sectors. Learning artificial intelligence has also started to be part of the school curriculum. But just as the advent of television and computers were once touted as educational game changers, they have actually been shown to improve access to information without fundamentally changing basic practices. With the growing attention, it is time to review recent AI research to gain an updated understanding of the field for possible changes.

In today's world, technology is growing very fast, and we are exposed to various new technologies every day. Here, IT is an explosive technological artificial intelligence that is ready to create a new revolution in the world by manufacturing intelligent machines. Artificial intelligence is now all around us. It currently works on several



subdomains, from general to specific such as self-driving cars, chess, proving theorems, playing music, painting, etc. AI is one of the most exciting and diverse areas of computer science. great dimension in the future. Artificial intelligence makes a machine behave like a human.

2. Related Work

Literature [1] pointed out that the key to product design is a good fit between products and users. Industrial design can be understood as the core of product design, industrial design corresponds to product design, and the objects of product design are mainly industrial products and craft products. According to the literature [1], product design is an innovative and creative activity that allows you to design a real product and further improve its style, function, and internal structure, using the latest research results and other information, and combines social science theory. and practice. Literature [2] finds that the modern division of labour leads to the emergence of industrial design, which is an inevitable consequence of modern production, and the object of design is modern industrial products that satisfy the needs of modern society and people. The practicality and aesthetics of products are the main content of industrial design studies. The literature [1] mentioned that industrial design is a multidisciplinary, multidisciplinary subject, the factors affecting design are complex. Such planning activities must be more innovative. Therefore, innovative design is the core of intelligent design for humans and machines. Literature [1] investigates the characteristics of web-based real-time interaction in product design and analyses the features and characteristics of the Same Data software. In the literature [2], optimization of the design stages of industrial products was proposed based on a genetic optimization algorithm to solve the problem of poor design structure of industrial products. In the literature aimed at the shortcomings of the AI-CAID (Computer Aided Industrial Design) system based on a traditional expert system [2], the artificial neural network model, combinatorial optimization and uncertain reasoning methods of industrial design are analysed and theoretically studied. Literature [1] introduced the idea of comprehensive intelligent industrial design, made a comprehensive study of its key technologies, and introduced and developed a new comprehensive intelligent industrial design mechanism. Literature [2] deals with the concept, category, and properties of industrial design, deals with the modern development of industrial design and applies the theory of artificial intelligence in the field of industrial design. According to the literature [3], artificial intelligence is designed by imitating the human psychological cognition process and following the human creation process, and it is a form of information processing.

Based on a detailed study of related literature and artificial intelligence technology, this article builds a system for industrial design and transformation. In this paper, an improved particle swarm optimization algorithm is used to train the network for complex mapping relationship to ensure faster convergence speed and better convergence effect of the algorithm. This has great advantages in solving complex problems; Especially when used to study observational data in the process of industrial design, it can more accurately simulate human thinking and make problem solving more intelligent. In addition, this article systematically discusses the problems of integration and expression of structured information resources and product design. It has certain technical application potential and provides a new idea for intelligent industrial design.



3 Industrial Design

With the rapid development of the Internet era, people's financial ability and vision have improved significantly, and consumers have set higher requirements for product design. Modern product design development is based on traditional product design methods and theories, combining product design theory, artificial intelligence, information technology, information technology, information technology and management [2]. The developed industrial countries of the world because they pay more attention to industrial design, have greatly promoted the development of industry and economy, and promoted the social standard of living. The development of high technology has provided many modern design tools and methods for industrial design and application of computers has brought industrial design into a new historical stage. Faced with the rapid development of intelligent products and AI technology, how to turn intelligent technology into products, improve people's lives, and achieve business success is a problem to be solved by designers and enterprises.

At present, computer software and hardware technologies are maturing, and computer graphics, computer-aided design, VR design, and other technologies are developing rapidly. The application of CAD has been further deepened, and the theory and method of modern industrial design have made a qualitative leap. The appearance of many intelligent assistants further proves that the development of AI will be more and more beyond people's imagination and closer to people's thinking mode, thus helping people's work to a certain extent [3]. The application of AI technology to industrial design is one of the research hotspots in the newly developed CAID field, and it is also the development trend of industrial design modernization. It can not only transplant the research results in the field of AI to industrial design but also expand the application field of AI so that they can be perfectly combined and promote common development. Product design process view is shown in below figure-

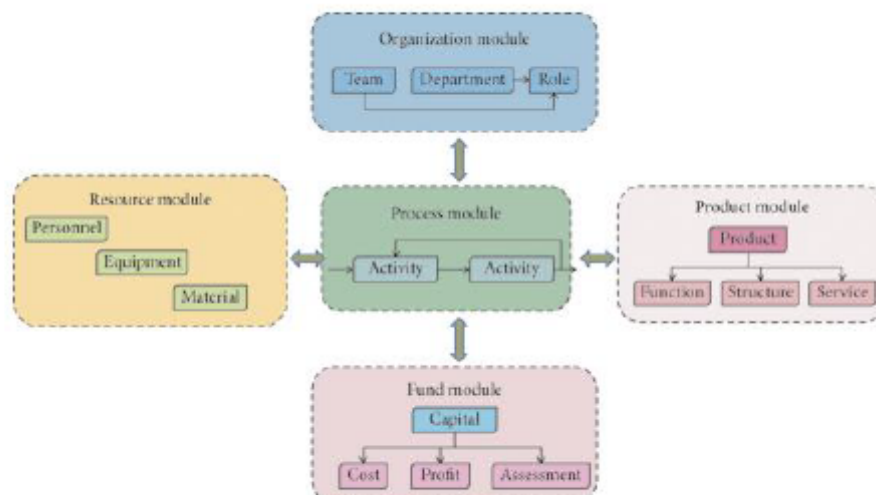




Figure 1 Product design process view

The AI algorithm formula is designed to imitate human thinking and creative space, so AI can be combined with similar art styles in product design. Combining them greatly facilitated the development of some work areas. As market competition intensifies, to thoroughly strengthen companies' rapid response and competitiveness to market demand, people set higher requirements for project automation in the field of industrial design: based on the automation of information processing provided by computers, decision-making can be automated to carry out, i.e. to help industrial design experts make decisions in design activities [3]. It is an advanced stage of intelligent design-human-machine intelligent design system. The core problem of a design expert system is pattern design and pattern design. The main problem of human-machine intelligent design system is innovative design. Due to the diversity of market demand, product design is increasingly characterized by comprehensive system design. It is impossible for a designer to fully absorb knowledge from different disciplines and different fields of application, and product design requires a comprehensive, interdisciplinary and interdisciplinary knowledge. Therefore, the systematization and standardization of design knowledge, design principles, and criteria is one of the key problems to be solved in modern product design, and it is also the basis of knowledge acquisition and application. Intelligent design is the application of intelligent engineering in the design field. Industry design is a complex design work, and domain experts and designers have to do a lot of decision-making activities in the design, which are based on extensive domain knowledge.

The function of industry extends to people's physiological and psychological needs and adaptation to the environment and society. Satisfying people's dual needs of material and spirit and exploring human's reasonable lifestyle and living environment have become the principles of industrial design in the above developed countries and regions. With the continuous improvement and enhancement of the concept of AI, intelligent programs will enter more updated fields. Therefore, in the future, industrial designers should take a longer view and apply AI to the industrial design process so that the unique innovative thinking and convenient design forms of AI can be fully applied to industrial design, and the intelligent development of science and technology can be truly combined with industrial design. This is more conducive to designers to jump out of the only way of thinking, refer to the design scheme of AI to stimulate design inspiration, and create more products that are beneficial to social development. The framework of the CAID system is shown below.

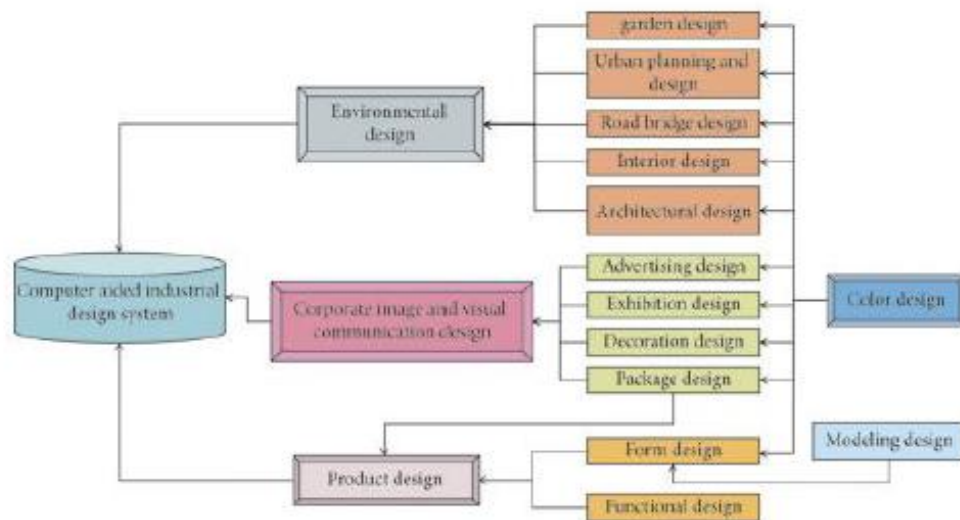


Figure 2 The framework of the CAID system

The entire industrial design process inevitably involves creative design thinking and frequent human-computer interaction. Applying artificial intelligence to industrial design can help designers create better products. AI can not only calculate extremely complex shapes that humans cannot calculate, but also provide designers with innovative styles and patterns. This is the soul of innovative industrial design. Whether it is innovations in design technology, design tools or design thinking, it directly affects the quality of the final product and the competitiveness of the market. Designers can combine their ideas with their design style and use the AI system to combine the above requirements into a preliminary design plan and design graphics. AI can provide designers with a broader way of thinking and more creative directions so that designers can create more complete works. The combination of the two makes it possible to realize the automation and intelligence of design decision-making, make product design quickly respond to market demand and improve market competitiveness. Creating safe and reliable design information resources is the foundation of modern industrial design. The most important task of information engineering is the standardization, standardization and systematization of design information. So that different design platforms and different application fields can realize the understanding and application of information resources. Artificial intelligence can calculate the optimal working data in the process of industrial design, which can greatly save production costs. Artificial intelligence can work according to the needs of different customers to design different products that meet the customer's requirements as best as possible, which also significantly reduces material waste. Therefore, combining industrial design and artificial intelligence can save not only time, but also a lot of work and material resources.

3.2. Design and Implementation of Industrial Design and Retrofit Systems



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Modern industrial design increasingly incorporates the characteristics of large-scale system design. Products are becoming increasingly complex and many technologies must be integrated. Design encompasses more and more competencies, and the rapid development of knowledge and technology requires sharing and collaboration in industrial design. When designing products, industrial designers must determine the product design plan according to several factors, such as product functions, users, environment, production process conditions, economy, environmental protection, and market conditions. This is decision making. Artificial intelligence is a higher level of development of product intelligence, but one of the conditions for the creation of intelligent products is that products must have a certain independent calculation and performance and interact with users to a certain extent. Product intelligence is product intelligence, which is the materialized expression of intelligent technology. Intelligent products are products that can collect information, process information, provide feedback, actively regulate and control, and implement real-time and effective communication with people. In modelling the knowledge of industry experts, product information is refined and abstracted into a formal description, i.e. into corresponding data modules, so that the computer system can recognize and automatically process those data modules, which realizes IT automation. process of planning and decision making. A key factor and difficulty in this process is the acquisition and organization of domain knowledge. This shows the need to involve domain experts in an intelligent design system. Artificial intelligence technology is used to create an industrial data model, and industrial data is stored as an "instance" of an object in a database or engineering database. Product rules are used to provide industrial decision information and decision control information because this information describes the relationship between object classes and their attributes. Therefore, this information is integrated as a "method" of the object class into the object-based industrial data model of the object class. Industry is a typical complex problem involving many types of knowledge and expertise. Therefore, the functions of the system can be divided into industrial information, industrial data, industrial decision-making information, decision-making management information, etc. A data model is a pattern used to abstract, represent and manipulate data resources in the real world. The purpose of data modelling is to describe the structure, function, attributes, and other related data of the physical world. Since the computer is an indispensable tool in modern product design, the purpose of data resource modelling is to store all data modern information in the computer in a form that can be understood and processed by the computer, i.e. to get digitized data model. Adaptive traits are important traits smart products compared to traditional products. Traditional products do not have the ability to make their own decisions and change the behaviour of the product, while smart products with adaptive functions can learn and analyse the user's behaviour based on data. In the field of industrial design, the design expert system usually solves some problems only from one aspect, which is isolated and closed, and it is difficult to integrate with other information systems. The human-machine intelligent system covers the entire design process and is an open architecture. Therefore, the human-machine intelligent design system can not only apply to conventional design, but also supports innovative design. This means that it can meet the automation and intelligent requirements of industrial design to the greatest extent. The properties of the perception layer of smart products include connection attributes and scene awareness. Traits of scene perception refer to the ability to perceive the external world and receive external information. The properties of the connection attribute refer to the ability to connect products to products. Data is



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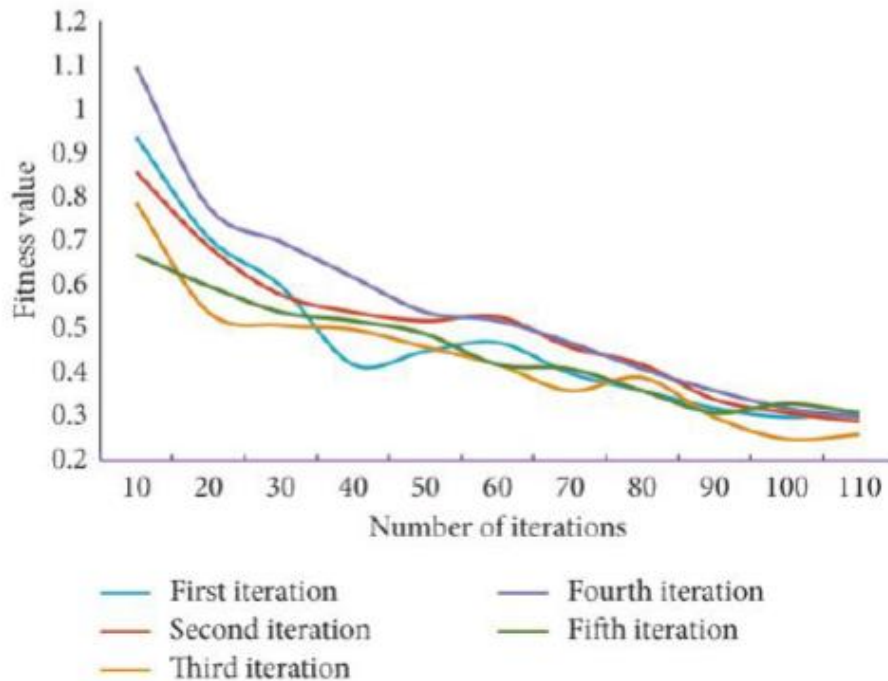
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a key component of smart products. Smart products are not only the key to data collection, but also a data changer. Data collection and exchange is the basis of all communication and scene observation. Functional genes are at the heart of product design and search indexing. The functional genes that meet the requirements are matched according to the degree of corresponding function, and the search process for product functional genes is designed by genetic optimization algorithm.

3. Result Analysis and Discussion

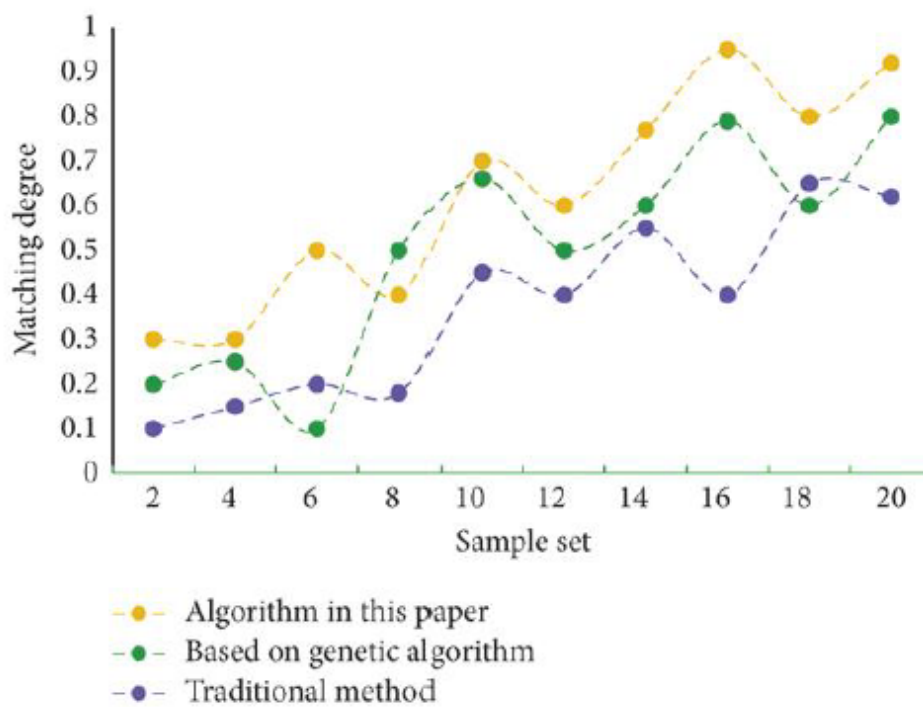
Industry is to design a feasible scheme to realize a specific idea, and it follows a series of design behaviours. It mainly uses modern means to design products and other industries, especially product design, which is mainly based on people's functional and sensory needs for products, including tools, machinery, interior decoration, and packaging. Excellent enterprises have strong R&D efforts in industrial product design. In order to ensure a certain forward-looking, numerical analysis is carried out on each data during the experiment. Integrate the sample description and semantic scale into a questionnaire and conduct a questionnaire survey on the target object. In the process of investigation, we should ensure the authenticity of the data and try to avoid the interference of external factors in the investigation. In order to prevent users from interfering with the evaluation value, the traditional method of calculation formula test and the design method of optimization algorithm in this paper are used to retrieve the product gene matching degree. In order to make the results more convincing, the convergence trend diagram of this network is derived in the process of solving, as shown in Figure 3.



The figure shows that after 50 iterations, the output error of the network has converted to a certain degree as the value of the particle condition. If the accuracy requirement is higher, the number of repetitions can be increased depending on the situation. In this article, 50 repetitions can meet the requirements. For users to facilitate the management of industrial design and industrial information and to ensure the standardization and integration of industrial information, it is necessary to define the value limits of some characteristics. 20 samples were randomly selected for the database. In the experiment, considering the relationship between the test samples, the order of the experiment should be determined first, and functionally independent product genes should be placed first. Product design is an iterative process, and a preliminary design can only be done after several revisions. Here, change issues are usually presented by designers or customers, and the system records the proposed issues in the form of a problem report as a basis for design changes. Regular users must participate in the product verification phase together. Taking typical users as the research target, through product inspection and testing based on real scenes, we can test whether the product model meets the needs of users and whether there are other potential problems, so that we can provide support for product iteration and improvement design. . In this experiment, product genes are first introduced, the assignment algebra of the randomly generated initial product gene population is set to 0, and the fitness function value of each product gene is calculated. Then get optimal product genes according to the design process. Create a set of evaluation indices to evaluate the quality of selected product



genes using two methods. Finally, the fuzzy evaluation method is used to compare the traditional method, the genetic algorithm, and the industrial product. design algorithm in this paper to retrieve the gene matching degree. Line graph is used to analyse the relationship between numerical values, and the experimental results are shown in Figure 4.



From the results shown in the figure, the product gene matching degree retrieved by traditional methods is low. The reason for this phenomenon is that the product structure efficiency of traditional methods is low, and the optimal solution cannot be obtained. However, the algorithm used in this paper is based on the pattern theorem, and the gene matching degree of the retrieved products is higher. It is proved that the industrial product design method of the algorithm established in this paper meets the design requirements.

Industrial decision knowledge describes the logical relationship between industrial object classes and their attributes, and industrial decision knowledge is closely related to the object model. Production rules are used to represent industrial decision-making knowledge, and rules with the same decision-making function are organized as an object. Multilayer error correction gradient descent method is used for offline learning. After several times of learning supported by the sample set, the weights of each layer of the network are fully adjusted to obtain and express the knowledge contained in the sample. This knowledge representation is not expressed explicitly in the

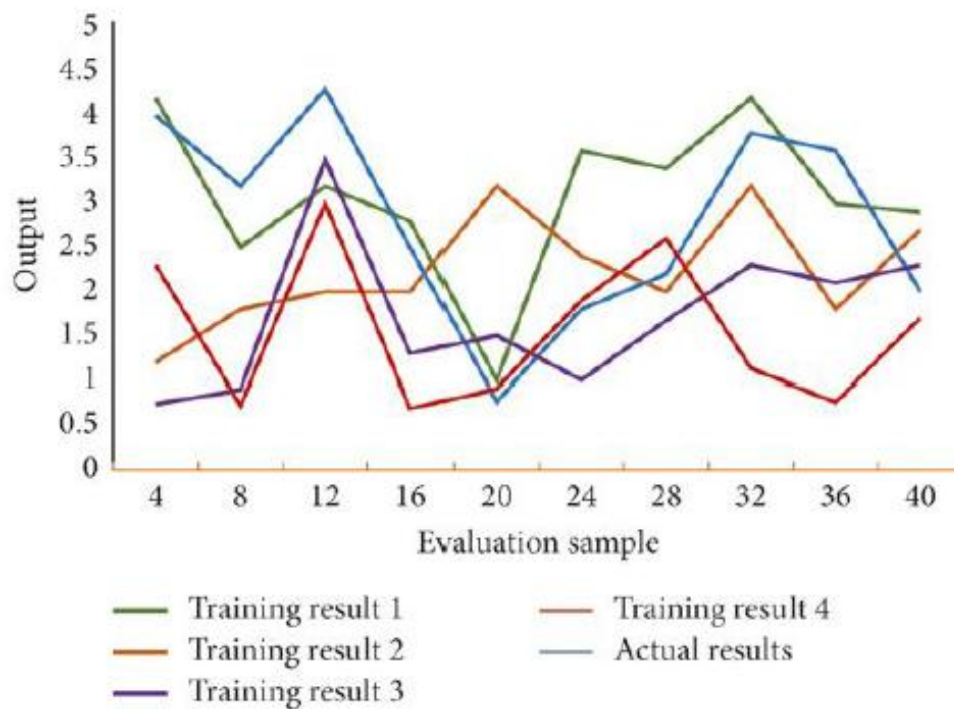


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form of rules like the traditional expert system but stored in each weight in an implicit way. When the network is trained for 50 iterations, the prediction trends of the evaluation samples by BP network and the improved network in this paper are shown in below figures respectively.



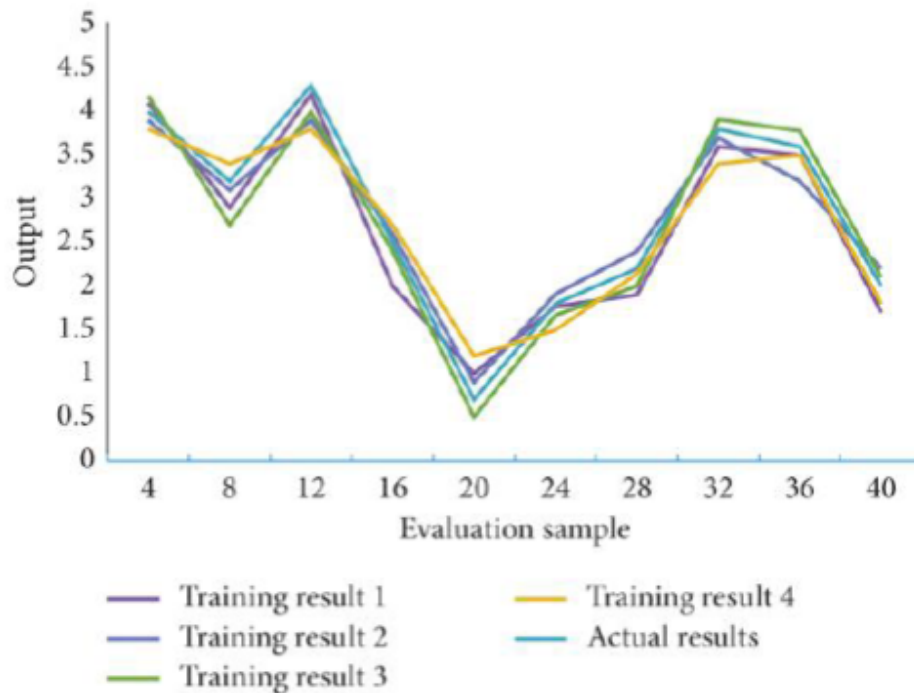
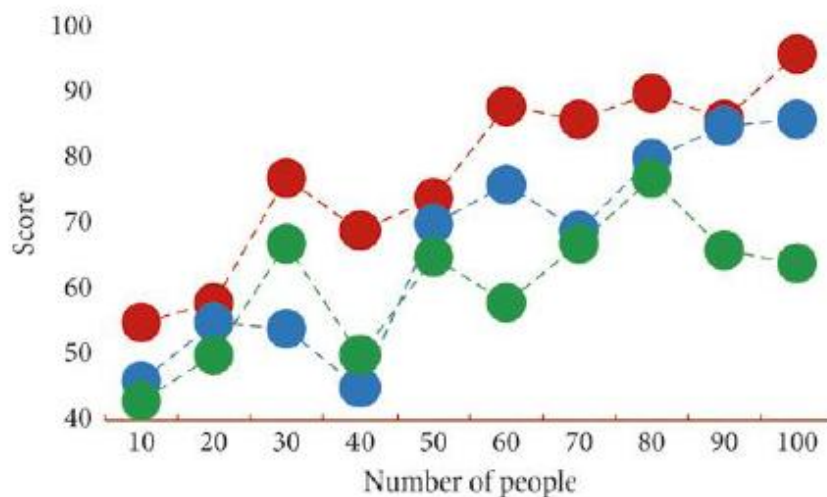


Figure 6 Improved network prediction.

When the iteration times are all 50 times, the root mean square error of the improved network is smaller than that of the standard BP network, which means that its calculation results are better. However, comparing Figures 5 and 6, the stability of the improved network is clearly better than that of the standard BP network. In order to obtain the degree of influence of each sub-performance index of the product on the overall performance assessment, a neural network model must be created. Take the five performance sub-indices as input and the total performance evaluation score as output. The neural network is trained with the data in the table above, and the input weight value for each output is obtained from the trained neural network, which measures the contribution of each sub-performance to the total performance evaluation points. A method is an organizational unit of industrial decision-making knowledge and a set of rules with the same decision-making function. An object can have multiple object methods, and each object method contains multiple production rules to perform a specific decision task. To standardize the representation and handling of production rules, the concept of a rule element is introduced. According to the presentation and reasoning needs of industrial decision rules, some reserved words and command words are provided. General fuzzy evaluation of positioning and fixing schemes should take positioning and fixing schemes as the object of general evaluation, select some candidate positioning and fixing



schemes as the object set, and take all the factors affecting positioning and fixing methods for evaluation. factors and then create a comprehensive assessment based on the assessment set. In the user experience test, preliminary testing is done according to the test process and the reasonableness of the test is evaluated. Invite regular users or target users who participated in user photos, experience the design plan by observing and guiding testers, capture the process with videos, photos, and other media, and finally conduct in-depth interviews with participants. to experiment A comparison of design scores of different systems is shown in Figure 7.



From the data analysis in the figure, it can be concluded that the score of this design is better than the other two system designs, which reflects the superiority and practicability of this method.

Expressing knowledge resources in a neutral and system-independent form is only the basis for realizing that knowledge resources can directly provide services for product design. To realize a distributed integrated information system supporting product design, the knowledge resources in the system are independent of the platform and the specific application system. For a specific designer and design platform, the neutral knowledge model must be introduced into a specific product design environment or platform to have practical significance, which is the realization of the interaction between the knowledge resource information model and the design platform. Rule element is the basic unit of rules, and it is an instruction or judgment with clear meaning. According to the purpose and expression form of rule elements, rule elements are divided into conditional rule elements, command rule elements, assignment rule elements, and so on. Through research and practice, it can be found that the industrial decision-making process can be divided into several decision-making subtasks, and the decision of each subtask is made according to the attribute values of a master object class and its related object classes. Design



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improvement takes user's demand as the most fundamental starting point, deeply analyses the external structure and internal structure of products and uses industrial design theory knowledge to improve the design of products from the aspects of structure, function, materials, and technology.

This section generates evaluation scores through trained network intelligence and verifies that the new product is better than the original product through comparative analysis so as to verify the effectiveness of this study. The experimental results prove that the system in this paper has good application value for industrial design and is a good way to realize intelligent product design.

5. Conclusions

Now, after decades of development, AI has made great strides in all aspects. Intelligent design adds great vitality to artificial intelligence, which not only expands the research of the entire field of artificial intelligence, but also makes artificial intelligence gradually move from pure theoretical research to applications. With the continuous development of the artificial intelligence industry and the continuous improvement of the level of intelligent technology, artificial intelligence will certainly be applied in more fields in the future to help designers create more and better products. Combining artificial intelligence with industrial design, applying new ideas and technologies of artificial intelligence in industrial design, changing the space of traditional industrial design and improving the efficiency of design are also the development directions of modern industrial design. Focusing on the problems of traditional industrial design, the article builds an industrial design and transformation system based on artificial intelligence technology. The research of industrial product design based on artificial intelligence is complemented by the concept of biological genetic engineering and functional analysis. To ensure the feasibility of the proposed method, randomly select 20 samples from the database and draw a triangular matrix to ensure the reasonableness of the test results. Experiments show that this method can effectively improve the efficiency and quality of industrial design, ensure the integrity and consistency of information, and improve system integration. The industrial product design method based on the system described in this paper meets the design requirements, and the genetic compatibility rate of the products sought is higher. I believe that intelligent industrial design will make industrial design evolve towards diversification, optimization and integration, more natural human-machine interaction, and more advanced and effective innovative design methods. Limited by the relationship between time and energy, the research discussed in this paper is only the tip of the iceberg of intelligent product design, and the industrial design solution and transformation system based on the artificial intelligence technology built in this paper is not optimal the next step is to continue to optimize the industrial design and upgrade the system. I believe that the application of intelligent industrial design has a wider view.



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- [2] Olaf Zawacki-Richter, Victoria I. Marín, Melissa Bond & Franziska Gouverneur, Systematic review of research on artificial intelligence applications in higher education – where are the educators? International Journal of Educational Technology in Higher Education.
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- [4] Iain M. Cockburn Rebecca Henderson Scott Stern, The Impact Of Artificial Intelligence On Innovation, Working Paper 24449 <http://www.nber.org/papers/w24449> NATIONAL BUREAU OF ECONOMIC RESEARCH 1050 Massachusetts Avenue Cambridge, MA 02138 March 2018
- [5] Tim Miller, Explanation in Artificial Intelligence: Insights from the social sciences, School of Computing and Information Systems, University of Melbourne, Melbourne, Australia, Volume 267, February 2019, Pages 1-38.

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्</p>

FACULTY ACHIEVEMENTS

1.5 ALL FACULTY MEMBERS FOR MBA PROGRAMME HOLD DOCTORAL DEGREES (Ph.D.)






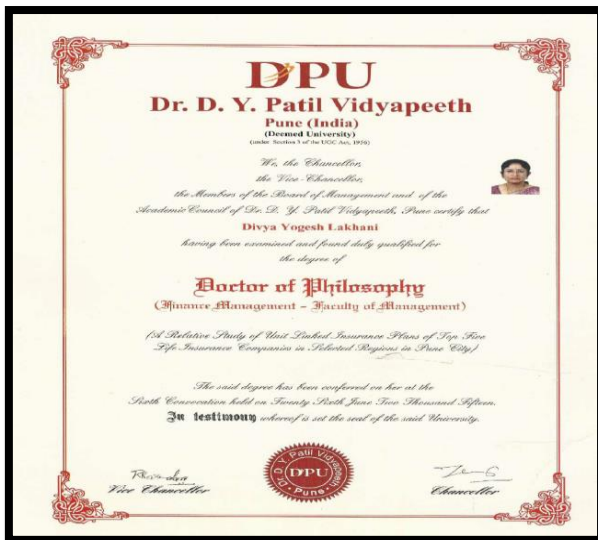
FACULTY EXCELLENCE

ALL FACULTY MEMBERS
FOR MBA PROGRAMME

HOLD DOCTORAL DEGREES (Ph.D.)



1.5 ALL FACULTY MEMBERS FOR MBA PROGRAMME HOLD DOCTORAL DEGREES (PH.D.)

Sr. No.	Name of Teacher	Designation	Degree Certificate
1	Dr. Nanwani Bhagwanti Hemandas	 Director	
2	Dr. Divya Yogesh Lakhani	 Associate Professor	

3	Dr. Vaishali Rajendra Patil	 <p style="text-align: center;">Assistant Professor</p>	 <p> डॉ. अजितसिंह एन. जाधव M.E. (Electronics), Ph.D. (E & TC) संचालक, परीक्षा व मूल्यांकन मंडळ Dr. Ajitsinh N. Jadhav M.E. (Electronics), Ph.D. (E & TC) Director, Board of Examinations & Evaluation </p> <p> शिवाजी विद्यापीठ, विधानम, कोल्हापूर - ४१५ ००४ SHIVAJI UNIVERSITY, Widyanagar, Kolhapur - 415 004 </p> <p> दस्तावेज क्र. (सी) - २६१३५६, २६१३५७, २६१३५८ Phone : (017) - 2693176, 2693067, 2693068 Web : www.svimskolhapur.ac.in E-mail : coe@svimskolhapur.ac.in </p> <p style="text-align: center;">Declaration of Result</p> <p>It is hereby declared that the thesis entitled, A STUDY OF SEVEN (7) 'P'S OF MARKETING OF BANKING SERVICES WITH REFERENCE TO PUBLIC AND PRIVATE SECTOR BANKS IN WESTERN MAHARASHTRA Submitted by Smt. Patil Vaishali Rajendra in Business Management under the Faculty of Commerce and Management is accepted by the university authorities for the award of the Degree of Doctor of Philosophy in Business Management under the Faculty of Commerce and Management on 11th January, 2024.</p> <p style="text-align: right;">  Director Board of Examinations and Evaluation </p> <p>No. SU/PG/EXAM/Ph.D./2017114523/191/165 Date: 29 JAN 2024</p> <p>To,</p> <ol style="list-style-type: none"> Smt. Patil Vaishali Rajendra, Green-woods, Flat No - 2, Opp., Bharati Hospital Next to kadam Plaza, Pune Satara Road, Katraj, Pune. Research Guide - Dr. N. C. Mail, Yashwantrao Chavan School of Rural Development, Shivaji University Kolhapur. The Director, Barr. Balansheb Khardekar Knowledge Resource Centre, Shivaji University, Kolhapur. The Head, Department of Commerce and Management, Shivaji University, Kolhapur. Statement of Marks / Certificate Unit. Convocation Unit. Colleges and University Development Section. UGC Notification File.
4	Dr. Harshali Rahul Bhalerao	 <p style="text-align: center;">Assistant Professor</p>	 <p> Savitribai Phule Pune University (formerly University of Pune) We, the Chancellor, the Vice-Chancellor and the Members of the Management Council and the Academic Council of the Savitribai Phule Pune University certify that Bhalerao Harshali Rahul, (Ms.), Name: Milana having been examined and found duly qualified for the degree of Doctor of Philosophy (Marketing Management) The said degree has been conferred on her. In testimony whereof is set the seal of the said University. </p> <p style="text-align: center;">सावित्रीबाई फुले पुणे विद्यापीठ (पूर्वीचे पुणे विद्यापीठ) आम्ही, सावित्रीबाई फुले पुणे विद्यापीठाचे कुलग्वारी, कुलगुरू आणि व्यवस्थापन परिषद व विद्या परिषद सदस्य, प्रमाणित करितेले आहे, भातेराव हर्षाली राहुल, (महोदय) यांना मॅग्रीस्ट्रा (विपणन व्यवस्थापन) विषयाने व्यवस्थापन पदवी ही पदवी प्रदान करण्यात येत आहे. याची साक्ष म्हणून विद्यापीठाची अधिकृत मुद्रा येथे अंकित करण्यात येत आहे.</p> <p style="text-align: right;">  The Chancellor 124th Convocation (Summer) MG23-0708 </p>
5	Dr. Ashish Rajendrapal Jaswal	 <p style="text-align: center;">Assistant Professor</p>	 <p> Savitribai Phule Pune University (formerly University of Pune) We, the Chancellor, the Vice-Chancellor and the Members of the Management Council and the Academic Council of the Savitribai Phule Pune University certify that Jaswal Ashish Rajendrapal, (Mr.), Name: Shubh having been examined and found duly qualified for the degree of Doctor of Philosophy (Marketing Management) The said degree has been conferred on him. In testimony whereof is set the seal of the said University. </p> <p style="text-align: center;">सावित्रीबाई फुले पुणे विद्यापीठ (पूर्वीचे पुणे विद्यापीठ) आम्ही, सावित्रीबाई फुले पुणे विद्यापीठाचे कुलग्वारी, कुलगुरू आणि व्यवस्थापन परिषद व विद्या परिषद सदस्य, प्रमाणित करितेले आहे, जासवाल अशिश राजेंद्रपाल, (महोदय) यांना मॅग्रीस्ट्रा (विपणन व्यवस्थापन) विषयाने व्यवस्थापन पदवी ही पदवी प्रदान करण्यात येत आहे. याची साक्ष म्हणून विद्यापीठाची अधिकृत मुद्रा येथे अंकित करण्यात येत आहे.</p> <p style="text-align: right;">  The Chancellor 11th January 2019 S-MG-00360 </p>

6	Dr. Appattuparambil Niji Shajan	 <p style="text-align: center;">Assistant Professor</p>	
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CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p>Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits</p> <p>अनुसंधानम्</p>

2. STUDENT PROJECTS AND ACHIEVEMENTS

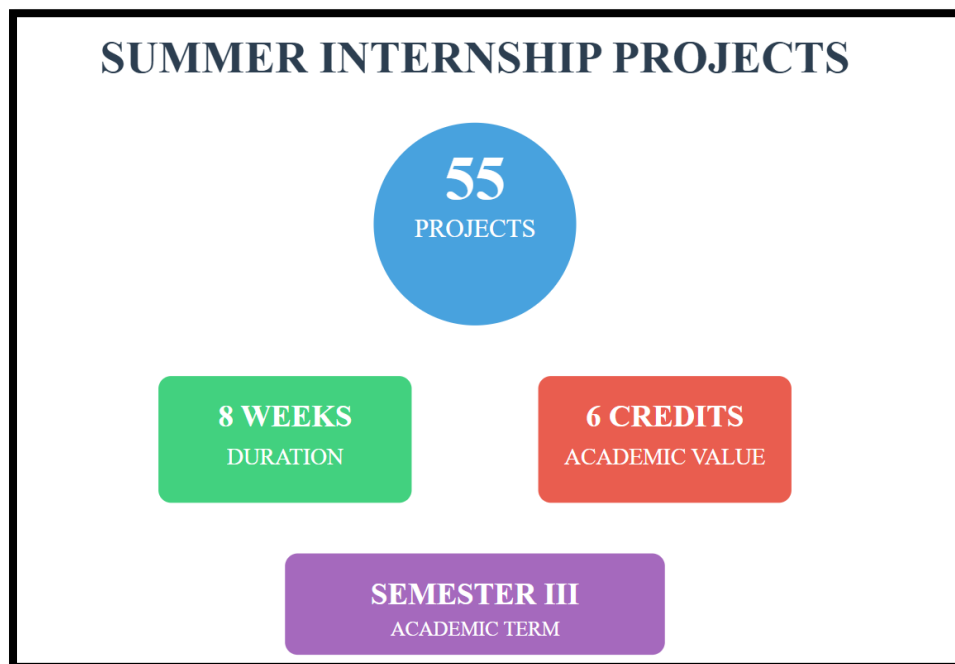
Sr No	Particulars
2	Student Projects and Achievements
	2.1 MBA Programme:
	2.1.1 Completion of 56 Summer Internship Projects (8 Weeks, 6 Credits, Semester III)
	2.1.2 55 CSR Projects in 39 NGOs
	2.2 MCA Programme:
	2.2.1 54 Mini Projects (ITC-31, 10 Hours/Week, 5 Credits, Semester III)
	2.2.2 52 Projects (ITC-41, 40 Hours/Week, 22 Credits, Semester IV)
	2.3 Student Publications
	2.3.1 Publication of 07 Research Papers

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STUDENT PROJECTS AND ACHIEVEMENTS

2.1 MBA Programme:

2.1.1 Completion of 55 Summer Internship Projects (8 Weeks, 6 Credits, Semester III)





SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
Approved by A.I.C.T.E. Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade
Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

2.1

MBA PROGRAMME:

2.1.1 COMPLETION OF 56 SUMMER INTERNSHIP PROJECTS (8 WEEKS, 6 CREDITS, SEMESTER III)

Sr No	ROLL NO	NAME OF THE STUDENTS	TITLE OF PROJECT	Name of Company where Students have done Internship
1	22101	Patil Vaibhavi Prakash	A study on Personal loan at HDFC Bank	HDFC BANK
2	22102	Chauhan Pranjali Ramdeo	Financial management in hospitality sector	RADDISON
3	22103	Sadhvani Muskan Kumar	Customer Satisfaction at HDFC Bank	HDFC BANK
4	22104	Yadav Kajal Lalji	Performance analysis of Indian Commodity derivatives market	HDFC BANK
5	22105	Nikalje Anushka Sanjay	Enhancing the outreach and online presence of specialty doctors at omx technologies pvt. Ltd	OMX TECHNOLOGIES PVT. LTD.
6	22106	Shaikh Maseera Salim	Study of finnone System in Preparation of Bank Reconciliation Statement	ELECTRONICA FINANCE LIMITED
7	22107	Shaikh Madeeha Akhtar	Budget & variance analysis	ELECTRONICA FINANCE LIMITED
8	22108	Jagwani Bhagyashree Bhagwan	Study of Investors Knowledge, Attitude and Behavior towards Life Insurance Products	HDFC
9	22109	Bhure Priyanka Ravindra	Income Tax Return and E-filing Process	TRILOK AHUJA & CO.
10	22110	Yadla Prasanjulin Paulraju	A study of internal financial control audit	BTN & COMPANY
11	22111	Warghane Siddhi Mahesh	Impact of contract staffing as an alternative mode of employment"	KUBER PARK PVT LTD

12	22112	Anamika Shaligram Kandelkar	Recruitment and development process	SAVAN IB AUTOWINGS
39	22113	Kukreja Prerna Suresh	Gstr 2b&3b	BTN & CO
30	22114	Waghmare Maria Simon	A study on to optimize onboarding process for Enhanced Employee Experience	BELRISE INDUSTRIES LIMITED
31	22115	Diksha Shriganesh Dangdepatil	A Study of Successful Employee Onboarding at WNS Global Services	WNS GLOBAL SERVICES
32	22117	Warghane Disha Mahesh	A study report on Employment Training And Development Effectiveness	TREVEGA INTERNATIONAL HOSPITALITY SERVICES
33	22119	Treasa Roy	A study on Import and Export Procedure	ELYON DIVINE COMPONENTS PVT. LTD
34	22120	Roshini Roy	A Study of ERP System- Growsmart	TRANS TECH HVAC PVT LTD
35	22121	Katti Shubhada Seshamurthy	Study on accounts receivable process	K.K.NAG PVT LTD
36	22123	Behrani Diksha Lakhan	Digital Transformation- leveraging social media for growth	CA ISHAN NAYYAR AND CO.
37	22124	Hetal Vipul Yadav	Analytical study of stocks nifty fifty	SWASTIK INVESTMENTS
38	22125	Dhumal Priyanka Sadashiv	Reverse charge mechanism under goods and service tax (gst)	M/S. SHARD S GHOGARE & CO.
39	22126	Kodag Priyanka Appaso	A study on hr policies practiced"	SOWERMATE TECHNOLOGIES PRIVATE LIMITED
40	22127	Gayatri Sandbhor	A Study of Identification of End-to-End Recruitment at Earthcon Technologies	EARTH TECHNOLOGIES
41	22128	Kandhari Jasmine Charanjit Singh	Income Tax Notices and Auditing	TAWDE AND ASSOCIATES
42	22129	Gathal Manjusha Vilasrao	Sip	BHARTI SAHKARI BHANDAR
43	22130	Raut Yashashri Raju	A study of audit process and cocurrentt audit of bank	N. R. WAGHCHAURE AND ASSOCIATES
44	22131	Sonal Umesh Shinde	Income tax planning with respect to individual assessee	CA AMOL C. DATAR
45	22132	Dembda Devanshi Jawahar	Mutual funds	INVEST LOGICAL

46	22133	Cynthia Wilson Dsouza	A Study of Personal Financial Planning and Portfolio Management of an Individual in Pune City.	INVESTLOGICAL
13	22134	Simran Suresh Chhabria	Strategic approach for increasing sales in computer retail sector through paid social media at a-1 computers	A-1 COMPUTERS
14	22135	Priya A. Popale	A Study on the Role of Consutancy in Overseas Education in Pune City	GLOBAL EDUCATION MENTORSHIP
15	22136	Kharwade Dipti Ashok	A Study on Hiring practices at cubenant solutions pvt ltd	CUBENANT SOLUTIONS PVT LTD
16	22137	Selin John	Role of Project Financing	PLUSTECH SYSTEMS AND SOLUTIONS PVT LTD
17	22138	Mashalkar Arpita Sharnappa	Complete recruitment process	MWELL SOFTWARE SOLUTIONS
18	22139	Vishwakarma Priya Ramesh	A study of the non-performing asset of sbi bank ltd	ANNANYA FINANCE
19	22140	Dhale Vaishnavi Taranath	A study on effective training and development	INFINITE GRAPHIXS TECHNOLOGIES
20	22141	Akanksha Kumari	A Study on Effectiveness of Recruitment and selection process at Nevam HR Consultants Pvt Ltd.	NEVAM HR CONSULTANTS PVT LTD.
21	22142	Pooja Sunil Kute	A comprehensive analysis and implementation of lead generation strategies for qualifying, converting, and enhancing lead quality	PANTHER NAILS BUSINESS SOLUTIONS
22	22143	Soniya Dilip Jadhav	Consumer buying behaviour towards processed food product	BANANA BAY AVYAYA ENTERPRISES
23	22144	Varsha Nathani	The comparison of AI based and Traditional onboarding of Contractual Employees	HAARDHIK LANDMARKS
24	22145	Tanaya Sudhir Alurkar	Employees hiring procedure and staff selection method.	ROSS BOILERS
25	22146	Asnani Deepali Mahesh	Navigating taxation and financial compliances for sole proprietorship (taxation, accounting, auditing)”	INDER RANJAMAL MEHTANI & ASSOCIATES
26	22147	Uttral Kadambari Pravin	Absentism	AVERON INFOTECH
27	22148	Lalkot Tasmiya Salim	"A Study on Consumer Awareness levels regarding the presence and implications of Goods and Services Tax (GST) on restaurant services.."	UMRANI AND COMPANY

28	22150	Sakshi Gandhi	Data driven business analysis of bmw and volkswagen: a study of sales and profitability	MEDTOUREASY
47	22151	Samiksha Suhas Vathare	A financial ratio analysis of Dr.Manibhai Desai Patsanstha	CA FIRM - MR. MAHENDRA KALE
48	22153	Khan Khatija Shahista	Making an Individual to Regular Customer by Spreading the Investment Awareness of Stock Market In India	FUNDSROOM
49	22154	Vachkal Ritul Vikas	Employee engagement	THINK BIG DIGITAL
50	22155	Nitu Kamlesh Sharma	To study the performance of Portfolio Management Service and Alternative Investment Fund	AIF & PMS EXPERTS INDIA
51	22156	Divya Sanjay Rathod	Revenue cycle management in healthcare industry with reference to PDA E-Services	PDA E-SERVICES
52	22159	Divita Rathod	Study of Finance for Salaried Employees	Make my properties
53	22160	Vaswani Barkha Kanhaiya	A study of Audit and it's process	CA FIRM (CA TRILOK AHUJA)
54	22161	Prachi Ganesh Dhakne	A Study on Daily Expense Tracker at Small Manufacturing Firm	SAI ENGEERING WORKS
55	22162	Samruddhi Shashikant Rajguru	A Study on Implementing Lean HR Practices	SAI ENGEERING WORKS
56	22163	Kale Pratiksha Mahendra	A comprehensive study on issues leading to GST return of non submission	MAVERICKS TECHNO LABS (INDIA) PVT LTD

EVIDENCE:

FINANCE SPECIALISATION

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MARKETING:

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HUMAN RESOURCE MANAGEMENT

<https://www.svims-edu.in/ files/ugd/2a8840 d2b53e3f95ea430a9558b0014226fa3f.pdf>

BUSINESS ANALYTICS:

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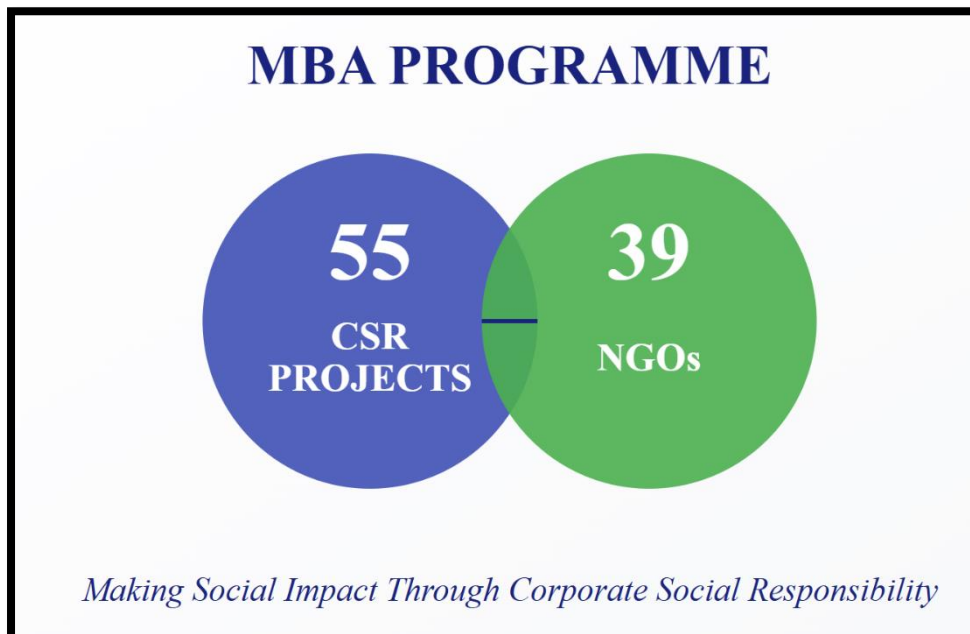
CRITERION –VII	
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STUDENT PROJECTS AND ACHIEVEMENTS

2.1.2

MBA PROGRAMME

55 CSR Projects in 39 NGOs





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2.1.2

MBA PROGRAMME

55 CSR Projects in 39 NGOs

SR No	ROLL NO	NAME OF THE STUDENTS	NAME OF ORGANIZATION
1	22101	Patil Vaibhavi Prakash	MATRUCHHAYA BALK ASHRAM
2	22102	Chauhan Pranjali Ramdeo	SNEHCHHAYA PRAKALP
3	22103	Sadhvani Muskan Kumar	SADHU VASWANI MISSION
4	22104	Yadav Kajal Lalji	MANAV UTTHAN SEWA SAMITI
5	22105	Nikalje Anushka Sanjay	NIRAMAY
6	22106	Shaikh Maseera Salim	LOKSEVA SOCIAL FOUNDATION
7	22107	Shaikh Madeeha Akhtar	LOKSEVA SOCIAL FOUNDATION
8	22108	Jagwani Bhagyashree Bhagwan	MANAV UTTHAN SEWA SAMITI
9	22109	Bhure Priyanka Ravindra	SHANTAI SANSTHA
10	22110	Yadla Prasanjulin Paulraju	SHANTAI
11	22112	Anamika Shaligram Kandelkar	ANIKET SEVABHAVI SANSTHA URAWADE, PUNE
12	22113	Kukreja Purna Suresh	SADHU VASWANI MISSION
13	22114	Waghmare Maria Simon	STREEVANI
14	22115	Diksha Shriganesh Dangdepatil	YUG PARIVARTAN SOCIAL FOUNDATION

15	22117	Warghane Disha Mahesh	ANIKET SEVABHAVI SANSTHA URAWADE PUNE
16	22119	Treasa Roy	BLESSED KURIAKOSE ELIAS CHAVARA TRUST
17	22120	Roshini Roy	ST. KURIKOSE ELIAS CHAVARA TRUST
18	22121	Katti Shubhada Seshamurthy	NAG FOUNDATION
19	22123	Behrani Diksha Lakhan	WAHEGURU SEVA SANGAT
20	22124	Hetal Vipul Yadav	HETAL YADAV
21	22125	Dhumal Priyanka Sadashiv	MARATHWADA NAVNIRMAN LOKAYAT (MANAVLOK)
22	22126	Kodag Priyanka Appaso	NIRANKAR SHIKSHAN PRASARAK MANADAL
23	22127	Gayatri Sandbhor	SAMAJBANDH, PUNE
24	22128	Kandhari Jasmine Charanjitsingh	SPREAD HAPPINESS FOUNDATION
25	22129	Gathal Manjusha Vilasrao	SURYA ORGANIZATION
26	22130	Raut Yashashri Raju	YEMAI DEVI TRUST, MODNIMB
27	22131	Sonal Umesh Shinde	MISSIONARIES OF CHARITY MOTHER'S TERESA'S HOME
28	22132	Dembda Devanshi Jawahar	SOCIAL THUMB FOUNDATION
29	22133	Cynthia Wilson Dsouza	HUMAN SUCCESS SOCIAL FOUNDATION
30	22134	Simran Suresh Chhabria	WE FOUNDATION
31	22135	Priya A. Popale	REAL LIFE REAL PEOPLE
32	22136	Kharwade Dipti Ashok	PYAAR FOUNDATION-ANIMAL PETANITY AND REHABILITATION CENTER
33	22137	Selin John	DIGHI YERWADA MARTHOMA CENTRE
34	22138	Mashalkar Arpita Sharnappa	SNEH FOUNDATION
35	22139	Vishwakarma Priya Ramesh	SNEHACHHAYA PRAKALP
36	22140	Dhale Vaishnavi Taranath	AKSHAR FOUNDATION
37	22141	Akanksha Kumari	GOODLUCK CHARITABLE TRUST
38	22142	Pooja Sunil Kute	VIKAAR FOUNDATION

39	22143	Soniya Dilip Jadhav	VIKAAR FOUNDATION
40	22144	Varsha Nathani	SANT NIRANKARI CHARITABLE FOUNDATION
41	22145	Tanaya Sudhir Alurkar	SARASWATI ANATH SHIKSHAN SANSTHA, DAPODI PUNE
42	22146	Asnani Deepali Mahesh	CHETNA VIKAS MAHILA KENDRA
43	22147	Uttral Kadambari Pravin	MOTHER TERESA MISSIONARIES OF CHARITY
44	22148	Lalkot Tasmiya Salim	AASRA VIKAS MICRO SERVICE FOUNDATION
45	22150	Sakshi Gandhi	SHRI SANT DHAM SEVA MANDAL
46	22151	Samiksha Suhas Vathare	NIRANKAR SHIKSHAN PRASARAK MANDAL
47	22153	Khan Khatija Shahista	AASRA VIKAS MICRO SERVICE FOUNDATION
48	22154	Vachkal Ritul Vikas	ISHAPREMA NIKETAN
49	22155	Nitu Kamlesh Sharma	GOODLUCK CHARITABLE TRUST
50	22156	Divya Sanjay Rathod	HUMAN SUCCESS SOCIAL FOUNDATION
51	22159	Divita Rathore	SOCIAL THUMB FOUNDATION
52	22160	Vaswani Barkha Kanhaiya	REAL LIFE REAL PEOPLE (SAVALI NIWARA KENDRA)
53	22161	Prachi Ganesh Dhakne	AVISHRI BALSADAN
54	22162	Samruddhi Shashikant Rajguru	AVISHRI BALSADAN
55	22163	Kale Pratiksha Mahendra	ISHAPREMA NIKETAN

EVIDENCE:

https://www.svims-edu.in/files/ugd/2a8840_59e86435f6314c96a0b08a52e590ea6c.pdf

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्</p>

2.STUDENT PROJECTS AND ACHIEVEMENTS

MCA PROGRAMME

54 Mini Projects (ITC-31, 10 Hours/Week, 5 Credits, Semester III)

MCA PROGRAMME





SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

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2.2.1

MCA PROGRAMME

54 MINI PROJECTS

(ITC-31, 10 Hours/Week, 5 Credits, Semester III)

Sr. No	Roll No	Name of Students	Titles of Mini Project
1	22501	Vaishnavi Kailas Ghumatkar	Online classroom management system
2	22503	Sakshi Prashant Polkam	Ngo Management System
3	22504	Navina Pradip Lodhi	Baby Day Care System
4	22506	Rani Laxman Mali	Agri Farm Management System
5	22507	rupakumari manoj shaha	Medical Store Manegemant System
6	22508	Jagdale Sneha Dhanaji	Doctor Appointment Mangement System
7	22509	Krutika Yashwant Kadgi	Water Supply Management System
8	22510	Chaitali Harichandra Wani	Cyber Cafe Management System
9	22511	Aariya Arif Parve	Backyard Decor Management System
10	22512	Vedanti Chintaman Rohankar	Blood Bank Management System
11	22513	Kshirsagar Snehal Mahesh	Event Management System
12	22514	Thorat Snehal Sudhir	Cafe Management System
13	22515	Nikam Mrunal Satish	Online Shoe Store
14	22516	Yemurla Shirisha Pocham	Safetytails
15	22517	Bodhankar Vijaya Bhimashankar	Online Food Ordering System

16	22518	Bodhankar Jaya Bhimashankar	Travel And Tourism Management System
17	22519	Yangal Sneha Sudarshan	Online Grocery Management System
18	22520	Kawle Rohini Jagannath	Healthcare Chat System
19	22521	Heba Mohammed Yusuf	Halal Shopping Management System
20	22522	Swami Shreya Shivanand	Courier Management System
21	22523	Chatta Shivani Arjunrao	One Stop Shop For Farmer
22	22524	Lopamudra Jivan Puri	Online Movie Ticket Management System
23	22525	Suryawanshi Sakshi Bhimrao	Mobile Store Management
24	22526	Rathod Gauri Vinod	Fireworks Management System
25	22527	Rimjhim Kumari	Epustakalaya
26	22528	Jadhav Pratiksha Chandrakant	Restaurant Management System
27	22529	Pisal Sheetal Dipak	Online Examination System
28	22530	Ghorpade Shraddha Mahendra	Alumni Management System
29	22531	Vatare Apurva Vijay	Online Courses Management System
30	22533	Panchal Ambika Sangamnath	Panchal Ambika Sangamnath
31	22534	Jadhav Shreya Kishor	Jadhav Shreya Kishor
32	22535	Waghmare Nikita Ashokrao	Rent House Management System
33	22536	Jaggi Amisha Umesh	Balanced Diet Management System
34	22537	Husain Batul	Pick A Spot Management System
35	22538	Saraf Shrutika Khanderao	Delhi Tour Guide App
36	22539	Anamthu Subhashini	Car Rental Management System
37	22540	Virkud Vaishnavi Sandesh	Society Management System
38	22542	Pawar Madhuri Siddheshwar	Restaurant Management System
39	22543	Salunkhe Shaila Dattatray	Bakery Shope Management System
40	22544	Deshmukh Falguni Sarjerao	School Fees Management System

41	22545	Shaikh Mahek Mohammed	Car Driving School Management System
42	22546	Kumbhar Vaishnavi Bandu	Shower N Tower Booking
43	22547	Deshpande Akshata Rajendra	Online Book Shop System
44	22549	Mukkawar Mansi Nanadkishor	Water Billing System
45	22550	Ingle Triveni Girish	Driver Hiring System
46	22551	Gajare Vaishnavi Dattatraya	Hostel Management System
47	22552	Shinde Vidya Laxman	Online Emart System
48	22554	Das Reeshita Kartik	Vedanta Online Book Store
49	22555	Amrina Sultana	Human Library Management
50	22556	Sapkale Kavita Dilip	Beauty Parlor Management System
51	22557	Hingane Darshana Sunikumar	Food Waste Management System
52	22558	Bhor Dhanashri Ankush	Online Eyewear Shop System
53	22559	Tomar Vaishnavi Ratansing	Old Age Home Management System
54	22563	Gedam Prajakta Vilas	Online Railway Reservation System

EVIDENCE:

https://www.svims-edu.in/files/ugd/2a8840_3a645e6edc6c4b3aaaa610ee0a99e6ed.pdf

Dr.B.H.Nanwani
Director

CRITERION –VII	
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BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits</p> <p style="text-align: center;">अनुसंधानम्</p>

2.STUDENT PROJECTS AND ACHIEVEMENTS

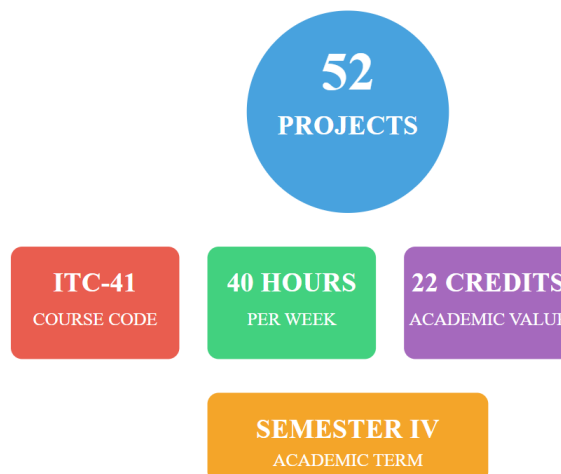
2.2.2

MCA PROGRAMME

52 Projects (ITC-41, 40 Hours/Week, 22 Credits, Semester IV)

2.2.2

MCA PROGRAMME





SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
Approved by A.I.C.T.E. Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade
Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

2.2.2

MCA-PROGRAMME

52 Projects (ITC-41, 40 Hours/Week, 22 Credits, Semester IV)

Sr. No	Roll No	Name of Students	Name of the Company	Titles of Mini Project
1	22501	Vaishnavi Kailas Ghumatkar	iSASH IT Solution pvt ltd	Membership Management system
2	22503	Sakshi Prashant Polkam	Sowermate Technology Private Limited	Pet Portal
3	22504	Navina Pradip Lodhi	Collin IT Solutions	Human Resources Management Navigator
4	22506	Rani Laxman Mali	iSASH IT Solution pvt ltd	Evolution Fitness Hub
5	22507	rupakumari manoj shaha	Collin IT Solutions	Influencer marketing solutions
6	22508	Jagdale Sneha Dhanaji	iSASH IT Solution pvt ltd	Online Examination System
7	22509	Krutika Yashwant Kadgi	Hematithe Infotech	Attendance management system
8	22510	Chaitali Harichandra Wani	CODTECH IT SOLUTIONS	Online Resort Management System
9	22511	Aariya Arif Parve	CODTECH IT SOLUTIONS	Hospital Management system
10	22512	Vedanti Chintaman Rohankar	Sidhman Technologies	Multiple Disease prediction
11	22513	Kshirsagar Snehal Mahesh	Enosis Software Solutions	E-recruitment
12	22514	Thorat Snehal Sudhir	C-INFOTECH	Online mobile shop management
13	22515	Nikam Mrunal Satish	Radinik Technologies Pvt Ltd.	Supply chain management
14	22516	Yemurla Shirisha Pocham	Global IT Providers	Blood Bank Management System
15	22517	Bodhankar Vijaya Bhimashankar	iSASH IT Solution pvt ltd	ONLINE EDUCATIONAL WEBSITE
16	22518	Bodhankar Jaya	iSASH IT Solution pvt ltd	FASHIONWORLD

		Bhimashankar		ECOMMERCE WEBSITE
17	22519	Yangal Sneha Sudarshan	C-INFOTECH	Tourism Management System
18	22520	Kawle Rohini Jagannath	C-INFOTECH	Clinic Management System
19	22521	Heba Mohammed Yusuf	CODTECH IT SOLUTIONS	Online Gadget Management System
20	22522	Swami Shreya Shivanand	C-INFOTECH	Alumni Network
21	22523	Chatta Shivani Arjunrao	C-INFOTECH	Agro farm
22	22524	Lopamudra Jivan Puri	LEARNOVATE ECOMMERCE	HOTEL RESERVATION MANAGEMENT SYSTEM
23	22525	Suryawanshi Sakshi Bhimrao	iSASH IT Solution pvt ltd	School management system
24	22526	Rathod Gauri Vinod	Sowermate Technology Private Limited	Motorbike management system
25	22527	Rimjhim Kumari	LEARNOVATE ECOMMERCE	Alumni management
26	22528	Jadhav Pratiksha Chandrakant	Global IT Providers	Online fire report system
27	22529	Pisal Sheetal Dipak	C-INFOTECH	Web housing System
28	22530	Ghorpade Shraddha Mahendra	LEARNOVATE ECOMMERCE	Insurance Management System
29	22531	Vatare Apurva Vijay	LEARNOVATE ECOMMERCE	The plants botanical
30	22533	Panchal Ambika Sangamnath	C-INFOTECH	Human resource Management system
31	22534	Jadhav Shreya Kishor	Sequentia Software Solutions Pvt Ltd	Manas Psych Health Clinic Cms Website With Appointment Scheduling System
32	22535	Waghmare Nikita Ashokrao	C-INFOTECH	EMPLOYEE MANAGEMENT SYSTEM
33	22536	Jaggi Amisha Umesh	C-INFOTECH	Restaurant Print Of Sale Management System
34	22537	Husain Batul	C-INFOTECH	Learning content management system
35	22538	Saraf Shrutika Khanderao	LEARNOVATE ECOMMERCE	Hotel management reservations system
36	22539	Anamthu Subhashini	Global IT Providers	Pharmacy management system
37	22540	Virkud Vaishnavi Sandesh	C-INFOTECH	Courier Management System
38	22542	Pawar Madhuri Siddheshwar	Sowermate Technologies PVT. LTD.	House Rental Management System
39	22543	Salunkhe Shaila Dattatray	C-INFOTECH	Warehouse management system
40	22544	Deshmukh Falguni	Elite Software	Gym Management System

		Sarjerao		
41	22545	Shaikh Mahek Mohammed	LEARNOVATE ECOMMERCE	Quiz portal
42	22546	Kumbhar Vaishnavi Bandu	Pawar Tech Services Pvt. Ltd.	Blood bank and Doner management
43	22547	Deshpande Akshata Rajendra	LEARNOVATE ECOMMERCE	College management system
44	22549	Mukkawar Mansi Nanadkishor	CODTECH IT SOLUTIONS	Online Eyewear Shop System
45	22550	Ingle Triveni Girish	Candent Technologies Pvt. Ltd	FH BANKING SYSTEM
46	22552	Shinde Vidya Laxman	Infinity infosystem	Retailer furnishing system
47	22554	Das Reeshita Kartik	CODTECH SOLUTIONS Pvt Ltd	Women's safety app
48	22555	Amrina Sultana	Sidhman Technologies	Automated Visual Inspection
49	22556	Sapkale Kavita Dilip	C-INFOTECH	Pre School ERP System
50	22557	Hingane Darshana Sunikumar	C-INFOTECH	Food Waste Management System
51	22558	Bhor Dhanashri Ankush	CODTECH IT SOLUTIONS	Travels and Tourism Management System
52	22559	Tomar Vaishnavi Ratansing	CUBIT Technologies	E-Farm System

EVIDENCE:

https://www.svims-edu.in/ files/ugd/2a8840_8fc4e1d1840d410ab9af4aedeb4f0e36.pdf

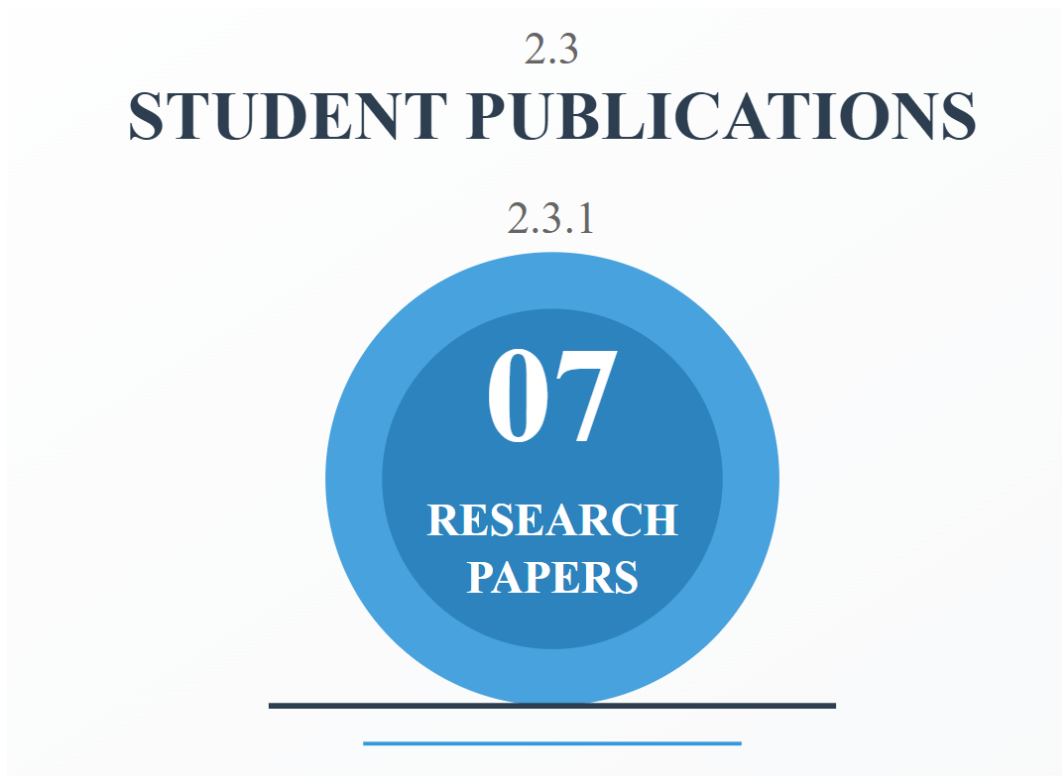
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2.STUDENT PROJECTS AND ACHIEVEMENTS

2.3 STUDENT PUBLICATIONS

2.3.1 PUBLICATION OF 07 RESEARCH PAPERS



2.3.1 Publication of 07 Research Papers

STUDENT PUBLICATIONS

Academic Year-2023 (Period-01 JAN to 31 DEC)

Sr. No.	Name of Student	Title of Paper	Name of Journal	ISBN/ISSN	Vol	Issue	Publication Date
1	Ms. Bhagyashree Shinde and Ms. Shreya Vibhute	Enhancing Online Shopping Experience Through Web Mining: Analysis and Recommendations	Juni Khyat	2278-4632	13	5	May-23
2	Ms. Merlin Martin and Salomi Gore	Employer Branding and Recruitment in Startups	International Journal of Scientific Research in Engineering and Management (IJSREM)	2582-3930	7	6	June - 2023
3	Ms. Shreya Vibhute	Cloud Computing's Effects on Education Sector	Journal of the Maharaja Sayajirao	0025-0422	57	1	2023
4	Ms.Nandini Verma and Ms.Pratiksha Deshpande	Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transaction	International Journal of Scientific Research in Engineering and Management (IJSREM)	2582-3930	7	7	July - 2023
5	Ms. Prachi Dhakne and Ms. Samruddhi Rajguru	HR Analytics and Big Data: Investigating the use of HR analytics and big data to make data-driven decisions in areas such as talent acquisition, workforce planning, and employee retention	International Journal of Scientific Research in Engineering and Management (IJSREM)	2582-3930	7	6	June - 2023
6	Ms. Pratiksha Ransing and Ms. Arati Shendge and Ms. Sanjana Jadhav	Start-ups, Incubation, and Entrepreneurship in India : A Catalyst for Sustainable Development	Vision Research	2250-2025	12	2	June - 2023
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ENHANCING ONLINE SHOPPING EXPERIENCE THROUGH WEB MINING: ANALYSIS AND RECOMMENDATIONS

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ABSTRACT

Today web is the best medium of communication in modern business. Many companies are redefining their business strategies to improve the business output. Business over the internet provides the opportunity to customers and partners where their products and specific business can be found. Nowadays online business breaks the barrier of time and space as compared to the physical office. The analysis of the user's current interest based on the navigational behavior may help the organizations to guide the users in their browsing activity and obtain relevant information in a shorter span of time. Since a user has a specific goal when searching for information, personalized search may provide the results that accurately satisfy user's specific goal and intent for the search. Personalization of web search is to retrieve information according to user's interests which may be inferred from user's action, browsed documents or past query history etc. The Paper focuses on recommender systems based on the user's navigational patterns and provides suitable recommendations to cater to the current needs of the user. This proposal contains the concept of Web Usage Mining which is the discovery and analysis of user access patterns through mining of log files and associated data from a particular website. The data most accessed by user will be stored in log files.

Keywords: Recommender Systems, Web Usage Mining, Collaborative Filtering, Content Based Filtering, Electronic commerce, data mining, web mining.

Introduction

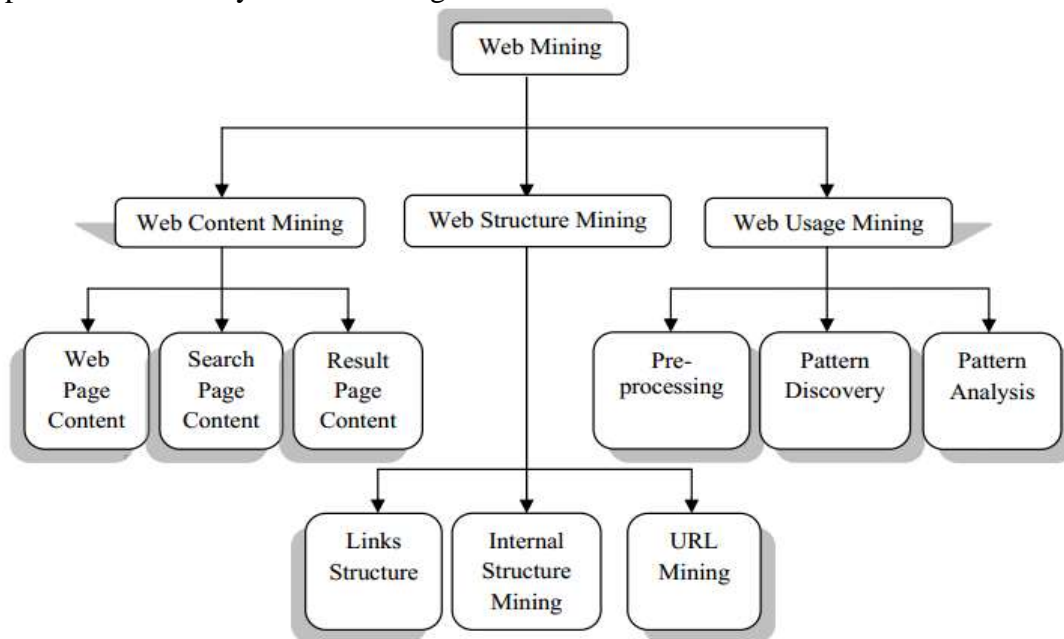
The Web is taking an important role in human's life and day by day it increases the information based on the expectations of the customers using it. Updated information is necessary to fulfill the needs of the users. Web mining is the application of Data Mining to automatically fetch and evaluate information from the web services and documents. Automation is everywhere and, in every field, to avoid human work in creation of anything. Web mining utilizes the automatic way of information extraction from the World Wide Web according to the preferences. With the continuous development of electronic commerce, it is not easy for customers to select merchants and find the most suitable products when they are confronted with the massive product information on the Internet.

In the whole shopping process, customers still spend much time to visit a flooding of retail shops on Web sites and gather valuable information by themselves. This process is much time-consuming, even sometimes the contents of Web document that customers browse are nothing to do with those that they need indeed. So, this will inevitably influence customers' confidence and interests for shopping on the Internet.

In order to overcome the limitations of collaboration filtering, the recommender system based on web mining is proposed in the synopsis. It utilized a variety of data mining techniques such as web usage mining, association rule mining etc. Based on these techniques, the system can trace the

customer’s shopping behavior and learn his/her up-to-date preferences adaptively. All these pose a challenge to researchers to discover web management methods and effective extraction of information from the web.

To understand web mining, we should know all about the data mining techniques available. Figure 1 provides taxonomy of web mining:



Web Content Mining (WCM)

Web Content Mining is the process of extracting use full information from the contents of web documents. Web documents may consist of text, images, audio, video or structured records like tables and lists. Mining can be applied on web documents as well the results pages produced from a search engine.

Web Usage Mining (WUM)

Web Usage Mining is the process of extracting use full information from the secondary data derived from the interactions of the user while surfing on the Web. It extracts data stored in server access another page may be considered as a vote. However, not only the number of votes a page receives is considered important, but the “importance” or the “relevance” of the ones that cast these votes as well.

Web Structure Mining

The goal of Web Structure Mining is to generate structural summary about the Web site and Web page. It tries to discover the link structure of the hyperlinks at the inter-document level.

Related Work

This system involves integration of web mining techniques with an e-commerce application. This integration facilitates e-store owners to improve the features and services and also it will help to get information about the customer’s or consumer’s behavior of visiting web products and services.

There are many areas where data mining can be very helpful when integrating with e-commerce. Some of them are: Data mining in customer profiling (Customer profiling means searching for the data which is collected from existing customers of an business organization for patterns that will allow that business organization to predict about who are the potential customers are and how

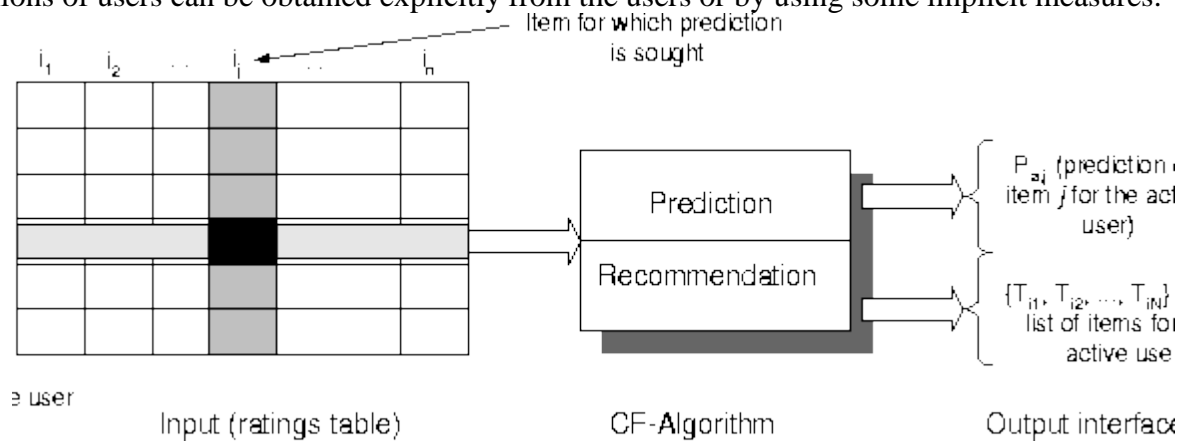
those customers are behaving), Data mining in recommendation systems, Data mining in web personalization, Data mining and multimedia e-commerce, Data mining and behavior of consumer in ecommerce. Online Recommendation exists and is being used by many shopping websites. Many algorithms, permutations and combinations, Associations will be used to create online recommendation. There are many different ways through which a system can be created.

Some algorithms used in general are:

1. Collaborative filtering:
 - Item to Item.
 - User to User.
2. Content Based Filtering:

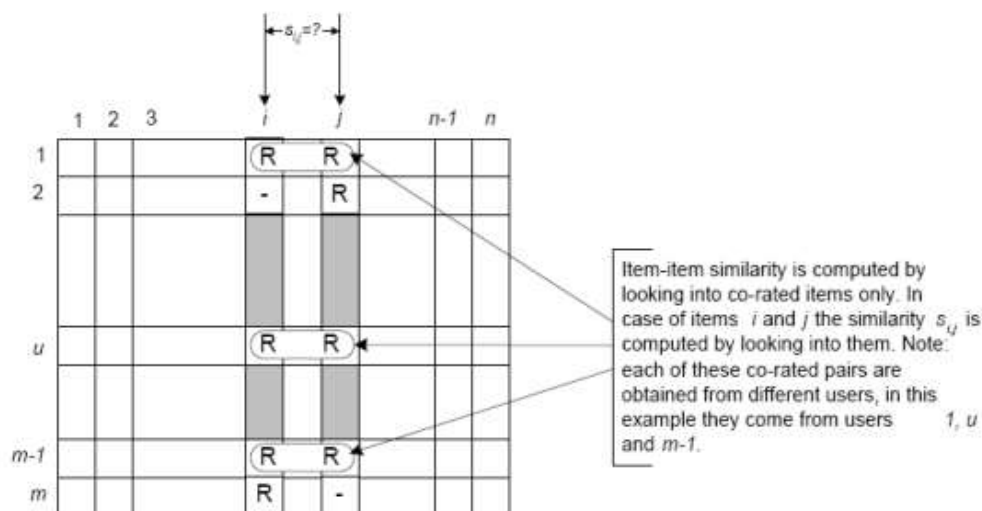
A. Collaborative Filtering Based Recommender System:

Recommender systems [1]-[2] apply data analysis techniques to the problem of helping users find the items they would like to purchase at E-Commerce sites by producing a predicted likeliness score or a list of top-N recommended items for a given user. Item recommendations can be made using different methods. Recommendations can be based on demographics of the users, overall top selling items, or past buying habit of users as a predictor of future items. Collaborative Filtering (CF) is the most successful recommendation technique to date. The basic idea of CF-based algorithms is to provide item recommendations or predictions based on the opinions of other like-minded users. The opinions of users can be obtained explicitly from the users or by using some implicit measures.



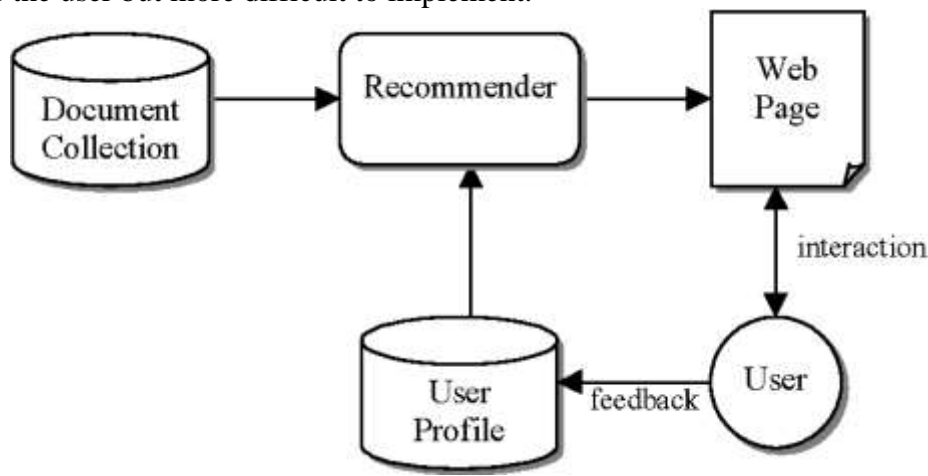
• Item-Based Collaborative Filtering Algorithm:

In this section we study a class of item-based recommendation algorithms for producing predictions to users. Unlike the user-based collaborative filtering algorithm, the item-based approach looks into the set of items the target user has rated and computes how similar they are to the target item i and then selects k most similar items $\{i_1, i_2, \dots, i_k\}$. At the same time their corresponding similarities $\{S_1, S_2, \dots, S_k\}$ are also computed. Once the most similar items are found, the prediction is then computed by taking a weighted average of the target user's ratings on these similar items. We describe these two aspects, namely, the similarity computation and the prediction generation in details here



B. Content Based Filtering:

A content-based filtering system selects items based on the correlation between the content of the items and the user’s preferences as opposed to a collaborative filtering system that chooses items based on the correlation between people with similar preferences. PRES is a content-based filtering system. It makes recommendations by comparing a user profile with the content of each document in the collection. The content of a document can be represented with a set of terms. Terms are extracted from documents by running through a number of parsing steps. First all HTML tags and stop words (words that occur very often and cannot be used as discriminators) are removed. The remaining words are reduced to their stem by removing prefixes and suffixes [Porter 1980]. For instance, the words “computer”, “computers” and “computing” could all be reduced to “compute”. The user profile is represented with the same terms and built up by analyzing the content of documents that the user found interesting. Which documents the user found interesting can be determined by using either explicit or implicit feedback. Explicit feedback requires the user to evaluate examined documents on a scale. In implicit feedback the user’s interests are inferred by observing the user’s actions, which is more convenient for the user but more difficult to implement.



Proposed System:

Online recommendations are already in use. But Different ways and algorithms are used for building it. We have tried to make a comparative study of the techniques which were used in the previous systems. We have combined algorithms and made it efficient and other measures of efficiency such as high speed, minimum memory usage.

Our Proposed System works in 5 phases:

Phase 1: Sort Phase

The database (D) is sorted, with customer-id as the major key and transaction-time as the minor key. This step implicitly converts the original transaction database into a database of customer sequences.

Phase 2: Large Item-set Phase

In this phase we find the set of all L-item sets. We are also simultaneously finding the set of all large 1-sequences, since this set is just $\{(l) | l \in L\}$.

Phase 3: Transformation Phase

In a transformed customer sequence, each transaction is replaced by the set of all L-item sets contained in that transaction. If a transaction does not contain any l-item set, it is not retained in the transformed sequence. If a customer sequence does not contain any l-item set, this sequence is dropped from the transformed database. However, it still contributes to the count of total number of customers.

Phase 4: Sequence Phase

Use the set of l-item sets to find the desired sequences. Algorithms for this phase are:

1. Apriori All

The Apriori All algorithm uses each pass to find large sequences from the previous pass to generate the candidate sequences and then measure their support by making a pass over the database. At the end of the pass, the support of the candidates is used to determine the large sequences.

In the first pass, the output of the L item set phase is used to initialize the set of large 1-sequences. The candidates are stored in hash-tree to quickly find all candidates contained in a customer sequence.

2. Apriori Some

1. Two of the proposed algorithms, Apriori some and Apriori-All, have comparable performance, albeit Apriori Some performs a little better when the minimum number of customers that must support a sequential pattern is low. 2. The major advantage of Apriori Some over Apriori-All is that it avoids counting many non-maximal sequences.

Phase 5: Maximal Phase (Output Phase)

Find the maximal sequences among the set of large sequences. In some algorithms, this phase is combined with the sequence phase to reduce the time wasted in counting non-maximal sequences.

Conclusion

Online Recommendation System for a shopping cart, an application that enables the user to search for and receive recommendations to find the product based on the previously searched products. The search result comprises a large number of products. Hence the recommendation system cuts down the burden on the user by recommending the products that best fits his preferences by placing them at the top. This recommendation is retrieved from the log files. Explicit feedback leads to an increase in the user's frustration level. The recommendation process uses implicit feedback. The feedback is obtained by making some observations on the user's purchase history. The online recommendation system for shopping cart makes successful recommendations by using the technique of assigning feature weights and user specific preference-based recommendations.

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CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

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Student, Sadhu Vaswani Institute of Management Studies for Girls, Pune.
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For the Research paper title

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Editor



Impact factor

EMPLOYER BRANDING AND RECRUITMENT IN STARTUPS

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In today's highly competitive business landscape, startups are rapidly emerging as key players in the market. These innovative and dynamic companies bring fresh ideas, agility, and a unique work culture to the table. However, startups face significant challenges when it comes to attracting and retaining top talent. This is where employer branding and recruitment strategies play a vital role.

INTRODUCTION:

Employer branding refers to the process of establishing and promoting a startup's reputation as an employer of choice. It involves showcasing the company's values, mission, culture, and benefits to create a compelling and attractive image in the minds of job seekers. By effectively managing their employer brand, startups can differentiate themselves from larger, more established corporations and attract the right talent to drive their growth and success.

Recruitment, on the other hand, focuses on the strategic sourcing, assessment, and selection of candidates to fill specific positions within a startup. It involves developing robust recruitment strategies, employing effective screening processes, and creating a positive candidate experience. Startups need to implement innovative and agile recruitment practices to identify and secure the best-suited individuals who can thrive in their fast-paced and ever-evolving environments.

The combination of a strong employer brand and a well-executed recruitment strategy is crucial for startups looking to compete for top talent against larger organizations. This is because startups often face resource constraints, limited brand recognition, and intense competition from both traditional companies and other startups in the market. Therefore, they must leverage their unique strengths and effectively communicate their value proposition to attract the right candidates.

1.1 BACKGROUND:

Startups operate in a distinct business environment characterized by rapid growth, innovation, and a need for agile and talented individuals. As these companies strive to establish themselves in the market, attracting and retaining top talent becomes critical for their success. Employer branding and recruitment strategies play a vital role in addressing this challenge.

Traditionally, employer branding was primarily associated with large, well-established organizations with recognizable brands. However, startups are increasingly recognizing the importance of building a strong employer brand to compete for talent effectively. By developing a unique and compelling employer brand, startups can differentiate themselves from competitors and create an attractive proposition for potential employees.

In the context of startups, employer branding goes beyond merely showcasing company culture and values. It involves highlighting the startup's mission, vision, and the opportunity to work on groundbreaking projects or disruptive technologies. Startups often offer an entrepreneurial environment, where employees have the chance to make a significant impact, take on responsibilities, and be part of a close-knit team. Communicating these aspects effectively is crucial for attracting individuals who are motivated by innovation, risk-taking, and the chance to shape the company's future.

Recruitment in startups presents its own set of challenges. Startups typically operate with limited resources and face intense competition from other startups and established companies. They often lack the brand recognition and financial stability that larger organizations possess. Additionally, startups may require employees who possess not only the necessary skills but also the adaptability and passion to thrive in a fast-paced and uncertain environment.

To overcome these challenges, startups need to develop agile and creative recruitment strategies. This involves leveraging various channels, such as online platforms, industry networks, and referrals, to identify and engage with potential candidates. Startups may also adopt non-traditional approaches, such as hackathons, internships, or targeted outreach to niche communities, to attract top talent.

Moreover, startups must prioritize the candidate experience during the recruitment process. This includes streamlining application processes, providing timely feedback, and showcasing the startup's unique selling points. By creating a positive and engaging experience, startups can enhance their reputation as employers and increase their chances of securing top talent.

1.2 PURPOSE OF THE STUDY:

The purpose of this study is to explore and analyze the significance of employer branding and recruitment strategies in the context of startups. The study aims to achieve the following objectives:

1. Understand the unique challenges and dynamics that startups face in attracting and retaining top talent.
2. Examine the role of employer branding in creating a compelling and attractive image of startups as employers of choice.
3. Explore the various components and strategies involved in developing a strong employer brand specifically tailored to startups.
4. Investigate the impact of effective employer branding on attracting and retaining talent in the startup ecosystem.
5. Analyze innovative recruitment strategies and practices that startups can adopt to identify, engage, and secure the best-suited candidates.
6. Evaluate the importance of candidate experience and its influence on the success of recruitment efforts in startups.
7. Provide practical recommendations and best practices for startups to enhance their employer branding and recruitment approaches.

By fulfilling these objectives, the study aims to contribute to the understanding of how startups can optimize their employer branding and recruitment efforts to attract and retain top talent. The findings of this study will provide valuable insights and actionable recommendations for startup founders, HR professionals, and recruitment teams, enabling them to develop effective strategies that align with the unique characteristics and needs of startups.

1.3 RESEARCH OBJECTIVES:

1. To examine the current challenges and trends in employer branding and recruitment specific to startups.
2. To identify the key components and elements of an effective employer branding strategy for startups.
3. To explore the impact of a strong employer brand on attracting and retaining top talent in startups.
4. To analyze the innovative recruitment strategies and practices utilized by successful startups.
5. To investigate the role of candidate experience in the recruitment process and its influence on attracting talent to startups.
6. To assess the effectiveness of various employer branding and recruitment channels and techniques in the startup ecosystem.
7. To provide practical recommendations and guidelines for startups to enhance their employer branding and recruitment efforts.

The study aims to provide a comprehensive understanding of employer branding and recruitment in startups. The research will delve into the specific challenges faced by startups in attracting talent and examine strategies and practices that have proven successful in this context. Additionally, the study will explore the importance of candidate experience and the impact of effective employer branding on talent acquisition and retention. The findings and recommendations of this research will equip startups with valuable insights to optimize their employer branding and recruitment strategies, ultimately helping them attract and retain the right talent to support their growth and success.

2.1 EXAMINE THE CURRENT CHALLENGES AND TRENDS IN EMPLOYER BRANDING AND RECRUITMENT SPECIFIC TO STARTUPS

Challenges:

1. Limited Resources: Startups often operate with limited budgets and resources, making it challenging to invest in comprehensive employer branding and recruitment strategies. They need to find cost-effective ways to establish a strong brand presence and attract talent.

2. **Brand Recognition:** Startups, particularly those in early stages, may struggle with low brand recognition compared to established companies. This lack of brand awareness makes it more difficult to attract top talent who may be more familiar with larger, well-known organizations.

3. **Competitive Talent Market:** Startups face intense competition for top talent, especially in tech and other high-demand industries. They must find innovative ways to stand out and attract candidates who have multiple job offers or opportunities to work for more established companies.

4. **Cultural Fit:** Startups typically have unique cultures that may not appeal to every candidate. Finding candidates who not only possess the required skills but also align with the startup's values, risk appetite, and fast-paced environment can be a challenge.

5. **Scalability:** Startups often experience rapid growth, requiring them to quickly scale their teams. Recruiting and onboarding talent efficiently and effectively becomes crucial to meet the growing demands of the business.

Trends:

1. **Remote and Flexible Work:** The pandemic has accelerated the adoption of remote work and flexible work arrangements. Startups are embracing these trends to attract talent from diverse locations and provide a better work-life balance, expanding their talent pool beyond their physical location.

2. **Focus on Diversity and Inclusion (DEI):** Startups are placing increased emphasis on building diverse and inclusive workforces. They are implementing strategies to attract and retain talent from underrepresented groups and creating inclusive work environments that foster collaboration and innovation.

3. **Employer Branding through Social Impact:** Startups are leveraging their social impact initiatives to attract purpose-driven talent. Candidates are increasingly seeking companies that contribute to social and environmental causes, and startups are showcasing their commitment to making a positive difference.

4. **Data-Driven Recruitment:** Startups are utilizing data analytics and AI-driven tools to streamline and enhance their recruitment processes. This includes leveraging data to identify effective sourcing channels, assess candidate fit, and predict future talent needs.

5. **Employee Referral Programs:** Startups are encouraging their employees to refer candidates from their networks. Employee referral programs are an effective way to tap into the personal networks of existing employees and attract talent that is likely to align with the startup's culture and values.

6. Employer Brand Advocacy: Startups are recognizing the power of employee advocacy in enhancing their employer brand. They are encouraging employees to share their experiences on social media, participate in employer branding activities, and become ambassadors for the startup's brand.

These challenges and trends highlight the dynamic nature of employer branding and recruitment in startups. By addressing the challenges and leveraging the latest trends, startups can build strong employer brands, attract top talent, and create a competitive advantage in the talent market.

2.2 KEY COMPONENTS AND ELEMENTS OF AN EFFECTIVE EMPLOYER BRANDING STRATEGY FOR STARTUPS.

An effective employer branding strategy for startups should encompass several key components and elements. Here are the key components to consider:

1. Define Your Employer Value Proposition (EVP):

- Clearly articulate what makes your startup an attractive employer.
- Identify and communicate the unique benefits, values, and opportunities that set your startup apart from competitors.
- Align the EVP with the startup's mission, culture, and growth prospects.

2. Understand Your Target Audience:

- Define your ideal candidate personas and understand their preferences, motivations, and aspirations.
- Tailor your employer branding efforts to resonate with the values and needs of your target audience.
- Consider the demographics, interests, and career goals of your target candidates.

3. Develop a Compelling Employer Brand Story:

- Craft a narrative that communicates the startup's history, mission, culture, and vision for the future.
- Highlight the impact and unique experiences that employees can expect by joining your startup.
- Use storytelling techniques to engage and connect with potential candidates emotionally.

4. Enhance Online Presence and Branding:

- Optimize your company website and career pages to showcase your employer brand and provide relevant information about the startup and its culture.
- Leverage social media platforms to actively promote your employer brand, share employee stories, and engage with your target audience.
- Create and curate content that aligns with your employer brand, such as blog posts, videos, and testimonials.

5. Employee Advocacy and Engagement:

- Encourage employees to be brand ambassadors and share their positive experiences working for the startup.
- Foster a culture of employee engagement, transparency, and collaboration.
- Provide opportunities for employees to contribute to decision-making processes and share their ideas and feedback.

6. Candidate Experience:

- Design a seamless and user-friendly application process that reflects your startup's values and culture.
- Provide timely and personalized communication throughout the recruitment process.
- Gather feedback from candidates and continuously improve the candidate experience.

7. Leverage Employee Referrals:

- Develop an employee referral program to encourage current employees to refer qualified candidates from their networks.
- Incentivize employees to participate in the program by offering rewards or recognition for successful referrals.

8. Measure and Adjust:

- Establish metrics and KPIs to measure the effectiveness of your employer branding strategy.
- Monitor key metrics such as candidate conversion rates, employee engagement, and retention.
- Regularly assess the impact of your efforts and make adjustments based on feedback and data.

Remember that an effective employer branding strategy is an ongoing process that requires continuous evaluation and refinement. By considering these key components and elements, startups can develop a compelling employer brand that attracts top talent, engages employees, and contributes to their overall success.

2.3 IMPACT OF A STRONG EMPLOYER BRAND ON ATTRACTING AND RETAINING TOP TALENT IN STARTUPS.

To understand the impact of a strong employer brand on attracting and retaining top talent in startups, let's consider some key points:

Attracting Top Talent:

1. Differentiation: A strong employer brand sets a startup apart from its competitors by showcasing its unique culture, values, and opportunities for growth. This differentiation helps attract top talent who are looking for a work environment aligned with their aspirations and values.

2. Employer Value Proposition (EVP): An effective employer brand communicates the startup's EVP, highlighting the benefits and rewards of working for the organization. This includes factors such as challenging projects, opportunities for learning and development, career advancement prospects, and a positive work-life balance. A well-defined EVP can attract ambitious and talented individuals seeking these specific attributes.

3. Talent Pool Expansion: A strong employer brand helps widen the talent pool by attracting passive job seekers who may not be actively looking for new opportunities. These individuals are more likely to consider joining a startup that has a compelling employer brand and a reputation for providing an engaging and fulfilling work experience.

Retaining Top Talent:

1. Employee Engagement: A strong employer brand fosters a sense of pride, purpose, and connection among employees. When employees feel a strong affinity for the startup's brand, mission, and culture, they are more likely to be engaged and committed to their work. This engagement increases their satisfaction and reduces the likelihood of turnover.

2. Cultural Fit: A well-defined employer brand attracts individuals who align with the startup's culture and values. This alignment enhances the chances of retaining top talent as they feel a sense of belonging and shared purpose within the organization. Employees who resonate with the startup's culture are more likely to be satisfied, motivated, and committed to their roles.

3. Employee Advocacy: Employees who have a positive perception of the employer brand are more likely to become brand ambassadors. They share their positive experiences with others, both offline and through social media, enhancing the startup's reputation and attracting like-minded talent. This word-of-mouth promotion can lead to a continuous influx of top talent and reduce the time and cost associated with recruitment efforts.

Overall, a strong employer brand in startups has a significant impact on attracting and retaining top talent. It helps the startup differentiate itself, expand the talent pool, engage employees, foster cultural fit, and cultivate employee advocacy. By investing in building a strong employer brand, startups can attract the best talent, create a thriving work environment, and gain a competitive advantage in the market.

2.4 TO ANALYZE THE INNOVATIVE RECRUITMENT STRATEGIES AND PRACTICES UTILIZED BY SUCCESSFUL STARTUPS.

Successful startups often adopt innovative recruitment strategies and practices to attract top talent in a competitive job market. Here are some examples of such strategies:

1. Employee Referral Programs: Startups encourage their employees to refer candidates from their networks. Referral programs offer incentives to employees for successful referrals, such as cash bonuses, recognition, or additional time off. This strategy leverages employees' personal networks and increases the likelihood of finding candidates who align with the startup's culture and values.

2. Recruitment Marketing and Employer Branding: Startups invest in building a strong employer brand and use recruitment marketing techniques to attract candidates. They create compelling employer brand stories, showcase their company culture and values through social media, blogs, and videos, and engage with potential candidates through targeted advertising and content marketing.

3. Leveraging Social Media and Online Platforms: Startups actively utilize social media platforms like LinkedIn, Twitter, and Instagram to engage with potential candidates. They share job postings, company updates, employee stories, and create interactive content to build a strong online presence and connect with talent in a more personalized and interactive way.

4. Virtual and Remote Recruitment: Startups leverage virtual recruitment methods to overcome geographical limitations and reach a wider talent pool. They conduct virtual interviews, assessments, and even virtual onboarding processes. This approach allows startups to attract talent from anywhere, reducing the need for relocation and providing flexibility to candidates.

5. Hackathons and Technical Challenges: Startups organize hackathons or technical challenges to identify talented individuals who can solve real-world problems. These events provide an opportunity for candidates to showcase their skills, work in teams, and demonstrate their ability to innovate. Successful candidates are often offered job opportunities based on their performance in such events.

6. Collaborations with Universities and Bootcamps: Startups establish partnerships with universities, coding bootcamps, and other educational institutions to tap into a fresh pool of talent. They participate in career fairs, offer internships, and provide mentorship programs to attract promising candidates who are still studying or transitioning careers.

7. Gamification and Skill Assessments: Startups utilize gamification techniques and skill-based assessments to evaluate candidates' abilities and cultural fit. These assessments may include coding challenges, case studies, or simulation exercises that provide a more holistic evaluation of a candidate's skills and potential.

8. Continuous Learning and Development: Startups prioritize employee learning and development, offering opportunities for upskilling and career growth. They may provide access to online courses, internal training programs, or support attendance at conferences and workshops. This emphasis on continuous learning helps attract candidates who are eager to grow and develop their skills.

These are just a few examples of innovative recruitment strategies employed by successful startups. The key is to be creative, adaptable, and willing to experiment with new approaches that align with the startup's culture and goals. By adopting innovative strategies, startups can attract top talent, build high-performing teams, and drive their growth and success.

2.5 ROLE OF CANDIDATE EXPERIENCE IN THE RECRUITMENT PROCESS AND ITS INFLUENCE ON ATTRACTING TALENT TO STARTUPS

The candidate experience plays a crucial role in the recruitment process and significantly influences the ability of startups to attract top talent. Here's a closer look at its role and influence:

1. Positive Impression: A positive candidate experience creates a favorable impression of the startup as an employer. It reflects the organization's values, professionalism, and commitment to treating candidates with respect and fairness. Candidates who have a positive experience are more likely to view the startup as an attractive place to work.

2. Employer Brand Perception: The candidate experience directly impacts the perception of the startup's employer brand. Candidates who have a positive experience are more likely to share their positive impressions with others, both online and offline, enhancing the startup's reputation as an employer of choice. This positive word-of-mouth can attract more talented individuals to consider opportunities with the startup.

3. Talent Attraction: A positive candidate experience enhances a startup's ability to attract top talent. In today's competitive job market, candidates have choices, and they often consider the overall experience offered by employers. Startups that provide a smooth, personalized, and transparent recruitment experience are more likely to stand out and attract the attention of high-caliber candidates.

4. Differentiation: Startups can differentiate themselves from larger, more established companies by offering an exceptional candidate experience. They can provide a more personalized and intimate recruitment process, where candidates feel valued and engaged. This differentiation can be a significant advantage in attracting talent, particularly those who are seeking a more unique and impactful work experience.

5. Talent Pipeline and Referrals: A positive candidate experience increases the likelihood of building a strong talent pipeline. Candidates who have a positive experience, even if not selected for a specific role, may still consider future opportunities with the startup or refer other qualified candidates from their network. This extends the reach of the startup's talent acquisition efforts and can lead to a continuous influx of top talent.

6. Employee Engagement and Retention: The candidate experience is closely linked to employee engagement and retention. Candidates who have a positive experience throughout the recruitment process are more likely to join the startup with a positive mindset, feel engaged from the start, and become productive team members. This positive experience contributes to higher employee satisfaction and reduces the risk of early turnover.

7. Brand Loyalty: A positive candidate experience can foster a sense of loyalty towards the startup, even if candidates are not ultimately hired. Candidates who have had a positive experience may continue to follow the startup's progress, engage with their content, and consider future opportunities. This brand loyalty can be valuable for attracting talent in the long run.

To attract top talent, startups should focus on providing a seamless, transparent, and engaging candidate experience. This involves clear communication, timely feedback, respectful treatment of candidates, and a smooth recruitment process. By prioritizing the candidate experience, startups can create a positive reputation, differentiate themselves from competitors, and attract the talent needed to fuel their growth and success.

2.6 EFFECTIVENESS OF VARIOUS EMPLOYER BRANDING AND RECRUITMENT CHANNELS AND TECHNIQUES IN THE STARTUP ECOSYSTEM

Assessing the effectiveness of employer branding and recruitment channels and techniques in the startup ecosystem involves analyzing the outcomes and impact of different strategies. While the effectiveness can vary depending on the specific startup and its target audience, here are some common channels and techniques to consider:

1. Online Job Boards: Platforms like LinkedIn, Indeed, and specialized job boards allow startups to reach a broad audience of job seekers. Effectiveness can be measured by the number and quality of applicants generated from these platforms, as well as the overall conversion rate to successful hires.

2. Social Media: Utilizing social media platforms such as LinkedIn, Twitter, Facebook, and Instagram can help startups promote their employer brand, engage with potential candidates, and share job openings. Effectiveness can be assessed by analyzing the reach and engagement metrics, as well as the number of applications received through social media channels.

3. Employee Referrals: Encouraging employees to refer candidates from their networks can be a highly effective strategy. The number of referred candidates, their quality, and the percentage of successful hires can be used to evaluate the success of the employee referral program.

4. Employer Branding Content: Creating and sharing employer branding content, such as blog posts, videos, and employee testimonials, helps startups showcase their culture, values, and work environment. Engagement metrics, such as views, likes, shares, and comments, can indicate the effectiveness of the content in generating interest and attracting potential candidates.

5. Networking and Events: Participating in industry-specific events, conferences, and meetups provides startups with opportunities to network with potential candidates and build brand awareness. Evaluating the number and quality of connections made, as well as any resulting hires, can gauge the effectiveness of these efforts.

6. Recruitment Agencies and Headhunters: Collaborating with recruitment agencies and headhunters can help startups tap into their networks and access highly qualified candidates. The number and suitability of candidates presented, as well as the success rate of hires, can measure the effectiveness of this channel.

7. Employer Brand Advocacy: Encouraging employees to become brand advocates and share positive experiences on social media, review sites, and online communities can amplify the startup's employer brand. Monitoring online sentiment, engagement levels, and the impact on attracting candidates can help assess the effectiveness of this strategy.

8. Campus Recruitment and Internship Programs: Engaging with universities and offering internships allows startups to identify and nurture talent early on. Tracking the number of interns hired as full-time employees, as well as the overall success and satisfaction of the internship program, can indicate the effectiveness of this recruitment channel.

To assess the effectiveness of these channels and techniques, startups can use a combination of metrics such as the number of qualified applicants, conversion rates, time-to-fill, cost-per-hire, employee retention rates, and feedback from candidates and new hires. Regular analysis and optimization of recruitment strategies based on these metrics can help startups refine their approach and maximize the effectiveness of their employer branding and recruitment efforts.

2.7 PRACTICAL RECOMMENDATIONS AND GUIDELINES FOR STARTUPS TO ENHANCE THEIR EMPLOYER BRANDING AND RECRUITMENT EFFORTS.

Enhancing employer branding and recruitment efforts is crucial for startups to attract and retain top talent. Here are some practical recommendations and guidelines to help startups improve their employer branding and recruitment strategies:

1. Define and Communicate Your Employer Value Proposition (EVP):

- Clearly articulate what sets your startup apart as an employer.
- Identify and communicate the unique benefits, values, and opportunities offered to employees.
- Align your EVP with your startup's mission, culture, and growth prospects.

2. Build a Strong Online Presence:

- Optimize your company website and career pages to showcase your employer brand and provide relevant information about your startup and its culture.
- Leverage social media platforms to actively promote your employer brand, share employee stories, and engage with your target audience.
- Create and curate content that aligns with your employer brand, such as blog posts, videos, and testimonials.

3. Foster Employee Advocacy:

- Encourage employees to be brand ambassadors and share their positive experiences working for the startup.
- Create opportunities for employees to participate in employer branding initiatives, such as contributing to blog posts or videos.
- Recognize and reward employees who actively promote the employer brand.

4. Implement a Robust Employee Referral Program:

- Develop an employee referral program to incentivize and encourage employees to refer qualified candidates from their networks.
- Communicate the program effectively, highlighting the benefits and rewards for successful referrals.
- Provide regular updates and feedback to employees regarding their referrals and the status of the recruitment process.

5. Enhance the Candidate Experience:

- Streamline the recruitment process and ensure timely and transparent communication with candidates.
- Provide a personalized and engaging experience, showcasing the startup's culture and values.
- Gather feedback from candidates and make improvements based on their input.

6. Leverage Technology:

- Utilize applicant tracking systems (ATS) to streamline recruitment processes and manage candidate data effectively.
- Explore AI-powered tools for resume screening, interview scheduling, and candidate assessment to improve efficiency and accuracy.
- Leverage data analytics to measure the effectiveness of recruitment efforts and make data-driven decisions.

7. Cultivate Relationships with Universities and Industry Networks:

- Build partnerships with universities, coding bootcamps, and industry networks to tap into a fresh pool of talent.
- Participate in career fairs, offer internships, and provide mentorship programs to attract promising candidates.
- Engage with educational institutions and industry networks to stay updated on emerging talent and industry trends.

8. Continuously Monitor and Improve:

- Regularly review and analyze recruitment metrics, such as time-to-fill, cost-per-hire, and candidate conversion rates.
- Gather feedback from candidates, employees, and hiring managers to identify areas for improvement.
- Stay updated on current recruitment trends and best practices and adapt your strategies accordingly.

By implementing these recommendations, startups can strengthen their employer branding, attract top talent, and build a high-performing team. Remember that employer branding and recruitment efforts are ongoing processes that require continuous evaluation, refinement, and adaptation to remain effective in a dynamic job market.

3.1 SCOPE AND LIMITATIONS:

Scope:

The scope of this study focuses on employer branding and recruitment strategies specifically tailored to startups. It aims to explore the unique challenges faced by startups in attracting and retaining top talent and provide insights and recommendations to address these challenges. The study encompasses a wide range of topics related to employer branding, including company culture, values, mission, and benefits, as well as recruitment strategies, channels, and candidate experience.

The research will draw upon existing literature, case studies, and industry best practices to analyze the effectiveness of different employer branding and recruitment approaches in the startup ecosystem. It will also consider the perspectives and experiences of startup founders, HR professionals, and recruitment teams to provide practical insights and recommendations.

Limitations:

While this study aims to provide valuable insights into employer branding and recruitment in startups, it has certain limitations:

1. Generalizability: The findings and recommendations of this study may be specific to startups and may not be directly applicable to larger, more established organizations. The unique characteristics, challenges, and resource constraints of startups differentiate them from other types of companies.

2. Time and Context: The research is based on the information available up until September 2021. The startup landscape and recruitment practices may evolve over time, and new trends and challenges may emerge beyond the scope of this study. Therefore, the findings may need to be considered in the context of the knowledge cutoff date.

3. External Factors: The effectiveness of employer branding and recruitment strategies can be influenced by external factors such as market conditions, industry trends, and economic fluctuations. These external factors may impact the applicability and success of the recommendations provided.

4. Sample Size: The study relies on a limited sample size of literature, case studies, and industry practices. While efforts have been made to ensure a comprehensive analysis, there may be additional insights and perspectives that are not included in the research.

Despite these limitations, this study aims to provide valuable insights and recommendations based on the available information, which can serve as a starting point for startups to enhance their employer branding and recruitment strategies.

3.2 Employer branding and recruitment in startups-Future

The future of employer branding and recruitment in startups is likely to be shaped by several emerging trends and advancements. Here are some potential developments to watch for:

1. Emphasis on Remote Work and Flexibility: The COVID-19 pandemic has accelerated the adoption of remote work and flexible work arrangements. In the future, startups may continue to offer remote and flexible options to attract talent from diverse locations and provide a better work-life balance. Employer branding efforts may focus on highlighting the benefits and support systems in place for remote and flexible work.

2. Increased Focus on Diversity, Equity, and Inclusion (DEI): Startups are recognizing the importance of fostering diverse and inclusive work environments. Future employer branding strategies may prioritize showcasing a commitment to DEI, including initiatives, policies, and programs aimed at creating a diverse workforce and inclusive culture. Recruitment efforts may include targeted outreach to underrepresented groups and inclusive hiring practices.

3. Technology-Driven Recruitment Innovations: Advances in technology, such as artificial intelligence, machine learning, and data analytics, will continue to reshape recruitment practices. Startups may leverage AI-powered tools for candidate sourcing, screening, and assessment to streamline the hiring process and identify the best-fit candidates efficiently. Personalized candidate experiences through chatbots and virtual reality may become more prevalent.

4. Employer Branding through Social Impact: The millennial and Gen Z workforce has a strong desire to work for companies that align with their values and contribute to social and environmental causes. Startups may focus on showcasing their social impact initiatives, sustainability efforts, and corporate social responsibility activities as part of their employer branding to attract socially conscious talent.

5. Continuous Learning and Skill Development: Lifelong learning and skill development are becoming increasingly important in the rapidly evolving job market. Startups may emphasize their commitment to employee learning and development, providing opportunities for upskilling, reskilling, and continuous growth. Employer branding may highlight the startup's learning culture and investments in employee training programs.

6. Enhanced Candidate Experience: As the competition for top talent intensifies, startups will need to provide exceptional candidate experiences to stand out. This includes seamless and user-friendly application processes, transparent and timely communication, and personalized interactions. Startups may leverage technology to automate and personalize candidate touchpoints while maintaining a human touch.

7. Employer Brand Advocacy: Employees are powerful brand advocates, and startups can leverage their employees' voices and experiences to enhance their employer brand. Encouraging employees to share their stories, participate in employer branding campaigns, and actively engage on social media can help create an authentic and compelling employer brand image.

Overall, the future of employer branding and recruitment in startups will be characterized by flexibility, technology-driven innovations, a focus on diversity and social impact, and a heightened emphasis on candidate experience. Startups that adapt to these trends and invest in building strong employer brands will have a competitive edge in attracting and retaining top talent.

3.3 CONCLUSION

In conclusion, employer branding and recruitment play vital roles in the success of startups. Startups face unique challenges in attracting and retaining top talent due to their limited resources, competition from established companies, and the need for a strong cultural fit. Therefore, developing an effective employer branding strategy and implementing innovative recruitment practices are crucial.

Employer branding in startups involves showcasing the company's culture, mission, and values to attract individuals who resonate with the startup's vision. It helps differentiate the startup from competitors and creates a sense of belonging for potential candidates. A well-defined employer brand communicates the unique opportunities for growth, impact, and innovation that startups can offer.

Recruitment strategies in startups need to be creative, targeted, and agile. Startups leverage various channels such as online platforms, social media, and networking events to connect with potential candidates. They also focus on providing a positive candidate experience throughout the recruitment process to create a favorable impression of the company.

The future of employer branding and recruitment in startups is expected to be influenced by trends such as remote work, diversity and inclusion, technology-driven innovations, social impact, continuous learning, and personalized candidate experiences. Startups need to adapt to these trends and leverage them to attract and retain top talent.

By investing in employer branding and recruitment, startups can create a strong talent pipeline, foster an engaged and motivated workforce, and gain a competitive advantage in the market. Building a positive employer brand and implementing effective recruitment strategies contribute to the overall growth, success, and sustainability of startups.

Ultimately, employer branding and recruitment are ongoing processes that require continuous evaluation, adaptation, and improvement. Startups that prioritize these aspects and invest in building a strong employer brand and implementing innovative recruitment practices will be well-positioned to attract and retain the talent needed to drive their growth and achieve their goals.

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CLLOUD COMPUTING'S EFFECTS ON EDUCATION SECTOR

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I. ABSTRACT:

The social and economic growth of each and every country depends on Education. Education plays very vital role in the development of the country. In today's world students are techno- oriented. They use innovative new technology for learning and improving their knowledge. Nowadays, various educational institutes' use different types of technologies for teaching purposes which are based on cloud computing. During pandemic, cloud has taken hike in each and every technical and educational sector. Everyone can use cloud computing applications domain and resources anytime and anywhere through internet. This paper illuminates how cloud computing plays vital role in Educational sector and how quality education is shared to the students through cloud based technology.

KEYWORDS: Cloud Computing, Cloud deployment models, Infrastructure, Virtualization

II. INTRODUCTION

A network or Internet service that is present at a distant location is referred to as the "Cloud." It can be controlled by either public or private networks, like a LAN or WAN. Email, web conferencing, and CRM are some of the apps that leverage cloud services. Email, online conferencing, and customer relationship management (CRM) programs are run in the cloud.

Consider a time before cloud computing when purchasing a stack of servers was required to host a website. The cost of the servers and their installation is well known. Troubleshooting was a significant problem that made it impossible to concentrate on business; as a result, we either had to multitask or recruit more personnel. Cloud computing was developed to solve all these issues and lower the cost of infrastructure.

Characteristics

Interesting aspects of cloud computing make it advantageous for both cloud service providers and customers.

1. Self-serve on demand

In cloud computing, numerous customers can simultaneously share the same resources and applications from different locations. These cloud resources and services are available on-demand and do not require direct contact with the service provider.

2. Wide-ranging network access

Through a variety of devices, including mobile phones, tablets, computers, and other computing devices, the services can be accessed online whenever and wherever you are in the world.

3. Resource Combination

Multiple users can pool resources like network connections, bandwidth, virtual server storage, etc. simultaneously from any location without interfering with each other.

4. Quick Elasticity

Customers openly increase or decrease the resources based on their computing requirements.

5. Scalability

Customers have the option of adjusting the resource capacity to meet their demands.

6. Measured service

Pay-as-you-go, or cloud computing, charges for only the resources that are actually used by consumers. It automatically keeps track of, regulates, optimizes, and reports resource consumption, giving both suppliers and consumers access to information.

Cloud computing provides crucial services.

The following are the top three services that cloud computing offers.

1. Software as Service(SAAS)
2. Platform as a Service(PAAS)
3. Infrastructure as a Service(IAAS)

Software as Service(SAAS)

SAAS refers to the capacity to use web browsers to access programs that are hosted in a cloud environment and are given by the provider.

Users may access these programs on the internet at any time and from any location using devices including smartphones, laptops, desktop computers, and tablets. The user need not be concerned with internal storage, platform, network, etc. in this case. The service provider will handle everything.

Platform as a Service (PAAS)

This service looks after the hardware, operating system, database, and middleware for a developer that creates user-defined applications.

Users have control over the configuration options for the application-hosting environment as well as the apps they have installed.

Infrastructure as a Service (IAAS)

The customer may set up and operate operating systems and other applications by arranging processor, storage, networks, and other basic computer resources. The fundamental cloud infrastructure is left untouched even while the cloud customer can create total control over operating systems, storage, and installed applications.

Models of cloud computing deployment

When you say "deployment model," do you mean the method of accessing the cloud, or where it is located? The sorts of access that cloud uses are as follows.

- Public
- Private
- Hybrid
- Community

1. Public

Through public cloud, the general public may readily access the systems and services. The well-known cloud service companies, like Google, Amazon, and Microsoft Azure, offer public services online.

2. Private

It simplifies access to systems and services inside a company. It may be controlled internally by the organization.

3. Hybrid

There are elements of both public and private clouds. Here, the user can utilize both services at once. Critical tasks are carried out on private clouds and non-critical tasks on public clouds.

4. Community

It enables a collection of organizations to access the system and services. It provides infrastructure for a number of organizations in a particular locality. It might be handled by an organization internally.

III. CLOUD COMPUTING IN EDUCATION SECTOR:

Nowadays anything can be found online, carrying around textbooks is a thing of the past. But cloud computing has advanced things to a new level. Information is now more readily available and for this,

thanks to the cloud architecture, which has removed the need for a complicated file system. The process is significantly faster and more effective than downloading large files.

Teachers and professors are now equally reachable. You may collaborate on projects and get assistance at any time and from any location. This enables a cutting-edge method of instruction that puts many pupils at ease. Students and teachers can interact more readily, thanks to the adoption of online learning management systems.

Teachers, administrators, and students may all benefit from cloud computing in higher education for their educational-related tasks. It enables administrators to quickly interact with one another, students to access their schoolwork, and teachers to contribute educational resources while saving money on data storage. The market is expected to develop as a result of rising SAAS-based cloud platform use in higher education and rising e-learning adoption. The market is also anticipated to increase as a result of rising IT spending on cloud infrastructure in the education sector and increasing quantum computing usage.

Despite the motivating incentives, it is predicted that cyber security and data protection threats would limit industry expansion. Additionally, it is predicted that issues with law and jurisdiction and a failure to comply with SLAs will severely affect industry growth. Additionally, throughout the anticipated period, market development is anticipated to be hampered by the restrictive design of cloud-based systems.

Schools and students do not need to buy specialized PCs or laptops in order to access materials because cloud-based programs operate on web browsers and are compatible with the majority of mobile devices. You can access relevant academic apps using even a low-cost smart phone. Furthermore, since there are many platforms that offer free cloud-based storage services, there is no need to spend money on external storage devices.

Students can upgrade their approach to study, thanks to the access of cloud infrastructure. An open-source software programmer called course management software, like Moodle or Google Classroom, is intended to assist teachers in developing successful online learning. Professors may now rapidly and effectively exchange their notes and class ideas. This makes e-learning easier and does away with the need for bulky, out-of-date textbooks. Additionally, these hosting services give students access to a variety of tools, including grades, forums, and even class rosters.

MERITS OF CLOUD EDUCATION SYSTEM:

The following merits of cloud computing in education include:

- a) **Personalized Learning:** Using a cloud-based education system, students may access a variety of materials, share them with others, and access their data from any location at any time. They can also sign up for online classes and take part in group projects.
- b) **Cost-Effectiveness:** There is no need to physically purchase hardware and software. At a lower cost, it offers a virtual environment.
- c) **Service Availability:** Users may access cloud-stored data from anywhere at any time, regardless of their current location.
- d) **Low Maintenance:** Because of virtual infrastructure, maintenance costs are reduced almost to zero.
- e) **Storage Capacity:** Compared to other storage devices, it can store a lot more data for any cloud user.
- f) **Security:** Cloud technology ensures data integrity, confidentiality, and privacy so that only authorized users have access to stored information.
- g) **Performance:** By sharing infrastructure, cloud computing enables users to modify system setup, boosting system speed and performance.
- h) **User and environmental friendly:** Using cloud services is quite simple, there is no need to worry about complexity, and it unquestionably lowers carbon footprints.

IV. Conclusion

In order to improve service efficiency and provide us access to our data and information anywhere, at any time, and to share it with other cloud users, this paper discusses the cloud computing system and its influence on the education sector. This essay discusses the notion of cloud computing and how it may help students, professors, and educational institutions deliver high-quality instruction while utilizing cutting-edge technology.

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ENHANCING ONLINE SHOPPING EXPERIENCE THROUGH WEB MINING: ANALYSIS AND RECOMMENDATIONS

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ABSTRACT

Today web is the best medium of communication in modern business. Many companies are redefining their business strategies to improve the business output. Business over the internet provides the opportunity to customers and partners where their products and specific business can be found. Nowadays online business breaks the barrier of time and space as compared to the physical office. The analysis of the user's current interest based on the navigational behavior may help the organizations to guide the users in their browsing activity and obtain relevant information in a shorter span of time. Since a user has a specific goal when searching for information, personalized search may provide the results that accurately satisfy user's specific goal and intent for the search. Personalization of web search is to retrieve information according to user's interests which may be inferred from user's action, browsed documents or past query history etc. The Paper focuses on recommender systems based on the user's navigational patterns and provides suitable recommendations to cater to the current needs of the user. This proposal contains the concept of Web Usage Mining which is the discovery and analysis of user access patterns through mining of log files and associated data from a particular website. The data most accessed by user will be stored in log files.

Keywords: Recommender Systems, Web Usage Mining, Collaborative Filtering, Content Based Filtering, Electronic commerce, data mining, web mining.

Introduction

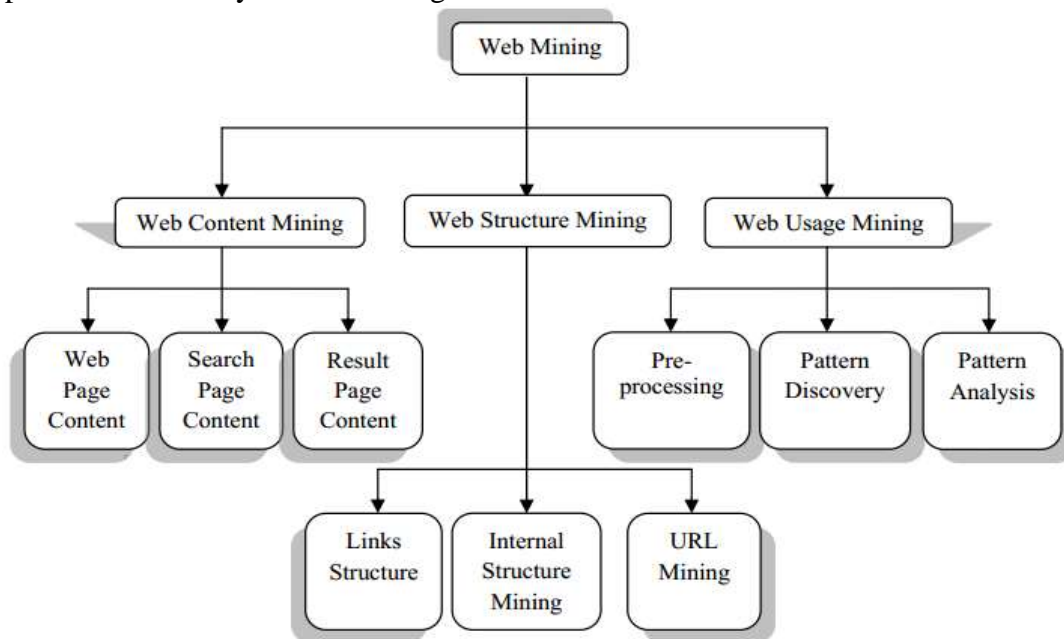
The Web is taking an important role in human's life and day by day it increases the information based on the expectations of the customers using it. Updated information is necessary to fulfill the needs of the users. Web mining is the application of Data Mining to automatically fetch and evaluate information from the web services and documents. Automation is everywhere and, in every field, to avoid human work in creation of anything. Web mining utilizes the automatic way of information extraction from the World Wide Web according to the preferences. With the continuous development of electronic commerce, it is not easy for customers to select merchants and find the most suitable products when they are confronted with the massive product information on the Internet.

In the whole shopping process, customers still spend much time to visit a flooding of retail shops on Web sites and gather valuable information by themselves. This process is much time-consuming, even sometimes the contents of Web document that customers browse are nothing to do with those that they need indeed. So, this will inevitably influence customers' confidence and interests for shopping on the Internet.

In order to overcome the limitations of collaboration filtering, the recommender system based on web mining is proposed in the synopsis. It utilized a variety of data mining techniques such as web usage mining, association rule mining etc. Based on these techniques, the system can trace the

customer’s shopping behavior and learn his/her up-to-date preferences adaptively. All these pose a challenge to researchers to discover web management methods and effective extraction of information from the web.

To understand web mining, we should know all about the data mining techniques available. Figure 1 provides taxonomy of web mining:



Web Content Mining (WCM)

Web Content Mining is the process of extracting use full information from the contents of web documents. Web documents may consist of text, images, audio, video or structured records like tables and lists. Mining can be applied on web documents as well the results pages produced from a search engine.

Web Usage Mining (WUM)

Web Usage Mining is the process of extracting use full information from the secondary data derived from the interactions of the user while surfing on the Web. It extracts data stored in server access another page may be considered as a vote. However, not only the number of votes a page receives is considered important, but the “importance” or the “relevance” of the ones that cast these votes as well.

Web Structure Mining

The goal of Web Structure Mining is to generate structural summary about the Web site and Web page. It tries to discover the link structure of the hyperlinks at the inter-document level.

Related Work

This system involves integration of web mining techniques with an e-commerce application. This integration facilitates e-store owners to improve the features and services and also it will help to get information about the customer’s or consumer’s behavior of visiting web products and services.

There are many areas where data mining can be very helpful when integrating with e-commerce. Some of them are: Data mining in customer profiling (Customer profiling means searching for the data which is collected from existing customers of an business organization for patterns that will allow that business organization to predict about who are the potential customers are and how

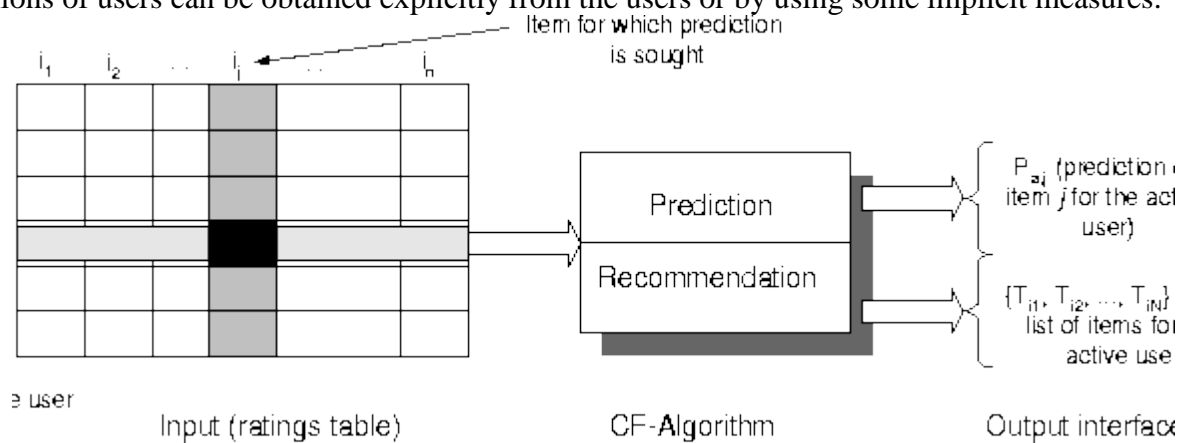
those customers are behaving), Data mining in recommendation systems, Data mining in web personalization, Data mining and multimedia e-commerce, Data mining and behavior of consumer in e-commerce. Online Recommendation exists and is being used by many shopping websites. Many algorithms, permutations and combinations, Associations will be used to create online recommendation. There are many different ways through which a system can be created.

Some algorithms used in general are:

1. Collaborative filtering:
 - Item to Item.
 - User to User.
2. Content Based Filtering:

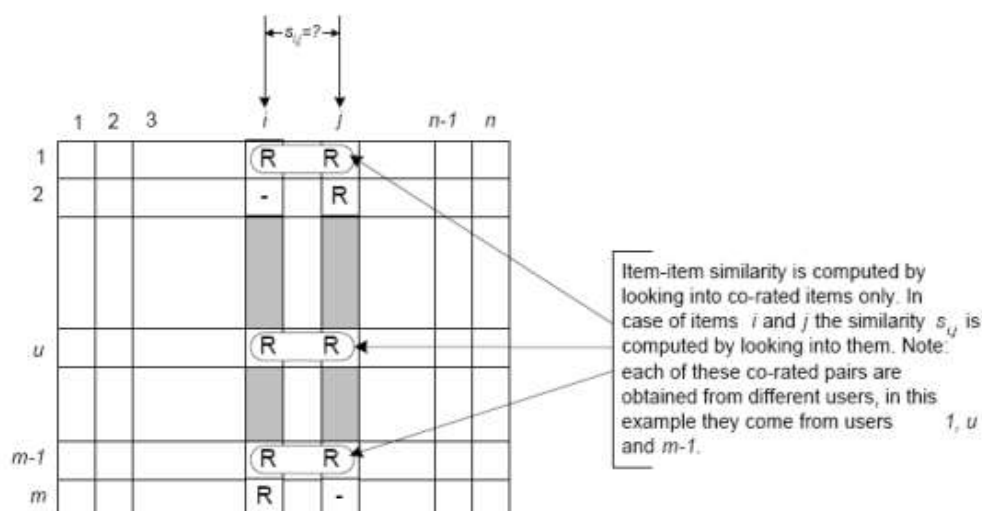
A. Collaborative Filtering Based Recommender System:

Recommender systems [1]-[2] apply data analysis techniques to the problem of helping users find the items they would like to purchase at E-Commerce sites by producing a predicted likeliness score or a list of top-N recommended items for a given user. Item recommendations can be made using different methods. Recommendations can be based on demographics of the users, overall top selling items, or past buying habit of users as a predictor of future items. Collaborative Filtering (CF) is the most successful recommendation technique to date. The basic idea of CF-based algorithms is to provide item recommendations or predictions based on the opinions of other like-minded users. The opinions of users can be obtained explicitly from the users or by using some implicit measures.



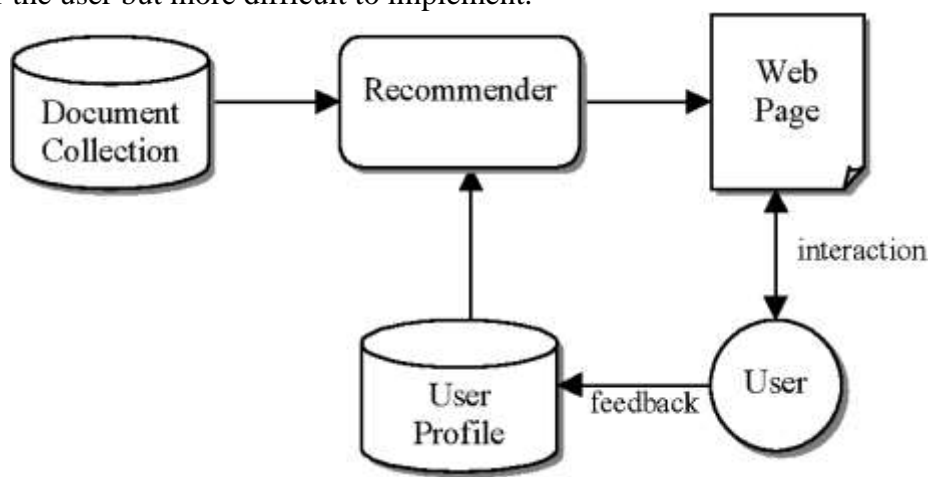
• Item-Based Collaborative Filtering Algorithm:

In this section we study a class of item-based recommendation algorithms for producing predictions to users. Unlike the user-based collaborative filtering algorithm, the item-based approach looks into the set of items the target user has rated and computes how similar they are to the target item i and then selects k most similar items $\{i_1, i_2, \dots, i_k\}$. At the same time their corresponding similarities $\{S_1, S_2, \dots, S_k\}$ are also computed. Once the most similar items are found, the prediction is then computed by taking a weighted average of the target user's ratings on these similar items. We describe these two aspects, namely, the similarity computation and the prediction generation in details here



B. Content Based Filtering:

A content-based filtering system selects items based on the correlation between the content of the items and the user’s preferences as opposed to a collaborative filtering system that chooses items based on the correlation between people with similar preferences. PRES is a content-based filtering system. It makes recommendations by comparing a user profile with the content of each document in the collection. The content of a document can be represented with a set of terms. Terms are extracted from documents by running through a number of parsing steps. First all HTML tags and stop words (words that occur very often and cannot be used as discriminators) are removed. The remaining words are reduced to their stem by removing prefixes and suffixes [Porter 1980]. For instance, the words “computer”, “computers” and “computing” could all be reduced to “compute”. The user profile is represented with the same terms and built up by analyzing the content of documents that the user found interesting. Which documents the user found interesting can be determined by using either explicit or implicit feedback. Explicit feedback requires the user to evaluate examined documents on a scale. In implicit feedback the user’s interests are inferred by observing the user’s actions, which is more convenient for the user but more difficult to implement.



Proposed System:

Online recommendations are already in use. But Different ways and algorithms are used for building it. We have tried to make a comparative study of the techniques which were used in the previous systems. We have combined algorithms and made it efficient and other measures of efficiency such as high speed, minimum memory usage.

Our Proposed System works in 5 phases:

Phase 1: Sort Phase

The database (D) is sorted, with customer-id as the major key and transaction-time as the minor key. This step implicitly converts the original transaction database into a database of customer sequences.

Phase 2: Large Item-set Phase

In this phase we find the set of all L-item sets. We are also simultaneously finding the set of all large 1-sequences, since this set is just $\{(l) | l \in L\}$.

Phase 3: Transformation Phase

In a transformed customer sequence, each transaction is replaced by the set of all L-item sets contained in that transaction. If a transaction does not contain any l-item set, it is not retained in the transformed sequence. If a customer sequence does not contain any l-item set, this sequence is dropped from the transformed database. However, it still contributes to the count of total number of customers.

Phase 4: Sequence Phase

Use the set of l-item sets to find the desired sequences. Algorithms for this phase are:

1. Apriori All

The Apriori All algorithm uses each pass to find large sequences from the previous pass to generate the candidate sequences and then measure their support by making a pass over the database. At the end of the pass, the support of the candidates is used to determine the large sequences.

In the first pass, the output of the L item set phase is used to initialize the set of large 1-sequences. The candidates are stored in hash-tree to quickly find all candidates contained in a customer sequence.

2. Apriori Some

1. Two of the proposed algorithms, Apriori some and Apriori-All, have comparable performance, albeit Apriori Some performs a little better when the minimum number of customers that must support a sequential pattern is low. 2. The major advantage of Apriori Some over Apriori-All is that it avoids counting many non-maximal sequences.

Phase 5: Maximal Phase (Output Phase)

Find the maximal sequences among the set of large sequences. In some algorithms, this phase is combined with the sequence phase to reduce the time wasted in counting non-maximal sequences.

Conclusion

Online Recommendation System for a shopping cart, an application that enables the user to search for and receive recommendations to find the product based on the previously searched products. The search result comprises a large number of products. Hence the recommendation system cuts down the burden on the user by recommending the products that best fits his preferences by placing them at the top. This recommendation is retrieved from the log files. Explicit feedback leads to an increase in the user's frustration level. The recommendation process uses implicit feedback. The feedback is obtained by making some observations on the user's purchase history. The online recommendation system for shopping cart makes successful recommendations by using the technique of assigning feature weights and user specific preference-based recommendations.

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Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transaction

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ABSTRACT

The introduction of Unified Payments Interface (UPI) in India has revolutionized the way people make transactions. UPI is a mobile-based payment system that allows users to transfer funds instantly from one bank account to another. It was launched in 2016 and since then has seen a significant increase in usage. This research paper titled “*Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transactions*” aims to examine the impact of UPI on the Indian payment system and how it has changed the way people transact.

The paper will start with an overview of the traditional payment system in India and the challenges faced by people in making digital transactions. It will then discuss the introduction of UPI and its features, including its interoperability, ease of use, and security. The paper will also analyze the growth of UPI and its adoption rate among different segments of the population.

The research paper will also explore the impact of UPI on financial inclusion in India. It will examine how UPI has helped in bringing more people into the formal banking system and how it has facilitated access to credit and other financial services. The paper will also discuss the role of UPI in promoting cashless transactions and reducing the dependence on cash. Finally, the paper will conclude with a discussion on the challenges faced by UPI and the way forward. It will highlight the need for continued innovation and improvement in the payment system to ensure its sustainability and effectiveness.

Keywords: UPI, India, Payment system, Financial inclusion, Digital transaction, Revolution, Unbanked population, cashless economy, Barriers, Game-changer, role.

Introduction:

In recent years, India has witnessed a significant transformation in its payment system landscape, primarily driven by the introduction of the Unified Payments Interface (UPI). UPI is a real-time payment system developed by the National Payments Corporation of India (NPCI) that enables instant fund transfers between bank accounts through mobile devices. Since its launch in 2016, UPI has revolutionized the Indian payment ecosystem, leading to widespread financial inclusion and catalyzing the country's digital transformation.

Financial Inclusion through UPI:

One of the key impacts of UPI has been the advancement of financial inclusion in India. Historically, a significant portion of the population, especially those in rural areas, had limited access to formal banking services. UPI has bridged this gap by providing a simple, secure, and user-friendly platform for transferring money. With UPI, individuals can link their bank accounts to their mobile phones and conduct transactions seamlessly, eliminating the need for physical cash or visiting a bank branch.

The widespread adoption of UPI has empowered millions of previously unbanked or underbanked individuals to participate in the formal financial system. People from all socio-economic backgrounds can now send and receive money, pay bills, and make online purchases using UPI-enabled apps. This has not only enhanced their financial capabilities but also improved their overall economic well-being.

Digital Transformation:

Alongside financial inclusion, UPI has played a pivotal role in driving India's digital transformation. The simplicity and convenience of UPI transactions have encouraged a shift from cash-based transactions to digital payments. Small merchants, street vendors, and local businesses are now able to accept digital payments through UPI, fostering a more inclusive and transparent economy.

Moreover, UPI has served as a catalyst for the growth of digital platforms and startups in India. Several innovative apps and services have emerged, leveraging the UPI infrastructure to offer a wide range of financial services. These include peer-to-peer lending, investment platforms, insurance services, and digital wallets. The seamless integration of UPI with these services has facilitated a comprehensive digital ecosystem, enabling users to access multiple financial products and services from a single platform.

Security and Convenience:

UPI's success can be attributed to its strong security measures and user-friendly interface. UPI transactions require two-factor authentication, usually a combination of a PIN and biometric verification, ensuring the safety of user data and funds. This has built trust among users, encouraging them to embrace digital payments with confidence.

Additionally, UPI's interoperability allows users to transact across different banks and payment service providers seamlessly. The ability to transfer funds instantly, 24/7, has made UPI an attractive option for individuals and businesses alike. It has significantly reduced transaction costs, eliminated the need for physical infrastructure, and accelerated the speed of financial transactions.

Background

The Indian payment system has undergone a significant transformation in recent years, with the introduction of the Unified Payments Interface (UPI) playing a pivotal role. UPI is a real-time payment system developed by the National Payments Corporation of India (NPCI) and launched in 2016. It has revolutionized the way Indians conduct financial transactions, fostering financial inclusion and driving the country's digital transformation. This background information provides an overview of the key aspects and developments in the Indian payment system, highlighting the emergence and impact of UPI.

1. Pre-UPI Era and Payment System Challenges:

Prior to the introduction of UPI, the Indian payment system faced numerous challenges. The predominant payment methods relied heavily on cash-based transactions, which posed issues of security, efficiency, and transparency. Many individuals, especially those in rural areas, had limited access to formal banking services, leading to financial exclusion and hindered economic growth. The lack of interoperability between different banks and payment service providers further complicated the payment landscape.

2. Emergence of UPI:

The Unified Payments Interface (UPI) was launched in April 2016 as an initiative of the National Payments Corporation of India (NPCI). It aimed to provide a seamless, secure, and real-time platform for peer-to-peer and peer-to-merchant transactions. UPI operates on a mobile-first approach, enabling users to link their bank accounts to their mobile devices and conduct transactions through UPI-enabled apps.

3. Key Features and Functionality of UPI:

UPI offers several key features that have contributed to its widespread adoption and impact:

- Instant Fund Transfers: UPI enables real-time money transfers between bank accounts, allowing users to send and receive funds instantly.
- Mobile-first Approach: UPI leverages mobile devices to facilitate transactions, making it accessible to a large portion of the population.
- Interoperability: UPI is interoperable across multiple banks and payment service providers, allowing users to transact seamlessly between different platforms.
- Two-Factor Authentication: UPI transactions require two-factor authentication, typically a combination of a PIN and biometric verification, ensuring the security of user data and funds.
- Simplified Payment Address: UPI utilizes a unique payment address called a Virtual Payment Address (VPA), eliminating the need to disclose sensitive bank account details during transactions.

4. Impact on Financial Inclusion:

One of the primary impacts of UPI has been the advancement of financial inclusion in India. UPI has facilitated the integration of previously unbanked or underbanked individuals into the formal financial system. The simplicity and convenience of UPI transactions have empowered millions of people to send and receive money, pay bills, and make digital purchases. It has reduced the dependency on cash and physical bank branches, providing access to financial services to individuals across various socio-economic backgrounds.

5. Digital Transformation and Economic Impact:

Alongside financial inclusion, UPI has catalyzed India's digital transformation. The ease of UPI transactions has led to a shift from cash-based transactions to digital payments. Small merchants and local businesses can now accept digital payments through UPI, fostering a more inclusive and transparent economy. Moreover, UPI has stimulated the growth of digital platforms and startups, offering a wide range of financial services such as peer-to-peer lending, investment platforms, and digital wallets. This digital ecosystem has improved access to financial products and services for users.

Purpose of study

The purpose of the study for the research paper titled "Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transformation" is to comprehensively examine and analyze the effects of the Unified Payments Interface (UPI) on two key aspects: financial inclusion and digital transformation in India. The study aims to:

1. Evaluate the extent to which UPI has contributed to financial inclusion in India by examining the adoption rates, usage patterns, and accessibility of UPI among different demographic groups, particularly those who were previously unbanked or underbanked.
2. Assess the impact of UPI on the overall financial capabilities, economic well-being, and empowerment of individuals who have gained access to formal financial services through UPI.
3. Investigate the role of UPI in driving India's digital transformation by analyzing the shift from cash-based transactions to digital payments and the growth of digital platforms and startups leveraging the UPI infrastructure.
4. Examine the factors that have facilitated the widespread adoption of UPI, including its security measures, user-friendly interface, interoperability, and convenience.
5. Explore the challenges and barriers to the full realization of UPI's potential in terms of financial inclusion and digital transformation, such as technological limitations, infrastructural gaps, and regulatory considerations.
6. Provide insights and recommendations for policymakers, financial institutions, and other stakeholders on how to further enhance the impact of UPI on financial inclusion and digital transformation in India.

By addressing these research objectives, the study aims to contribute to the existing knowledge and understanding of the impact of UPI on the Indian payment system, highlighting its implications for financial inclusion and the broader digital transformation of the economy.

Research Objectives

1. To examine the adoption and usage patterns of the Unified Payments Interface (UPI) among different segments of the population in India, particularly focusing on individuals who were previously unbanked or underbanked.
2. To analyze the impact of UPI on financial inclusion in India by assessing the extent to which it has expanded access to formal financial services, enabled financial transactions, and improved the overall financial capabilities of individuals.

3. To evaluate the role of UPI in driving the digital transformation of the Indian economy by studying the shift from cash-based transactions to digital payments and the growth of digital platforms and startups leveraging the UPI infrastructure.
4. To investigate the factors influencing the adoption and usage of UPI, including the security measures, user-friendliness, interoperability, and convenience of the platform.
5. To identify the challenges and barriers to the full realization of UPI's potential in terms of financial inclusion and digital transformation, such as technological limitations, infrastructural gaps, and regulatory considerations.
6. To provide recommendations for policymakers, financial institutions, and other stakeholders on how to further enhance the impact of UPI on financial inclusion and drive digital transformation in India, addressing the identified challenges.
7. To contribute to the existing body of knowledge and understanding of the impact of UPI on the Indian payment system, financial inclusion, and digital transformation, thereby informing future research and policy decisions in this field.

By achieving these research objectives, the study aims to provide valuable insights into the impact of UPI on financial inclusion and digital transformation in India, helping to inform policymakers, financial institutions, and other stakeholders on strategies for leveraging UPI's potential for inclusive and digitally empowered economic growth.

WHAT IS UPI

UPI stands for Unified Payments Interface. It is a real-time payment system developed by the National Payments Corporation of India (NPCI). UPI enables users to link their bank accounts to their mobile devices and perform various types of transactions, including peer-to-peer payments, merchant payments, bill payments, and more. It offers a seamless and secure platform for instant fund transfers and other financial transactions. UPI operates on a mobile-first approach, allowing users to transact anytime, anywhere using UPI-enabled apps. It is designed to facilitate interoperability between different banks and payment service providers, providing users with a unified and convenient payment experience. UPI transactions require two-factor authentication, typically a combination of a PIN and biometric verification, ensuring the security of user data and funds. The introduction of UPI has revolutionized the Indian payment system, driving financial inclusion and fostering the country's digital transformation.

What is financial inclusion and digital transformation

Financial Inclusion:

Financial inclusion refers to the accessibility and availability of a range of financial services to individuals and businesses, especially those who have been traditionally excluded from the formal financial system. It aims to provide individuals with access to affordable and appropriate financial products and services such as savings accounts, loans, insurance, and payment systems. Financial inclusion seeks to empower individuals, promote economic growth, and reduce poverty by enabling them to manage their finances, make transactions, save, invest, and protect themselves against financial risks.

Digital Transformation:

Digital transformation refers to the integration and adoption of digital technologies and innovations in various aspects of business, society, and the economy. It involves leveraging digital tools, platforms, and processes to improve operational efficiency, enhance customer experiences, and drive innovation. In the context of the financial sector, digital transformation involves the digitization of financial services and the adoption of digital platforms and technologies to deliver financial products, services, and processes. It encompasses the shift from traditional brick-and-mortar banking to digital channels, enabling individuals and businesses to access financial services conveniently, securely, and efficiently through digital platforms, mobile applications, and online interfaces.

Financial inclusion and digital transformation are closely interconnected. Digital transformation plays a critical role in advancing financial inclusion by leveraging digital technologies to extend the reach of financial services to underserved populations, reduce costs, and improve access and convenience. Digital platforms and mobile technologies enable individuals to access financial services anytime, anywhere, and conduct transactions electronically, even in remote areas where physical bank branches may be limited. Digital transformation also enables the development of innovative financial solutions tailored to the specific needs of underserved populations, such as microfinance, mobile banking, and digital wallets.

Overall, financial inclusion and digital transformation are mutually reinforcing, as digital technologies provide the means to expand financial inclusion and empower individuals and businesses with the tools and access needed to participate fully in the digital economy.

Key Components and Elements of Financial Inclusion and Digital Transformation:

1. **Access to Financial Services:** Financial inclusion entails providing individuals and businesses with access to a wide range of formal financial services, including savings accounts, payment systems, credit facilities, insurance products, and investment opportunities. It involves ensuring that these services are affordable, convenient, and suitable for various segments of the population.
2. **Digital Payments Infrastructure:** Digital transformation in the financial sector relies on the presence of a robust digital payments infrastructure. This includes the development and implementation of secure and efficient payment systems that enable electronic fund transfers, online transactions, and seamless connectivity between various stakeholders, such as banks, payment service providers, merchants, and consumers.
3. **Mobile Technology and Connectivity:** Mobile technology plays a pivotal role in driving financial inclusion and digital transformation. Mobile devices provide a means for individuals to access financial services, conduct transactions, and manage their finances remotely. The availability of reliable internet connectivity, both in urban and rural areas, is crucial for enabling seamless access to digital financial services.
4. **Digital Identity and Authentication:** Establishing robust digital identity systems and authentication mechanisms is essential for financial inclusion and digital transformation. Digital identities enable individuals to securely access financial services and participate in digital transactions. Reliable authentication methods, such as biometrics or two-factor authentication, ensure the security and integrity of financial transactions.
5. **Financial Literacy and Consumer Protection:** Promoting financial literacy is an integral component of financial inclusion and digital transformation. It involves educating individuals about financial concepts, products, and services, enabling them to make informed decisions and effectively utilize digital financial tools. Consumer protection measures, including regulations and safeguards against fraud and exploitation, are essential to build trust and confidence in digital financial services.
6. **Ecosystem Collaboration and Interoperability:** Collaboration among stakeholders in the financial ecosystem is crucial for achieving financial inclusion and driving digital transformation. This includes cooperation between financial

institutions, payment service providers, technology firms, government entities, and regulatory bodies. Interoperability, ensuring seamless integration and compatibility between different financial service providers and platforms, promotes access and usability for consumers.

7. Regulatory Framework and Policy Environment: A supportive regulatory framework is necessary to facilitate financial inclusion and guide digital transformation. Regulations should encourage innovation while ensuring consumer protection, data privacy, and security. Policies addressing issues such as interoperability, competition, risk management, and infrastructure development play a vital role in creating an enabling environment for financial inclusion and digital transformation.

8. Innovation and Technological Advancements: Continuous innovation and advancements in technology drive financial inclusion and digital transformation. This includes the development of user-friendly digital platforms, mobile applications, biometric authentication systems, artificial intelligence (AI), and blockchain solutions that enhance accessibility, security, and efficiency in financial services.

These key components and elements work together to drive financial inclusion and digital transformation, promoting access, convenience, and empowerment for individuals and businesses in utilizing formal financial services and participating in the digital economy.

The impact of UPI on financial inclusion in India has been significant.

1. Access to Formal Financial Services: UPI has played a crucial role in extending access to formal financial services to a larger population, including those who were previously excluded from the traditional banking system. By linking their bank accounts to UPI-enabled apps, individuals can easily perform a wide range of financial transactions such as fund transfers, bill payments, and merchant transactions. This has allowed people, especially in rural and remote areas, to access and utilize formal financial services conveniently.

2. Banking the Unbanked and Underbanked: UPI has been instrumental in bringing the unbanked and underbanked population into the formal financial system. With UPI, individuals can open a bank account using their mobile devices, which eliminates the need for physical presence at a bank branch. This has reduced barriers to entry and allowed individuals to enjoy the benefits of having a bank account, such as secure storage of funds, access to credit, and participation in the digital economy.

3. **Seamless Fund Transfers:** UPI has revolutionized the way funds are transferred in India. It offers a simple and instant fund transfer mechanism, allowing individuals to send and receive money in real-time. This has significantly improved the efficiency and speed of financial transactions, particularly for individuals who rely on remittances from family members or friends. UPI has made it easier for them to receive money directly into their bank accounts, reducing dependency on informal and expensive remittance channels.

4. **Micro and Small Business Integration:** UPI has facilitated the integration of micro and small businesses into the formal financial ecosystem. Previously, these businesses often relied on cash transactions due to the limitations of accepting digital payments. However, UPI-enabled payment solutions, including QR codes and UPI-based apps, have made it easier for them to accept digital payments from customers. This has not only increased their revenue streams but also improved transparency in their financial transactions.

5. **Financial Empowerment and Inclusion of Women:** UPI has played a vital role in empowering women and promoting their financial inclusion. By providing a digital payment platform, UPI has given women greater control over their financial transactions and reduced their dependence on male family members for managing finances. UPI has also facilitated government initiatives aimed at empowering women, such as direct benefit transfers for social welfare schemes, scholarships, and subsidies.

6. **Reduction in Cash Dependency:** UPI has contributed to a significant reduction in cash dependency in India. As more individuals and businesses adopt UPI as a preferred mode of payment, there has been a gradual shift away from cash transactions. This reduction in cash usage has several benefits, including increased transparency, reduced risks associated with handling physical currency, and improved efficiency in the overall payment system.

7. **Enhanced Financial Literacy:** The adoption of UPI has also led to increased financial literacy among users. As individuals become familiar with UPI-enabled apps and digital payments, they gain a better understanding of financial concepts, digital financial services, and responsible financial behavior. This increased financial literacy helps individuals make informed decisions, manage their finances effectively, and access other financial products and services.

In summary, UPI has had a transformative impact on financial inclusion in India. It has expanded access to formal financial services, enabled seamless fund transfers, integrated micro and small businesses, empowered women, reduced cash dependency, and fostered financial literacy. UPI's inclusive and user-friendly features have played a significant role in bringing previously underserved segments of the population into the formal financial ecosystem and promoting their financial well-being.

The impact of UPI (Unified Payments Interface) on digital transformation in India

1. Cashless Economy: UPI has played a crucial role in driving India towards a cashless economy. By providing a convenient and secure platform for digital transactions, UPI has reduced reliance on physical currency. It has encouraged individuals and businesses to adopt digital payment methods, leading to a shift towards electronic transactions and reducing the need for cash-based transactions.

2. Mobile-First Approach: UPI operates on a mobile-first approach, leveraging the widespread adoption of mobile devices in India. UPI-enabled apps allow users to access financial services and make transactions anytime, anywhere using their smartphones. This mobile-centric approach has facilitated the integration of digital payments into the daily lives of individuals, enabling them to participate in the digital economy more effectively.

3. Interoperability and Seamless Integration: UPI has promoted interoperability and seamless integration among different banks and payment service providers. This has created a unified payment ecosystem, enabling users to transact across various platforms and service providers. The ease of integration has facilitated the growth of digital payment solutions, encouraging innovation and competition in the digital payments space.

4. Enhanced Merchant Acceptance: UPI has contributed to increased merchant acceptance of digital payments. UPI-enabled apps and payment solutions have made it easier and more cost-effective for businesses, including small and micro-enterprises, to accept digital payments. This has expanded the reach of digital payments, allowing a larger number of merchants to participate in the digital economy.

5. Innovation in Financial Services: UPI has stimulated innovation in financial services by providing a standardized platform for transactions. Financial technology (FinTech) companies and startups have leveraged UPI's infrastructure to develop innovative products and services. These include digital wallets, payment apps, lending platforms, and other financial solutions that cater to the evolving needs of consumers. UPI has fueled the growth of the FinTech sector and encouraged the development of new digital financial tools.

6. Government Initiatives and Digital Inclusion: UPI aligns with the Indian government's initiatives to promote digital inclusion and transform the country into a digitally empowered society. The government has integrated UPI with various programs such as direct benefit transfers, subsidies, and welfare schemes, enabling efficient and transparent disbursement of funds. UPI has played a vital role in extending digital financial services to previously underserved sections of society, fostering financial inclusion.

7. Data-driven Insights and Financial Management: UPI transactions generate a vast amount of data that can be analyzed to derive insights about consumer behavior and financial patterns. This data can be utilized by financial institutions, regulators, and businesses to develop personalized financial products, tailor marketing strategies, and enhance risk management. UPI has facilitated the collection and analysis of transaction data, enabling data-driven decision-making and innovation in the financial sector.

In summary, UPI has had a transformative impact on digital transformation in India. It has driven the adoption of digital payments, facilitated a shift towards a cashless economy, encouraged innovation in financial services, enhanced merchant acceptance, supported government initiatives, and enabled data-driven insights. UPI has played a pivotal role in digitizing financial transactions and promoting the digital transformation of the Indian economy.

The role of UPI (Unified Payments Interface) in financial inclusion and digital transformation is significant. Here are the key aspects of UPI's role in these areas:

1. Expanding Access to Financial Services: UPI has played a crucial role in expanding access to formal financial services, especially for individuals who were previously excluded from the traditional banking system. By enabling individuals to link their bank accounts to UPI-enabled apps, UPI has provided them with a convenient and accessible

platform to perform various financial transactions. This has brought financial services closer to the unbanked and underbanked population, promoting financial inclusion.

2. Empowering the Unbanked and Underbanked: UPI has empowered the unbanked and underbanked population by giving them access to a range of financial services. Individuals who previously had limited or no access to banking services can now open bank accounts through UPI-enabled apps and enjoy the benefits of formal financial services. This includes secure storage of funds, access to credit, digital payments, and participation in the digital economy.

3. Facilitating Digital Payments Adoption: UPI has been instrumental in driving the adoption of digital payments in India. By providing a seamless and interoperable platform, UPI has made it easier for individuals and businesses to transact digitally. The simplicity and convenience of UPI-enabled apps have encouraged people to shift from cash-based transactions to digital payments, thereby contributing to the digital transformation of the payment ecosystem.

4. Enabling Cashless Transactions: UPI has played a crucial role in promoting cashless transactions in India. It provides a secure and efficient alternative to cash payments, reducing the reliance on physical currency. With UPI, individuals can make payments directly from their bank accounts using their mobile devices. This has led to a gradual reduction in cash dependency and a shift towards a more digitized and efficient payment system.

5. Enhancing Merchant Acceptance of Digital Payments: UPI has facilitated the integration of merchants, particularly small and micro-businesses, into the digital payment ecosystem. UPI-enabled payment solutions, such as QR codes and UPI-based apps, have made it easier and more cost-effective for merchants to accept digital payments. This has expanded the acceptance infrastructure for digital payments, enabling more businesses to participate in the digital economy.

6. Supporting Government Initiatives: UPI aligns with various government initiatives aimed at promoting financial inclusion and digital transformation. The Indian government has actively promoted UPI as a preferred mode of payment

for initiatives such as direct benefit transfers, subsidies, and social welfare programs. UPI has facilitated the efficient disbursement of funds, ensuring timely delivery of financial assistance to the intended beneficiaries.

7. Fostering Innovation in Financial Services: UPI has fostered innovation in financial services by providing a standardized and interoperable platform for transactions. FinTech companies and startups have leveraged UPI's infrastructure to develop innovative products and services, including digital wallets, payment apps, and lending platforms. This has stimulated competition, driven product innovation, and expanded the range of digital financial services available to consumers.

In summary, UPI plays a crucial role in both financial inclusion and digital transformation in India. It expands access to financial services, empowers the unbanked and underbanked population, drives the adoption of digital payments, enables cashless transactions, enhances merchant acceptance, supports government initiatives, and fosters innovation in financial services. UPI's inclusive and user-friendly features have been instrumental in bringing more individuals and businesses into the formal financial ecosystem and promoting the digital transformation of the Indian economy.

Pros of Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transformation:

1. Financial Inclusion: UPI has significantly contributed to financial inclusion by providing access to formal financial services for previously unbanked or underbanked individuals. It has empowered them to send and receive money, pay bills, and make digital transactions, thereby improving their financial capabilities and overall economic well-being.

2. Convenience and Accessibility: UPI offers a user-friendly and accessible platform for conducting transactions. Users can link their bank accounts to their mobile devices and perform instant fund transfers at any time, from anywhere. This convenience has made financial transactions easier and more efficient, reducing dependency on cash and physical banking infrastructure.

3. Digital Transformation: UPI has been a driving force behind the digital transformation of the Indian economy. It has facilitated the shift from cash-based transactions to digital payments, fostering a more inclusive and transparent economy. The growth of digital platforms and startups leveraging UPI has created a comprehensive digital ecosystem, providing access to various financial services from a single platform.

4. Interoperability and Integration: UPI's interoperability allows users to transact seamlessly across different banks and payment service providers. This integration has enabled users to access multiple financial products and services through UPI-enabled apps, promoting convenience and choice for consumers.

5. Enhanced Security Measures: UPI transactions require two-factor authentication, typically a combination of a PIN and biometric verification. This strong security framework has built trust among users, assuring the safety of their funds and personal information.

Cons of Revolutionizing Indian Payment System: The Impact of UPI on Financial Inclusion and Digital Transformation:

1. Technological Limitations: The adoption and effective use of UPI require access to smartphones and reliable internet connectivity. In rural areas and among low-income populations, limited access to these technologies hinders the widespread adoption of UPI, creating a digital divide.

2. Infrastructural Challenges: UPI relies on digital infrastructure and supporting payment systems. In some areas, inadequate infrastructure and the absence of physical cash-in and cash-out points limit the full potential of UPI, especially in rural and remote regions.

3. Security and Fraud Risks: While UPI has robust security measures, there are still risks associated with fraud, data breaches, and unauthorized access. Users must remain vigilant and adopt safe practices to protect their personal and financial information.

4. Regulatory and Policy Challenges: The evolving regulatory framework for UPI and digital payments poses challenges for stakeholders. Balancing innovation, competition, and consumer protection requires ongoing efforts to establish appropriate regulations and address emerging issues.

5. Behavioral Barriers: Shifting from cash-based transactions to digital payments requires a change in user behavior and mindset. Some individuals, particularly in rural areas or among older generations, may face challenges in adopting and adapting to UPI due to lack of familiarity or trust in digital platforms.

6. Dependency on Mobile Devices: The reliance on mobile devices for UPI transactions can be a limitation, as it requires users to have smartphones and maintain their functionality. Any disruptions or issues with mobile devices may affect the ability to conduct UPI transactions.

Understanding the pros and cons of revolutionizing the Indian payment system through UPI is crucial for policymakers, financial institutions, and users to make informed decisions and address the challenges to maximize the benefits of UPI for financial inclusion and digital transformation.

Challenges in the Use of UPI for Financial Inclusion and Digital Transformation:

1. Technological Barriers: The adoption of UPI for financial inclusion and digital transformation faces challenges related to technological barriers. Limited access to smartphones, internet connectivity issues, and low digital literacy among certain segments of the population hinder their ability to utilize UPI effectively.

2. Digital Divide: The digital divide refers to the gap between individuals who have access to and can effectively use digital technologies and those who don't. Bridging this divide is essential for ensuring that UPI and digital financial services are accessible to all, regardless of their socio-economic background or geographical location.

3. Security and Fraud Risks: With the growing adoption of UPI, there is an increased risk of security breaches, fraud, and unauthorized transactions. Educating users about security measures, implementing robust security protocols, and raising awareness about safe digital practices are crucial to mitigate these risks.

4. Trust and Perception: Building trust in UPI as a secure and reliable payment system is essential. Some individuals may be skeptical about the security of their financial information and hesitant to adopt digital payments. Educating and assuring users about the safety measures and benefits of UPI can help address these concerns.

5. Infrastructure and Acceptance: While UPI has gained significant traction, there is still a need to expand the acceptance infrastructure, especially in rural and remote areas. Merchants, service providers, and government agencies need to be equipped with the necessary infrastructure and tools to accept UPI payments, ensuring its widespread usability.

Trends in the Use of UPI for Financial Inclusion and Digital Transformation:

1. Integration with Other Services: UPI is increasingly being integrated with various services beyond payments, such as e-commerce platforms, utility bill payments, and ticket booking systems. This integration enhances the user experience and expands the scope of digital transactions, promoting convenience and efficiency.

2. Adoption in Government Initiatives: UPI is being actively integrated into government initiatives and programs to facilitate direct benefit transfers, subsidies, and financial assistance. This trend aligns with the government's push towards digital governance and inclusive financial services for all citizens.

3. Expansion of UPI Ecosystem: The UPI ecosystem is evolving, with new players entering the market and existing players introducing innovative features and services. This expansion drives competition, fosters innovation, and offers users a wider range of options for digital transactions.

4. Financial Inclusion for Underbanked Segments: UPI is increasingly focusing on addressing the financial needs of underbanked segments, such as small and marginal farmers, rural populations, and low-income individuals. Initiatives like UPI-based microloans, insurance products, and savings accounts are being introduced to cater to their specific requirements.

5. Enhanced Security Measures: Continuous efforts are being made to enhance the security of UPI transactions. This includes the adoption of multi-factor authentication, biometric verification, and advanced encryption techniques to ensure the integrity and confidentiality of user data.

6. Emphasis on Digital Literacy: Promoting digital literacy and awareness is a growing trend to ensure that individuals are equipped with the necessary knowledge and skills to effectively use UPI and other digital financial services. Training programs, campaigns, and educational initiatives are being undertaken to bridge the digital literacy gap.

In summary, the challenges in using UPI for financial inclusion and digital transformation revolve around technological barriers, the digital divide, security risks, and infrastructure limitations. However, there are also positive trends emerging, such as integration with other services, adoption in government initiatives, expansion of the UPI ecosystem, financial inclusion for underbanked segments, enhanced security measures, and emphasis on digital literacy. Addressing these challenges and leveraging the emerging trends can contribute to the effective use of UPI for financial inclusion and digital transformation in India.

Recommendation

1. **Analyze the Role of UPI in Enhancing Financial Literacy:** Explore the impact of UPI on improving financial literacy among individuals, particularly those previously excluded from formal financial services. Investigate how UPI has facilitated financial education initiatives and empowered users to make informed financial decisions.
2. **Study the Impact of UPI on Micro, Small, and Medium Enterprises (MSMEs):** Examine how UPI has facilitated the inclusion of MSMEs into the digital payment ecosystem. Assess the benefits and challenges faced by MSMEs in adopting UPI for their business transactions and analyze the role of UPI in improving their financial management and access to credit.
3. **Assess the Impact of UPI on Government Initiatives:** Investigate the integration of UPI with government initiatives such as Direct Benefit Transfer (DBT) and welfare programs. Evaluate the efficiency and effectiveness of UPI in disbursing government subsidies, reducing leakages, and ensuring transparent delivery of benefits to the intended beneficiaries.
4. **Explore the Challenges and Opportunities for UPI Adoption in Rural Areas:** Examine the specific challenges faced in promoting UPI adoption in rural areas and identify strategies to overcome them. Assess the potential impact of UPI on rural livelihoods, agricultural transactions, and rural entrepreneurship.
5. **Examine the Role of UPI in Promoting Financial Inclusion for Women:** Investigate how UPI has contributed to financial inclusion among women, especially those from marginalized communities. Analyze the specific barriers faced by women in accessing financial services and explore how UPI has empowered them economically and enhanced their financial decision-making.

6. Evaluate the Security and Privacy Aspects of UPI: Assess the security measures implemented in UPI and evaluate their effectiveness in protecting user data and preventing fraud. Examine user perceptions and concerns regarding security and privacy in UPI transactions and propose recommendations to enhance the security framework.

7. Investigate the Policy and Regulatory Framework for UPI: Analyze the policy and regulatory environment surrounding UPI and its impact on the growth and development of the payment system. Assess the effectiveness of current regulations in promoting innovation, competition, and consumer protection, and propose policy recommendations for a sustainable and inclusive UPI ecosystem.

8. Study the Role of UPI in Promoting Digital Savings and Investments: Explore how UPI has facilitated digital savings and investment options for individuals, particularly for the unbanked and underbanked population. Assess the impact of UPI-enabled digital platforms in promoting financial planning, wealth creation, and access to investment opportunities.

9. Analyze International Experiences and Best Practices: Compare the Indian experience with international case studies on digital payment systems and financial inclusion. Identify successful models and best practices from other countries that can be adapted to enhance the impact of UPI in India.

10. Conduct a Longitudinal Study on the Evolution of UPI: Track the evolution of UPI over time, from its inception to its current state, and project future trends and developments. Analyze the scalability, sustainability, and potential challenges of UPI in the context of India's evolving payment landscape.

These recommendations will help you explore different aspects of UPI's impact on financial inclusion and digital transformation in India and provide valuable insights for policymakers, researchers, and industry practitioners.

Conclusion

In conclusion, the adoption of UPI (Unified Payments Interface) has revolutionized the Indian payment system, making a significant impact on financial inclusion and digital transformation. UPI has played a pivotal role in expanding access to formal financial services for the unbanked and underbanked population, empowering them to participate in the digital economy. It has provided a convenient, user-friendly, and secure platform for individuals to transact digitally, driving the adoption of digital payments across the country.

UPI's impact on financial inclusion is evident in its ability to enable mobile-based banking, simplify fund transfers, empower micro and small businesses, promote financial inclusion for women, and support government welfare programs. It has brought banking services closer to individuals, particularly those in rural and remote areas, and has facilitated the efficient disbursement of government benefits and subsidies.

Moreover, UPI has played a vital role in the digital transformation of India's payment ecosystem. It has reduced the dependency on cash transactions, fostered the acceptance of digital payments by merchants, and stimulated innovation in financial services. UPI's interoperability and integration capabilities have created a unified payment ecosystem, allowing users to transact seamlessly across different platforms and service providers.

However, challenges remain, including technological barriers, the digital divide, security risks, limited acceptance infrastructure, and regulatory and compliance challenges. Addressing these challenges is crucial to maximize the benefits of UPI and ensure its inclusive and sustainable growth.

To fully leverage the potential of UPI for financial inclusion and digital transformation, it is important to continue expanding access to technology and digital literacy, enhancing security measures, strengthening the acceptance infrastructure, and fostering regulatory frameworks that protect users' interests.

Overall, UPI has emerged as a game-changer in the Indian payment system, promoting financial inclusion, empowering individuals and businesses, and driving the digital transformation of the economy. As UPI continues to evolve and overcome challenges, its impact on financial inclusion and digital transformation is expected to grow, creating a more inclusive, efficient, and secure financial ecosystem for all.

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HR Analytics and Big Data: Investigating the use of HR analytics and big data to make data-driven decisions in areas such as talent acquisition, workforce planning, and employee retention

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ABSTRACT:

This research paper examines the integration of HR analytics and big data in Human Resource Management (HRM) practices. The study focuses on the application of HR analytics in talent acquisition, workforce planning, and employee relations. Through a comprehensive literature review, the paper explores the implications, challenges, and ethical considerations associated with HR analytics. The analysis reveals the potential benefits of HR analytics in making data-driven decisions and optimizing HRM processes. Key findings highlight the importance of data quality, privacy, talent development, transparency, fairness, and employee well-being in leveraging HR analytics effectively. The research paper provides recommendations for organizations to navigate the challenges and ethical dilemmas while harnessing the potential of HR analytics. The study contributes to the existing knowledge by emphasizing the significance of HR analytics in driving strategic HRM practices.

Keywords: HR analytics, big data, talent acquisition, workforce planning, employee relations, data-driven decisions, challenges, ethical considerations.

INTRODUCTION:

In today's digital era, organizations across various industries are witnessing a profound transformation driven by technology. Human Resource Management (HRM), as a critical function within organizations, is also experiencing a significant shift by embracing technological advancements. One such transformative force is the utilization of HR analytics and big data, which empowers HR professionals to make data-driven decisions in talent acquisition, workforce planning, and employee retention. This research paper aims to delve into the realm of HR analytics and big data, investigating their potential to revolutionize HRM practices and enable evidence-based decision making.

1.1 Background and Significance

Traditionally, HRM practices heavily relied on intuition, experience, and subjective judgment to address challenges and make crucial decisions regarding talent acquisition, workforce planning, and employee retention. However, in today's data-rich environment, organizations possess vast amounts of data related to their workforce, employee performance, recruitment processes, and market dynamics. HR analytics and big data offer the means to extract actionable insights from this data, empowering HR professionals to make informed and evidence-based decisions.

The integration of HR analytics and big data in HRM practices has the potential to revolutionize how organizations attract, develop, and retain their talent. By harnessing the power of advanced analytics techniques, organizations can gain valuable insights into their HR processes, identify patterns and trends, and predict future outcomes. This data-driven approach enables HR professionals to make accurate, objective, and strategic decisions that align with organizational goals.

The significance of this research lies in exploring the benefits, challenges, and implications associated with HR analytics and big data in HRM. By understanding and harnessing the potential of these technologies, organizations can gain a competitive advantage in attracting top talent, optimizing workforce planning, and enhancing employee retention strategies. This research aims to contribute to the existing body of knowledge on HR analytics and big data by providing insights, recommendations, and real-world examples to guide HR professionals and organizations on their journey towards data-driven HRM practices.

1.2 Research Objectives

The primary objectives of this research paper are as follows:

1. To investigate the benefits of utilizing HR analytics and big data in talent acquisition, workforce planning, and employee retention.
2. To identify the challenges organizations face in implementing HR analytics and big data in HRM practices.
3. To explore real-world examples of organizations that have successfully leveraged HR analytics and big data for data-driven decision making.
4. To provide practical implications and recommendations for organizations seeking to adopt HR analytics and big data effectively in their HRM practices.

By achieving these objectives, this research aims to contribute to the understanding of how HR analytics and big data can transform HRM practices and enable organizations to make informed decisions that drive organizational success.

1.3 Research Question

The primary research question guiding this study is as follows:

How can HR analytics and big data be utilized to make data-driven decisions in talent acquisition, workforce planning, and employee retention, and what are the challenges and implications associated with their implementation?

By addressing this research question, we can explore the potential of HR analytics and big data to enhance HRM practices, understand the challenges organizations face in their implementation, and shed light on the implications for HR professionals and organizations.

In the subsequent sections of this research paper, we will review the relevant literature on HR analytics and big data in HRM, analyze real-world examples, discuss the methodology employed in this study, present findings related to talent acquisition, workforce planning, and employee retention, examine challenges and ethical considerations, and provide practical implications and recommendations for HR professionals and organizations seeking to harness the power of HR analytics and big data for data-driven decision making in HRM practices. By doing so, we aim to contribute to the existing body of knowledge and guide organizations towards leveraging HR analytics and big data for enhanced HRM outcomes.

2. LITERATURE REVIEW

2.1 THEORETICAL FOUNDATIONS OF HR ANALYTICS AND BIG DATA

To comprehend the significance of HR analytics and big data in HRM practices, it is essential to establish the theoretical foundations that underpin these concepts. HR analytics refers to the process of collecting, analyzing, and interpreting HR-related data to inform decision making and enhance HRM outcomes (Boudreau & Cascio, 2017). It involves the application of statistical analysis, predictive modeling, and data visualization techniques to gain insights into various HR domains.

Big data, on the other hand, refers to the vast amount of structured and unstructured data that organizations generate on a daily basis. It encompasses data from diverse sources such as employee records, recruitment platforms, performance management systems, social media, and external market data (Choi & Oh, 2017). The integration of HR analytics and big data enables organizations to derive meaningful insights and patterns from this wealth of information, leading to data-driven decision making.

The use of HR analytics and big data in HRM aligns with the strategic HRM perspective, which emphasizes the integration of HR practices with organizational strategy to achieve competitive advantage (Wright & McMahan, 2011). By leveraging analytics and big data, HR professionals can enhance their strategic decision making, align HR practices with organizational goals, and contribute to overall business success.

2.2 BENEFITS AND OPPORTUNITIES OF HR ANALYTICS AND BIG DATA

2.2.1 Improving Decision-Making Accuracy and Effectiveness

One of the key advantages of HR analytics and big data is the ability to improve decision-making accuracy and effectiveness. By analyzing vast amounts of data, organizations can identify patterns, correlations, and predictive indicators related to HR outcomes. For instance, analytics can help identify the factors that contribute to employee performance, engagement, and turnover, enabling HR professionals to develop targeted interventions and strategies (Bersin, 2017). Data-driven decision making also reduces reliance on subjective judgment, increasing objectivity and consistency in HR processes.

2.2.2 Enhancing Talent Acquisition

HR analytics and big data offer significant opportunities to enhance talent acquisition processes. By leveraging predictive analytics, organizations can identify the characteristics, skills, and experiences that lead to successful hires. For example, analysis of historical data can help identify the recruitment channels that yield the highest quality candidates (Davenport, Harris, & Shapiro, 2010). Additionally, data-driven candidate assessment techniques, such as AI-powered algorithms, can assist in evaluating candidate fit and potential, resulting in more effective selection decisions (Van Iddekinge, Roth, Putka, & Lanivich, 2011).

2.2.3 Optimizing Workforce Planning

Workforce planning is a critical aspect of HRM, and HR analytics and big data can significantly enhance this process. By analyzing historical data and market trends, organizations can forecast future skill requirements, identify potential talent shortages, and develop strategies to address them (Bondarouk, Ruël, & Guiderdoni-Jourdain, 2018). Predictive modeling techniques enable organizations to align their workforce planning with strategic business goals and make informed decisions about talent development, recruitment, and succession planning.

2.2.4 Enhancing Employee Retention Strategies

Employee retention is a persistent challenge for organizations. HR analytics and big data provide opportunities to gain insights into turnover patterns and identify potential flight risks. By analyzing historical turnover data, organizations can pinpoint factors that contribute to employee attrition and design targeted retention initiatives (Allen, Bryant, & Vardaman, 2010). Predictive modeling techniques allow organizations to identify employees at risk of leaving and proactively implement interventions to increase retention (Dalal, Brummel, & Van Dijk, 2011).

2.3 CHALLENGES AND LIMITATIONS

While HR analytics and big data offer immense potential, they also come with several challenges and limitations.

2.3.1 Data Quality and Integration

One of the primary challenges is ensuring data quality and integrity. HR data often exists in various systems and formats, making data integration and cleansing a complex task (Laumer, Eckhardt, & Weitzel, 2017). Data inaccuracies, inconsistencies, and missing values can undermine the validity and reliability of HR analytics outcomes. Therefore, organizations must invest in robust data governance practices and technologies to ensure data quality throughout the HR data lifecycle.

2.3.2 Privacy and Ethical Considerations

The utilization of employee data raises privacy and ethical concerns. HR analytics and big data require access to personal and sensitive employee information, raising questions about data privacy and confidentiality (Cascio & Boudreau, 2016). Organizations must establish robust data governance frameworks, ensuring compliance with privacy regulations and ethical standards. Transparency, fairness, and informed consent are essential when using employee data for decision making.

2.3.3 Analytical Capabilities and Skill Gaps

The successful adoption of HR analytics and big data requires a skilled workforce with analytical capabilities. HR professionals need to develop data literacy skills, including statistical analysis, data visualization, and interpretation techniques (Rasmussen, Ulrich, & Barney, 2013). However, many organizations face skill gaps in this area, requiring investments in training and development initiatives to build the necessary analytical capabilities.

2.4 REAL-WORLD EXAMPLES

Several organizations have successfully leveraged HR analytics and big data to drive HRM outcomes. For instance, Google implemented a people analytics function to identify key factors influencing employee engagement and retention (Bock, 2015). Through data analysis, they found that managers play a crucial role in employee satisfaction and developed programs to support manager development and feedback processes. IBM also utilized HR analytics to improve talent acquisition by identifying predictive indicators for successful hires (Davenport, 2014).

These examples demonstrate the tangible benefits and opportunities that organizations can achieve by harnessing the power of HR analytics and big data in their HRM practices.

In conclusion, the literature review highlights the theoretical foundations of HR analytics and big data, their benefits and opportunities in talent acquisition, workforce planning, and employee retention, as well as the challenges and limitations organizations may face in their implementation. Real-world examples illustrate how organizations have effectively utilized HR analytics and big data to enhance their HRM outcomes. Building upon this literature, the subsequent sections of this research paper will present findings, analysis, and recommendations to guide HR professionals and organizations in leveraging HR analytics and big data for data-driven decision making in HRM practices.

3. METHODOLOGY

This research paper employs a qualitative research approach to investigate the utilization of HR analytics and big data in HRM practices. The methodology consists of data collection and analysis, utilizing secondary data sources, such as scholarly articles, industry reports, and real-world examples.

3.1 DATA COLLECTION

The data collection process involves the following steps:

3.1.1 Comprehensive Literature Review

A thorough review of scholarly articles from reputable journals in the field of HRM and data analytics will be conducted. Databases such as Google Scholar, JSTOR, and ProQuest will be utilized to identify relevant articles. The literature review will focus on identifying key themes, concepts, and findings related to the use of HR analytics and big data in talent acquisition, workforce planning, and employee retention.

3.1.2 Analysis of Industry Reports and Surveys

Industry reports and surveys related to HR analytics and big data adoption will be examined. These reports provide insights into the current state of HR analytics, industry trends, and challenges faced by organizations in implementing these technologies. Sources such as Deloitte's Global Human Capital Trends Report, Bersin by Deloitte, and HR industry-specific reports will be considered.

3.1.3 Examination of Real-World Examples

Real-world case studies and examples of organizations that have successfully utilized HR analytics and big data in their HRM practices will be examined. These examples serve as practical illustrations of how these technologies have been applied to talent acquisition, workforce planning, and employee retention. Examples from both large organizations and small to medium-sized enterprises will be considered to provide a comprehensive understanding of the topic.

3.2 Data Analysis

The collected data will be analyzed using thematic analysis, a qualitative research technique that identifies patterns and themes within the data. The analysis process will involve the following steps:

3.2.3 Interpretation and Synthesis

The identified themes will be interpreted and synthesized to provide a comprehensive understanding of the utilization of HR analytics and big data in HRM practices. The findings will be analyzed, compared, and contrasted to identify commonalities, variations, and trends within the data. The synthesis process will

involve drawing connections between the literature, industry reports, and real-world examples, highlighting the benefits, challenges, and implications of using HR analytics and big data.

In conclusion, the methodology employed in this research paper involves comprehensive data collection from secondary sources, including scholarly articles, industry reports, and real-world examples. Thematic analysis will be used to analyze the collected data, identify key themes, and synthesize the findings. This methodology ensures a rigorous exploration of the utilization of HR analytics and big data in talent acquisition, workforce planning, and employee retention, providing valuable insights for HR professionals and organizations seeking to adopt these technologies effectively.

4. HR ANALYTICS IN TALENT ACQUISITION

Talent acquisition is a critical aspect of HRM, and HR analytics has the potential to significantly enhance the effectiveness and efficiency of this process. By leveraging HR analytics techniques, organizations can gain valuable insights into the recruitment process, improve candidate selection, and optimize hiring decisions. This section explores the application of HR analytics in talent acquisition and provides real-world examples of organizations that have successfully utilized these techniques.

4.1 Recruitment Process Analysis

HR analytics enables organizations to analyze and optimize their recruitment processes. By examining data related to sourcing channels, candidate demographics, application rates, and conversion rates at each stage of the recruitment funnel, organizations can identify bottlenecks, inefficiencies, and areas for improvement. For example, analyzing data on the effectiveness of different job boards or social media platforms can help organizations allocate recruitment budgets more effectively (Marler & Parry, 2016). Insights gained from such analysis enable organizations to make data-driven decisions and focus their efforts on the most effective recruitment strategies.

4.2 Candidate Selection and Assessment

HR analytics provides valuable insights into candidate selection and assessment. Traditional methods of candidate evaluation, such as resumes and interviews, often rely on subjective judgment and may not accurately predict job performance. By utilizing HR analytics techniques, organizations can incorporate data-driven approaches to assess candidate fit and potential.

For instance, organizations can develop predictive models that identify the characteristics, skills, and experiences that contribute to successful hires (Van Iddekinge et al., 2011). By analyzing historical data on employee performance and correlating it with candidate attributes, organizations can develop predictive algorithms that rank candidates based on their likelihood of success in the role. This data-driven approach improves the objectivity and accuracy of candidate selection, increasing the likelihood of making quality hires.

4.3 Real-World Examples

Real-world examples demonstrate the successful application of HR analytics in talent acquisition. Google, renowned for its data-driven approach to HR, leveraged HR analytics to improve their recruitment process. By analyzing large volumes of recruitment data, including candidate resumes and interview scores, Google identified the characteristics and experiences that were most indicative of successful hires (Bock, 2015). This analysis allowed them to refine their hiring criteria and focus on attributes that aligned with job performance. As a result, Google improved their hiring outcomes and reduced turnover rates.

Another example is Xerox, which implemented HR analytics to identify factors that contribute to the success of their call center employees (Boudreau & Cascio, 2017). Through data analysis, they found that candidates with specific behavioral traits and work experiences were more likely to excel in the role. Xerox incorporated these insights into their selection process, resulting in improved employee performance and reduced attrition rates.

These examples highlight how HR analytics can drive data-driven decision making in talent acquisition, leading to improved recruitment processes, better candidate selection, and enhanced hiring outcomes.

In conclusion, HR analytics offers significant benefits in talent acquisition by enabling organizations to analyze and optimize recruitment processes, enhance candidate selection and assessment, and make data-driven decisions. Real-world examples demonstrate how organizations such as Google and Xerox have successfully leveraged HR analytics to improve their talent acquisition outcomes. By embracing HR analytics techniques, organizations can enhance the efficiency, effectiveness, and accuracy of their talent acquisition practices, ultimately leading to better hires and improved organizational performance.

5. HR ANALYTICS IN WORKFORCE PLANNING

Workforce planning is a critical function within HRM that involves anticipating and aligning the organization's workforce needs with its strategic objectives. HR analytics plays a vital role in optimizing workforce planning processes by leveraging data-driven insights to forecast future talent requirements, identify skill gaps, and develop strategies for talent development and succession planning. This section explores the application of HR analytics in workforce planning and provides real-world examples of organizations that have effectively utilized these techniques.

5.1 Forecasting Future Skill Requirements

HR analytics enables organizations to forecast future skill requirements based on historical data and market trends. By analyzing data on employee demographics, turnover rates, retirement projections, and industry trends, organizations can anticipate future talent needs (Bondarouk et al., 2018). Predictive modeling techniques can be applied to identify potential skill shortages, enabling organizations to proactively develop strategies to address these gaps.

For example, by analyzing historical data on employee turnover, organizations can identify patterns and factors that contribute to attrition in specific job roles or departments. This information can be used to develop retention initiatives and succession planning strategies to ensure a seamless transition of talent (Dalal et al., 2011). HR analytics provides the necessary insights to align workforce planning with strategic business goals, ensuring that the organization has the right talent in place to support its future growth and success.

5.2 Identifying Skill Gaps and Development Opportunities

HR analytics allows organizations to identify skill gaps within their workforce. By analyzing data on employee skills, competencies, and performance, organizations can determine areas where additional training or development initiatives are required. This analysis helps HR professionals design targeted learning programs, upskilling initiatives, and succession plans to bridge these skill gaps (Rasmussen et al., 2013).

Moreover, HR analytics can help identify high-potential employees who exhibit the necessary skills and potential for advancement. By analyzing performance data and career progression patterns, organizations can identify employees who are ready for leadership roles or critical positions. This information enables HR professionals to implement talent development programs, mentorship initiatives, and succession plans to nurture and retain top talent within the organization.

5.3 Real-World Examples

IBM is an example of an organization that successfully utilizes HR analytics in workforce planning. By leveraging HR analytics techniques, IBM developed a workforce planning tool called the "Skills Inventory and Workforce Dashboard" (Davenport, 2014). This tool provides managers with real-time insights into employee skills, capabilities, and potential skill gaps. By analyzing this data, managers can make informed decisions regarding talent deployment, development, and succession planning.

Another example is Marriott International, which implemented HR analytics to identify skill gaps and talent development opportunities. Through data analysis, Marriott identified the competencies required for each job role and compared them to the existing skill set of their employees (Boudreau & Cascio, 2017). This analysis allowed them to develop targeted training programs and career development plans to bridge skill gaps and retain valuable talent.

These examples demonstrate how HR analytics can drive effective workforce planning by forecasting future skill requirements, identifying skill gaps, and developing strategies for talent development and succession planning.

In conclusion, HR analytics plays a crucial role in optimizing workforce planning processes. By leveraging data-driven insights, organizations can forecast future skill requirements, identify skill gaps, and develop strategies to address them. Real-world examples from organizations like IBM and Marriott International highlight the successful application of HR analytics in workforce planning. By integrating HR analytics

into their workforce planning practices, organizations can ensure they have the right talent in place to support their strategic objectives and drive organizational success.

6. HR ANALYTICS IN EMPLOYEE RELATIONS

Employee relations is a key aspect of HRM that focuses on maintaining positive relationships between employees and the organization. HR analytics can play a significant role in enhancing employee relations by providing insights into employee engagement, satisfaction, and retention. By leveraging HR analytics techniques, organizations can identify factors that contribute to positive employee relations, detect potential issues, and develop strategies to improve employee well-being. This section explores the application of HR analytics in employee relations and provides real-world examples of organizations that have effectively utilized these techniques.

6.1 Employee Engagement and Satisfaction Analysis

HR analytics enables organizations to measure and analyze employee engagement and satisfaction levels. Through employee surveys, sentiment analysis, and performance data, organizations can gather insights into employee attitudes, perceptions, and experiences within the workplace (Bersin & Associates, 2014). By analyzing this data, organizations can identify drivers of employee engagement and satisfaction, allowing them to develop targeted interventions and initiatives to enhance employee well-being.

For example, organizations can conduct sentiment analysis on employee feedback gathered through surveys, performance reviews, or social media platforms. By applying natural language processing techniques, sentiment analysis can identify positive or negative sentiments expressed by employees, helping organizations understand the underlying factors contributing to employee satisfaction or dissatisfaction. These insights enable HR professionals to address specific areas of concern and develop strategies to improve employee relations and overall organizational performance.

6.2 Early Detection of Employee Relations Issues

HR analytics provides organizations with the ability to detect potential employee relations issues at an early stage. By analyzing data on employee turnover rates, absenteeism, performance metrics, and employee relations cases, organizations can identify patterns and trends that may indicate underlying issues (Laumer et al., 2017). This proactive approach allows organizations to take timely action to address and resolve employee relations challenges before they escalate.

For instance, by analyzing employee turnover data, organizations can identify high turnover rates in specific departments or job roles. This information can prompt further investigation into the underlying causes, such as poor management practices, lack of career development opportunities, or work-life balance issues. HR analytics provides the necessary insights to address these issues and implement targeted strategies to improve employee relations, reduce turnover, and enhance overall organizational performance.

6.3 Real-World Examples

Zappos, the online retailer known for its strong employee culture, implemented HR analytics to enhance employee relations. Through regular employee surveys and sentiment analysis, Zappos gathers feedback on employee experiences, attitudes, and satisfaction levels (Boudreau & Cascio, 2017). This data-driven approach allows Zappos to address specific areas of concern and continuously improve employee relations, resulting in high employee engagement and retention rates.

Another example is Adobe, which utilized HR analytics to address gender pay disparities and enhance employee relations. By analyzing employee compensation data, Adobe identified pay gaps and took steps to ensure fair and equitable compensation for all employees (Bersin, 2016). This data-driven approach demonstrated Adobe's commitment to employee well-being, resulting in improved employee relations and a positive organizational culture.

These examples illustrate how organizations like Zappos and Adobe have effectively utilized HR analytics to enhance employee relations, improve employee engagement and satisfaction, and address potential issues proactively.

7. CHALLENGES AND ETHICAL CONSIDERATIONS

While the use of HR analytics in various aspects of HRM presents numerous benefits, there are also several challenges and ethical considerations that organizations need to address. This section discusses the key challenges associated with HR analytics and highlights important ethical considerations that should be taken into account when implementing these technologies.

7.1 CHALLENGES

7.1.1 Data Quality and Availability

One of the primary challenges in HR analytics is the availability and quality of data. Organizations must ensure that they have accurate and comprehensive data to generate meaningful insights. However, data discrepancies, outdated or incomplete records, and data silos can hinder the effectiveness of HR analytics initiatives. Organizations need to invest in data governance practices, data integration solutions, and data quality assurance measures to overcome these challenges and ensure reliable and accurate analytics outcomes.

7.1.2 Data Privacy and Security

Another critical challenge is ensuring data privacy and security when handling employee data. HR analytics often involves collecting and analyzing sensitive employee information, including performance evaluations, compensation data, and personal demographics. Organizations must have robust data privacy and security protocols in place to protect employee data from unauthorized access, breaches, or misuse. Compliance with relevant data protection regulations, such as GDPR or CCPA, is essential to maintain employee trust and uphold ethical standards.

7.1.3 Talent and Expertise Gap

Implementing HR analytics requires skilled professionals who possess expertise in data analysis, statistics, and HRM. However, there may be a talent and expertise gap within HR departments, where HR professionals may lack the necessary skills to effectively leverage HR analytics. Organizations need to invest in training and upskilling programs for HR professionals to enhance their data literacy and analytical capabilities. Collaborating with data scientists or analysts can also bridge the talent gap and ensure the successful implementation of HR analytics initiatives.

7.2 ETHICAL CONSIDERATIONS

7.2.1 Transparency and Informed Consent

Transparency is a crucial ethical consideration when implementing HR analytics. Organizations should communicate openly with employees about the types of data being collected, the purpose of data analysis, and the potential outcomes or decisions that may result from the analysis. Informed consent should be obtained from employees regarding the use of their data for analytics purposes. Transparency and informed consent foster trust and respect for employee privacy rights.

7.2.2 Fairness and Bias Mitigation

HR analytics should strive for fairness and equality by mitigating biases and ensuring equal opportunities for all employees. Care should be taken to avoid biased algorithms or models that perpetuate discriminatory practices or reinforce existing inequalities. Regular audits and evaluations of HR analytics systems can help identify and address any biases in data collection, analysis, or decision-making processes, ensuring fairness and equal treatment of employees.

7.2.3 Ethical Use of Predictive Analytics

Predictive analytics, such as predicting employee turnover or performance, should be used ethically and responsibly. Organizations should be cautious about making decisions solely based on predictive models and should consider a holistic approach that incorporates human judgment and context. Transparency in how predictive models are developed, validated, and used is essential to ensure fairness and avoid undue reliance on algorithmic decision-making.

7.2.4 Employee Well-being and Psychological Impact

HR analytics initiatives should prioritize employee well-being and consider the potential psychological impact on employees. Organizations should ensure that data collection and analysis methods do not intrude on employee privacy or create unnecessary stress or discomfort. Regular communication, employee feedback mechanisms, and clear guidelines for data usage can help address concerns and promote employee well-being throughout the HR analytics process.

In conclusion, the use of HR analytics in HRM presents challenges related to data quality, privacy, talent gaps, and expertise. Ethical considerations such as transparency, fairness, bias mitigation, and employee well-being are crucial in the implementation of HR analytics initiatives. By addressing these challenges and adhering to ethical principles, organizations can effectively leverage HR analytics while maintaining employee trust, privacy, and the overall ethical integrity of HR practices.

8. IMPLICATIONS AND RECOMMENDATIONS

The integration of HR analytics in various aspects of Human Resource Management (HRM) brings significant implications for organizations. By harnessing the power of data-driven insights, organizations can make more informed decisions, optimize HR processes, and enhance overall organizational performance. This section explores the implications of HR analytics and provides recommendations for organizations to effectively leverage this technology.

8.1 IMPLICATIONS

8.1.1 Enhanced Decision-Making

The application of HR analytics enables organizations to make data-driven decisions across talent acquisition, workforce planning, and employee relations. By analyzing vast amounts of data, organizations can gain valuable insights into recruitment strategies, identify skill gaps, and proactively address employee relations issues. Data-driven decision-making minimizes bias, increases objectivity, and improves the effectiveness of HR practices.

8.1.2 Improved Talent Management

HR analytics provides organizations with the ability to identify high-potential employees, develop succession plans, and align talent with strategic objectives. By leveraging analytics, organizations can optimize talent acquisition efforts, identify critical skill gaps, and design targeted training and development programs. This holistic approach to talent management enhances employee engagement, satisfaction, and retention, ultimately leading to a more productive and motivated workforce.

8.1.3 Proactive Problem Identification

HR analytics enables organizations to proactively identify potential challenges and mitigate risks. By analyzing data patterns and trends, organizations can anticipate workforce changes, such as turnover or skill shortages, and take proactive measures to address them. This proactive problem identification allows organizations to stay ahead of potential issues, reduce costs associated with turnover or underperformance, and maintain a competitive advantage in the market.

8.2 RECOMMENDATIONS

8.2.1 Establish Data Governance Framework

To ensure the effectiveness and reliability of HR analytics initiatives, organizations should establish a robust data governance framework. This framework should include data collection protocols, data quality assurance measures, and data privacy and security policies. It is essential to have standardized processes for data integration, storage, and access to ensure data accuracy, consistency, and compliance with relevant data protection regulations.

8.2.2 Invest in Data Literacy and Analytics Skills

Organizations should invest in training and upskilling HR professionals to enhance their data literacy and analytics skills. Providing opportunities for HR professionals to develop their analytical capabilities enables them to effectively leverage HR analytics in decision-making processes. Collaboration with data scientists or analysts can also bridge the talent gap and support the implementation of HR analytics initiatives.

8.2.3 Foster a Culture of Data-Driven Decision-Making

To fully leverage the potential of HR analytics, organizations should foster a culture of data-driven decision-making. This involves promoting a mindset that values and utilizes data in HR practices. Leaders should lead by example and make decisions based on data insights, encouraging others to do the same. Implementing regular data reviews and sharing success stories of data-driven initiatives can further promote a data-driven culture within the organization.

8.2.4 Address Ethical Considerations

Organizations must prioritize ethical considerations in the implementation of HR analytics. Transparency, informed consent, fairness, and employee well-being should be at the forefront of HR analytics practices. Regular audits and evaluations of analytics systems can help identify and address biases or potential issues. Organizations should establish clear guidelines for data usage, communicate openly with employees about data collection and analysis, and ensure that employee privacy rights are respected throughout the process.

In conclusion, the implications of HR analytics in HRM are significant, enabling enhanced decision-making, improved talent management, and proactive problem identification. To effectively leverage HR analytics, organizations should establish a data governance framework, invest in data literacy and analytics skills, foster a culture of data-driven decision-making, and address ethical considerations. By following these recommendations, organizations can unlock the full potential of HR analytics and drive sustainable organizational success.

9. CONCLUSION

In conclusion, HR analytics is a powerful tool that enables organizations to make data-driven decisions, optimize HR processes, and enhance employee relations. By analyzing HR data, organizations can gain valuable insights into talent acquisition, workforce planning, and employee engagement. However, the successful implementation of HR analytics requires addressing challenges related to data quality, privacy, talent gaps, and ethical considerations. By establishing a robust data governance framework, investing in data literacy and analytics skills, fostering a culture of data-driven decision-making, and addressing ethical considerations, organizations can effectively leverage HR analytics. This technology offers implications such as enhanced decision-making, improved talent management, and proactive problem identification. By prioritizing transparency, fairness, and employee well-being, organizations can build trust, maintain privacy, and ensure the ethical integrity of HR practices. Overall, HR analytics has the potential to revolutionize HRM and pave the way for a future where data-driven HR practices drive organizational success.

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Editorial

The editors are thrilled to present the FOURTH Research Publication of Achievers College to the readers. It gives us immense pleasure to know that we received research papers across many states in India. We would like to thank the Maharashtra State Commerce Association Peer reviewed committee, all of the researchers, invited speakers, the organising team, student volunteers, and each one who helped make the conference a success.

We are also thankful to the office bearers of Maharashtra State Commerce Association for their support in continuous motivation and guidance to all researchers in the endeavour of making valuable additions to the existing body of knowledge.

We gratefully welcome the encouragement, support, and motivation provided by all well-wishers and the parent association of Achievers College of Commerce & Management (Night College), Kalyan.

We would like to thank all of the research researchers and support personnel's who helped make this Research Volume possible, and we would like to request everyone to continue supporting and assisting with such publications in the future too. We hope that the readers will appreciate the quality of the contents published in the publication. We promise what we can deliver ; and we deliver what we promise.

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Start-ups, Incubation, and Entrepreneurship in India : A Catalyst for Sustainable Development

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Abstract

The Indian start-up ecosystem has gained significant momentum in recent years, offering a platform for entrepreneurs to address social and economic challenges in the country. This research paper examines the role of start-ups, incubation, and entrepreneurship in India as a catalyst for sustainable development. Using secondary data, this paper analyses the evolution of the Indian start-up ecosystem, the challenges faced by start-ups, the role of incubation centres, and the impact of entrepreneurship on sustainable development. Additionally, the paper provides recommendations for policymakers and stakeholders to create an enabling environment for start-ups to thrive and contribute to sustainable development in India.

Introduction

India's start-up ecosystem has witnessed tremendous growth in recent years, driven by government initiatives such as Start-up India, Make in India, and Digital India. With its large pool of young talent and expanding middle class, India is an attractive location for start-up businesses. This paper investigates the role of start-ups, incubation, and entrepreneurship in India as a driver of sustainable development. Evolution of the Start-up Ecosystem in India:

The number of start-ups in India has increased dramatically over the past decade, from 7,000 in 2008 to over 50,000 in 2021. The Indian government has played a vital role in promoting entrepreneurship by launching initiatives such as Start-up India, setting up incubation centres, and offering tax incentives to start-ups. Venture capital and angel investing have both contributed to India's thriving start-up scene.

Challenges Faced by Start-ups in India

Despite the growth of the start-up ecosystem in India, start-ups face several challenges. These challenges include a lack of access to funding, a complex regulatory environment, and a shortage of skilled labour. Start-ups also face stiff competition from established players in

the market.

Role of Incubation Centres

Incubation centres play a crucial role in supporting start-ups in India. Incubation centres provide start-ups with mentorship, funding, and networking opportunities. The Indian government has set up several incubation centres across the country, such as the Atal Innovation Mission, to support start-ups. Incubation centres also help start-ups to create innovative solutions that address social and economic challenges in India.

Impact of Entrepreneurship on Sustainable Development

Entrepreneurship has the potential to drive sustainable development in India. Start-ups in India are focusing on areas such as renewable energy, healthcare, education, and agriculture, which are crucial for sustainable development. Entrepreneurship also has the potential to create employment opportunities and reduce poverty in India.

Recommendations for Policymakers and Stakeholders

Policymakers and stakeholders can create a supportive environment for start-ups to thrive and contribute to sustainable development in India. These recommendations include simplifying regulatory frameworks, providing access to funding, encouraging entrepreneurship education, and creating a favourable business environment. Policymakers can also focus on promoting start-ups that address social and economic challenges in India.

Conclusion

Start-ups, incubation, and entrepreneurship have the potential to drive sustainable development in India. Although the government of India has taken steps to support new businesses, more needs to be done to help Indian entrepreneurs succeed. Incubation centres play a crucial role in supporting start-ups, and policymakers can create a supportive environment for start-ups to thrive. Start-ups that address social and economic challenges in India have the potential to make a significant impact

on sustainable development. The private sector can also play a vital role in supporting start-ups and creating a favourable business environment.

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IS LINKEDIN AN EFFECTIVE RECRUITMENT PLATFORM?

SAFAA SHAIKH

LinkedIn has emerged as a prominent professional networking platform that facilitates recruitment and talent acquisition processes. This research paper aims to critically evaluate the effectiveness of LinkedIn as a recruitment platform. By examining existing literature, surveying recruiters, and analysing case studies, this study seeks to provide a comprehensive analysis of LinkedIn's efficacy in attracting, assessing, and hiring top talent. The findings will shed light on the advantages, limitations, and potential areas for improvement in utilizing LinkedIn for recruitment purposes.

Introduction

Social media use in the workplace is already widespread, but it has grown in recent years. Finding a way to harness the power of social media has taken precedence over what was initially the main concern, which was productivity loss.

Additionally, LinkedIn is a social media platform that is flourishing in the competition as a tool for hiring. It is a sizable, constantly growing platform for hiring managers who have positions to fill. It does, however, have both benefits and drawbacks.

A growing number of HR professionals are using LinkedIn to find potential hires in addition to posting job openings there.

Additionally, some 25 million LinkedIn profiles are seen daily by various businesses and organisations looking for employees who might one day be good candidates for open positions at their company. As a result, this social network serves as a practical venue for business networking, especially when recruiters are trying to locate the best candidate for a certain position.

1.1 Background:

In today's highly competitive job market, organizations are constantly seeking efficient and effective methods to attract and hire top talent. The rise of social media and online platforms has significantly impacted the recruitment landscape, providing new avenues for connecting with potential candidates.

Among these platforms, LinkedIn has emerged as a leading professional networking platform with over 740 million members worldwide (as of September 2021). LinkedIn offers a range of features and tools specifically designed for recruitment purposes, making it a popular choice for both recruiters and job seekers.

1.2 Purpose of the Study:

The purpose of this study is to evaluate the effectiveness of LinkedIn as a recruitment platform. With the increasing prominence of LinkedIn in talent acquisition strategies, it is essential to critically analyse its impact on recruitment outcomes. By examining the benefits and limitations of LinkedIn, this study aims

to provide insights into its effectiveness in attracting, assessing, and hiring top talent. The findings will help recruiters and organizations make informed decisions about incorporating LinkedIn into their recruitment strategies.

1.3 Research Objectives:

The research objectives for this study include:

- a) To assess the advantages and disadvantages of using LinkedIn as a recruitment platform.
- b) To analyse the effectiveness of LinkedIn in attracting a diverse pool of qualified candidates.
- c) To examine the suitability of LinkedIn for different job levels and industries.
- d) To evaluate the features and tools offered by LinkedIn for assessing and screening candidates.
- e) To explore the impact of LinkedIn on recruitment outcomes, such as time-to-hire, quality of hires, and cost-effectiveness.
- f) To identify best practices and strategies for maximizing the effectiveness of LinkedIn as a recruitment platform.

1.4 Scope and Limitations:

This study focuses specifically on evaluating the effectiveness of LinkedIn as a recruitment platform. It considers the perspectives of recruiters and organizations utilizing LinkedIn for talent acquisition purposes. The research primarily emphasizes the benefits, limitations, and impact of LinkedIn on recruitment outcomes. However, it does not delve into other aspects of LinkedIn, such as its role in personal branding, professional networking, or other non-recruitment related functions. Additionally, the study acknowledges that LinkedIn's effectiveness may vary depending on factors such as industry, job level, geographical location, and organization size, which may influence the generalizability of the findings.

Literature Review

2.1 Evolution of Recruitment Platforms

Recruitment platforms have undergone significant evolution over the years, driven by advancements in technology and changing demands in the job market. Here's an overview of the key stages in the evolution of recruitment platforms:

Traditional Classified Ads: In the past, recruitment primarily relied on newspapers and classified ads. Job seekers would browse through print publications to find job listings, and employers would advertise their vacancies in these publications. The process was time-consuming and limited in reach.

Online Job Boards: The advent of the internet led to the emergence of online job boards, such as Monster.com and CareerBuilder. These platforms allowed job seekers to search and apply for jobs online, while employers could post vacancies and review resumes. This marked a significant shift towards digital recruitment.

Niche Job Boards: As online job boards became popular, specialized niche job boards started to emerge. These platforms focused on specific industries, professions, or geographic locations, catering to a targeted audience. Niche job boards provided a more focused approach, making it easier for job seekers and employers to connect within their respective industries.

Applicant Tracking Systems (ATS): Applicant Tracking Systems came into play as a response to the increasing volume of resumes received by employers. These systems automated the process of managing and tracking applicants, allowing employers to streamline their hiring process. ATS platforms integrated with job boards and offered features like resume parsing, candidate screening, and interview scheduling.

Social Media Recruitment: The rise of social media platforms like LinkedIn, Facebook, and Twitter opened up new avenues for recruitment. Employers started leveraging these platforms to source and engage with candidates directly.

Social media allowed for more targeted job advertisements, passive candidate sourcing, and facilitated networking between recruiters and potential candidates.

Online Professional Networks: Online professional networks like LinkedIn evolved to become more than just social media platforms. They transformed into comprehensive recruitment platforms that offered features like job posting, candidate search, and professional networking. LinkedIn became a key player in the recruitment space, connecting professionals and recruiters worldwide.

Gig Economy Platforms: With the growing gig economy, platforms like Upwork, Freelancer, and TaskRabbit emerged. These platforms catered to freelancers and contractors, allowing businesses to find and hire talent on a project basis. The gig economy platforms introduced a new way of working and expanded the concept of recruitment beyond traditional employment models.

AI-Powered Recruitment Platforms: The latest evolution in recruitment platforms involves the integration of artificial intelligence (AI) and machine learning (ML) technologies. AI-powered platforms leverage automation, natural language processing, and data analytics to enhance various aspects of recruitment, including resume screening, candidate matching, and interview scheduling. These platforms aim to improve efficiency, reduce bias, and enhance the overall recruitment experience for both job seekers and employers.

It's important to note that these stages are not mutually exclusive, and many platforms have incorporated features from multiple stages. The evolution of recruitment platforms is an ongoing process, driven by technological advancements, changing market dynamics, and evolving recruitment needs.

2.2 LinkedIn: A Brief Overview

LinkedIn is a social networking platform designed for professionals and businesses. It was founded in December 2002 and launched in May 2003. LinkedIn's primary purpose is to connect professionals from various industries, allowing them to network, share information, and seek career opportunities.

Unlike other social media platforms, LinkedIn focuses specifically on professional networking and career development. It provides a space for individuals to create and maintain their professional profiles, which serve as virtual resumes. Users can include their work experience, education, skills, certifications, and other relevant information on their profiles.

LinkedIn enables users to connect with colleagues, classmates, employers, and other professionals in their respective fields. By building a network of connections, individuals can establish professional relationships, collaborate on projects, share knowledge and insights, and seek advice or recommendations.

One of the key features of LinkedIn is its job search functionality. Users can search for job openings, apply directly through the platform, and receive recommendations based on their profile information. Employers and recruiters also use LinkedIn to find potential candidates by posting job listings and searching for qualified professionals.

LinkedIn offers various tools and features to facilitate professional growth and development. It includes groups and communities where users can join discussions, share industry-specific content, and connect with like-minded professionals. LinkedIn Learning, a paid feature, provides online courses and tutorials to enhance users' skills and knowledge in different areas.

In addition to individual profiles, LinkedIn offers company pages for businesses to showcase their brand, products, and services. Companies can use these pages to post job openings, share updates, and engage with their audience. LinkedIn also offers advertising options for businesses to promote their products or services to a targeted professional audience.

LinkedIn has evolved over the years to become a crucial platform for professionals across industries. With millions of users worldwide, it has become a powerful tool for networking, career advancement, business development, and knowledge sharing in the professional realm.

2.3 Theoretical Perspectives on LinkedIn's Effectiveness

LinkedIn's effectiveness can be examined from various theoretical perspectives. Here are three commonly used theoretical perspectives that shed light on the subject:

Social Network Theory: Social network theory focuses on the relationships and connections between individuals or entities within a network. In the context of LinkedIn, this perspective emphasizes the effectiveness of the platform based on the strength and reach of an individual's professional network. LinkedIn allows users to connect with colleagues, industry professionals, and potential employers, thereby expanding their professional networks. The more extensive and diverse a person's network is on LinkedIn, the greater their access to opportunities, information, and resources. Social network theory suggests that LinkedIn's effectiveness lies in its ability to facilitate these connections and enhance an individual's professional capital.

Human Capital Theory: Human capital theory emphasizes the skills, knowledge, and experiences that individuals possess and how these attributes contribute to their economic value and career success. LinkedIn enables users to showcase their educational background, work experience, skills, and endorsements, thereby presenting a comprehensive overview of their human capital. From this perspective, LinkedIn's effectiveness can be measured by its capacity to facilitate the acquisition and display of valuable human capital. It enables users to highlight their expertise, gain visibility, and potentially attract employment opportunities or collaborations based on their demonstrated skills and qualifications.

Information Processing Theory: Information processing theory focuses on how individuals acquire, interpret, and use information to make decisions.

LinkedIn acts as a platform that provides a wealth of professional information and resources. Users can access industry news, updates, research, and insights shared by professionals in their network or through specialized groups and forums. The effectiveness of LinkedIn, from an information processing perspective, lies in its ability to deliver relevant and timely information that aids users in making informed decisions regarding career choices, business strategies, or industry trends. Additionally, LinkedIn's algorithmic features, such as personalized recommendations and job suggestions, enhance information processing by connecting users with content and opportunities that align with their interests and goals.

2.4 Existing Research on LinkedIn as a Recruitment Platform

LinkedIn has been widely recognized as a leading professional networking platform and is extensively used for recruitment purposes. Numerous research studies have explored various aspects of LinkedIn as a recruitment platform. Here are some key findings from existing research:

Candidate Sourcing and Selection: LinkedIn provides a valuable source of potential candidates for recruiters. Research has shown that LinkedIn is effective for identifying passive job seekers, reaching a broader talent pool, and targeting specific industries or skill sets.

Candidate Quality: Studies have found that LinkedIn users generally have higher education levels and professional experience compared to the general population. This indicates that LinkedIn can be a valuable platform for finding qualified candidates.

Employer Branding and Company Perception: Research has emphasized the importance of a strong employer brand on LinkedIn. Companies that maintain an active and engaging presence on LinkedIn tend to be perceived more positively by potential candidates, enhancing their ability to attract top talent.

Social Capital and Network Effects: LinkedIn's emphasis on professional connections and networks plays a significant role in recruitment. Research has highlighted the value of social capital, with referrals and recommendations from existing connections leading to higher-quality hires.

Job Seeker Behaviour: Studies have examined how job seekers interact with LinkedIn during their job search process. It has been found that users rely on LinkedIn for job search activities, such as browsing job postings, researching companies, and connecting with recruiters.

Use of LinkedIn by Recruiters: Research has explored how recruiters utilize LinkedIn for sourcing, screening, and engaging with candidates. It has been observed that recruiters extensively use LinkedIn to gather additional information about candidates, verify qualifications, and evaluate cultural fit.

Challenges and Limitations: Some research has discussed the limitations of LinkedIn as a recruitment platform. These include the potential for biased hiring based on profile information, the need for active candidate engagement to avoid passivity bias, and the limited representation of certain industries or demographic groups.

Impact on Traditional Recruitment Channels: Research has examined the impact of LinkedIn on traditional recruitment channels, such as job boards and recruitment agencies. LinkedIn has disrupted these channels by providing an efficient and cost-effective alternative for sourcing candidates.

Methodology

3.1 Secondary Data Research

The aim of this study is focused on the impact that strategic management of human resources has on organizational performance. This study is based on secondary sources of data. The study was conducted through the collection and analysis of various publications on this topic. The secondary source, refers to various publications that have been made in this area about empirical studies, various academic debates and analysing the different findings. They have been published in various journals, conferences, books and websites.

Limitations

However, it is important to note that the effectiveness of LinkedIn as a recruitment platform can vary depending on several factors, such as the industry, location, and the specific hiring needs of an organization. Some potential limitations include:

Competition: As LinkedIn is a popular platform for recruitment, job postings can face significant competition from other organizations, potentially making it harder to stand out.

Passive Candidates: While LinkedIn has a large user base, not all professionals actively use the platform or keep their profiles up to date. This may limit the reach of job postings and candidate searches.

Cost: Depending on the features and services used, there may be associated costs for organizations using LinkedIn as a recruitment platform. These costs can vary and may be a consideration for some organizations.

Findings and Discussion

4.1 Recruitment Success Metrics on LinkedIn

Recruitment success on LinkedIn can be measured using various metrics. Here are some key metrics commonly used to evaluate the effectiveness of LinkedIn as a recruitment platform:

Sourcing metrics: These metrics focus on candidate sourcing and include:

Number of qualified candidates sourced: The total number of qualified candidates identified and sourced through LinkedIn.

Sourcing conversion rate: The percentage of sourced candidates who move forward in the recruitment process (e.g., submit applications, pass initial screenings, etc.).

Time to source: The average time it takes to identify and source qualified candidates on LinkedIn.

Application metrics: These metrics track the number and quality of applications received from candidates who found the job posting on LinkedIn. They include:

Number of applications received: The total number of applications submitted through LinkedIn for a specific job posting.

Application conversion rate: The percentage of applicants from LinkedIn who progress to the next stage of the recruitment process.

Quality of applications: Evaluating the relevance and suitability of applications received from LinkedIn in terms of meeting the job requirements and desired qualifications.

Engagement metrics: These metrics measure the level of engagement and interaction with potential candidates on LinkedIn. They include:

Profile views: The number of times a job posting or recruiter's profile was viewed by LinkedIn users.

InMail response rate: The percentage of InMail messages (LinkedIn's direct messaging feature) sent to candidates that received a response.

Engagement with content: The level of engagement (e.g., likes, comments, shares) received on job postings, company updates, and other recruitment-related content shared on LinkedIn.

Cost metrics: These metrics assess the cost-effectiveness of using LinkedIn for recruitment. They include:

Cost per hire: The average cost associated with hiring a candidate sourced through LinkedIn.

Return on investment (ROI): Calculating the value generated from using LinkedIn for recruitment compared to the cost incurred.

Quality of hire metrics: These metrics evaluate the performance and success of candidates hired through LinkedIn. They include:

Retention rate: The percentage of candidates hired through LinkedIn who remain with the company for a specified period.

Time to fill: The average time taken from the initial job posting on LinkedIn to filling the position with a suitable candidate.

Candidate feedback: Collecting feedback from candidates hired through LinkedIn to assess their satisfaction and experience with the recruitment process.

By tracking these metrics, recruiters and organizations can assess the effectiveness of their LinkedIn recruitment efforts, make data-driven decisions, and continuously optimize their strategies to improve recruitment success.

4.2 Advantages of Using LinkedIn for Recruitment

Using LinkedIn for recruitment offers several advantages for employers and recruiters. Here are some key advantages:

Extensive professional network: LinkedIn boasts a large and diverse user base consisting of professionals from various industries, job levels, and locations.

This provides access to a wide pool of talent, increasing the chances of finding qualified candidates for different roles.

Targeted candidate search: LinkedIn offers robust search tools and filters that allow recruiters to narrow down their candidate search based on specific criteria such as job title, industry, location, skills, and experience. This targeted approach helps identify relevant candidates efficiently.

Professional profiles and information: LinkedIn profiles provide detailed information about a candidate's professional background, skills, education, endorsements, and recommendations. This comprehensive profile data gives recruiters valuable insights into candidates' qualifications and experiences, aiding in the evaluation and screening process.

Passive candidate engagement: LinkedIn enables recruiters to connect with passive candidates who may not be actively job-seeking but could be open to new opportunities. Recruiters can engage with these professionals by sending personalized messages, sharing job opportunities, or highlighting the benefits of their organization.

Employer branding and company visibility: LinkedIn allows companies to create a company page to showcase their brand, company culture, values, and job opportunities. Regularly posting engaging content and updates can help build brand awareness and attract potential candidates who align with the company's values.

Recommendations and endorsements: LinkedIn's endorsement and recommendation features allow professionals to validate and showcase their skills and expertise. These endorsements and recommendations can provide additional credibility to a candidate's profile and help recruiters gauge their capabilities.

Networking and referrals: LinkedIn facilitates networking among professionals, making it easier for recruiters to tap into existing connections and ask for referrals. Referrals often result in high-quality candidates, and LinkedIn simplifies the referral process by allowing users to recommend or refer their connections directly.

Recruiter-specific tools and features: LinkedIn offers dedicated tools and features for recruiters, such as LinkedIn Recruiter, which provides advanced search capabilities, candidate management, and collaboration features. These tools enhance efficiency and streamline the recruitment process.

Insights and analytics: LinkedIn provides analytics and data on job postings, candidate engagement, and the effectiveness of recruitment campaigns. These insights enable recruiters to measure the success of their efforts, make data-driven decisions, and optimize their strategies accordingly.

Integration with applicant tracking systems (ATS): LinkedIn integrates with various ATS platforms, allowing seamless transfer of candidate information and simplifying the overall recruitment workflow.

Overall, LinkedIn offers a powerful platform for recruitment, providing access to a vast talent pool, comprehensive candidate profiles, networking opportunities, and tools designed specifically for recruiters. Leveraging these advantages can significantly enhance the effectiveness of recruitment efforts.

4.3 Limitations and Challenges

While LinkedIn is a valuable recruitment platform, it also comes with some limitations and challenges. Here are a few of them:

Incomplete or outdated profiles: Not all LinkedIn users maintain comprehensive or up-to-date profiles. Some profiles may lack essential information or fail to reflect a candidate's current skills, experiences, or job status. This can make it difficult for recruiters to get a complete and accurate understanding of a candidate's qualifications.

Limited reach in certain industries or job levels: While LinkedIn has a substantial user base, its coverage may vary across industries or job levels. Some industries or specific roles may have a smaller presence on LinkedIn, making it challenging to find suitable candidates in those areas.

Passive candidate engagement: Although LinkedIn allows recruiters to reach out to passive candidates, the response rate for such candidates may be relatively low. Passive candidates may not actively monitor their LinkedIn messages or may be less inclined to respond to unsolicited messages from recruiters.

Competition and candidate saturation: LinkedIn is a popular platform for recruitment, and job postings can attract a large number of applicants, resulting in high competition for certain positions. It may be challenging for recruiters to sift through a large volume of applications to identify the most suitable candidates.

Cost considerations: LinkedIn offers various premium features and tools, such as LinkedIn Recruiter, that come at a cost. While these tools can enhance the recruitment process, they may require additional budget allocation, which could be a limitation for organizations with limited resources.

Overreliance on digital profiles: Relying solely on LinkedIn profiles may limit the depth of understanding about candidates. In-person interviews, references, and assessments are often necessary to assess a candidate's suitability thoroughly.

Misrepresentation and lack of verification: LinkedIn profiles are self-reported, and there is no guarantee that the information provided is accurate or verified. Recruiters need to exercise caution and conduct their due diligence when evaluating candidates based on their LinkedIn profiles.

Privacy concerns: LinkedIn profiles may contain personal information that individuals may not want to share publicly or with recruiters. Respecting privacy concerns and complying with data protection regulations are essential considerations when using LinkedIn for recruitment.

Passive job seekers bias: LinkedIn primarily attracts individuals who are actively seeking job opportunities or open to networking. As a result, the platform may not reach individuals who are not active on LinkedIn or prefer alternative job search methods, potentially missing out on potential talent.

To mitigate these limitations and challenges, recruiters can complement their LinkedIn recruitment efforts with other strategies such as leveraging other job boards, networking events, employee referrals, and partnering with external recruitment agencies. Diversifying recruitment channels helps broaden the reach and access a more diverse candidate pool.

4.4 Enhancing Recruitment Effectiveness on LinkedIn

To enhance recruitment effectiveness on LinkedIn, consider implementing the following strategies:

Optimize job postings: Craft clear, compelling, and detailed job descriptions that highlight key responsibilities, requirements, and company culture. Use relevant keywords to improve visibility in search results. Include information about the benefits and perks of working at your organization to attract potential candidates.

Build a strong employer brand: Create an attractive and engaging company page that reflects your employer brand. Regularly share updates, articles, and videos that showcase your company culture, values, and achievements.

Encourage employees to share their positive experiences working at your organization on their LinkedIn profiles.

Leverage employee advocacy: Encourage your employees to engage with your company's LinkedIn content, share job postings, and refer potential candidates. Employee advocacy can significantly expand your reach and attract high-quality referrals.

Utilize targeted search filters: Take advantage of LinkedIn's advanced search filters to narrow down your candidate search based on specific criteria such as location, skills, industry, and experience. Refine your

search regularly to uncover new potential candidates.

Engage with candidates proactively: Send personalized messages to potential candidates expressing your interest in their skills and experience. Tailor your messages to their specific qualifications and provide clear and concise information about the job opportunity. Be respectful, professional, and avoid spamming candidates with generic messages.

Showcase your company culture: Share content and updates that provide insights into your company's culture, work environment, and employee experiences. This can help attract candidates who align with your values and increase the likelihood of finding the right cultural fit.

Engage with LinkedIn groups: Participate in industry-specific LinkedIn groups to network with professionals in your field. Engaging in relevant discussions, sharing valuable insights, and building relationships can help position your organization as a thought leader and attract potential candidates.

Leverage LinkedIn Recruiter tools: If your organization has access to LinkedIn Recruiter or other premium tools, take full advantage of their features. These tools provide advanced search capabilities, candidate management systems, and analytics to streamline your recruitment process.

Monitor and analyse metrics: Continuously track and analyse recruitment metrics such as application rates, candidate engagement, and time-to-hire. Use these insights to refine your recruitment strategies, optimize job postings, and improve candidate targeting.

Stay active and responsive: Regularly update your company page, share relevant content, and actively respond to messages and inquiries from potential candidates. Being responsive and maintaining an active presence on LinkedIn demonstrates your commitment to engaging with candidates and can positively impact your recruitment efforts.

Remember, recruitment effectiveness on LinkedIn is not solely reliant on the platform itself but also on how well you leverage its features, engage with candidates, and align your strategies with your overall recruitment objectives.

Conclusion

LinkedIn is widely regarded as an effective recruitment platform. It is one of the most popular professional networking sites globally and has a significant user base consisting of professionals, job seekers, and employers. Here are some reasons why LinkedIn is considered effective for recruitment:

Professional network: LinkedIn allows users to create and maintain professional profiles, highlighting their skills, experience, and qualifications. It provides a platform for professionals to connect, network, and showcase their expertise.

Candidate sourcing: LinkedIn offers powerful search tools and filters that enable recruiters to find and identify potential candidates based on specific criteria such as job title, industry, location, skills, and experience. This makes it easier for recruiters to target relevant talent and build a pipeline of potential candidates.

Extensive user base: With over 760 million users worldwide (as of September 2021), LinkedIn provides access to a vast pool of talent from various industries and job levels. This wide reach increases the chances of finding qualified candidates for different roles.

Passive candidate engagement: LinkedIn allows recruiters to connect with passive candidates who may not be actively looking for new job opportunities but could be open to exploring them. Recruiters can

engage with these professionals by sending personalized messages, sharing job opportunities, or showcasing their company's culture and values.

Company branding and visibility: LinkedIn provides a platform for companies to build their employer brand by creating a company page, posting engaging content, and sharing updates about their organization. This helps attract potential candidates and provides insights into the company's culture and values.

Recommendations and endorsements: LinkedIn allow professionals to endorse and recommend their connections, validating their skills and expertise. These endorsements and recommendations can add credibility to a candidate's profile and provide additional information for recruiters during the evaluation process.

Recruiter tools and features: LinkedIn offers various tools and features specifically designed for recruiters, such as LinkedIn Recruiter, which provides advanced search capabilities, candidate management, and collaboration features. These tools help streamline the recruitment process and enhance efficiency

While LinkedIn is widely recognized as an effective recruitment platform, it is important to note that its success may vary depending on factors such as industry, location, job level, and the specific hiring needs of an organization.

Therefore, it is advisable to complement LinkedIn with other recruitment strategies and platforms to maximize the chances of finding the right candidates.

References

International E Conference on Adapting to the New Business Normal – The way ahead December 3-4, 2020 Mysuru, India

Aishwarya S Katwa aishwarya13katwa@gmail.com Dr. Kumar Mukul Mishra mukul.work@gmail.com

https://www.theseus.fi/bitstream/handle/10024/265441/Bidarkote%20Keshavamurthy_Sushma.pdf?sequence=3

<https://hyreo.com/benefits-and-best-recruitment-strategies-to-use-on-linkedin/>

<https://core.ac.uk/download/pdf/237125788.pdf>

<https://www.ijser.org/researchpaper/A-Review-on-Recruitment-through-Social-Media-Networking-Sites.pdf>



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

(Status: Linguistic Minority) (Unaided- Private)

Approved by A.I.C.T.E. Certified under ISO 9001:2015

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade

Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Dr. B. H. Nanwani
Director

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्

3.Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.1 Award of Ph.D. Degrees to 3 Students from SVIMS Ph.D. Research Centre

3.2 Student Enrolment- SVIMS Research Centre

3.3 Recognition of Faculty Members as Ph. D Research Guides



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
Approved by A.I.C.T.E. Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with “B+” Grade
Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

3. Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.1 -Award of Ph.D. Degrees to 3 Students from SVIMS Ph.D. Research Centre



Savitribai Phule Pune University

(formerly University of Pune)

Declaration of Result of the Doctor of Philosophy (Ph.D.)

Candidate's Name : Mulchandani Bhakti Kamlesh
(मुलचंदानी भक्ती कमलेश)



Mother's Name : Kanchan (कंचन)

University has accepted the thesis submitted by the above candidate for award of Ph.D. Degree, as per reports of referees and examiners of open defense of the thesis. Accordingly, it is hereby notified that, the above candidate is declared to have passed the examination of Ph.D. and has become eligible for the award of Ph.D. Degree.

Relevant details are as under :

1. Faculty : Commerce and Management
2. Subject Name : Financial Management
3. Title of Thesis : "An Analytical Study on Complexities & Selection Behavior of Investors in Mutual fund Scheme"
4. Research Center : Sadhu Vaswani Institute of Management Studies for Girls, Pune - 411001
5. Name and Address of the Guide : Dr. Singh Prabha Rahul
Sadhu Vaswani Institute of Management Studies for Girls,
Pune - 411001
6. Date of Registration : 22/02/2020
7. Date of Declaration of Result : 27/02/2024

Ganeshkhind, Pune - 411007.
Ref. No. PGS/Ph.D./24/C&M/0546
Date : 28/02/2024

Director

Board of Examinations & Evaluation

Name of the Candidate: Mulchandani Bhakti Kamlesh
Date of Declaration of the result:27.02.2024



Name of the Candidate: SIDDHARTH SHARAD KARALE



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

(Status: Linguistic Minority) (Unaided- Private)

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Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Dr. B. H. Nanwani
Director

CRITERION –VII	
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METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
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3.Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.2 Student Enrolment- SVIMS Research Centre



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
Approved by A.I.C.T.E. Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade
Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

3. Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.2 Student Enrolment- SVIMS Research Centre

Sr No	Name of the Student	Date of Admission
1	SANKET SANJAY SATHE	08.07.2023
2	ANSHU ABHISHEK	08.07.2023
3	PRACHI PANKAJ DESHPANDE	08.07.2023



सावित्रीबाई फुले पुणे विद्यापीठ
गणेशखिंड, पुणे - ४११ ००७.
Savitribai Phule Pune University
Ganeshkhind, Pune - 411007.



सावित्रीबाई फुले पुणे विद्यापीठ
७५ वर्षांच्या उत्सवाचा शुभंकर

दूरध्वनी क्रमांक : ०२० - २५६२१२०५

Telephone : 020 - 25621205.

ईमेल / Email : pgadmis@pun.unipune.ac.in

शैक्षणिक प्रवेश विभाग

P. G. Admissions Section

वेबसाइट / Website: www.unipune.ac.in


Ref. No.: PGS/480

Date : 18/07/2024

To,
The Principal / Director / Head
Sadhu Vaswani Mission Sadhu Vaswani
Institute of Management Studies for Girls
Addr: 6 Koregaon Road Pune Ta: Pune
(corporation Area) Dist: Pune [IMMP016030]

Sir/Madam

The Ph.D. cases forwarded by your Institute/Centre were placed before the Research & Recognition Committee in Financial Management (Commerce and Management) held on 25/04/2024. The decision of Research & Recognition Committee is/are as follows :

Sr.No.	Name of the candidate & Name of the Research Supervisor	Remarks
1.	Sanket Sanjay Sathe Supervisor : Dr. Lakhani Divya Yogesh 	Topic Approved and Admitted w.e.f. 08/07/2023 as follows :- "The Impact of Sentiment Analysis on Stock Market Prediction"

Please comply with the directions of Research & Recognition Committee and communicate to this office at the earliest.

Thanking You,

Smt. Aditi Ghube
Section Officer

Copy to :

1. Mr./Ms. Sanket Sanjay Sathe
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune
2. Dr.Lakhani Divya Yogesh
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune



सावित्रीबाई फुले पुणे विद्यापीठ
गणेशखिंड, पुणे - ४११ ००७.
Savitribai Phule Pune University
Ganeshkhind, Pune - 411007.



सावित्रीबाई फुले पुणे विद्यापीठ
७५ वर्षांच्या उत्सवाचा निमित्त

दूरध्वनी क्रमांक : ०२० - २५६२१२०५

Telephone : 020 - 25621205.

ईमेल / Email : pgadmis@pun.unipune.ac.in

शैक्षणिक प्रवेश विभाग

P. G. Admissions Section

वेबसाइट / Website: www.unipune.ac.in


Ref. No.: PGS/485

Date :31/07/2024

To,
The Principal / Director / Head
Sadhu Vaswani Mission Sadhu Vaswani
Institute of Management Studies for Girls
Addr: 6 Koregaon Road Pune Ta: Pune
(corporation Area) Dist: Pune [IMMP016030]

Sir/Madam

The Ph.D. cases forwarded by your Institute/Centre were placed before the Research & Recognition Committee in Financial Management (Commerce and Management) held on 25/04/2024. The decision of Research & Recognition Committee is/are as follows :

Sr.No.	Name of the candidate & Name of the Research Supervisor	Remarks
1.	Anshu Abhishek Supervisor : Dr. Lakhani Divya Yogesh 	Topic Approved and Admitted w.e.f. 08/07/2023 as follows :- "Capital Structure Decisions: A Comparative Study of Traditional and AI based Modern Approaches."

Please comply with the directions of Research & Recognition Committee and communicate to this office at the earliest.

Thanking You,

Smt. Aditi Ghube
Section Officer

Copy to :

1. Mr./Ms. Anshu Abhishek
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune
2. Dr.Lakhani Divya Yogesh
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune



सावित्रीबाई फुले पुणे विद्यापीठ
गणेशखिंड, पुणे - ४११ ००७.
Savitribai Phule Pune University
Ganeshkhind, Pune - 411007.



सावित्रीबाई फुले पुणे विद्यापीठ
७५ वर्षांच्या उत्सवाचा शुभंकर

दूरध्वनी क्रमांक : ०२० - २५६२१२०५

Telephone : 020 - 25621205.

ईमेल / Email : pgadmis@pun.unipune.ac.in

शैक्षणिक प्रवेश विभाग

P. G. Admissions Section

वेबसाइट / Website: www.unipune.ac.in


Ref. No.: PGS/422

Date : 18/06/2024

To,
The Principal / Director / Head
Sadhu Vaswani Mission Sadhu Vaswani
Institute of Management Studies for Girls
Addr: 6 Koregaon Road Pune Ta: Pune
(corporation Area) Dist: Pune [IMMP016030]

Sir/Madam

The Ph.D. cases forwarded by your Institute/Centre were placed before the Research & Recognition Committee in Human Resource Management (Commerce and Management) held on 24/04/2024. The decision of Research & Recognition Committee is/are as follows :

Sr.No.	Name of the candidate & Name of the Research Supervisor	Remarks
1.	Prachi Pankaj Deshpande Supervisor : Dr. Lopez Joe Cajetan 	Topic Approved and Admitted w.e.f. 08/07/2023 as follows :- "A Comparative study of the Impact of Hybrid workplace culture and traditional work place culture on stress levels among IT employees in Pune City."

Please comply with the directions of Research & Recognition Committee and communicate to this office at the earliest.

Thanking You,

Smt. Aditi Ghube
Section Officer

Copy to :

1. Mr./Ms. Prachi Pankaj Deshpande
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune
2. Dr.Lopez Joe Cajetan
Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune
Ta: Pune (corporation Area) Dist: Pune



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

(Status: Linguistic Minority) (Unaided- Private)

Approved by A.I.C.T.E. Certified under ISO 9001:2015

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade

Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Dr. B. H. Nanwani
Director

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्

3.Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.3 Recognition of Faculty Members as Ph. D Research Guides



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Approved by A.I.C.T.E. | Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director

Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade
Institute Codes: SPPU: IMMP016030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

3. Ph. D-Advancements in Doctoral Research and Academic Mentorship

3.3 Recognition of Faculty Members as Ph. D Research Guides

List of Teachers Recognized as New Research Guides for AY-2023-2024

Sr. No	Name of the Research Guide	Subject	Recognition Letter No.	Validity
1	Dr. Kalpana Babaso Salunkhe	Computer Management	BOD/Comm. & Mgmt./08/358	18-10-2023 To 01/06/2029
2	Dr. Ashish Rajendrapal Jaswal	Marketing Management	BOD/Comm. & Mgmt./24/321	18-10-2023 To 09/10/2036

PhD Guide Recognition Letter – Dr. Kalpana Babaso Salunkhe



सावित्रीबाई फुले पुणे विद्यापीठ
गणेशखिंड, पुणे - ४११ ००७.
Savitribai Phule Pune University
Ganeshkhind, Pune - 411007.



दूरध्वनी क्रमांक : ०२०-२५६२९९५६/५७/७४
Telephone : 020-25621156/5774
ईमेल / Email : rr@unipune.ac.in

शैक्षणिक विभाग (मान्यता कक्ष)
Academic Section (Approval Cell)
वेबसाइट / Website: www.unipune.ac.in

Ref. No: BOD/Comm. & Mgmt./08/358

Date: 13/12/2023

To
Dr. Kalpana Babaso Salunkhe
Sadhu Vaswani Mission Sadhu Vaswani
Institute of Management Studies for Girls
Addr: 6 Koregaon Road Pune Ta: Pune
(corporation Area) Dist: Pune Pincode
:411001

Subject : Recognition as a Research Supervisor

Madam,

Please refer to your application for Recognition as a Research Supervisor of Savitribai Phule Pune University. I am directed to inform you that the University authorities have been pleased to recognize you as a Research Supervisor of this University under the provision of Section 37(1)(e) of the Maharashtra Public Universities Act, 2016.

The details of your recognition are as under :

Designation	Faculty	Subject	Recognition as	Duration	No. of Students Allowed
Assistant Professor	Commerce and Management	Computer Management	Research Supervisor	w.e.f. 18-10-2023 To 01/06/2029(To Superannuation)	4 - Ph.D.

Your recognition as Research Supervisorship is subject to the following conditions and other terms and conditions prescribed by the University and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

- Research Supervisor will be governed by the University Grants Commission (Minimum Standards and Procedure for Award of Regulations 2022).
- a) If the Affiliation/Recognition granted by the university to your College/Institute gets over then the recognition granted to you will be treated as cancelled from the date on which the period of affiliation/recognition gets over.
b) In case of Research Institute, it should be recognized by the University for the subject for which you are recognized as Research Supervisor.
- No fresh 'Research Students' should be registered with Research Supervisor whose length of service as a regular faculty is left not more than three year and in such case you have to compulsorily assign Co- guide to the Research Students working under you.

If any correction found in the recognition letter then please contact this office within fifteen days from the date of receipt of this letter.

- iv) If you change the existing College/ Institute, after getting University teacher approval, you have to apply online for address change.

(Dr. M.V. Rasve)
Deputy Registrar

Copy fives to :

1. The Dean, Faculty of Commerce and Management.
2. The Director, Sadhu Vaswani Mission Sadhu Vaswani Institute of Management Studies for Girls Addr: 6 Koregaon Road Pune Ta: Pune (corporation Area) Dist: Pune.
3. The Deputy Registrar (Admission), Savitribai Phule Pune University, Pune-411 007.



PhD Guide Recognition Letter – Dr. Ashish Rajendrapal Jaswal



सावित्रीबाई फुले पुणे विद्यापीठ
गणेशखिंद, पुणे - ४११ ००७.
Savitribai Phule Pune University
Ganeshkhind, Pune - 411007.

COM72300065



दूरधनी क्रमांक : ०२०-२५६२२१५६/५७/७४
Telephone : 020-25621156/57/74
ईमेल / Email : rr@unipune.ac.in

शैक्षणिक विभाग (मान्यता कक्ष)
Academic Section (Approval Cell)
वेबसाइट / Website : www.unipune.ac.in

Ref. No: BOD/Comm. & Mgmt./24/321

Date: 20/11/2023

To
Dr. Ashish Rajendra Jaswal
Sadhu Vaswani Mission Sadhu Vaswani
Institute of Management Studies for Girls
Addr: 6 Koregaon Road Pune Ta: Pune
(corporation Area) Dist: Pune Pincode
:411001

Subject : Recognition as a Research Supervisor

Sir,

Please refer to your application for Recognition as a Research Supervisor of Savitribai Phule Pune University. I am directed to inform you that the University authorities have been pleased to recognize you as a Research Supervisor of this University under the provision of Section 37(1)(e) of the Maharashtra Public Universities Act, 2016.

The details of your recognition are as under :

Designation	Faculty	Subject	Recognition as	Duration	No. of Students Allowed
Assistant Professor	Commerce and Management	Marketing Management	Research Supervisor	w.e.f. 18-10-2023 To 09/10/2036(To Superannuation)	4 - Ph.D.

Your recognition as Research Supervisorship is subject to the following conditions and other terms and conditions prescribed by the University and University Grants Commission, (UGC) New Delhi from time to time in this behalf:

- i) Research Supervisor will be governed by the University Grants Commission (Minimum Standards and Procedure for Award of Regulations 2022).
- ii) a) If the Affiliation/Recognition granted by the university to your College/Institute gets over then the recognition granted to you will be treated as cancelled from the date on which the period of affiliation/recognition gets over.
b) In case of Research Institute, it should be recognized by the University for the subject for which you are recognized as Research Supervisor.
- iii) No fresh 'Research Students' should be registered with Research Supervisor whose length of service as a regular faculty is left not more than three year and in such case you have to compulsorily assign Co- guide to the Research Students working under you.

CRITERION –VII	
KEY INDICATOR	7.2 Best Practices
METRIC NO.	7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.
BEST PRACTICE-1	<p style="text-align: center;">Cultivating Research Excellence Inspiring Innovation and Scholarly Pursuits अनुसंधानम्</p>

Research Endowment Fund

4.1 Provision of Rupees Twenty-Five Lakhs for Research

Research Endowment Fund





SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute

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Dr. B. H. Nanwani
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SADHU VASWANI MISSION'S
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

ANNEXURES TO BALANCE SHEET (2023-24)

SCH 1 :AMOUNT DUE TO SVM				
Particulars	Op Balance	Additions	Deductions	Cl Balance
SVM (Capital Expenses)	4,24,53,898	37,70,234	0	4,62,24,132
SVM (Building Rent)	1,44,00,000	0	0	1,44,00,000
SVM- Provision for Internet Bill	0	0	0	0
Sadhu Vaswani Mission (FDR)	39,00,000	22,50,000	0	61,50,000
Sch 1 Total	6,07,53,898	60,20,234	0	6,67,74,132

SCH 2 : FUNDS & RESERVES				
a) IDF Funds	Op balance	Additions	Deductions	Cl Balance
IDF -	26,210.00	-	-	26,210.00
IDF From Kishor Sidhawani	40,000.00	-	-	40,000.00
IDF From Priyanka Nanwani	10,000.00	-	-	10,000.00
Institutional Charges/ Share Fund	66,486.00	-	-	66,486.00
JetSynthias	-	-	-	-
MANAGEMENT DEVELOPMENT PROGRAMMEE (MDP)	500.00	-	-	500.00
Total	143,196.00	-	-	143,196.00

b) Student Scholarship Funds	Op balance	Additions	Deductions	Cl Balance
Grant from Sadhu Vaswani Mission	84,000.00	-	-	84,000.00
Social Service - Dr Gulshan Gidwani	23,862.00	11,412.00	-	35,274.00
Social Service - Mrs Rita Nair	5,000.00	-	-	5,000.00
Student Scholarship Welfare / Exam Exp	104,671.00	150,000.00	-	254,671.00
Total	217,533.00	161,412.00	-	378,945.00

c) Student/Staff Funds	Op Balance	Additions	Deductions	Cl Balance
Rays Fund	18,604	30,650	16,000	33,254
Rotaract Membership Fund	60,247	0	0	60,247
Donation	2,100	0	0	2,100
Student Welfare Fund	19,572	0	1,518	18,054
Staff Welfare Fund	5,62,078	1,362	0	5,63,440
Navdhara	18,585	0	0	18,585
Total	6,81,186	32,012	17,518	6,95,680

d) Seva Programme Fund	Op Balance	Additions	Deductions	Cl Balance
	1,446	0	0	1,446

e) Research Endowment Fund	Op Balance	Additions	Deductions	Cl Balance
	0	25,00,000	0	25,00,000

Sch 2 Total(a+b+c+d+e)	Op Balance	Additions	Deductions	Cl Balance
	10,43,361	1,93,424	17,518	37,19,267

