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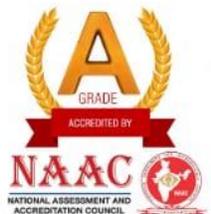
Business Innovation and
Sustainability: A Roadmap
for Business Excellence

International Conference

March 17-18, 2023
(Hybrid Mode)

Editors

**Dr. Arif Shaikh
Dr. P. M. Kulkarni
Dr. Shailaja G. Hiremath**



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**Karnatak Law Society's
Institute of Management Education & Research**

Conference Proceedings

**International Conference on
Business Innovation and Sustainability: A Roadmap for
Business Excellence**

17th – 18th March 2023

<https://www.journalpressindia.com/website/kls-imer-internationalconference2023/proceedings>

Editors

Dr. Arif Shaikh

Dr. P. M. Kulkarni

Dr. Shailaja G. Hiremath

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Table of Contents

❖ About the Institution i
❖ About the Conference ii
❖ Message from Karnatak Law Society and IMER, Belagavi iii
❖ Organizing Committee iv
❖ About the Editors v
❖ About the Reviewers vi
❖ Preface vii
❖ List of Abstract	...viii-xiv

About the Institution



Since its inception, Karnatak Law Society's Institute of Management Education and Research has been a pioneer autonomous institution in Management education, research and consultancy. Promoted by great visionaries, it has a team of highly qualified and research-oriented faculty lead by a dynamic Director and supported by a beautiful campus with state-of-the-art infrastructure.

KLS IMER is recognized as a Research Center. Over the years the institute has been consistently rated as one of the top B-schools in this part of the country. Institute has been accredited by NAAC with grade "A" (CGPA of 3.24).

The practical and research-oriented teaching and learning processes adopted at KLS IMER have resulted in top notch placements and in attracting students from diverse backgrounds across India.

About the Conference

Sustainability for the future generations of business is a significant aspect for growth of business. It is important for the organizations to undertake innovation in the domain of management studies and theories to achieve sustainable business practices.

Rising business competition and ever-growing need for innovative products and services by the customers' demands for implementation of innovative business practices for sustainability in business.

In line with this, the International Conference on Business Innovation and Sustainability provides a much-needed platform for contemporary management researchers and practitioners to address these realities in the current digital era.

The main objective of the conference is to provide platform for researchers and practitioners to exchange research on business innovation and sustainability and to evaluate the state of academic and practice-based knowledge related to business sustainability and innovation.

Message from Karnatak Law Society and IMER, Belagavi

On behalf of the Karnatak Law Society and IMER, Belagavi, we welcome you for the international conference on business innovation and sustainability between March 17th and 18th 2023 at KLS Institute of Management Education and Research, Belagavi, Karnataka India.

This international conference provided a forum for the exchange of latest technical information, the dissemination of the high-quality research results on the issues, the presentation of the new developments in the area of sustainable and innovation for the organization and provides a future directions and priorities for better business environment, sustainable strategy and growth of the firms.

The conference includes wide range of topics on innovation and sustainability including technology, education and impact of the innovation and sustainability on climate and ecology of the world. The conference provided directions on the innovation and sustainability by eminent keynote speakers and technical sessions focusing on important research topics related to sustainable innovation in the firms.

We would like to thank the members of the program committees and reviewers. They have worked very hard in reviewing papers and making valuable suggestions for the authors to improve their work.

We also would like to express our gratitude to the external reviewers, for providing extra help in the review process, and the authors for contributing their research result to the conference.

Special thanks go to Journal Press India for their constant support in promotion, manuscript processing and publication of the conference proceedings.

**Best Wishes from
Karnataka Law Society,
Belagavi, Karnataka, India**

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Assistant Professor, KLS, IMER, Belagavi, Karnataka, India

About the Editors

- ❖ **Dr. Arif Shaikh** is an I/C Director also Professor in the domain of finance and general management, with rich experience of 20 plus years in management education. Dr. Arif Shaikh has published more than 10 books in the domain of management, economics and finance. Dr. Arif has also published paper in the domain of finance and management in reputed journals from India and abroad. He has been actively involved in the management consultancy for industries in India in the domain of management and have been known as mentor for the students. 
- ❖ **Dr. P. M. Kulkarni** is a Professor in the domain of human resources management and organizational behavior. Dr. Kulkarni has a rich experience of 20 plus years in management education. He has published more than 30 research paper in Scopus, SCI and ABDC ranked journals with leading publishing house such as Elsevier, Taylor and Francis emerald publication, springer and inderscience publication. Dr. Kulkarni also holds patents from the Australian Government and has filed for design patent with Government of India. He also received grants from leading government agencies such as AICTE, New Delhi for conduct of program at the institute. He has also undertaken consultancy work with leading organizations in India and Government agencies from India 
- ❖ **Dr. Shailaja G. Hiremath** is an Assistant Professor at the Karnataka Law Society's Institute of Management Education and Research (KLS IMER), Belagavi. Her area of academic interest includes People Management and Universal Human Value Education. She received her Master's degree in Business Administration from Karnatak University Dharwad, and a Ph.D. in Management from Visvesvaraya Technological University, Belagavi in the field of Human Resource Management. She has been actively involved in teaching for over 17 years. She is an ISTD-certified PoSH Act trainer. Dr. Hiremath is IQAC and NAAC Coordinator at IMER. Apart from her academic career, she engages in social activities and coordinates the Center for Ethics and Social Responsibility at IMER since 2009. 

About the Reviewers

Dr. Mahantesh M. Kuri

Rani Channamma University, Vidya Sangama, P B R H - 4, Karnataka, India

Dr. Basavaraj S. Kudachimath

Associate Professor, Department of Management (MBA), Visvesvaraya Technological University, Jnana Sangama Belgaum, Karnataka, India

Dr. Sunaina Kuknor

Symbiosis International (Deemed University), Lavale, Tal: Mulshi, Pune, Maharashtra, India

Prof. Nupur Veshne

Assistant Professor, Department of MBA, KLS, Gogte Institute of Technology, Jnana Ganga, Udyamabag, Belagavi, Karnataka, India

Dr. Jyoti N. Talreja

KLS, Gogte Institute of Technology, Department of MBA, Jnana Ganga, Udyamabag, Belagavi Karnataka, India

Dr. Prayag Gokhale

Assistant Professir, Department of MBA, Assistant Placement Officer, KLE Dr. M. S. Sheshgiri College of Engineering and Technology, Udyambag Belgaum, Karnataka, India

Dr. Sanjeev Ingalagi

Coordinator - Research Center - PhD Programme, Department of MBA, (Under VTU, Belagavi), KLS, Gogte Institute of Technology, Jnana Ganga, Udyamabag, Belagavi, Karnataka, India

Dr. Prasad M. Kapileshwari

Dean & Associate Professor, JCMM Belagavi, Karnataka, India

Dr. P. M. Kulkarni

Professor , KLS IMER, Belagavi, Karnataka, India

Preface

The first international conference on the Business Innovation and Sustainability held between March 17th and 18th 2023 at KLS Institute of Management Education and Research, Belagavi, Karnataka India was focused business innovation and sustainability which is considered as critical factor in business development and developing competitive advantage to the firms.

The international conference on Business Innovation and Sustainability provides a road map and contributes to expanding the existing academic scholarship and management practices by exclusively focusing on linkages between innovation management, firm and sustainability management.

Researchers have contributed and provided directions on research in the domain of innovation management and have expanded the understanding on the interrelationships between the innovation strategy and sustainability.

We take here the opportunity to warmly thank all the members of the conference committee, Technical Program Committee and reviewers. We also kindly thank all the authors who dedicated much of their time and efforts to contribute to the international conference.

We thank our management at KLS IMER, Bealgavi, without their support this event would have not been successful. We are grateful to the faculty members and staff of KLS IMER, Belagavi for providing constant support for making the international conference a grand success. We hope that international conference was a successful international forum for the exchange of ideas and results between academia and industry and for the promotion of progress in the areas of innovation and management.

Editors

Dr. Arif Shaikh
Dr. P. M. Kulkarni
Dr. Shailaja G. Hiremath

List of Abstracts

1. The Influence of E-shopping and Brand Loyalty on Purchase Intention of Skincare Products: A Case Study in North Karnataka Region during COVID-19
Varun Jewargi, Veerendrakumar Narasalagi, Shivashankar K., P. M. Kulkarni and Veena Angadi1
2. Integrated Reporting and Its Impact on Firm Value in Selected Listed Indian Companies
Maya Patil and Geetha Rajaram2
3. CSR – A Study of Cement Companies Partnering with their Dealers in CSR Process in Kalyan Karnataka Region
Praveen Nayak and Preeti Patil3
4. Green Banking in India – Problems and Prospects
Rakesh Salimani and S. B. Akash4
5. Practical Issues with the Implementation of National Education Policy with Special Reference to the Mangalore University
Radhakrishna Nayak5
6. Campus Automation the Change Driver for Digital Data Compliance of Higher Education Institutions: A Review
Ramchandra Alias Ameet Chate6
7. Circular Economy in the Indian Context
Sunil Kapadia7
8. Circular Agriculture for Sustainable Development
Yasmeen Yasmeen and Arshan Mohammad Kashanatti8
9. Burnout Syndrome among IT Professionals Post-COVID-19 Pandemic (New Normal)
Harshal Tamhankar and Vijeta Shet9
10. Study on Impact of Social Media Marketing on Consumer Behaviour in Hotel Industry
Bharat Hoskeri, Shashidhar Gunjal, Abhishek Mattikop and Prayag Gokhale10

List of Abstracts

- | | | |
|-----|--|---------|
| 11. | The Recovery of NPAs by the Scheduled Commercial Banks in India: An Empirical Study
<i>Shrirang Deshpande and Arif Shaikh</i> |11 |
| 12. | Investment Avenues Preferred by Salaried Individual: A Case Study w.r.t. Co-Operative Bank
<i>Arati Bhokare and Rajendra Inamdar</i> |12 |
| 13. | Mergers and Acquisitions in Indian Banking Sector and its Motives
<i>Rahul Kavishwar, Srinivas Patil and Shashank Hiremath</i> |13 |
| 14. | A Study on the Influence of Diversification Strategy on Competitive Advantage in Select Indian Stocks
<i>Sumanth Desai and Bhushan Koktikar</i> |14 |
| 15. | A Study on the Impact of GST on Restaurant Industry with Special Reference to Belagavi City
<i>Sh Deshpande, Arif Shaikh and Asha Nevagi</i> |15 |
| 16. | Impact Analysis of Financial Performance on Market Price of Selected Listed Chemical & Chemical Product Companies
<i>Sarita Agarwal, Roopali Kudare and Ganesh Pathak</i> |16 |
| 17. | Study on the Impact of GST on the MSME Sector in Belagavi District
<i>Apoorva Kulkarni, Anilkumar Nandi, Kirti Raikar and Prayag Gokhale</i> |17 |
| 18. | Critical Evaluation of Cash Management
<i>Nitin Sanikop, Abhishek Patil, Mahima Keripale and Sanjay Hanji</i> |18 |
| 19. | A Study on Impact of Microeconomics Variables on Direct Tax Revenue”
<i>Anirudh Siddhanti and Vaibhav Badgi</i> |19 |
| 20. | A Study on Assessing the Value of the Firm using Economic Value Added
<i>Vaibhav Badgi, Shreedhar Gavade and Basuranand Purandhare</i> |20 |

List of Abstracts

- | | | |
|-----|--|---------|
| 21. | Investigating the Impact of Technological Innovations on Investment Banking
<i>Babulesh Yadav, Nagamallika M., Prasannkumar Ghugare and Sanjay Hanji</i> |21 |
| 22. | A Study to Estimate the Financial Sustainability of Nifty50 Small Cap Sector using Altman Z-Score Model
<i>Manali Karekar, Sayyeda Atiya Kausar Katgeri and Vaibhav Badgi</i> |22 |
| 23. | A Study on Impact of Mergers and Acquisition of Listed Companies in India
<i>Rhea Nair and Savitha Kulkarni</i> |23 |
| 24. | A Study on Effectiveness of Bollinger Bands for Analysing Sectors Listed on NSE
<i>Mehtab Shaikh, Pranav Chitragar, Teena Moger and Prayag Gokhale</i> |24 |
| 25. | Investors' Perception towards Opening Demat and Trading Account
<i>Shreekant Naik, Ameet Kulkarni and Hemlata Parmar</i> |25 |
| 26. | Analysis of Portfolio Risk and Return using Markowitz Model for Portfolios of Stocks from Nifty Index
<i>Rahul Mailcontractor and Vidyshree Koppad</i> |26 |
| 27. | Determinants of Capital Adequacy Ratio: A Systematic Review
<i>Nidhi Garg, Sangeeta Mittal and Sanjeev Kumar</i> |27 |
| 28. | Analysis of Nifty 50 Stocks using Capital Asset Pricing Model (CAPM)
<i>Viraj Muchandikar and Rahul Mailcontractor</i> |28 |
| 29. | Role of Sports in Social and Economic Development of an Economy
<i>George Rodrigues and Arshan Mohammad Kashaanatti</i> |29 |
| 30. | Employee Happiness
<i>Sushil Kumar Pare, Vivek Sharma and Milan Jana</i> |30 |

List of Abstracts

31. Gap in Employability Skills of Management Students with Special Reference to Recruitment and Selection in Belagavi District: An Analytical Study
Rashmi Sattigeri31
32. A Correlational Study of Psychological Capital and Job-Crafting among the Employees of the Organisation
Priyal Dubey and Vivek Sharma32
33. Getting the Custodial Model of Organizational Behavior Promoted in the Unorganized Sector through Government Interventions with Evidences from e-Shram Portal?
Grahadish Sarma and Rashmi Chetri33
34. Work-Life Balance: A Crucial Factor for Employees Working in the Hospital Industry
Deepa Medar, Akshata Magadum and Prayag Gokhale34
35. A Study on Organization Climate and Its Impact on Absenteeism with Special Reference to MSME's in Belgaum District
Shukla Hagaragi, Nikhil Pote, Asmita Kakatkar and Prayag Gokhale35
36. A Study on Impact of Employees Welfare Measures on Employees Satisfaction in Organised Hospitality Industry at Goa
Sweta Kulkarni, Gizel Chandanagiri, Vijendra Katti and Saurabh Pote36
37. Effectiveness of Welfare Measures on Employee Performance
Sakshi Sambrekar, Steffie Monteiro, Hanmant Goral and Sanjay Hanji37
38. A Study on Impact of Performance Appraisal and Employee Engagement on Job Satisfaction
Tanvi Badmanji, Harshada Kerkar, Pooja Pakhare and Saurabh Pote38

List of Abstracts

- | | | |
|-----|---|---------|
| 39. | Effect of Training and Development on Employee Performance in Foundry Industry at Kolhapur
<i>Yogita Bhatkande, Arati Halagekar, Aniket Manmode and Saurabh Pote</i> |39 |
| 40. | A Study of Work-Life Balance on Employee Engagement and Turnover Intention
<i>Mangal Redekar, Megha Kohalli, Shivkanya Hande and Sanjay Hanji</i> |40 |
| 41. | A Study on Effect of Leadership on OCTAPACE Culture
<i>Pooja Ganachari, Pallavi Naik, Triveni Kulkarni and Vaibhav Badgi</i> |41 |
| 42. | The Impact of Welfare Measure on Employee Satisfaction
<i>Vaibhav Badgi, Ajay Yaligar and Prashant Murajavadamath</i> |42 |
| 43. | A Review Paper on Employee Management System
<i>Namira Faras, Abhilasha Gupta, Arya Deshpande, Vaishnavi Kolhe and Radhika Bhagwat</i> |43 |
| 44. | Study on Awareness of Taxation Policies among Residents of Belagavi City
<i>Saurabh Pote, Shreya Hundre, Nandita Charantimath and Shreya Gadad</i> |44 |
| 45. | Disruptive Innovation: A Perspective from Business Management
<i>Anjali Agarwal, Prasad Kapileshwari and Govindraaj Mane</i> |45 |
| 46. | Digital Advertising: It's Effectiveness and Impact on Buying Behaviour
<i>Harshal Tamhankar and Simran Kittur</i> |46 |
| 47. | Problems Faced by Soybean Growers in Marketing of Produce in Belagavi District
<i>Arshan Mohammad Kashanatti and Talwar Sabanna</i> |47 |

List of Abstracts

48. A Study on the Impact of Marketing Mix Service on Customer Satisfaction in Hotel Industry at Belagavi
Shantisagar Shetti, Mayuri Charade, Prem Billur and Saurabh Pote48
49. A Study on Analysis of E-contract Issues in E-tailing
Virupakshi R. Hiremath and Sanjeev Ingalagi49
50. A Study on Perception and Attitude of Customers purchasing Insurance in City of Belagavi
Pratiksha Gaonkar and Rahul Mailcontractor50
51. Behavioural Inventory Management: A Practical Approach to Mitigate Material Waste in Some FMCG
Neeta Sharma51
52. Metrics and Performance Measurement in Operations Management
Ajay Kumar Yadava52
53. A Study of Inventory Management System
Tejashwini Kumbar, Divya S. V., Aniruddha Hiregange and Sanjay Hanji53
54. A Study on Inventory Management System at Manufacturing Sector
Fazal Bagalkot and Sampoorna Honnedibba54
55. Incubation Centres is an Elixir for the Development of Rural Economy: A Study
Sabina Malage and B.S. Navi55
56. Challenges and Opportunities of Digital Payment System in Retail Banking with Reference to Indian Banking Sector
Harshal Tamhankar and Lata Suvarnekar56
57. Effectiveness of Hybrid Learning Approaches: A Case Study of Few Selected Edtech Companies
Maruti Sadavar, Indrajit Doddanavar and Arif Shaikh57

List of Abstracts

58. Ensemble Model-Based Approach for Sentiment Analysis of Online Product Reviews
Sanjana Kavatagi58
59. Impact of Ethical Business Practices on Entrepreneurs
Sampath Kumar and Lakshminarayana K.59
60. Attitude towards Visual Merchandising: An Exploratory Study
Ajay Jamnani, Sushil Kumar Pare, Anupriya Bokade and Milan Jana60
61. A Study and Analysis of Selected Market Anomalies in the Stock Market
Jyoti Jamnani, Adarsh Patil and Navneet Kulkarni61

The Influence of E-shopping and Brand Loyalty on Purchase Intention of Skincare Products: A Case Study in North Karnataka Region During COVID-19

*Varun Jewargi**, *Veerendrakumar Narasalagi***, *Shivashankar K.****,
*P. M. Kulkarni***** and *Veena Angadi******

ABSTRACT

This paper provides abundant information on the province of brand loyalty for skin care products towards E-shopping during COVID-19 Pandemic among customers in North Karnataka region, India. There are five major factors of brand loyalty during pandemic which have been verified in this study. Those factors are frequency, necessity, mode of payment, price & accessibility of product/service. Five hypotheses were proposed and verified by using SPSS software. A sample data set of 427 was drawn. The five-point Likert scale has been applied in gathering the data. The researchers intended standard deviation and statistically examined the distinction evaluations factors which affect purchase of skin care products, where p value in Chi-square was used for testing the hypotheses. It was witnessed that nearby 68% of customers spent less than ₹1000 on skin cares during COVID-19 pandemic and around 56% of customers preferred to buy Himalaya brand when compared to other brands.

Keywords: COVID-19 pandemic; Brand loyalty; E-shopping; Skin care.

**Corresponding author; Assistant Professor, Department of MBA, Jain College of Engineering, Belagavi, Karnataka, India (E-mail: varun.jewargi@gmail.com)*

***Associate Professor, Department of MBA, Dr. P. G. Halakatti College of Engineering and Technology, Vijayapur, Karnataka, India (E-mail: veerumn@gmail.com)*

****Registrar Evaluation, Department of MBA, Davangere University, Davangere, Karnataka, India (E-mail: vtushiva@gmail.com)*

*****Professor, Department of MBA, KLS IMER, Belagavi, Karnataka, India (E-mail: pmk@klsimer.edu)*

******Principal, Department of MBA, City College, Jayanagar, Bangalore, Karnataka, India (E-mail: mveenaangadi@gmail.com)*

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Integrated Reporting and Its Impact on Firm Value in Selected Listed Indian Companies

Maya Patil* and Geetha Rajaram**

ABSTRACT

The objective of this paper is to check the compliance of Integrated Reporting Framework (IRF) of select Indian companies. For this the content analysis is done to cover all the content elements and the six capitals of sample companies. Analysis is done in 2 stages and SPSS; 29 version has been used to analyze the data of six companies of 4 sectors for 3 years from 2018-2021, since IR practices were made a part of voluntary disclosure since 2017 by SEBI circular for top 500 companies. Out of 7 content elements organizational overview has maximum score of 96.33% and strategic has got good score of 95.75% in the period of pandemic. All the companies had more focus on strategy to overcome the challenges of Covid-19. Another objective is analyzed by descriptive statistics and correlation, model summary, multi co linearity. A regression model is developed for the same. Tobin's Q is taken as a proxy for firm value and is considered dependent variable. The independent variables are the IRDI score, ROE, Size by market capitalization & ROCE. A regression model is developed to estimate unknown value of dependent variable (Tobins Q) using the known values of independent variables.

Keywords: Stakeholders; Firm value; Tobin's Q; IIRC; Integrated reporting disclosure index (IRDI).

**Corresponding author; PhD Scholar, Department of Management, University of Mysore, International School Management Excellence, Bangalore, Karnataka, India (E-mail: mayap.isme20@gmail.com)*

***PhD Guide, Department of Management, University of Mysore, International School of Management Excellence, Bangalore, Karnataka, India (E-mail: rajaram.geetha@gmail.com)*

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**CSR – A Study of Cement Companies Partnering with their Dealers in CSR
Process in Kalyan Karnataka Region**

Praveen Nayak and Preeti Patil***

ABSTRACT

The Government of India made CSR mandatory for certain corporates which met certain criteria. The purpose of the amendment to the Companies Act was to involve the corporate in overall socio-economic & ecological development of the society. The other purpose was to ensure that corporates engage with the community they operate in and make use of the creativity, efficiency and effectiveness of corporate to identify interventions which can play catalytic role in social change. This study seeks to verify how the cement companies have involved their Dealers in their CSR process. This study focuses on the Dealers involvement in CSR Process of Cement companies in Kalyan Karnataka Region. The study finds that the Dealers involvement is very minimal and there is immense scope and benefit that lies untapped to synergize the resources of the corporate and the local connections of the Dealers. Even though CSR is in nascent stage of its development it has begun to impact positively in the society and contribute towards social transformation for the better. Corporates are becoming increasingly socially responsible.

Keywords: CSR; Dealers; Synergy; Kalyan Karnataka; Cement industry.

**Corresponding author; Principal, Department of Management, Vivekanand Institute of Management, Kalaburagi, Karnataka, India (E-mail: praveen16176@gmail.com)*

***Assistant Professor, Department of Management, Visvesvaraya Technological University, VTU Campus, Mysuru, Karnataka, India (E-mail: preetipatil@vtu.ac.in)*

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Green Banking in India – Problems and Prospects

Rakesh Salimani and S. B. Akash***

ABSTRACT

Businesses can no longer operate just for profitability in this age of environmental sustainability. Even though the banking sector is generally not regarded as a polluting industry, it has an effect on the environment as it consumes more energy and paper. Green banking encourages greener practices by integrating organizational changes, technological advancements, and changing consumer expectations in the banking sector. It includes eco-friendly practices and has the aim of lowering the carbon footprint of financial activities. Implementing greener financial practices will benefit the environment as well as improve operational efficiency, reduce the risk of fraud and human error, and save money on costs associated with running banks. The study highlights initiatives in green banking and SWOT analysis, along with customer awareness and adoption of green banking practices. By analyzing primary and secondary data from various sources.

Keywords: Green banking; Environmental sustainability; Carbon footprint; Financial practices.

**Corresponding author; Research Scholarship, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India (E-mail: rakesh.salimani92@gmail.com)*

**Professor, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India (E-mail: akash_pgc06@rediffmail.com)*

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Practical Issues with the Implementation of National Education Policy with Special Reference to the Mangalore University

*Radhakrishna Nayak**

ABSTRACT

A 34-year-old Indian education policy was replaced through the introduction of National Education Policy 2020. Accommodating 'higher order skills' such as creativity, critical thinking, problem solving, visualization and idea generation is the ultimate intention of historical replacement in the Indian education system. A gap was smoothened in the NEP 2020 by introducing multidisciplinary learning by undifferentiating between vocational and academic streams. Karnataka is the first state to implement remarkable National Education Policy from academic year 2021-22. Karnataka state authorities have experienced hundreds of issues and challenges before and after replacing highly matured education system. Teachers are also one of the responsible stakeholders in deciding the success of NEP implementation. This research paper is undertaken with the intention of knowing practical issues and challenges attached in the field of Education on the view of teachers' perspective. Empirical evidence recorded on the basis of responses given by 390 teaching faculties of various first grade colleges attached to Mangalore University. Well established hypothesis verified by using several statistical and economical techniques such as charts, graphs, tables, Chi-square Test, T-Test, One-way Anova, Mean, Standard Deviation and Cronbach Alpha etc. Findings interpreted after having discussion with experts in the field followed with policy implementation. This research paper helps policy makers to redesign the entire system to make it more stakeholder friendly and also reach desired long run goals.

Keywords: Employability; Higher order skills; Indian education system; National education policy 2020; Teachers' perspective.

**Assistant Professor, Department of Commerce, Smt. Rukmini Shedthi Memorial National Government First Grade College, Udupi, Karnataka, India
(E-mail: ph.dradhakrishna@gmail.com)*

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Campus Automation the Change Driver for Digital Data Compliance of Higher Education Institutions: A Review

*Ramchandra Alias Ameet Chate**

ABSTRACT

Academic arena has witnessed several transformations in the past few decades. From a gurukul system of management and teaching to closed class rooms, digital learning to liberal education models the teaching arena has evolved drastically. COVID-19 has changed the rules of the education systems promoting instant need for adopting online delivery modes and encouraging cloud management data systems for quick and remote accessibility. NEP 2020 has emerged as the game changer promoting autonomy to institutes and flexibility to students, posing a lot of challenges for existing education models. This change also calls for huge volumes of data to be managed as compliance for accreditation processes and quantifying quality measures. This calls for adopting digital technology and mechanism to reduce paperwork and human errors by digitizing their workflows and managing critical functions. The paper attempts to throw light on needs and requirements of Higher Education Institutes –HEI’s with respect to digitizing the service processes there by presenting an elaborate picture to technology developers and administrators to work on.

Keywords: Liberal education models; Campus automation; Digitizing workflows; Data compliance.

**Assistant Professor, Department of MBA, KLS Gogte Institute of Technology, Udyambag, Belagavi, Karnataka, India (E-mail: ameer.chate@gmail.com)*

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Circular Economy in the Indian Context

*Sunil Kapadia**

ABSTRACT

The study dwells upon circular economy (CE), particularly how it is operationalized at the policy and industry levels. It explores the roots of CE, and formalization in ecology and economics. Currently developing nations including India grapple with the difficult mission of environmental pollution, rapid urbanization, climate change, food & water security, etc. Administrators look forward to resilience at the family, village, urban, corporate, and government levels. Hence, the adoption of CE concepts in a broad manner with potential solutions for innovative pathways in utilizing materials responsibly while reducing and or eliminating waste will be useful and meaningful. For enhancing resource efficiencies and reducing pollution and emissions in an increasingly competitive environment CE should be driven by both private and public investments in a focused manner. The CE vows and ensures that the values of management advocated by the nation's ancestors which will refocus society while conversing with a CE.

Keywords: Circular economy; Climate change; Environment; Waste; Pollution.

**Adjunct Faculty, Department of Finance & Banking, Symbiosis School of Banking and Finance - Symbiosis International (Deemed University), Pune, Maharashtra, India
(E-mail: sk.sunil457@gmail.com)*

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Circular Agriculture for Sustainable Development

Yasmeen Yasmeen and Arshan Mohammad Kashanatti***

ABSTRACT

Circular agriculture is a mode towards farm sustainably, by making use of the innovations, scientific advances and new technologies. The key elements of the circular agriculture are mixed crop-livestock and organic farming, wastewater reuse, agroforestry and water recycling. The implementation of practices of circular agricultural is mainly suited for labour intensive smallholder farming and it contributes to more off inclusive and gender sensitive economic development in the rural areas. The social, environmental and economic costs of linear nature of modern food production system are significant. The food-related CO₂ emissions could be double by the year 2050 without changes to the existing unsustainable food systems and the consumption patterns. The strengthening and establishment of organizations and institutional incentives such as water user associations, secure water and tenure the rights, along with the enhanced and better international cooperations, can be a greater application of the circular approaches in agriculture.

Keywords: Circular economy; Sustainability; Circular agriculture; Agricultural practices.

**Corresponding author; Senior Consultant, Agricultural Development and Rural Transformation Centre (ADRTC), Institute for Social and Economic Change (ISEC), Naagarabhaavi, Bengaluru, Karnataka, India (E-mail: yasmeen.agecon@gmail.com)*

***Research Scholar, Department of Studies in Economics, Rani Channamma University, Belagavi, Karnataka, India (E-mail: akarshan623@gmail.com)*

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Burnout Syndrome among IT Professionals Post-COVID-19 Pandemic (New Normal)

Harshal Tamhankar and Vijeta Shet***

ABSTRACT

Employee burnout is one of the most significant emerging issues dealing by organizations. During the Covid-19 pandemic, various professionals adopted work from home. Post-Covid-19 pandemic when the world started adopting its new normal, People started experiencing constant stress and work pressure which leads to burnout syndrome. This research work primarily focuses on exploring the prevalence of burnout syndrome among IT professionals to determine the impact of burnout in different gender and age groups post-COVID-19 pandemic. For the purpose of the study, the Maslach Burnout Inventory scale (MBI) was used as an assessment tool to measure burnout syndrome among IT professionals. Descriptive statistics were used to interpret the results among various age groups and both male and female gender. Comparative analyses of the results were discussed relating to burnout experienced by Male and Female employees. To conclude with various findings and suggestions, the study suggested that an early, routine, and, frequent assessment of physical status, mental status, and burnout syndrome is essential to maintain physical health and mental well-being.

Keywords: Burnout syndrome; IT professionals; Covid-19 pandemic.

**Corresponding author; Professor, Department of M. Com, KLS Gogte College of Commerce PG - Centre M.Com, Tilakwadi, Belagavi, Karnataka, India (E-mail: harshaltamhankar@gmail.com)*

***Research Scholar, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India (E-mail: vijetashet96@gmail.com)*

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Study on Impact of Social Media Marketing on Consumer Behaviour in Hotel Industry

*Bharat Hoskeri**, *Shashidhar Gunjal***, *Abhishek Mattikop**** and *Prayag Gokhale*****

ABSTRACT

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool. These social media platforms enable brands to connect with their audience to: build a brand; increase sales; drive traffic to a website. To understand about influence of social media helping Hotel Industry to achieve growth. With the help of the emerging trend of social media marketing, businesses can now effortlessly connect with their target audiences. Simply said, social media marketing may be utilized as a tool to advertise a business and its goods. This type of marketing can be considered to be a subset of online marketing initiatives that finish off established Web-based promotion tactics like email newsletters and online advertising campaigns.

Keywords: Social media marketing; Consumer behaviour; Hotel industry; Brand; Advertisement; Digital marketing.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: bharathoskeri10@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: shashigunjal172@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: abhishekmattikop@gmail.com)*

*****Associate Professor, Department of MBA, KLE Technological University Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: prayaggokhale07@gmail.com)*

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The Recovery of NPAs by the Scheduled Commercial Banks in India: An Empirical Study

Shrirang Deshpande and Arif Shaikh***

ABSTRACT

The lifeblood of economic activity is finance. India's financial system is backed with number of issues in which the gigantic quantity of non-performing assets on the bank's balance sheet is one of the major issue. The banks must keep the level of non-performing assets (NPAs) low in order to function properly in the economy. The most negative impact on the bank's financial health is because of non-performing loans (NPLs). Credit advances are important in order to fund productive goals. Credit Risk, on the other hand, is associated with bank retail products and derives from the borrower's failure to repay. The credit cycle is disrupted, and the fund is frozen. As a result, these loan losses have a significant impact on the bank's profits. While it is impossible to eliminate such losses, banks can always strive to minimize them to a minimum through various recovery mechanisms. The Paper analyse the recovery mechanism of NPAs with its four important wings i.e. recovery through Lok Adalat, DRTs, SARFASEI & Insolvency & Bankruptcy Code and its impact on NPA covering the years from 2012-13 to 2021-22. The study is purely based on Secondary data collected from RBI data warehouse. The study finds that overall recovery mechanism in banking industry is very poor. Among the four wings recovery through IBC is better than other three.

Keywords: GNPA; NPA; Lok Adalat; DRT; SARFASEI; IBC; Recovery channels.

**Corresponding author; Assistant Professor, Department of MBA, KLS-IMER, Hindwadi, Belagavi, Karnataka, India (E-mail: shrirangdeshpande@klsimer.edu)*

***Professor, Department of MBA, KLS-IMER, Hindwadi, Belagavi, Karnataka, India (E-mail: arifshaikh@klsimer.edu)*

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Investment Avenues Preferred by Salaried Individual: A Case Study w.r.t. Co-Operative Bank

Arati Bhokare and Rajendra Inamdar***

ABSTRACT

This study attempts to identify the preference of salaried individuals and also to analyze the significance of demographic factors such as gender, age, qualification, Annual income, marital Status influencing investor's decision of investment. It also attempts to understand factors considered while investment such as safety of principle, return, and risk. Hypothesis was drawn for testing the significance of demographic factors. The study is based on descriptive research design where primary data was collected through structured questionnaire with sample size 55 of salaried individuals of co-operative bank. It was found that low risk investment avenues like Savings account, fixed deposits and life insurance were most preferred investment avenues. Whereas least preferred were commodity market and forex market. Marital status was found affecting investor's choice of investment. Most significant factors behind investment were return, safety of principle, risk associated and capital appreciation.

Keywords: Investors; Preferences; Risk; Salaried individuals.

**Corresponding author; Research Scholar, Department of MBA, ATS SBGI Faculty of Management, Sangli, Maharashtra, India (E-mail: aratibhokare@yahoo.in)*

***Professor, Department of MBA, KLS, GIT, Belagavi, Karnataka, India (E-mail: rminamdar@git.edu)*

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Mergers and Acquisitions in Indian Banking Sector and Its Motives

*Rahul Kavishwar**, *Srinivas Patil*** and *Shashank Hiremath****

ABSTRACT

M&A refers to a combination of two or more firms into one firm; it may involve acquisition or consolidation. In absorption, one firm acquires one or more other firms. In consolidation, two or more firms combine to form a new entity. The Indian banking sector reforms initiated in the year 1993 with deregulation of banking sector in India. Consolidation of the banking sector, it is presumed, is required to improve operational efficiency and to facilitate the emergence of globally competitive banks. M&A activities in banking sector have started greatly after 2003 when the heat of competition mounted and the Basel II norms were implemented. Basel II norm, which requires banks to maintain a minimum of 9% Capital Adequacy Ratio (CAR), forced the banking sector to look for consolidation of smaller and weaker banks with larger banks. Indian banks also started hunting for M & A. This equation is specifically applicable to M&A in the Indian banking sector. In other words two banks together are more valuable than two separate banks. In this paper highlighting the motives for M&A in the Indian private sector banking.

Keywords: Banking; Mergers; Acquisitions.

**Corresponding author; Professor, Department of MBA, Sindhi College, Hebbal, Bangalore, Karnataka, India (E-mail: rahul.kavishwar@gmail.com)*

***Professor, Department of MBA, Jain University, Bangalore, Karnataka, India (E-mail: shriji.patil@gmail.com)*

****Associate Professor, Department of MBA, Sindhi Institute of Management, Hebbal, Bangalore, Karnataka, India (E-mail: shashankmh2000@yahoo.co.in)*

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A Study on the Influence of Diversification Strategy on Competitive Advantage in Select Indian Stocks

Sumanth Desai and Bhushan Koktikar***

ABSTRACT

The present day's business organizations work in highly competitive markets with many competitors using disruptive strategies. In this stormy and dynamic environment, competitive advantage can be garnered by using diversification as a catalyst. This study examines the organization's performance as a means of competitive advantage by considering diversification for an organization as a single industry, related diversification and unrelated diversification based on (Porter 1987) study. A quasi-experimental study with an ex-post facto research design was used in the study. The respondent population consists of twenty-one organizations listed in National Stock Exchange (NSE) for a period of 20 years (2002-2022), while the sample size comprised purposely selected organizations based on their level of diversification. The hypothesis was formulated and tested using ANOVA. Data was drawn from the financial reports of the selected organizations and related financial websites. The study revealed that there was no significant difference in the performance of the three types of companies with a mean average percentage error of more than 5%. The study concluded that the influence of diversification as mentioned by porter is not repeatable with respect to Indian context. The study also suggests the future scope of research.

Keywords: Diversification strategy; Performance; Competitive advantage; Related diversification; Unrelated diversification.

**Corresponding author; Assistant Professor, Department of Management, KLS Institute of Management Education and Research, Belagavi, Karnataka, India
(E-mail: sumanth@klsimer.edu)*

***Student, Department of Management, KLS Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: bhushan_katiktakar@klsimer.edu)*

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A Study on the Impact of GST on Restaurant Industry with Special Reference to Belagavi City

Sh Deshpande, Arif Shaikh** and Asha Nevagi****

ABSTRACT

This study is aimed at examining the perception of restaurant owners towards the implementation of GST (Goods and Service Tax). India's tax system has traditionally depended significantly on indirect taxes. The Indian indirect taxation system, was defined by a cascading, distorting tax on goods and services production, which resulted in lower productivity and slower economic growth. To eliminate this multiplicity of taxes and reduce the tax payer's burden, a simple tax, called the Goods and Services Tax, was introduced. GST is India's major tax reform, and it applies to restaurants and hotels as well. This research paper focuses on the impact of GST on restaurants' businesses located in Belagavi city.

Keywords: GST; SCST; CGST; IGST; UGST; GST rates.

**Corresponding author; Assistant Professor, Department of MBA, KLS Institute of Management Education & Research, Belagavi, Karnataka, India (E-mail: shrirangdeshpande@klsimer.edu)*

***Professor, Department of MBA, KLS Institute of Management of Education & Research, Belagavi, Karnataka, India (E-mail: arifshaikh@klsimer.edu)*

****Student, Department of MBA, KLS Institute of Management of Education & Research, Belagavi, Karnataka, India (E-mail: asha_nevagi@klsimer.edu)*

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Impact Analysis of Financial Performance on Market Price of Selected Listed Chemical & Chemical Product Companies

*Sarita Agarwal**, *Roopali Kudare*** and *Ganesh Pathak****

ABSTRACT

Financial Performance and Market Price are two very important parameters for a company and the present study attempts to test the impact of Company's financial performance on stock prices of chemical & chemical product companies listed on Bombay Stock Exchange. To determine financial performance seven major Corporate Performance Indicators namely, Altman Z Score, Current Ratio (CR), Quick Ratio (QR), Return on Equity (ROE), Return on Assets (ROA), Return on Capital Employed (ROCE) and Earning Per Share (EPS) are used. The study is conducted for a period of ten years and CMIE Prowess is used to collect data for the study. In this study, Altman Z-Score, Current Ratio, Quick Ratio, Return on Assets, Return on Equity, Return on Capital Employed and Earnings per share, are used as independent variables while Stock Returns/Market Price is used as dependent variable. ANOVA technique is used to find out the impact of independent variables on Market Price.

Keywords: Altman Z score; Financial ratios; Financial performance; Capital employed; Return on equity.

**Corresponding author; Research Scholar, Department of MBA, Arihant Institute of Business Management, Pune, Maharashtra, India (E-mail: saritaagarwal143@gmail.com)*

***Director, Department of MBA, Institute of Business Management and Research, Pune, Maharashtra, India (E-mail: roopalikudare@gmail.com)*

****Associate Professor, Department of MBA, Lotus Business School, Pune, Maharashtra, India (E-mail: ganeshp@lotuscentre.ac.in)*

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Study on the Impact of GST on the MSME Sector in Belagavi District

*Apoorva Kulkarni**, *Anilkumar Nandi***, *Kirti Raikar**** and *Prayag Gokhale*****

ABSTRACT

The GST regime presents a significant opportunity for the MSME sector and is anticipated to usher in a new age of indirect tax. Goods and Services Tax (GST) is a comprehensive national tax imposed on the production, sale, and consumption of goods and services, the GST is anticipated to be a significant milestone in India's indirect tax reform because it would replace several indirect taxes. A consistent market for MSMEs is anticipated to be provided by the GST's uniform tax overall. This change will increase the flexibility in the movement of commodities by removing various taxes, hence lowering the overall cost of doing business. Economic growth may result in decreased inflation as a result of the lower Goods and Services Tax (GST) rates. The study is conducted for MSMEs facing issues with GST-related things such as e-way bills and claiming refunds under GST in Belagavi District. From the study, it is found that the technical glitches of the GST network should be sorted out on an immediate basis. Tax reforms are essential to increasing the competitiveness of Indian MSMEs in the global economy.

Keywords: Goods and Service Tax; GST regimes; MSMEs; GST law.

**Corresponding author; Student, Master of Business Administration, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: apoorviraghavendra189@gmail.com)*

***Student, Master of Business Administration, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: nandianilb@gmail.com)*

****Student, Master of Business Administration, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: kirtiraikar9@gmail.com)*

*****Head of the Department, Master of Business Administration, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: prayaggokhale07@gmail.com)*

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Critical Evaluation of Cash Management

*Nitin Sanikop**, *Abhishek Patil***, *Mahima Keripale**** and *Sanjay Hanji*****

ABSTRACT

The term cash management refers to the day-to-day administration of managing cash inflows and outflows and it is also known as treasury management. It is the process of collecting and managing cash flows from the operating, financing, and investing activities of a company. Cash management helps to maintain consistency between higher profitability and liquidity of the firm. Many companies are facing problems due to the non-availability and increased cost of purchasing raw materials. This study aims at understanding the concept of cash management. To know inflow and outflow of the organization by cash ratio. To know whether current assets are more or current liabilities by the help of current ratio. The major object of this study is to determine the cash management demand of the company. The secondary data has been collected from companies P&L account and balance sheet. From the analysis the company has huge net profits 2020, 2021 & 2022. The cash holding of company is decreasing.

Keywords: Cash management; Profitability; Liquidity; Cash inflow.

**Corresponding author, Student, Department of MBA, KLE Technological University, Dr. M. S. Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: nitinsanikop87818@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M. S. Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: abhishekipatil9800@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M. S. Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: mahimakeripale410@gmail.com)*

*****Professor, Department of MBA, KLE Technological University, Dr. M. S. Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: sanjayhanji_94@rediffmail.com)*

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A Study on Impact of Microeconomics Variables on Direct Tax Revenue

Anirudh Siddhanti and Vaibhav Badgi***

ABSTRACT

Direct tax contributes 51.5% of the total revenue to the government, where in each state has its own share. The purpose of the research is two folds, initially we investigate the contribution of direct tax revenue by each state in India and later we study the impact of macroeconomic variables on tax revenue. The States paying the highest tax shows the Positive Impact on country's growth. And the states which contributes less tax shows the negative impact by contributing less amount for the development of country. Regression analysis was employed to ascertain the dominance of macro-economic factors on tax revenue. The results obtained thereof are interpreted in the study.

Keywords: Direct tax revenue; Government; Microeconomic; Dominance.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr MSSCET, Belagavi, Karnataka, India (E-mail: anirudhsiddhanti45@gmail.com)*

***Assistant Professor; Department of MBA, KLE Technological University, Dr MSSCET, Belagavi, Karnataka, India (E-mail: vaibhav.badgi@gmail.com)*

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A Study on Assessing the Value of the Firm using Economic Value Added

*Vaibhav Badgi**, *Shreedhar Gavade*** and *Basuranand Purandhare****

ABSTRACT

In corporate finance, as a part of fundamental analysis, economic value added is an estimate of a firm's economic profit, or the value created in excess of the required return of the company's shareholders. Economic value added is the net profit less the capital charge for raising the firm's capital. Value is created when the return on the firm's economic capital employed exceeds the cost of that capital. The importance of Economic value added is used to measure the value of the firm generates from funds invested in it. And the main objective of this study is to calculate the profit after the tax and to calculate the net operating profit after the tax and also the to calculate the weighted average cost of capital and finally with taking of these calculations to calculate the economic value added of the company. And this research is qualitative research by collecting the secondary data. Macro-economic situation the company need implements some strategies such as reduce the finance from the debt and produce the products by using local raw material. And lastly the company maintain some actions to positive economic value added by focus on maintaining increasing of profit to cover the cost of capital and control debt composition.

Keywords: Profit after tax; Weighted average cost of capital; Net operating profit after tax; Economic value added.

**Corresponding author; Professor, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: vaibhav.badgi@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: shreedhargavade08@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: basuranand2000@gmail.com)*

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Investigating the Impact of Technological Innovations on Investment Banking

*Babulesh Yadav**, *Nagamallika M.***, *Prasannkumar Ghugare****
and *Sanjay Hanji*****

ABSTRACT

The purpose of this research paper is to provide a comprehensive analysis of investment banking and its role in the global financial market. The study will focus on the various services provided by investment banks and their impact on the economy. The project has various literature reviews to understand the role of investment banks in the mergers and acquisitions market, including their activities as advisors and underwriters. Investment banking research aims to provide clients with insights and information that can help them make informed decisions about financial transactions and investments. The results of investment banking research papers can be used to inform business strategy, identify potential investment opportunities, and manage financial risk also it provides valuable insights into the financial performance of companies and industries and can help to guide investment decisions for clients it also include a valuation range, a recommended price, or a list of potential buyers or sellers.

Keywords: Financial market; Mergers and acquisitions; Valuation; Financial risk.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: yadavbabulesh372@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: mahendrakarmallika@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: prasannbg@gmail.com)*

*****Faculty, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: sanjayhanji_94@rediffmail.com)*

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A Study to Estimate the Financial Sustainability of Nifty50 Small Cap Sector using Altman Z-Score Model

*Manali Karekar**, *Sayyeda Atiya Kausar Katgeri*** and *Vaibhav Badgi****

ABSTRACT

The inability to settle payments on time and disruptions in cash flow are common indicators of financial distress. It is crucial that businesses identify and address financial distress early to avoid further deterioration of their financial situation. The purpose of the study is to assess the level of risk in the nifty 50 small cap sector. The Altman Z-score model of financial distress is employed in this instance. The research consists of companies from nifty 50 small cap sector registered under the national stock exchange (NSE). 43 Companies' statistics for the four years from 2019 to 2021 are included. The information was secondary information that was gathered from Money Control and other sources. The finding shows the companies risk level and the companies shifting towards safety zone in nifty50 small cap sector with Altman Z-Score model.

Keywords: Distress zone; Safety zone; Grey zone; Risk level; Bankruptcy.

**Corresponding author; Student, Department of MBA, KLE, Dr M. S. Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: manalikarekar807@gmail.com)*

***Student, Department of MBA, KLE, Dr M. S. Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: sayyedaatiyakausark@gmail.com)*

****Professor, Department of MBA, KLE, Dr. M. S. Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: vaibhav.badgi@gmail.com)*

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A Study on Impact of Mergers and Acquisition of Listed Companies in India

Rhea Nair and Savitha Kulkarni***

ABSTRACT

The main aim of this study is to analyze the impact of mergers and acquisitions on the financial performance of manufacturing companies in India. The data set comprises of 320 observations (32Companies*10Year) for the analysis 5-year pre-merger and 5-year post-merger period is considered from 2005 to 2017. The companies that were merged during the year 2009-2013 are only included in the study. The study focuses on the manufacturing companies' profitability, liquidity, leverage and overall efficiency. SPSS and e-views are the statistical tools used for the study. The techniques include paired t-test, regression, fixed effect model, pooled effect model and Generalized Method of Moments (GMM). The findings of the study reveals that the Return on Equity (ROA), Return on Equity (ROE) and Return on Capital Employed (ROCE) has impact on profitability of manufacturing companies in India. Post Current ratio and post quick ratio have impact on the liquidity of companies in India. The leverage of the company has insignificant impact. It is found that the overall efficiency of the companies during the post-merger is less volatile is stable when compared to the pre-merger overall efficiency. It implies that post-merger period ROA, ROE and ROCE variables have significant impact and these variables had a major impact on the financial performance of the company. Thus, merger and acquisition have a significant impact during the post-merger for the manufacturing sectors in India.

Keywords: Mergers and acquisition; Return on asset; Return on equity; Return on capital employed; Net profit margin.

**Corresponding author; Student, Department of MBA, M S Ramaiah University of Applied Sciences, MSR Nagara, Bengaluru, Karnataka, India (E-mail: rheanairdv@gmail.com)*

***Assistant Professor, FMC, M S Ramaiah University of Applied Sciences, Bengaluru, Karnataka, India (E-mail: savitha.klkrn@gmail.com)*

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A Study on Effectiveness of Bollinger Bands for Analysing Sectors Listed on NSE

*Mehtab Shaikh**, *Pranav Chitragar***, *Teena Moger**** and *Prayag Gokhale*****

ABSTRACT

Bollinger Bands are a popular technical analysis tool used in trading to identify potential buy and sell signals based on the volatility of the price movement. In this study, we investigate the effectiveness of Bollinger Bands on selected sectors, including banking, technology, automobile, oil & gas, and pharmaceuticals, using daily data from November 2019 to October 2022. We conduct a comparative analysis of the performance of Bollinger Bands in each sector and compare it to a benchmark index. Our results show that Bollinger Bands are effective in identifying potential entry and exit points for short-term trading strategies in the selected sectors. Furthermore, we find that the effectiveness of Bollinger Bands varies across different sectors. Our findings provide insights for investors and traders who use technical analysis tools such as Bollinger Bands to make trading decisions.

Keywords: Bollinger bands; Share price; Banking; Technology; Automobile; Oil & Gas; Pharmaceuticals.

**Corresponding Author, Student, Department of MBA, KLE Technological University, Belagavi, Karnataka, India (E-mail: mehtabshaikh2000@gmail.com)*

***Student, Department of MBA, KLE Technological University, Belagavi, Karnataka, India (E-mail: pranavchitragar05@gmail.com)*

****Student, Department of MBA, KLE Technological University, Belagavi, Karnataka, India (E-mail: teenamoger@gmail.com)*

*****HOD, Department of MBA, KLE Technological University, Belagavi, Karnataka, India (E-mail: prayaggokhale07@gmail.com)*

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Investors' Perception towards Opening Demat and Trading Account

*Shreekant Naik**, *Ameet Kulkarni*** and *Hemlata Parmar****

ABSTRACT

Dematerialized Account or Demat account is a paperless or digital form of buying and selling stocks. Demat accounts have been made mandatory for trading in stocks in India. Any investor who wants to buy and sell shares has to open a Demat account. A Demat account can be opened with any brokerage house such as Karvy Stock Broking Ltd, Angel one, Zerodha broking ltd, Upstock, Groww, and many others. The study is mainly focused on investors' perception towards opening Demat and trading accounts. It is analyzed with the help of a statistical package for the social sciences (SPSS) with which t-test and ANOVA were used. So many variables perceive the customers towards opening Demat and trading accounts. In this study it is found that the age group from 18-29 holds the maximum number of Demat accounts some of the other variables are: Securable and safety, Transferable speed, etc., it was collected through the exploratory research method.

Keywords: Depository; Depository participants; Demat account.

**Corresponding Author, Assistant Professor, Department of MBA, KLS IMER, Belagavi, Karnataka, India (E-mail: shreekant_naik@klsimer.edu)*

***Assistant Professor, Department of MBA, KLS IMER, Belagavi, Karnataka, India (E-mail: ameen_kulkarni@klsimer.edu)*

****Student, Department of MBA, KLS IMER, Belagavi, Karnataka, India (E-mail: hemlataparmar55@gmail.com)*

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Analysis of Portfolio Risk and Return using Markowitz Model for Portfolios of Stocks from Nifty Index

Rahul Mailcontractor and Vidyashree Koppad***

ABSTRACT

This research study primarily consists of an analytical study to evaluate risk and returns of stocks in the NIFTY Index and constructing 5 portfolios of 10 stocks each to understand the risk return tradeoff of each portfolio. The Markowitz model is used to evaluate portfolio risk and return. By employing this technique, one can build a portfolio that offers the highest return for a particular level of risk. The data used for the research is acquired from secondary sources. Since they represent 62% of the entire market capitalization of the NSE, stocks from the NIFTY Index are used (NIFTY 50 Index, 2022). Each stock in the NIFTY Index has its monthly risk and return assessed, and the results are then annualized for interpretation. The Markowitz model was applied to a sample of stocks listed on the National Stock Exchange (NSE) NIFTY 50 between November 2017 and November 2022, which was the study's primary objective. It was found that Markowitz model-built efficient portfolio outperformed a single security. When making an investment, an investor should take risk into account, even if the reward is great. Moreover, risk can be reduced through diversifying your investments.

Keywords: Markowitz model; Modern portfolio theory; Portfolio risk; Portfolio selection; Mean-variance theory; Risk returns analysis.

**Corresponding author; Assistant Professor, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India
(E-mail: rahul.mailcontractor@klsimer.edu)*

***Student, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: vidyashree_koppad@klsimer.edu)*

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Determinants of Capital Adequacy Ratio: A Systematic Review

*Nidhi Garg**, *Sangeeta Mittal*** and *Sanjeev Kumar****

ABSTRACT

A country's economic progress depends on a functioning banking sector, and when it fails, the entire process of development is disrupted. The capital adequacy ratio is a yardstick of a bank's risk and protects it from insolvent. The main thrust of this study is to present systematic literature accessible on capital adequacy ratio and its determinants. After looking at the existing research, research gaps are found. These gaps are used to figure out future research guidelines and some policy implications. Capital adequacy ratio (CAR) is a measure of a bank's capital relative to its risk. It is a key metric used by regulatory authorities to assess a bank's ability to absorb losses and remain solvent. The determinants of CAR have been a subject of significant interest in the literature. A systematic review of the literature reveals that there are several determinants of CAR, which can be grouped into three categories: bank-specific factors, macroeconomic factors, and regulatory factors.

Keywords: Capital adequacy ratio; Literature review; Macroeconomic; Bank-related.

**Corresponding author; Research scholar, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, India (E-mail: jain.ira1992@gmail.com)*

***Assistant Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, India (E-mail: yashikamittal96@gmail.com)*

****Professor, Haryana School of Business, Guru Jambheshwar University of Science & Technology, Hisar, Haryana, India (E-mail: sanjeev.aseem@gmail.com)*

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Analysis of Nifty 50 Stocks using Capital Asset Pricing Model (CAPM)

Viraj Muchandikar and Rahul Mailcontractor***

ABSTRACT

The purpose of this research study was to estimate the actual returns of the stocks in the NIFTY 50 index and analyze stock returns using the Capital Asset Pricing Model (CAPM), to understand if the stocks were undervalued or overvalued according to CAPM. As a result, the Nifty 50 Index was chosen for the current study because it is much more stable than other Indian indices. The monthly closing prices of stocks over a period of 5 years from January 2018 to January 2023 are taken into consideration for the analysis. Capital Asset Pricing Model was used to analyze the returns of Stocks of NIFTY 50 Index between January 2018 to January 2023, which was the main objective of this research. It was found that out of 50 stocks 26 stocks were undervalued and 24 stocks were overvalued. The stock whose beta value is more than 1 are riskier as compared to stocks whose beta values were less than 1.

Keywords: Assets pricing; CAPM; Risk-return analysis; Beta; Market risk.

**Corresponding author; Student, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: viraj_muchandikar@klsimer.edu)*

***Assistant Professor, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: rahul.mailcontractor@klsimer.edu)*

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Role of Sports in Social and Economic Development of an Economy

George Rodrigues and Arshan Mohammad Kashanatti***

ABSTRACT

History of sports dates back to the ancient times and has been a source physical activity, mental stability and specific skills. Once a leisure time activity has become a social and economic phenomenon for the masses. The purpose of the paper is to study the role of sports in social and economic development of the country and what are the various strategies to overcome the problems underlining the development process. The study is purely conceptual in nature and is based on various ideas generated from different literature review and reports. Role of India in the sports sectors through generation of income from sports has grown immensely over the years. The article is bounded with theoretical grounds with less of statistical database to prove the authenticity. It can be concluded that sports when used in a wise manner can fostering development and peace across nations and can bring economic profits.

Keywords: Sports; Social; Economic; Development.

**Corresponding author; Physical Education Director, Department of Physical Education, Karnataka Law Society's Institute of Management Education & Research (KLS IMER), Belagavi, Karnataka, India (E-mail: georgerodrigues@klsimer.edu)*

***Research Scholar, Department of Studies in Economics, Rani Channamma University, Belagavi, Karnataka, India (E-mail: akarshan623@gmail.com)*

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Employee Happiness

*Sushil Kumar Pare**, *Vivek Sharma*** and *Milan Jana****

ABSTRACT

Employee happiness is one of the most critical drivers of quality, client happiness, and productivity. This study looks into one of the most crucial factors influencing employee behavior. We believe employee happiness significantly impacts employee work and, as a result, employee loyalty. Employee happiness is a factor in employee motivation, goal performance, and high employee morale at the workplace. Employee happiness is a metric that measures how satisfied employees are with their jobs and the working environment. Employee happiness is paramount in any firm, be it manufacturing facility or a service firm. This research has been conducted at a manufacturing facility. Being an exploratory study, the study aimed to understand the relationship between demographic variables and employee happiness. The results suggest that demographic variables do not impact employee happiness.

Keywords: Happiness; Employee happiness; Happiness at work; Manufacturing.

**Corresponding Author, Professor, Department of Marketing, KLS IMER, Belagavi, Karnataka, India (E-mail: pare.sushil@klsimer.edu)*

***Assistant Professor, Department of HR, Institute of Management Studies, Devi Ahilya University, Indore, Madhya Pradesh, India (E-mail: vivek2375@gmail.com)*

****Student, Department of HR, KLS IMER, Belagavi, Karnataka, India (E-mail: milan_jana@klsimer.edu)*

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Gap in Employability Skills of Management Students with Special Reference to Recruitment and Selection in Belagavi District: An Analytical Study

*Rashmi Sattigeri**

ABSTRACT

The employability skills gap among management students refers to the difference between the skills that employers require and the skills that management students possess. While management students may have a strong academic background in their field, they may lack certain practical skills that employers seek in job candidates. Now a days in this highly competitive world, business demands regular improvement and flexibility in skills in its employees, but there is a huge gap in meeting this expectation of employer. Since management students often contribute to multidisciplinary team efforts, it is important that they know a little about other disciplines. One of the important factor which recruiters look into management graduate is the ability to pick up new skills and adapt to new situations majority of the management graduates are still not confirm whether they have developed such ability during their management program or not.

Keywords: Employees; Multidisciplinary team efforts; Management graduate; Management program.

**Assistant Professor, Department of Management Studies, Visvesvaraya Technological University, Belagavi, Karnataka, India (E-mail: rashmichetan17@gmail.com)*

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A Correlational Study of Psychological Capital and Job-Crafting among the Employees of the Organisation

Priyal Dubey* and Vivek Sharma**

ABSTRACT

This research is a correlational study aimed to seek the correlation between the two variables under study, viz. Psychological Capital and Job Crafting. Psychological capital is a positive state of an individual characterized by self-efficacy, optimism, hope and resilience and Job Crafting is defined as the self-initiated changes that employees make in their own job demands and job resources to attain and/or optimize their personal (work) goals. This research was done on 65 employees from various manufacturing industrial organizations of Pithampur Industrial area of Madhya Pradesh. The sample was selected on random basis. Data were gathered through standard scales. Psychological capital was measured with 24 items developed by Luthans *et al.* (2007) and Job crafting was measured with 15 items developed by Slemp and Vella-Brodrick (2013). There is a positive and statistically significant relationship between job crafting behaviors of employees and their psychological capital.

Keywords: Job crafting; Psychological capital; Positive organisational behavior.

*Corresponding author; Research Scholar, Department of Management, IMS, DAVV, Indore, Madhya Pradesh, India (E-mail: dr.priyaldubey@gmail.com)

**Assistant Professor, Department of Management, Institute of Management Studies, Mhow, Madhya Pradesh, India (E-mail: drvivek.ims@gmail.com)

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Getting the Custodial Model of Organizational Behavior Promoted in the Unorganized Sector through Government Interventions with Evidences from e-Shram Portal?

Grahadish Sarma and Rashmi Chetri***

ABSTRACT

For the expansion and development of firms in any industry, human resource management is extremely important. Given its size, the unorganized sector requires better HRM procedures. The Indian government may create suitable HR policies and processes as legislative act to solve challenges of unorganized sector, such as lack of qualified labor, greater attrition rate, lack of formal education, insufficient skill development facilities, etc. Additionally, it is admirable that the Indian government has been pivoting the redundant laws to possibly culminate into a set of much comprehensive labor codes. The employee-employer relationship in unorganized sector has been always connoted negatively and has a room of tremendous improvement. The Government of India launched the e-Shram portal in Aug'2021 to create a national database for the workers in the unorganized sector and to aid them take access of various social benefits. The paper hereby, tries to explore the possibilities of a custodian model which can be promoted in the unorganized sector which thus will create an inevitably conducive work environment in the unorganized sector.

Keywords: Unorganized sector; Workers; Human resource management; e-shram portal.

**Corresponding author; MA (English)- pursuing, Department of Humanities, IGNOU, New Delhi, Delhi, India (E-mail: grsa255@gmail.com)*

***MA(Sociology)- Pursuing, Department of Humanities, IGNOU, New Delhi, Delhi, India (E-mail: chetirashmi95@gmail.com)*

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Work-Life Balance: A Crucial Factor for Employees Working in the Hospital Industry

*Deepa Medar**, *Akshata Magadam*** and *Prayag Gokhale****

ABSTRACT

In a society filled with conflicting responsibilities and commitments, work/life balance has become a predominant issue in the workplace. People in both the developing and developed worlds now face issues like work-to-family and family-to-work conflicts. Accordingly, this paper aims to explore the relationships between work-life balance, work-family conflict, and family-work conflict and perceived employee performance with job satisfaction serving as a moderating variable. This study focused on assessing the impact of work-life balance determined by work-family conflict and family-work conflict on the well-being of individuals employed in the private sector in India. Well-being was measured by levels of family satisfaction, work satisfaction, and psychological distress.

Keywords: Work-family conflict; Family work conflict; Employee performance; Work life balance; Work-family dynamics.

**Corresponding author; Student, Department of MBA, KLE DR. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: deepamedar8@gmail.com)*

***Student, Department of MBA, KLE DR. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: akshatamagadam0093@gmail.com)*

****Faculty, Department of MBA, KLE DR. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: prayaggokhale07@gmail.com)*

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A Study on Organization Climate and Its Impact on Absenteeism with Special Reference to MSME's in Belgaum District

*Shukla Hagaragi**, *Nikhil Pote***, *Asmita Kakatkar**** and *Prayag Gokhale*****

ABSTRACT

One of the most persistent issues in the organization is absenteeism. Recognizing the culture of your business has a critical role in attracting top personnel and lowering absenteeism. In order to broaden and clarify the focus of future research on the topic, we aim to incorporate the existing literature on organisational climate. The purpose of this study is to comprehend the nature of the organisation and learn more about the absenteeism and climate change initiatives taken by the organisation. This study offered potential research and strategies for fostering a productive workplace environment and lowering absenteeism. The survey was conducted of 600 employees. Overall, the study aims to provide a comprehensive understanding of organization climate and its impact of absenteeism. As well as to identify potential area for improvement in the organization.

Keywords: Organizational behaviour; Organizational climate; Absenteeism; Work culture; Work environment.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi, Karnataka, India
(E-mail: shukla05hagaragi@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India
(E-mail: nikhilpote2000@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India
(E-mail: asmitakakatkar25@gmail.com)*

*****Faculty, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India
(E-mail: prayagokhale07@gmail.com)*

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A Study on Impact of Employees Welfare Measures on Employees Satisfaction in Organised Hospitality Industry at Goa

*Sweta Kulkarni**, *Gizel Chandanagiri***, *Vijendra Katti**** and *Saurabh Pote*****

ABSTRACT

This research was conducted to study the various welfare measures offered by the hospitality industry in Goa and whether employees are satisfied with those welfare measures. It helps to understand different areas of employee's welfare schemes and employee's satisfaction level and it will also help the hospitality industry to work more on employee welfare facilities on those areas where employees are extremely dissatisfied and also to think on future welfare and other facilities for employees. The study of employee welfare considers the sustainability of employees in the hospitality industry. The study Primary data and secondary data was used in research design. Primary data was collected with the help of the structured questionnaire and secondary data was collected with the help of websites.

Keywords: Hospitality; Employee's welfare; Employee's satisfaction; Sustainability.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: shwetakulkarni0987@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: gizelechandangiri10@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: vijendrakatti69@gmail.com)*

*****Assistant Professor, Department of MBA, KLE Technological University Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: saurabhpote@klescet.ac.in)*

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Effectiveness of Welfare Measures on Employee Performance

*Sakshi Sambrekar**, *Steffie Monteiro***, *Hanmant Goral**** and *Sanjay Hanji*****

ABSTRACT

The research paper is to determine the study of the employee welfare measure. Employees are the most valuable asset of an organization. Employee's welfare entails everything from services, facilities and benefits that are provided or done by the employer for the advantage or comfort of an employee. It is undertaken in order to motivate the employees and raise the productivity levels. The objective is to know whether better life and health is provided to the workers, to understand the working condition of the company and so on. Employees' welfare facilities include housing facilities, free medical facilities, retirement benefits, children and adult educational benefits, welfare measures for the employee's families, loan facilities, etc. The research design used is descriptive in nature. The data collection instrument is primary data that is collected through questionnaires. In this research 60 respondents were taken. There is utmost need for the employee's welfare in any type of organization. Majority of the Employees' are motivated through feedback and increase their productivity. The study also throws light on impact of welfare measures on the employees' performance.

Keywords: Employee performance; Welfare measures; Motivation; Work life balance.

**Corresponding author; Student, Department of MBA, KLE Technology University (Dr. M.S. Sheshgiri College of Engineering and Technology), Belagavi Campus, Belgaum, Karnataka, India (E-mail: sakshisambrekar21@gmail.com)*

***Student, Department of MBA, KLE Technology University (Dr. M.S. Sheshgiri College of Engineering and Technology), Belagavi Campus, Belgaum, Karnataka, India (E-mail: steffiemonteiro28@gmail.com)*

****Student, Department of MBA, KLE Technology University (Dr. M.S. Sheshgiri College of Engineering and Technology), Belagavi Campus, Belgaum, Karnataka, India (E-mail: hemantg0701@gmail.com)*

*****Faculty, Department of MBA, KLE Technology University (Dr. M.S. Sheshgiri College of Engineering and Technology), Belagavi Campus, Belgaum, Karnataka, India (E-mail: sanjayhanji_94@rediffmail.com)*

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A Study on Impact of Performance Appraisal and Employee Engagement on Job Satisfaction

*Tanvi Badmanji**, *Harshada Kerkar***, *Pooja Pakhare**** and *Saurabh Pote*****

ABSTRACT

A technique for determining and documenting how well a worker is performing their job is performance appraisal. How well a worker is performing in regard to goals agreed once a year with management will be taken into account when determining their performance appraisal. Employees who are passionate, enthusiastic, and who have a good attitude on the business are said to be engaged. Engaged people work diligently, actively participate in their work, boost productivity and customer happiness, and help the organization achieve its objectives and goals. The level of an employee's motivation, fulfilment, and contentment at work is referred to as their level of job satisfaction. Work happiness is essential because it boosts employee engagement, motivation, and productivity. It will boost the organization's expansion. The major goal of this study is to determine whether performance reviews and employee engagement have an effect on work satisfaction. The study is descriptive in nature and is based on primary data. The main data were obtained by surveys utilizing structured questionnaires, and a convenience sampling method was employed to get a sample of 1045 respondents. The information is gathered by contacting the HR Managers of the foundry sector in Belgaum. According to the report, performance reviews and employee engagement have a favorable effect on workers' levels of satisfaction.

Keywords: Performance appraisal; Employee engagement; Job satisfaction; Motivation and productivity.

**Corresponding author; Student, Department of MBA, KLE Technological University (Dr. M S Shehgiri College of Engineering and Technology), Belgaum, Karnataka, India (E-mail: tanvibadmanji@gmail.com)*

***Student, Department of MBA, KLE Technological University (Dr M S Sheshgiri College of Engineering and Technology), Karnataka, India (E-mail: harshada.kerkar21199@gmail.com)*

****Student, Department of MBA, KLE Technological University (Dr M S Sheshgiri College of Engineering and Technology, Karnataka, India (E-mail: poojapakhare315@gmail.com)*

*****Faculty, Department of MBA, KLE Technological University (Dr M S Shehgiri College of Engineering and Technology), Karnataka, India (E-mail: saurabhpot@klescet.ac.in)*

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Effect of Training and Development on Employee Performance in Foundry Industry at Kolhapur

Yogita Bhatkande*, Arati Halagekar**, Aniket Manmode*** and Saurabh Pote****

ABSTRACT

The paper is based on the “Effect of Training and Development on Employees performance”. Training and development are a crucial factor of enlightening the employee performance in most organization. The main objectives of the study are to identify the perception of employees on whether the training and Development proved beneficial to them. To measure the level of satisfaction of employees during training program and provide them with suggestions for future productivity. The information has been collected through the structured questionnaire and the sample size taken for the study was 2224 respondents. The findings suggest that there is impact of training and development on employee performance.

Keywords: Perception; Productivity; Training and development; Employees performance; Employee satisfaction.

*Corresponding Author, Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: yogitabhatkande19@gmail.com)

**Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: halgekaraarti26@gmail.com)

***Student, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Karnataka, India (E-mail: aniketmanmode100@gmail.com)

****Assistant Professor, Department of MBA, KLE Technological University, Dr. M.S.S.C.E.T, Belagavi, Karnataka, India (E-mail: saurabhpot@klescet.ac.in)

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A Study of Work-Life Balance on Employee Engagement and Turnover Intention

*Mangal Redekar**, *Megha Kohalli***, *Shivkanya Hande**** and *Sanjay Hanji*****

ABSTRACT

This study investigates the impact of work-life balance on employee engagement and turnover intention in the foundry industry. A mixed-methods approach was used to collect data from employees in different positions, including managers, supervisors, and production workers. Quantitative data was collected through surveys, and qualitative data was collected through interviews. The study proposes two hypotheses and uses statistical techniques to analyze the data. The results suggest that work-life balance has a significant impact on employee engagement and turnover intention. The findings of this study can be useful for organizations to develop strategies that promote work-life balance and improve employee well-being.

Keywords: Work-life balance; Employee engagement; Turnover intention; Retaliation; Organizational polices.

**Corresponding author; Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belgaum, Karnataka, India (E-mail: Mangalredekar204@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belgaum, Karnataka, India (E-mail: Meghakohalli1@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belgaum, Karnataka, India (E-mail: shivkanyahande86@gmail.com)*

*****Faculty, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belgaum, Karnataka, India (E-mail: sanjayhanji_94@rediffmail.com)*

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A Study on Effect of Leadership on OCTAPACE Culture

*Pooja Ganachari**, *Pallavi Naik***, *Triveni Kulkarni**** and *Vaibhav Badgi*****

ABSTRACT

This research paper explores the effect of leadership on the OCTAPACE model, which is a comprehensive framework for assessing and developing organizational effectiveness. The study examines how different leadership styles impact the various components of the OCTAPACE model, including openness, confrontation, trust, authenticity, pro-action, autonomy, collaboration, and experimentation. Drawing on a review of existing literature and empirical data collected through surveys of organizational leaders and employees, the research highlights the crucial role of leadership in shaping organizational culture and driving performance. Specifically, the paper discusses how Autocratic, Democratic, and Laissez faire leadership styles influence the OCTAPACE dimensions and how this, in turn, impacts employee motivation, engagement, and satisfaction. The findings of this research provide valuable insights for organizations seeking to foster a positive work culture and enhance their performance through effective leadership strategies.

Keywords: Leadership; OCTAPACE culture; Autocratic; Democratic; Laissez faire.

**Corresponding author; Student, Department of MBA, KLE Dr M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: poojaganachari1999@gmail.com)*

***Student, Department of MBA, KLE Dr M S Sheshgiri College of Engineering and Technology Belagavi Campus, Belagavi, Karnataka, India (E-mail: pallavinaik636@gmail.com)*

****Student, Department of MBA, KLE Dr M S Sheshgiri College of Engineering and Technology Belagavi Campus, Belagavi, Karnataka, India (E-mail: tktrivenirk@gmail.com)*

*****Professor, Department of MBA, KLE Dr M S Sheshgiri College of Engineering and Technology Belagavi Campus, Belagavi, Karnataka, India (E-mail: vaibhav.badgi@gmail.com)*

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The Impact of Welfare Measure on Employee Satisfaction

*Vaibhav Badgi**, *Ajay Yaligar*** and *Prashant Murajavadamath****

ABSTRACT

The purpose of this study is to investigate how labour welfare policies affect work satisfaction. The management will benefit from knowing from this study that employee work satisfaction is significantly influenced by labour welfare policies. Hence, it is a type of investment in the success of the development within the organisation. Convenient sampling was chosen as the sample technique for this study, and the research design is descriptive in nature. The study's subject matter encompasses at JSL sugar limited (jamkhandi). A sample of 100 respondents was drawn from the entire population. Based on the hypotheses and matching variables, statistical tests were used. The findings showed that labour welfare parameters had a considerable impact on job satisfaction.

Keywords: Welfare measure; Job satisfaction; Retention.

**Corresponding author; Professor, Department of MBA, KLE Technological University, Dr. MS Sheshgiri College of Engineering and Technological University, Belagavi, Karnataka, India (E-mail: vaibhav.badgi@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. MS Sheshgiri College of Engineering and Technological University, Belagavi, Karnataka, India (E-mail: ajayyaligar2@gmail.com)*

****Student, Department of MBA, KLE Technological University Dr. M S Sheshgiri College of Engineering and Technological University, Belagavi, Karnataka, India (E-mail: yourprashant146@gmail.com)*

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A Review Paper on Employee Management System

*Namira Faras**, *Abhilasha Gupta***, *Arya Deshpande****,
*Vaishnavi Kolhe***** and *Radhika Bhagwat******

ABSTRACT

Large and small businesses and organizations alike typically have a sizable workforce at their disposal. It is challenging to manage the activities of human resources in a situation like this. Employee performance management software is currently one of the most important and practical pieces of equipment purchased by the majority of enterprises. As it helps with Human Resources tasks like centrally storing employee-related data. Daily Human Resource tasks can be made simpler and less time consuming. Moving employee information and data to the enterprises is the goal of the Employee Performance Management System. Managers make a number of crucial decisions to enhance an organization's performance with the aid of the research work, which also helps to prevent errors brought on by people. These organizations require highly developed personnel management systems that can manage all aspects of their human resources.

Keywords: Performance; Employee data; Time-saving; EPMS (Employee Performance Management System); Human resource management; Productivity.

**Corresponding author; Student, Department of Information Technology, MKSSS Cummins College of Engineering for Women, Pune, Maharashtra, India
(E-mail: namira.faras@cumminscollege.in)*

***Student, Department of Information Technology, MKSSS Cummins College of Engineering for Women, Pune, Maharashtra, India (E-mail: ahilasha.gupta@cumminscollege.in)*

****Student, Department of Information Technology, MKSSS Cummins College of Engineering for Women, Pune, Maharashtra, India (E-mail: arya.deshpande@cumminscollege.in)*

*****Student, Department of Information Technology, MKSSS Cummins College of Engineering for Women, Pune, Maharashtra, India (E-mail: vaishnavi.kolhe@cumminscollege.in)*

******Professor, Department of Information Technology, MKSSS Cummins College of Engineering for Women, Pune, Maharashtra, India
(E-mail: radhika.bhagwat@cumminscollege.in)*

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Study on Awareness of Taxation Policies among Residents of Belagavi City

Saurabh Pote*, Shreya Hundre**, Nandita Charantimath*** and Shreya Gadad****

ABSTRACT

Taxation awareness research is done to understand the people's awareness of tax policies and this will help to know how many people are aware of the policies in India. The main motto of this research work is to look into various dimensions of people's demography and understand from which age group, income, and head of income are people aware more about tax policies. The research was conducted in the Belgaum region among taxpayers. The sampling in this research was conducted by using a convenience sampling method. Methods of data collection through questionnaires that have been distributed to 103 respondents comprised with five-point Likert scale with 1 for a highly disagreeable rate to 5 for a strongly agreed answer from Belgaum region. Multiple linear regression analysis shows that tax awareness. The results of the regression showed that tax awareness does not depend on age, income head and income range. Therefore, it is suggested that Awareness of Taxpayers needs to be increased by conducting socialization on the importance of taxation and understanding of taxation that can be done by working with certain parties so as to enable taxpayers to know clearly and easily about the importance of taxes, in addition to the need for training to tax officials so that they have the skills who is capable in serving taxpayers.

Keywords: Awareness; Taxation; Tax policies; Obligations; Belgaum.

*Corresponding author; Professor, Department of MBA, KLE Dr M S Sheshagiri College of Engineering and Technology, Belgaum, Karnataka, India (E-mail: saurabhpote@klescet.ac.in)

**Student, Department of MBA, KLE Dr M S Sheshagiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: 2407shreyahundre@gmail.com)

***Student, Department of MBA, KLE Dr M S Sheshagiri College of Engineering and Technology, Belagavi, Karnataka, India (E-mail: nanducharantimath@gmail.com)

****Student, Department of MBA, KLE Dr M S Sheshagiri College of Engineering and Technology, Gokak, Karnataka, India (E-mail: shreyagadad11@gmail.com)

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Disruptive Innovation: A Perspective from Business Management

*Anjali Agarwal**, *Prasad Kapileshwari*** and *Govindraj Mane****

ABSTRACT

Organizations in today's highly competitive world are confronted with a daunting notion of a "dualism", that is, working well for today while successfully establishing a future. Companies, no matter how organized, should manage both concerns at the same time. To do this, organizations must understand and learn to manage renaming variables that support innovative and supportive new structures. Three key questions about innovation prevent academics from helping managers decide whether a new technology is a disruptive innovation in their organization. First of all, what is a new distraction? Second, how can a disturbing new invention affect some but continue for others? Third, how can new disruptive factors become apparent before disruptions occur in the organization? This paper proposes answers to these three questions by redefining new disruptive factors through new acceptance features.

Keywords: Disruptive technology; Innovation.

**Corresponding author; Research Scholar, Department of MBA, KLS GIT, Belagavi, Karnataka, India (E-mail: anjaliagarwal2109@gmail.com)*

***Dean, Department of MBA, JCMM, Belagavi, Karnataka, India (E-mail: kapileshwari@gmail.com)*

****Assistant Professor, Department of MBA, KLS GIT, Belagavi, Karnataka, India (E-mail: grmane@git.edu)*

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Digital Advertising: It's Effectiveness and Impact on Buying Behaviour

Harshal Tamhankar and Simran Kittur***

ABSTRACT

Digital advertising makes use of the internet and its features to reach consumers through a wide variety of channels. A digital advertisement can help businesses tell the story of their brand, just like traditional advertising. But unlike traditional advertising, digital advertising is global and adaptable, allowing businesses to tell their brand stories through text, images, video, and other media on channels where consumers are active. It is thought that using digital advertising to more effectively target potential customers on the global market. Evidence suggests that businesses are increasingly focusing their advertising efforts on digital media instead of traditional media. This study employs an empirical method to investigate the effect of digital advertising on consumers and its effectiveness to impulse purchases of goods and services. Businesses need to keep up with the most recent trends and predictions because the digital advertising sector is constantly changing.

Keywords: Digital advertising; Internet; Advertisement; Effectiveness.

**Professor, Department of Commerce, Gogte College of Commerce, Belagavi, Karnataka, India
(E-mail: harshaltamhankar@gmail.com)*

***Corresponding author; Research Scholar, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India (E-mail: simrankittur12@gmail.com)*

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Problems Faced by Soybean Growers in Marketing of Produce in Belagavi District

Arshan Mohammad Kashanatti and Talwar Sabanna***

ABSTRACT

Agriculture sector is the backbone of the Indian economy, but yet filled with various obstacles from production to marketing of the produce. The purpose of the study was to find out the major constraints associated to marketing of soybean crop in Belagavi district. The study primary data-based study wherein 300 sample soybean growers were selected from four major soybean producing talukas of the district. Garrett Ranking Technique was applied as a tool to draw out the possible results from the analysis. The results revealed that the major problems were linked to marketing were fluctuations in market prices, distant market, timely payment for sale, absence of regulated markets, transportation cost, stringent grading by purchasers etc. The study limits itself with the biasedness of the responses from the farmers. It can be clearly stated that producing a good is manageable but marketing the produce a tougher task when these constraints are linked.

Keywords: Constraints; Marketing; Soybean; Belagavi.

**Corresponding author; Research Scholar, Department of Studies in Economics, Rani Channamma University, Belagavi, Karnataka, India (E-mail: akarshan623@gmail.com)*

***Professor (Rtd.), Department of Studies in Economics, Rani Channamma University, Belagavi, Karnataka, India (E-mail: sabannatalwars@gmail.com)*

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A Study on the Impact of Marketing Mix Service on Customer Satisfaction in Hotel Industry at Belagavi

*Shantisagar Shetti**, *Mayuri Charade***, *Prem Billur**** and *Saurabh Pote*****

ABSTRACT

In order to be successful in the market, managers must focus on retaining existing customers by implementing effective policies of customer satisfaction and loyalty. In the hotel industry, customer satisfaction is largely dependent on the quality of service provided. Thus, an effective management approach should be focused on understanding customer needs in order to improve customer loyalty and enhance the positive image of the touristic destination. In order to accomplish this, it is essential to understand what attributes are important to customers when selecting a hotel. Research on guest satisfaction, which is directly linked to whether customers will return or recommend the hotel to others, is critical to the success of the hospitality business. Neglecting to consider the attributes that are important to customers, could lead to negative evaluations of the hotel, thus limiting the chance of repeat patronage. To illustrate this, we studied the Restaurant in Belagavi using the 7ps of marketing mix. Through this analysis, we were able to evaluate the overall customer satisfaction level for the hotel and for each service provided.

Keywords: Services; Marketing mix; Customer satisfaction; Hotel; Customer loyalty.

**Corresponding author; Student, Department of MBA, KLE Technology University, Belagavi, Karnataka, India (E-mail: shettisagar8@gmail.com)*

***Student, Department of MBA, KLE Technology University, Belagavi, Karnataka, India (E-mail: mayurikharade49@gmail.com)*

****Student, Department of MBA, KLE Technology University, Belagavi, Karnataka, India (E-mail: prembillur98@gmail.com)*

*****Assistant Professor, Department of MBA, KLE Technology University, Belagavi, Karnataka, India (E-mail: saurabhpot@klescet.ac.in)*

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A Study on Analysis of E-contract Issues in E-tailing

Virupakshi R. Hiremath and Sanjeev Ingalagi***

ABSTRACT

The Globalization has led to transformation in technology, Due to the augmented use of computer, smartphones and internet has led to born of Electronic contract. E-contracts are initiated to flourish contracts for business and consumer related services. It also implements and formulates e-business and standard contracting policies. E-contracts specified where cautiously as per the contract requirements of the parties. The E-contracts have not capability to lever multifaceted dealings among parties to an e-contract. The Standard form of contract has become complex and their by restricting the decisions of the consumer. In recent years the e –contracts have acquired prominence in terms of flexibility, suitability and there is alarming increase in e contracts in India. The Article contends that the current Indian contract act law is deficient to secure the rights and benefits of consumers in B2C e-contracts.

Keywords: e-tailing; Legal issues; e-contract.

**Corresponding author; Research Scholar, Department of MBA, KLS Gogte Institute of Technology, Belagavi, Karnataka, India (E-mail: virupakshi.hiremath@kletech.ac.in)*

***Associate Professor, Department of MBA, GIT Belagavi, Belagavi, Karnataka, India (E-mail: ssingalagi@git.edu)*

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A Study on Perception and Attitude of Customers Purchasing Insurance in City of Belagavi

Pratiksha Gaonkar* and Rahul Mailcontractor**

ABSTRACT

Consumers make rational choices aiming to maximize their utility under wealth and information constraints. risk minimization, legacy and investment motives often drive the demand for life insurance. The aim of the current study is to understand the behavioural aspects of insurance purchase decisions that include perception, attitude and investigate how individual beliefs, attitudes and social norms affect insurance purchase decisions. Individuals may purchase insurance due to social pressures and aggressive selling tactics by insurance agents. This research study follows quantitative research design which uses descriptive and inferential tools for analysis. The research follows a combination of purposive, snowball and multistage sampling technique for obtaining samples from 206 individuals within the city of Belagavi. There is a significant difference of perception between genders for dimensions of service quality which are reliability, responsiveness, empathy, and tangibility. There is no significant difference of perception between marital status of respondents and all the dimensions of service quality which are reliability, responsiveness, assurance, empathy, tangibility, and technology. There is no significant difference of perception between various age groups of respondents and all the dimensions of service quality which are reliability, responsiveness, assurance, empathy, tangibility, and technology.

Keywords: Attitude; Perception; Purchase; Behaviour; Dimensions of service quality; Insurance.

**Corresponding author; Student, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: pratiksha_gaonkar@klsimer.edu)*

***Assistant Professor, Department of MBA, K L S's Institute of Management Education and Research, Belagavi, Karnataka, India (E-mail: rahul.mailcontractor@klsimer.edu)*

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Behavioural Inventory Management: A Practical Approach to Mitigate Material Waste in Some FMCG

*Neeta Sharma**

ABSTRACT

This paper attempts to examine the behavioural dimension in inventory management with an aim to reduce material waste. An effort is made to link the material cost equation established in theoretical stock-induced consumption inventory models to the consumption equation established for a real-life scenario of toothpaste consumption. Over consumption of toothpaste is considered here as input side or consumption side stock-induced waste. A stock-induced toothpaste consumption equation of the linear form is used here to develop simulation programs using MATLAB software to get the results in the shape of indifference curves between two hypothesized behavioural parameters λ and β present in the equation. The objective is to find out the behavioural impact on stock-induced toothpaste waste. Indifference curves obtained are then used to provide a basis for devising a behavioural grid for toothpaste consumption, which is further utilized to classify the consumers on the grounds of their behavioural traits which is then further analysed to develop policies and strategies to curb the material waste from some FMCG tubed or bottled products. The paper has a great socio-economic significance and highlights the importance of behavioural inventory management in reducing resource wastage.

Keywords: Behavioural inventory management; Indifference curve; FMCG tubed and bottled products; Stock-induced toothpaste waste; Behavioural grid for toothpaste consumption; Simulation.

**Assistant Professor, Department of Management, BPIT, Dwarka, Delhi, India
(E-mail: neetasharma4711@gmail.com)*

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Metrics and Performance Measurement in Operations Management

*Ajay Kumar Yadava**

ABSTRACT

Operations management is an area of business concerned with the production of goods and services, and involves the responsibility of ensuring that business operations are efficient in terms of using as little resource as needed, and effective in terms of meeting customer requirements. It is concerned with managing the process that converts inputs (in the forms of materials, labour and energy) into outputs (in the form of goods and services). APICS, The Association for operations management also defines operations management as “the field of study that focuses on the effectively planning, scheduling, use and control of a manufacturing or service organization through the study of concepts from design engineering, industrial engineering, management information system, quality management, production management, inventory management, accounting, and other functions as they affect the organization”. More generally, operations management aims to increase the content of value-added activities in any given process. Fundamentally, these value-adding creative activities should be aligned with market opportunity for optimal enterprise performance.

Keywords: Quality; Lead times; Capacity utilization; Effectiveness; Flexibility.

**Corresponding author; Faculty, Department of MBA, RSMT UP College Varanasi (AKTU Lucknow), Varanasi, Uttar Pradesh, India (E-mail: ajayk.yadav25@gmail.com)*

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A Study of Inventory Management System

*Tejashwini Kumbar**, *Divya S. V.***, *Aniruddha Hiregange**** and *Sanjay Hanji*****

ABSTRACT

Inventory management/ Supply chain management's difficult problem area is inventory management. In order to meet customer demand, businesses must keep inventory in warehouses. Yet, keeping inventory costs money that is frozen and subject to loss. Finding the number of inventories that will satisfy demand while preventing overstocks is the goal of inventory management. This article discusses inventory management for the sugar business. Based on an analysis of inventory days and return on assets, the relationship between inventory management and business success was identified. According to the investigation, the company's inventory had a few issues, including an unstructured inventory layout and inaccurate records due to untrained staff. The analysis revealed a strong correlation between return on investment and return on assets.

Keywords: EOQ (Economic Order Quantity) analysis; Inventory management; Stock level analysis; Management and techniques.

**Corresponding author, Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: tejashwinikumbar7@gmail.com)*

***Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: divyasv990283@gmail.com)*

****Student, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: aniruddhabhiregange@gmail.com)*

*****Professor, Department of MBA, KLE Technological University, Dr. M S Sheshgiri College of Engineering and Technology, Belagavi Campus, Belagavi, Karnataka, India (E-mail: sanjayhanji_94@rediffmail.com)*

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A Study on Inventory Management System at Manufacturing Sector

Fazal Bagalkot and Sampoorna Honnedibba***

ABSTRACT

Inventory management is a management of the procedure for buying, holding, utilizing, and distributing a company's inventory. The main objective is to study the efficiency of inventory management of the company for the last five years through analysis of EOQ, maximum, minimum stock level and reorder level and different ratios of the inventory. Through the analysis it's been seen that the ordering cost and carrying cost of the inventory is increasing every year, managing that is the problem for the company. Which are indirectly results in reducing the liquidity capital of the company. Increase in ordering cost and carrying cost is hindering the company to enjoy the complete profit. So, it is suggested to management that inventory has to be in managed in EOQ level so it is effective to increase the efficiency of production.

Keywords: Inventory management techniques like EOQ; Safety stock level; Ratio analysis.

**Corresponding author; Student, Department of MBA, KLE Dr. MS Sheshgiri College of Engineering ang Technology, Belagavi, Karnataka, India (E-mail: fazalbagalkot50@gmail.com)*

***Student, Department of MBA, KLE Dr. MS Sheshgiri College of Engineering ang Technology, Belagavi, Karnataka, India (E-mail: sampoornahonnedibba@gmail.com)*

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Incubation Centres is an Elixir for the Development of Rural Economy: A Study

Sabina Malage and B.S. Navi***

ABSTRACT

Technology is a base for every innovative idea and help to explore new business ways to the world. Startups are providing wings to youth's innovation and fly towards successful entrepreneurs and are boosting through incubation centres which motivate the youth to think differently and utilize the technology to their ideas to become self-employed through their own unit. In view of this the present paper is focuses on role of incubation centres in providing employment opportunity to the rural youth in particular and helps to develop the rural economy in general. It also helps in establishing stronger economy in the rural areas.

Keywords: Start-up; Economy; Employment; Incubation centre.

**Corresponding author; Research Scholar, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India (E-mail: malagesabina@gmail.com)*

***Registrar, University, Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India (E-mail: bsnavi123@gmail.com)*

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Challenges and Opportunities of Digital Payment System in Retail Banking with Reference to Indian Banking Sector

Harshal Tamhankar and Lata Suvarnekar***

ABSTRACT

The objective of the paper is to know the retail banking in Indian scenario and the paradigm shift in its operating activities with the advent of information technology. The demographic change has a significant influence in creating awareness about the various avenues towards payment and settlement system. Technology is a boon to the bankers and customers at large where the bankers can focus on generating revenue to the bank, whereas customers can benefit from ease of carrying out the transactions without any hassle, reducing the dependence on the bankers for withdrawals and time deposits and taking up various agency and utility services with the introduction of Digital Payment System. The retail banking has penetrated the Indian financial market post demonetization with the flagship programme of Jan Dhan Yojana aimed at Financial inclusion- to bring all the unbanked people to the common platform to carry on banking transaction and bring lot of transparency, mobilizing savings and investment, thereby contributing to the capital formation for the smooth functioning of the economic activities in the economy.

Keywords: Retail banking; Technology; Digital payment system; Jan Dhan Yojana.

**Corresponding author; Professor, Department of M.Com, KLS Gogte College of Commerce PG-Centre, Belagavi, Karnataka, India
(E-mail: harshaltamhankar@gmail.com)*

***Research Scholar, Department of M.Com, KLS Gogte College of Commerce PG - Centre, Belagavi, Karnataka, India (E-mail: latusuv93@gmail.com)*

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Effectiveness of Hybrid Learning Approaches: A Case Study of Few Selected Edtech Companies

*Maruti Sadavar**, *Indrajit Doddanavar*** and *Arif Shaikh****

ABSTRACT

With the emergence of advanced technologies, education has undergone a significant transformation over the years. Edtech firms have played a crucial role in the development of online and digital learning platforms that have revolutionized the traditional education system. Hybrid learning approaches are some of the models that have been adopted by edtech firms to enhance the learning experience of students. This research paper aims to explore the effectiveness of Hybrid learning approaches implemented by edtech firms. The study will examine the benefits of using these models, their limitations, and the challenges faced by edtech firms in their implementation. The research will involve a comprehensive review of relevant literature, case studies of edtech firms that have implemented Hybrid learning, and a survey to gather the perspectives of students and educators on the effectiveness of these approaches.

Keywords: Hybrid learning; Edtech; Education.

**Corresponding author; Assistant Professor, Department of MBA, KLS Gogte Institute of Technology, Belagavi, Karnataka, India (E-mail: marutinsadavar@gmail.com)*

***Assistant Professor, Department of MBA, Jain College of MCA and MBA, Belagavi, Karnataka, India (E-mail: dr.indrajit@jcm.in)*

****Director & Professor, Department of MBA, KLS Institute of Management Education & Research, Belagavi, Karnataka, India (E-mail: arifshaikh@klsimer.edu)*

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Ensemble Model-Based Approach for Sentiment Analysis of Online Product Reviews

*Sanjana Kavatagi**

ABSTRACT

Ubiquitous internet connectivity has resulted in unprecedented rise in customers shopping online. Customers who have purchased products online have the chance to submit their opinions and experiences with such products. Owing to this, there is now much room for product evaluation and rating, which are useful for all the stake holders. Analysis of the ratings and reviews posted online is of current research interest. In this work, the Sentiment Analysis approach has been used to examine user comments. The traditional machine learning classifiers using the Term Frequency and Inverse Document Frequency (TF-IDF) approach for feature extraction have been employed. We also propose building an ensemble model to increase the model's accuracy using a maximum voting classifier. An accuracy of 95.6% has been achieved using ensemble model. The ensemble model outperformed other traditional classifiers.

Keywords: Machine learning; Sentiment analysis; TF-IDF; Ensemble model.

**Research Scholar, Department of Computer Science and Engineering, Visvesvaraya Technological University, Belagavi, Karnataka, India (E-mail: kawatagi.sanjana@gmail.com)*

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Impact of Ethical Business Practices on Entrepreneurs

Sampath Kumar and Lakshminarayana K.**

ABSTRACT

By adhering to ethical standards, entrepreneurs can build trust with their customers and employees, which can lead to increased loyalty and profitability hence, the impact of ethical business practices on entrepreneurs are more significant. Ethical practices can also help the entrepreneurs to avoid legal and reputational risks, which can be costly in the long run. Additionally, ethical practices can help entrepreneurs to attract socially conscious investors and partners who share their values. In today's business landscape, ethical business practices are more relevant than ever for entrepreneurs. With increased scrutiny from consumers and stakeholders, entrepreneurs who prioritize ethical practices can build a competitive advantage and establish themselves as leaders in their industry. By implementing ethical practices such as transparency, accountability, and social responsibility, entrepreneurs can create a culture of trust and integrity that will attract customers and employees in an emerging era. Where technology is rapidly changing the way we do business, ethical considerations are becoming even more complex. Entrepreneurs must be mindful of issues such as data privacy, cybersecurity and artificial intelligence, ethics in order to ensure that their practices are both legal and ethical. This paper will explore the impact of ethical business practices on entrepreneurs in the emerging era, with a focus on the specific challenges and opportunities that arise from emerging technologies as well as best practices for entrepreneurs looking to improve their own ethical standards.

Keywords: Entrepreneurs; Ethics; Values; Practices; Business; Emerging technologies.

**Corresponding author; Research Scholar, Department of MBA, VTU, Bangalore, Karnataka, India (E-mail: sampathkumar0402@gmail.com)*

***Faculty, Department of MBA, VTU, Bangalore, Karnataka, India
(E-mail: sampathkumar0402@gmail.com)*

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Attitude towards Visual Merchandising: An Exploratory Study

*Ajay Jamnani**, *Sushil Kumar Pare***, *Anupriya Bokade**** and *Milan Jana*****

ABSTRACT

Visual merchandising has always been an essential part of modern retail. We see retail stores spending considerable time, money, and efforts to improve visual merchandising. The quick query that comes to mind is about the effectiveness of visual merchandising. Before we move towards effectiveness, it is wise to check shoppers' attitudes towards visual merchandising. In this study, a survey was conducted with a sample size of 261. Most of the surveys were conducted outside a prominent retail store in the apparel business. The analysis shows that the attitude is majorly made up of two factors. One factor is all about the visual cues, while the second factor indicates the price consciousness of the shoppers.

Keywords: Retail; Visual merchandising; Attitude; Modern trade.

**Corresponding author; Associate Professor, Department of MBA, KLS IMER, Belagavi, Karnataka, India
(E-mail: ajay@klsimer.edu)*

***Professor, Department of MBA, KLS IMER, Belagavi, Karnataka, India
(E-mail: pare.sushil@klsimer.edu)*

****Student, Department of MBA, KLS IMER, Belagavi, Karnataka, India
(E-mail: anu.bokade20@gmail.com)*

*****Student, Department of MBA, KLS IMER, Belagavi, Karnataka, India
(E-mail: milan_jana@klmimer.edu)*

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A Study and Analysis of Selected Market Anomalies in the Stock Market

*Jyoti Jamnani**, *Adarsh Patil*** and *Navneet Kulkarni****

ABSTRACT

Anomalies in the markets are deviations in investment rewards that go against the efficient market concept (EMH). For instance, the market price of a stock may diverge from the model's forecast. The January effect and the small-cap impact are two examples of common market anomalies. Smaller businesses consistently outperform their bigger counterparts, a phenomenon known as the "Small-cap effect." The tendency for stock returns to be much greater in January compared to other months is known as the "January Effect." Peculiarities or irregularities are very rare in the market. As a matter of fact, when inconsistencies become openly referred to, then they will rapidly vanish and get out. As arbitragers search them out and wipe out the way of them. Numerous studies have already been conducted on the happening and occurrence of various sorts of anomalies. Anomalies were divided into different kinds, but there are mostly three types Fundamental anomaly, Calendar anomaly, and technical irregularities. In this study an attempt is made to analyze turn of the month and Monday Friday effect anomalies in the Indian stock market using the Nifty index for a period of 4 years. It was observed that turn of the month anomaly and Monday Friday effect does not exist in the Indian stock market.

Keywords: *Banking; Mergers; Acquisitions.*

**Corresponding author: Associate Professor, Department of MBA, KLS GIT, Belagavi, Karnataka, India (E-mail: jntalreja@git.edu)*

***Student, Department of MBA, KLS GIT, Belagavi, Karnataka, India (E-mail: adarshpatil9494@gmail.com)*

****Student, Department of MBA, KLS GIT, Belagavi, Karnataka, India (E-mail: navneeeeeet@gmail.com)*

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