ISSN: 2581 7930



INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN COMMERCE, MANAGEMENT & SOCIAL SCIENCE (IJARCMSS)

An International Quarterly Peer Reviewed Refereed Journal

Volume 06 No. 01(I) January-March, 2023

CONTENTS

1.	SOCIOLOGICAL FACTORS AFFECTING CUSTOMER BEHAVIOUR IN THE MARKETING OF SOME SELECTED CONSUMER GOODS IN COIMBATORE Mr. Y. Prabhakar & Dr. R. Prabusankar	01-08
2.	EMPLOYMENT GENERATION PROGRAMS AND LONG-TERM DEVELOPMENT: THE CASE OF MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME IN JHARKHAND Dr. Md Umar Rayees	09-14
3.	E-HRM – UNDERSTANDING THE NUANCES OF DATA ACCESSIBILITY AND REINFORCEMENT Bajeesh Balakrishnan, R Duraipandian & Swetha Appaji Parivara	15-19
4.	POSSIBILITIES OF AGRO-PROCESSING IN RAJASTHAN Arushi Shekhawat	20-22
5.	IMPACT OF IMPLEMENTATION OF BHAMASHAH/ JAN AADHAAR YOJANA ON THE WOMEN EMPOWERMENT IN THE STATE OF RAJASTHAN Dr. Sanjay Kumar	23-40
6.	CONSTITUTIONAL MEASURES AND GOVERNMENT POLICIES FOR WOMEN EMPOWERMENT IN INDIA Dr. Anuradha Nagia	41-46
7.	AN ANALYTICAL STUDY OF DIRECT & INDIRECT TAX AND GDP OF INDIA Dr. Jyoti Khurana	47-52

8.	WOMEN ENTREPRENEURSHIP IN RURAL AREA OF HARYANA WITH SPECIAL REFERENCE TO GURUGRAM DISTRICT Dr. Mukesh Kumar & Dr. Naina Vohra	53-56
9.	INFLUENCE OF MICROFINANCE ON WOMEN'S EMPOWERMENT: AN EMPIRICAL ANALYSIS WITH SPECIAL REFERENCE TO GUDIVADA, KRISHNA DISTRICT, ANDHRA PRADESH Dr. R. Padmaja & Ms. P.K. Madhooha	57-62
10.	AN OVERVIEW OF ENVIRONMENTAL ACCOUNTING AND REPORTING IN INDIA Dr. Ritu Sharma	63-68
11.	ECO-TOURISM PRACTICES IN SIKKIM Dipankar Karmakar	69-73
12.	RECENT CHANGES IN BUSINESS AND MANAGEMENT BY INFORMATION TECHNOLOGY Mr. Sunil Kumar & Mr. Purshottam	74-77
13.	BUSINESS ETHICS THROUGH WHISTLE BLOWING Dr. Tajinder Kaur	78-82
14.	E-INVOICING: AN OUTPUT OF DIGITISATION OF GST Raj Bahadur & Rachit Yadav	83-87
15.	ENVIRONMENTAL ACCOUNTING: AN OVERVIEW Dr. Bihari Lal Soni	88-92
16.	STRATEGIC HUMAN RESOURCE MANAGEMENT IN MODERN RETAIL MARKETING AND MALLS FOR SUSTAINABLE GROWTH-A CASE STUDY IN NORTH CHHOTANAGPUR OF JHARKHAND Ajay Kumar Barnwal	93-96
17.	ENTREPRENEURSHIP DEVELOPMENT IN INDIA: ISSUES, CHALLENGES AND PROSPECTS Dr. Sunita Chopra & Mrs. Sushmana Chopra	97-100

18.	FOSTERING SOCIAL CHANGES TRANSFORMS THE MODERN INCLUSIVE SOCIETY FROM SOCIAL EXCLUSION TO SOCIAL INCLUSION Fr. Baiju Thomas	101-105
19.	ENVIRONMENTAL MANAGEMENT: A CASE STUDY OF THE KEOLADEO NATIONAL PARK, BHARATPUR, RAJASTHAN (INDIA) Krishn Pal Singh	106-110
20.	A STUDY OF IMPACT OF LEADERSHIP STYLES ON EMPLOYEE MOTIVATION Mr. Kaushikkumar Ratilal Dalvi	111-116
21.	STRATEGIC MANAGEMENT IN E-COMMERCE ENTERPRISE Dr. Manisha M. Barad	117-122
22.	A CRITICAL REVIEW OF THE STATUS OF OUTSTANDING BANK LOANS OF INDIA'S SELF-HELP GROUPS Mr. Tenzing Norbu Tamang & Dr. Manas Naskar	123-130
23.	THE IMPACT OF MERGER STRATEGY ON EMPLOYEE JOB SECURITY Prof. Dr. Venugopal Janaswamy	131-136
24.	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON PROFITABILITY OF SELECTED NON-BANKING FINANCIAL COMPANIES IN INDIA Shaifali Sharma	137-144
25.	AGRICULTURE IN JHARKHAND: ACHIEVEMENT AND CHALLENGES Dr. Jyotish Kumar Singh & Alok Raj	145-148
26.	A PRAGMATIC ANALYSIS OF DEVELOPMENT IN INDIAN ECONOMY AFTER GST REGIME WITH SPECIAL REFERENCE TO ANCILLARY INDUSTRIES Mr. Vikram Singh, Dr. T.K. Jain & Dr. Yaschica	149-156
27.	SOCIO ECONOMIC FEATURES OF BEGGARS: A BRIEF REVIEW Sayantan Mukherjee	157-160

28.	STUDY ON AWARENESS OF DIGITAL BANKING SERVICES IN HASSAN TALUK Yogesha	161-168
29.	THE CHALLENGES OF RELIGIOUS AND SEXUAL DISCRIMINATION IN THE WORKPLACE Rajesh Kumar Meena	169-175
30.	THE ROLE OF CREATIVITY AND INNOVATION IN ENTREPRENEURSHIP: AN EMPIRICAL STUDY Dr. Kavleen Kaur Khanooja	176-180
31.	CORPORATE GOVERNANCE IN BANKING SECTOR IN INDIA Dr. Krishna Murari Modi	181-184
32.	ANALYSIS AND IMPACT ANALYSIS OF FDI ON EMPLOYMENT GENERATION IN INDIA: A COMPREHENSIVE EXPLORATION DURING THE PERIOD OF 1991 TO 2018 Banita Kanwar & Dr. Girdhaari Lal Meena	185-195
33.	FOREIGN DIRECT INVESTMENT AND THE MAKE IN INDIA INITIATIVE: A COMPREHENSIVE ANALYSIS OF THE IMPACT ON INDIA'S ECONOMY AND INDUSTRIAL SECTORS Dr. Chanchal Khurana	196-200