



e-ISSN : 2583 8717 || Impact Factor : 6.972

INTERNATIONAL JOURNAL OF GLOBAL RESEARCH INNOVATIONS & TECHNOLOGY (IJGRIT)

An International Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Volume 03

No. 02 (II)

April-June, 2025

CONTENTS

1.	Exploring the Key Factors Influencing Consumer Choice of 5-Star Eco-Friendly Hotels in Kolkata <i>Banani Mondal & Sanjay Jamwal</i>	01-06
2.	Harnessing the Demographic Dividend: Skilling India for Economic Supremacy - Policy Gaps and Opportunities <i>Archana Muthye</i>	07-12
3.	Gender-Based Differences in Entrepreneurial Risk Perception: A Comparative Study of Female- and Male-Led Textile Enterprises with Respect to Textile Industry <i>Priyanka Vinay Bhandari</i>	13-18
4.	Integrating ESG in Business Strategy: A Pathway to Long-Term Sustainability <i>Kshitij Khare</i>	19-22
5.	Designing Sustainable Multifunctional Children's Wear based on Zero Waste Concept: A Study in Context with Indian Children Wear Market <i>Pramod Kumar & Neeraj Rawat Sharma</i>	23-32
6.	Parental Background, School Resources and Student Achievement: An SES-Based Analysis in Rural India with Special Reference to Chalisgaon Taluka, Dist. Jalgaon, Maharashtra <i>Vijay Ramesh Garge, Rahul A. Kulkarni & Tushar Ramesh Patel</i>	33-36
7.	From Fear to Trust: An Integrated Perspective of Investors Perception towards Role of AI in Investment Decision-Making <i>Ankit Goel & Parul Garg</i>	37-45
8.	Mudra: A Tool for Financial Assistance to MSME Sector <i>Pawan Pushpad & Anil Jinwal</i>	46-50
9.	Beyond Algorithms: A G.E.N.D.E.R. AI Framework for Advancing Workplace Equity in Automation <i>A. Uma Maheswari</i>	51-59

10.	Skill Gaps and Training Needs of Indian Accountants in the Age of E-Accounting <i>Abhishek Shrivastava</i>	60-68
11.	Sustainability in Every Sip: The Future of the Global Coffee & Beverage Industry <i>Anamika Kadam & Hemant Singh Jeena</i>	69-72
12.	Comparative Study of LANDSAT-8 and SENTINEL-2A Images for Water Spread Area Analysis using NDWI Approach Wetland of Rajasthan: The Largest Saline Sambhar Lake <i>Kajal Yadav, Suchitra Chatterjee & Subroto Dutta</i>	73-80
13.	Exploring Stock Returns Volatility of Select NSE – Listed Diversified Sector Companies: An Empirical Study <i>Siddhartha Sankar Saha & Tapas Kumar Tripathy</i>	81-89
14.	Thermal Influence on the Semiconductor behaviour of Organic Materials <i>Hemant Kumar</i>	90-96
15.	Artificial Intelligence for Startups: A Dual Perspective on Opportunities and Challenges <i>Asha Rathi & Megha Bhati</i>	97-100
16.	To Assess the Knowledge and Attitude Regarding Dysfunctional Uterine Bleeding among Women: A Study <i>Neelam Meena & Madan Mohan Meena</i>	101-104
17.	Enhancement of Beneficial Enzyme Production in Plants and Fungi through Magnesium Nanoparticle Application: A Comprehensive Study <i>Reena Chouhan & Amita Dhariwal</i>	105-114
18.	Rajasthan's Role in India's Solar Energy Revolution: Opportunities, Challenges, and the Road Ahead <i>Shantanu Shrivastava & Mohd Hanif Khan</i>	115-120
19.	Nostalgia through Retro Marketing for Modern Brand Relevance <i>Ranjeeta Madhwani & Priyanka Baid</i>	121-126
20.	Matriliny without Matriarchy: A Descriptive Study of the Khasi Tribe of Meghalaya <i>Jyoti Shukla</i>	127-129

Cont.....