



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

An International Quarterly Peer Reviewed Refereed Journal

Volume 05

No. 03(I)

July-September, 2022

**CONTENTS**

1.	EMPLOYEE JOB SATISFACTION AND ITS IMPACT IN RETAIL APPAREL OUTLET IN NERUL, NAVI MUMBAI <i>Dr. Pradip Manjrekar &amp; Dr. Alpha Lokhande</i>	01-04
2.	A STUDY ON BEST PRACTICES IN SUSTAINABLE TOURISM IN SIKKIM <i>Dipankar Karmakar</i>	05-10
3.	MARKETING STRATEGY OF SELECTED LIFE INSURANCE PRODUCTS: "A COMPARATIVE STUDY OF LIFE INSURANCE CORPORATION AND SOME SELECTED PRIVATE INSURANCE COMPANIES IN PATNA DISTRICT" <i>Ganesh Kumar &amp; Dr. Ahmad Hussain</i>	11-18
4.	FACTORS AFFECTING EMPLOYEE RETENTION IN IT SECTOR <i>Krishna Prakash M &amp; Dr. Jawahar Philimis</i>	19-25
5.	A STUDY OF CHANGE OF CONSUMER PREFERENCES FROM JOHNSON AND JOHNSON TO CHICCO BABY CARE PRODUCTS <i>Poonam Rawat &amp; Dr. Suchita Gera</i>	26-28
6.	THE STUDY ON FINANCIAL DIGITAL LITERACY TRAINING CONDUCTED FOR SHG WOMEN BASED AT NOIDA <i>Manissha Khanna &amp; Dr. Neeti Rana</i>	29-38
7.	STRATEGIC PRACTICES TO ATTAIN BUSINESS SUSTAINABILITY: A COMPARATIVE ANALYSIS OF PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN RAJASTHAN <i>Prof. Harsh Dwivedi &amp; Silki Khanna</i>	39-42
8.	A STUDY ON CORPORATE SOCIAL RESPONSIBILITY (CSR) AND ITS ROLE IN RURAL DEVELOPMENT IN INDIA <i>Puja Verma</i>	43-49

9.	A STUDY ON GLOBAL TAXATION PRACTICES AND ITS IMPACT ON INDIAN ECONOMY <i>Sunil P.R. &amp; Manjunath N</i>	50-52
10.	MARKETING TACTICS OF THE CEMENT INDUSTRY <i>Harsh Kumar &amp; Prof. Pramod Srivastava</i>	53-57
11.	MEASURING PERFORMANCE APPRAISAL OF SELECTED CO-OPERATIVE BANKS IN RAJASTHAN <i>Nazim Hussain</i>	58-66
12.	IMPACT OF E-COMMERCE IN THE INDIAN ECONOMY <i>Dr. Renu Nainawat</i>	67-73
13.	ANALYSING THE INFLUENCE OF WEBSITE QUALITY ON CONSUMERS CHOICE OF FOOD AND BEVERAGE OUTLETS SELECTION IN LUCKNOW <i>Ankit Dambhare, Prasang Agarwal &amp; Prakash Nigam</i>	74-81
14.	AN EVALUATIVE STUDY OF PROFITABILITY OF MARUTI SUZUKI INDIA LIMITED <i>Namrata Golyan</i>	82-85
15.	GROWTH OF HORTICULTURE SECTOR IN INDIA: TRENDS AND PROSPECTS <i>Bipin Kumar</i>	86-91
16.	A COMPARATIVE STUDY OF GROWTH RATE OF PER CAPITA INCOME AND NATIONAL INCOME BEFORE AND AFTER REFORMS PERIOD <i>Dr. Vinita Shrivastava</i>	92-99
17.	AN APPROACH TOWARDS SUPPLY CHAIN CARBON FOOTPRINT MANAGEMENT IN TEXTILE SECTOR <i>Riddhi Barwer &amp; Dr. M.L. Sharma</i>	100-105
18.	THE STUDY OF INDIA'S INTERNATIONAL TRADE WITH ITS TOP 30 TRADING PARTNERS WITH SPECIAL REFERENCE TO THE LINDER HYPOTHESIS <i>Prof. Shiv Dayal Singh &amp; Mrs. Sumitra Devi Sahu</i>	106-114
19.	THE ROLE OF INTEGRATED MARKETING COMMUNICATION (IMC) IN CREATING AND MAINTAINING BRAND EQUITY <i>Dr. Ruchi Gupta &amp; Dr. Harsh Mani Singh</i>	115-120

20.	THE NEW AGE ARMOURED HR: ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE PRACTICE <i>Sarika</i>	121-126
21.	ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN AGRICULTURE DEVELOPMENT, ACHIEVING SUSTAINABILITY AND CSR LEGAL FRAMEWORK IN INDIA <i>Madhu</i>	127-133
22.	COMPLIANCE OF ACCOUNTING STANDARDS IN CENTRAL HIGHER EDUCATIONAL INSTITUTIONS IN INDIA <i>Sandeep Kumar Yadav &amp; Prof (Dr.) Devendra Kumar Modi</i>	134-138
23.	CONSOLIDATED FINANCIAL STATEMENTS: THE OVERALL PICTURE OF A CORPORATE <i>Dr. Prabhu Dayal Saini</i>	139-142
24.	CHANGES IN PURCHASE AND USAGE PATTERNS OF COSMETICS DUE TO COVID-19 PANDEMIC: A CASE STUDY OF WOMEN OF GURUGRAM <i>Annu Gupta</i>	143-150
25.	A STUDY OF THE IMPACT OF HYBRID WORK POLICY ON EMPLOYEES' ORIENTATION AND ISSUES OF CORPORATE GOVERNANCE IN NEW NORMAL <i>Dr. Poonam Sethi, Dr. Deepti Singh &amp; Ms. Supriya Kamna</i>	151-166
26.	CORPORATE REPORTING PRACTICES IN INDIAN SMALL AND MEDIUM ENTERPRISES <i>Mr. Kolpula Suman &amp; Dr. Kamatam Srinivas</i>	167-170
27.	A STUDY OF IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS WITH SPECIAL REFERENCE TO ORGANIC FOOD PRODUCTS <i>Prof. (Dr.) Dipin Mathur &amp; Priyanka Mandwani</i>	171-176
28.	IMPACT OF FINANCIAL SECTOR ON BANKING HR SECTOR IN INDIA <i>Dr. M.Kaliswari, Dr. A.Ponmani &amp; Dr. S.Maheswari</i>	177-180
29.	INDUSTRIAL DEVELOPMENT OF BIHAR: AN OVERVIEW <i>Dr. Yogesh Kumar Agarwal</i>	181-186

30.	AN EMPIRICAL STUDY ON MICROFINANCE INSTITUTIONS IMPACT FOR ENTREPRENEURSHIP <i>Ashish Kumar &amp; Dr. Ambrish</i>	187-192
31.	ANALYSING INFLUENCE OF PRIORITY SECTOR LENDING ON THE ACHIEVEMENT OF STATE LEVEL SDGs IN INDIA WITH SPECIAL FOCUS ON INEQUALITIES AND QUALITY EDUCATION <i>Dr. Sk Mujibar Rahaman</i>	193-199
32.	CASTE SYSTEM IN INDIAN SUBCONTINENT AND CHANGES <i>Dr. Subhash Chand Sharma</i>	200-203
33.	INDIA'S IMPORTS OF PETROLEUM PRODUCTS DURING POST-REFORM PERIOD <i>Ramanjeet Kaur &amp; Dr. Meenu</i>	204-214
34.	PRICE DISCOVERY, SPILLOVER AND DESTABILIZATION: A THEORETICAL PERSPECTIVE <i>Dr. Sahaj Wadhwa</i>	215-219

\*\*\*