



INTERNATIONAL JOURNAL OF INNOVATIONS & RESEARCH ANALYSIS (IJIRA)

(An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal)

Volume 03

No. 02 (II)

April - June, 2023

CONTENTS

1.	GREEN AND SUSTAINABLE DEVELOPMENT PRACTICES OF BANKS IN INDIA <i>Anshul Jain, Priyanka Yadav & Dr. Khyati Kochhar</i>	01-07
2.	EMOTIONAL INTELLIGENCE: A KEY DRIVER OF MANAGERIAL EXCELLENCE <i>Lata Kapoor & Prof. Dr. S.K. Singla</i>	08-12
3.	EMPLOYMENT PROSPECTS IN SOYABEAN CROPS AND INDUSTRY <i>Dr. Pragya Yadav</i>	13-16
4.	WOMEN PARTICIPATION IN GOVERNMENT FLAGSHIP PROGRAM IN INDIA <i>Dr. Manju Acharya</i>	17-19
5.	A STUDY ON ENTREPRENEURS' STRATEGIC APPROACH TOWARDS TOTAL QUALITY MANAGEMENT <i>K.Mohanasundaram</i>	20-24
6.	A STUDY ON CUSTOMER PERCEPTION TOWARDS OTT PLATFORM WITH SPECIAL REFERENCE TO IRINJALAKUDA MUNICIPALITY, THRISSUR DISTRICT, KERALA <i>Remya & Rupini T.S.</i>	25-28
7.	AN IMPACT OF DIFFERENT TECHNICAL PARAMETERS ON SHARE PRICE RETURNS: A CASE STUDY OF IT SERVICES SECTOR COMPANIES <i>Dr. Bipin R. Bankar & Abhijeet V. Hake</i>	33-37
8.	IMPACT OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT <i>Dr. Anita Choudhary, Krishan Kumar & Mr. Irshad Bhukhari</i>	38-42
9.	FEMALE REPRESENTATION AT THE SITE OF NILAKANTHA (ALWAR) <i>Dr. Meeta Garg</i>	43-47

10.	STUDY ON MARKET SUSTAINABILITY AND CONSUMER BEHAVIOUR TOWARDS ELECTRIC VEHICLES (EV) IN INDIA <i>Dr. Priyanka Ranawat, Sashant Sharma & Mr. Suraj Kumar</i>	48-54
11.	A STUDY ON IMPACT OF EMPLOYEES BEHAVIOUR ON PATIENT SATISFACTION LEVEL IN HEALTH CARE SECTOR <i>Dr. S Maria Antony Raj, Mr. Suraj Kumar & Vikky Yadav</i>	55-58
12.	AN ANALYSIS OF CUSTOMER AWARENESS TOWARDS BANK OF BARODA CREDIT CARD <i>Dr. Shantanu Ganguly, Vivakanand Pandey & Mrs. Ankita Yadav</i>	59-62
13.	GROWTH OF HOSPITALITY COMPONENTS IN THE LAST 5 YEARS IN AHMEDABAD CITY TO ATTRACT TOURISM <i>Mr. Devansh Bhardwaj, Dr. Updesh Khinda & Dr. Varinder Singh Rana</i>	63-70
14.	NOMOPHOBIA AND ANXIETY AMONG UNIVERSITY STUDENTS <i>Ms. Smriti Khandelwal & Dr. Tamanna Saxena</i>	71-77
15.	TRAINING AND EDUCATION: AN OVERVIEW <i>Ms. Ankita Thakur & Ms. Payal</i>	78-84
16.	MCDONALD'S AND KFC AS A FRANCHISE <i>Mr. Davinder Thakur & Ms. Muskan Arora</i>	85-90
17.	THE MSME SECTOR'S CONTRIBUTION TO THE INDIAN ECONOMY: A STUDY WITH PARTICULAR REFERENCE TO UTTAR PRADESH <i>Ashutosh Kumar Giri & Dr. Alok Singh</i>	91-95
18.	IMPACT OF GREENHOUSE GASES ON ENVIRONMENT <i>Dr. Kakuli Chowdhury</i>	96-103