



INTERNATIONAL JOURNAL OF INNOVATIONS & RESEARCH ANALYSIS (IJIRA)

(An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal)

Volume 06

No. 01(I)

January - March, 2026

CONTENTS

1.	Environmental Sustainability in Trade <i>Dr. Mamta Madhur</i>	01-10
2.	Financial Inclusion: Facilities and Challenges with Special Reference to RBI's Initiatives <i>Ananda Ramaiah Setty B R, Dr. Lakshmi V & Dr. Ramesha V</i>	11-14
3.	AI in Marketing: Transforming Customer Engagement and Decision-Making <i>Dr. Riya Sharma</i>	15-22
4.	Effect of Artificial Intelligence (AI) on Mental Health of College Students <i>Mrs. Babita Pathak</i>	23-28
5.	Entrepreneurial Impact in Viksit Bharat with Exploratory Factor Analysis <i>Dr. Kirit Chauhan & Jigna Sarvaiya</i>	29-38
6.	A Study on Emotional Intelligence as a Buffer Against "Invisible Workload" Among Women Professionals <i>Moses Sophia Joseph & Dr. Noel Francis Parge</i>	39-46C
7.	A Comparative Study of Rural Tourism and Hospitality Models: Kalaburagi District vs Neighboring Districts, and Hampi, of Karnataka <i>Parikshit & Dr. Ravi Kant Modi</i>	47-54
8.	Impact of ESG Practices on Financial Performance of Selected Companies <i>Dr. Maitreyi Thapliyal</i>	55-61
9.	Artificial Intelligence, Innovation & Sustainable Development in Future India <i>Dr. Vijay Kumar Gupta</i>	62-70
10.	Impact of Government Welfare Schemes on Multidimensional Poverty in Maharashtra <i>Dr. Manjusha Gokhale</i>	71-77

Cont.....