

## INSPIRA- JOURNAL OF COMMERCE, ECONOMICS AND COMPUTER SCIENCE

(A National Bi-lingual Quarterly Double Blind Peer Reviewed Refereed Journal)

~	
VOLUME 11	NO. 02
IOROME II	10.02

APRIL-JUNE, 2025

ISSN : 2395-7069 || Impact Factor: 7.650

## CONTENTS

1	UNLOCKING AGRIPRENEURIAL POTENTIAL: ORGANIC FARMING OPPORTUNITIES FOR RURAL INDIAN YOUTH	01-09
	Ms. Mansi Choudhary, Prof. Ram Milan & Progna Paromita	
2	ARTIFICIAL INTELLIGENCE ROLE IN STOCK MARKET	10-13
	Dr. K.S. Rajashekar Reddy	
3	SOCIAL AND EMOTIONAL LEARNING	14-23
	Dr. Kanika Sharma	
4	THE IMPACT OF HUMAN-COMPUTER INTERACTION ON SMART HOME SYSTEM	24-28
	Ashwini Hemant Patil	
5	LEVERAGING AI IN ESL COURSE BOOK DEVELOPMENT FOR	29-36
	YOUNG LEARNERS	
	Dr. Chandrasekharan Praveen	
6	THE IMPACT OF DIGITAL MARKETING ON THE HIGHER EDUCATION	37-40
	Pawan Kumar & Dr. Ravi Kant Modi	
7	ARTIFICIAL INTELLIGENCE IN AGRICULTURE: TOOLS FOR THE	41-45
	FUTURE OF PRECISION AND SMART FARMING	
	T. Madhava Reddy & S.Venkat Rao	
8		46-50
8	T. Madhava Reddy & S.Venkat Rao	46-50
8	T. Madhava Reddy & S. Venkat Rao EXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEW	46-50 51-57
	T. Madhava Reddy & S.Venkat Rao EXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEW Sai Lakshmi V & Dr. S Nafeesa	
	T. Madhava Reddy & S. Venkat RaoEXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEWSai Lakshmi V & Dr. S NafeesaCUSTOMER PERCEPTION AND SATISFACTION TOWARDS	
	T. Madhava Reddy & S.Venkat RaoEXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEWSai Lakshmi V & Dr. S NafeesaCUSTOMER PERCEPTION AND SATISFACTION TOWARDSE-BANKING SERVICE QUALITY – A STUDY IN NANDYAL DISTRICT	
9	T. Madhava Reddy & S.Venkat RaoEXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEWSai Lakshmi V & Dr. S NafeesaCUSTOMER PERCEPTION AND SATISFACTION TOWARDSE-BANKING SERVICE QUALITY – A STUDY IN NANDYAL DISTRICTM. Inthiyaz Ahammad, Pothula Ratna Reddy & Mukka Sravani Kumari	51-57
9	T. Madhava Reddy & S.Venkat RaoEXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEWSai Lakshmi V & Dr. S NafeesaCUSTOMER PERCEPTION AND SATISFACTION TOWARDSE-BANKING SERVICE QUALITY – A STUDY IN NANDYAL DISTRICTM. Inthiyaz Ahammad, Pothula Ratna Reddy & Mukka Sravani KumariORGANIZATIONAL CULTURE: A CONCEPTUAL STUDYDr. Vijayakumar A B & Shruthi.CFROM UNICORNS TO UNCERTAINTY: A CRITICAL REVIEW OF INDIAN	51-57
9	T. Madhava Reddy & S. Venkat RaoEXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEWSai Lakshmi V & Dr. S NafeesaCUSTOMER PERCEPTION AND SATISFACTION TOWARDSE-BANKING SERVICE QUALITY – A STUDY IN NANDYAL DISTRICTM. Inthiyaz Ahammad, Pothula Ratna Reddy & Mukka Sravani KumariORGANIZATIONAL CULTURE: A CONCEPTUAL STUDYDr. Vijayakumar A B & Shruthi.C	51-57 58-62

12	VOICES FROM THE MARGINS: POLITICAL REPRESENTATION AND STATE INCLUSION OF MINORITY GROUPS IN UGANDA	69-76
	Dr. Aditya Narayan Misra	
13	TO STUDY THE IMPACT OF STRATEGIC MERGERS OF EDTECH COMPANIES: A CASE STUDY OF UTKARSH CLASSES AND PHYSICS WALLAH	77-82
	Mr. Shivam Kumar Giri & Dr. Divyesh Kalla	
14	IMPACT OF DIGITAL FINANCIAL LITERACY ON WOMEN'S ACCESS TO DIGITAL FINANCIAL SERVICES IN RURAL AREAS OF ANKLESHWAR TALUKA	83-88
	Dr. Ashish C. Mehta & Drashtiben N. Patel	
15	EVALUATING THE EFFECT OF GST ON MSME GROWTH IN RAJASTHAN: A PRE- VS. POST-GST ANALYSIS	89-97
	Mr. Shubham Kumar & Dr. Divyesh Kalla	
16	EXPLORING CHALLENGES AND OPPORTUNITIES IN APPROVING SMALL LOANS UNDER MICRO MORTGAGE IN DCB BANK: A CASE STUDY OF JODHPUR	98-102
	Dr. Divyesh Kalla & Mohammed Faheem Khan	
17	PANDEMIC PULSE: EXPLORING SMART DEVICE ADOPTION AND USAGE	103-110
	Prof. (Dr.) Mamta Brahmbhatt	
18	RESEARCH METHODOLOGY AND ARTIFICIAL INTELLIGENCE: AN INTEGRATED APPROACH	111-122
	Dr. Anil Kumar	
19	CORPORATE TAX PLANNING AND ETHICAL PRACTICES: AN EMPIRICAL STUDY OF INDIAN LISTED COMPANIES	123-130
	Dr. Suresh Kumar Rajora	
20	GREEN IT IN THE EDUCATION SECTOR: PROSPECTS, HURDLES AND CASE STUDIES	131-135
	Mr. Vijay Chuadhari & Ms. Snehal K. Bhangale	
21	EMPOWERING FACILITATORS FOR ETHICAL TEACHING IN DIGITAL ERA	136-139
	M Karuna Udayjosna, Mandla Ratna Reddy & M Subba Ram Prasad	
22	THE CORRELATIONS BETWEEN HEATWAVE EVENTS AND DEFORESTATION IN RAJASTHAN FROM 2000 TO 2024: AN ANALYTICAL STUDY	140-146
	Bhagwana Ram Godara	

23	HARNESSING SENTIMENT ANALYSIS AND MACHINE LEARNING FOR FINANCIAL MARKET INSIGHTS	147-152
	Ms. Swati Jadhav & Dr. Manisha Kumbhar	
24	ANALYSIS ON RELATIONSHIP AND EFFECT OF GOLD PRICE ON BSE SENSEX INDEX IN INDIA	153-157
	Dr. Mukeshkumar C. Ajmera	
25	MONETARY POLICY AND ITS ROLE IN STABILIZING PRICES AND OUTPUT: AN EMPIRICAL STUDY OF BANKERS' PERSPECTIVES IN JAIPUR AND JODHPUR DISTRICTS, RAJASTHAN	158-162
	Dr. Mohammed Shahid	
26	BEHIND THE GLAMOUR: A SAP-LAP FRAMEWORK–BASED CASE STUDY ON SUSTAINABLE PRACTICES IN ORGANIC (NATURAL) AND FUNCTIONAL (COSMECEUTICAL) COSMETIC MARKETS	163-171
	Miss. Vaishnavi Dwivedi & Dr. Rajeev Shukla	
27	पंचायती राज में महिलाओं की राजनीतिक भागीदारीः एक विश्लेषण	172-176
	अशोक कुमार	
28	मृदुला गर्ग व चित्रा मुद्गल की रचनाओं का तुलनात्मक विश्लेषण	177-180
	प्रेम लता	
		Cont