ISSN: 2581 7930



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

## An International Quarterly Peer Reviewed Refereed Journal

Volume 05 No. 01(II) January-March, 2022

## **CONTENTS**

1.	RELATIONSHIP BETWEEN GOODS RETUNED POLICIES AND DEMOGRAPHIC PROFILE OF THE CUSTOMERS WITH REFERENCE TO REVERSE LOGISTIC ACTIVITIES  Prof. Dinesh Sonkul	01-05
2.	MEASURING THE ASSOCIATION BETWEEN CORPORATE GOVERNANCE POSTULATES AND BANKS BUSINESS PERFORMANCE  Dr. Shivangee Tiwari & Prof. R.C. Dangwal	06-12
3.	COMMERCE FACULTY LIFE CYCLE IN HIGHER EDUCATION IN RAJASTHAN (A STUDY OF COMMERCE FACULTY IN GOVERNMENT COLLEGES RAJASTHAN)  Dr. Sandeep Kumar	13-18
4.	ROLE OF INFLUENCER MARKETING AS A MARKETING TOOL  Dr. Manita Matharu	19-21
5.	AIR TRAVEL PASSENGERS' EXPECTATION: AN ANALYSIS OF STRUCTURAL EQUATION MODEL  Dr. D.Arun Kumar	22-26
6.	ROLE OF CO-OPERATIVE BANKS IN INDIA: A REVIEW Som Dev	27-30
7.	MEASURES OF GOOD CRM IN SERVICES INDUSTRY: A STUDY  Mr. Anupam, Dr. Ranga Rao VV & Dr. Santosh Kumar VD	31-34
8.	ONLINE EDUCATION: CHALLENGES, OPPORTUNITIES AND FUTURE PROSPECTS  Prof. Mukesh Jain & Shreshtha Sharma	35-44
9.	ALGORITHMIC BIAS DETECTION AND MITIGATION: ARTIFICIAL INTELLIGENCE  Mrs. Anjali Sandeep Gaikwad	45-50

10.	THE ROLE OF STRESS MANAGEMENT EDUCATION IN COPING WITH THE ACADEMIC STRESS AMONG POST- GRADUATE STUDENTS IN RAJASTHAN	51-58
	Nidhi Jain & Dr. Puja Gehlot	
11.	THE PUBLIC-PRIVATE PARTNERSHIPS IN EDUCATION SECTOR IN INDIA: AN INNOVATIVE STRATEGY OF DEVELOPMENT	59-63
	Dipankar Karmakar	
12.	HUMAN RESOURCE ACCOUNTING AND IT'S PROSPECTIVE IN INTERNATIONAL BUSINESS	64-68
	Raghuveer Singh Meena	
13.	IMPACT OF DIGITAL MARKETING ON WOMEN EMPOWERMENT DURING COVID-19 PANDEMIC	69-74
	Charul Verma & Vipin Jain	
14.	A REVIEW STUDY ON THE CONCEPT OF MULTILEVEL MARKETING	75-79
	Dr. Asha Rathi & Deepika Chauhan	
15.	CORPORATE SOCIAL RESPONSIBILITY IN INDIA WITH SPECIAL REFERENCE TO TOP TEN COMPANIES	80-84
	Dr. Savithri H.E	
16.	EVOLUTION AND GROWTH OF E-TRADE IN INDIA	85-94
	Dr. Vibha Maheshwari	
17.	GROWTH OF NPCI RETAIL PAYMENTS	95-102
	Jaspreet Kaur & Dr. Kashmir Singh	
18.	GROWTH AND PERFORMANCE OF SELECTED HOUSING FINANCE COMPANIES IN INDIA	103-107
	Madhu Verma & Dr. Sulakshna Tiwari	
19.	A STUDY ON IMPACT OF HUMAN RESOURCE ACCOUNTING POLICIES AND PRACTICES ON MOTIVATION LEVEL OF EMPLOYEES IN GOVERNMENT HOSPITALS IN MUMBAI AND SUBURBAN AREAS	108-112
	Mr. Suraj Agarwala & Dr. Chandrashekhar Deore	
20.	AWARENESS ABOUT GST AMONG THE RETAILERS IN CHINTAMANI CITY: A STUDY	113-117
	Narasappa.P.R	
21.	CONSUMER'S PERCEPTION TOWARDS ONLINE SHOPPING	118-124
	Sandeep Jashwant & Dr. Bhuvana Venkatraman	
	I .	I

22.	WORK-LIFE BALANCE AND JOB SATISFACTION AMONG THE WORKING WOMEN IN EDUCATION SECTOR	125-130
	Nidhi Jain & Dr. Puja Gehlot	
23.	AN EMPIRICAL STUDY ON RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ENGAGEMENT WITH DEMOGRAPHIC VARIABLES ON BANKERS OF JHANSI, UTTAR PRADESH, INDIA	131-138
	Pooja Yadav, Dr. P. K. Gupta & Dr. Nischay Kumar Upamannyu	
24.	A REVIEW ON EMPLOYABILITY ANALYSIS OF TECHNICAL & PROFESSIONAL COURSES IN UNIVERSITIES OF UTTAR PRADESH	139-147
	Prof. Raj Kamal & Mradul Sharma	
25.	FINANCIAL INCLUSION CHALLENGES FACED BY SELF HELP GROUPS IN JHARKHAND: A CASE STUDY OF EAST SINGHBHUM DISTRICT	148-153
	G.V.R.R.S Shastry	
26.	FINANCIAL LITERACY AND ITS DETERMINANTS: EVIDENCE FROM DELHINCR	154-169
	Dr. Neeru Vasishth & Dr. Shilpa Chaudhary	
27.	ANALYSING CULTURAL COMMODITIZATION IN RELATION WITH TOURISM IN INDIA	170-176
	Dr. Kamakshi Maheshwari	
28.	A PROPORTIONAL INVESTIGATE ON THE EXAMINATION OF INVESTOR TOWARDS EQUITY AND DERIVATIVES	177-182
	Dr. M.S.Vasu	
29.	AWARENESS AND PERCEPTION OF CRYPTOCURRENCY AMONG GENERAL PUBLIC IN ERNAKULAM DISTRICT: A STUDY	183-187
	Dr. D. Andrews Scott, Rency Joseph & Neetha Francis	
30.	ASPIRATIONS AND PROBLEMS OF YOUTH IN MATE SELECTION	188-192
	Hanamagouda C.	
31.	ESTIMATION OF PRIMARY METABOLITES PROFILING FROM DICOMA TOMENTOSA (LEAF AND STEM)	193-196
	Shilpa Dhania & Suman Kumari Parihar	
32.	DIGITAL BANKING: NEW DEVELOPMENTS IN DIGITAL BANKING	197-201
	Dr. Ritu Saxena	

33.	CREDIT RISK MANAGEMENT IN PUBLIC SECTOR BANKS: A SUGGESTED APPROACH  Jigyasa Sharma & Prof. Arvind Kumar	202-214
34.	A STUDY ON LIQUIDITY ANALYSIS OF SELECTED AUTOMOBILE COMPANIES IN INDIA  Nilam Rana & Dr. Kapil K. Dave	215-218
35.	IMPACT OF COVID-19 ON HIGHER EDUCATION IN INDIA  Dr. Rakesh Kumar Sharma	219-222
36.	MEASURING CORPORATE SOCIAL RESPONSIBILITY COMPLIANCE PRACTICES BY INDIAN POWER SECTOR (WITH REFERENCE TO PRIVATE POWER SECTOR COMPANIES OF INDIA)  Dr. Premila Jain & Ankit Mahmia	223-226
37.	IMPACT OF WORKPLACE SPIRITUALITY ON JOB SATISFACTION  Preeti Gugnani & Dr. Richa Chauhan	227-230
38.	A STUDY ON LIQUIDITY ANALYSIS OF BSNL  Ms. Manisha Sharma	231-234
39.	FACETS OF UNEMPLOYMENT PROPORTION: A STUDY ACROSS TWO NSSO TIME POINTS  Madhusree Mukherjee	235-241
40.	REVIEW ON INDIAN BABY SKIN CARE PRODUCT MARKET (WITH SPECIAL REFERENCE TO RAJASTHAN)  Charul Jain & Dr. Deepika Singh	242-249
41.	MANAGEMENT EDUCATION IN INDIA V/S WORLD  Hima Jethva & Dr. Vijay Pithadia	250-257
42.	ECONOMIC EMPOWERMENT OF WOMEN IN INDIA Dr. Manisha Gupta	258-262