



ISSN : 2581-7930(Online), Impact Factor: 7.270

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

An International Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Volume 08

No. 02(I)

April-June, 2025

CONTENTS

1.	Sustainable Economic Growth through Innovation, Infrastructure, and Industrialization: A Study in Greater Hyderabad <i>Kankipati Srinivasa Rao, Kandula Salaiah & O. Sarada</i>	01-10
2.	Importance of Time Management: A Bird's Eye View of Cascading Impacts and Ill-Effects of Procrastination Habits among Bank Employees on the National Economy <i>Shantanu Narayan Shimpi & Parag Arun Narkhede</i>	11-20
3.	Challenges Faced by Lenders in Providing Reverse Mortgage Loan: A Comparative Analysis <i>Davinder Kaur & Sonia</i>	21-25
4.	An Analysis of Tax Reforms in India in Context of Goods and Services Tax and its Impact on Hotel and Tourism <i>Sanjay Chhabra & Nisha Chopra</i>	26-30
5.	Microfinance Institutions and Inclusive Growth <i>Aditya Kumar Giri</i>	31-40
6.	Role of Social Media in Promoting Tourism: A Study on Selected Tourist Locations in Telangana <i>G. Amaravathi</i>	41-46
7.	An Analysis of the Revolution Brought by Fintech in Viksit Bharat: The Transformation in Trade and Commerce <i>Gurneet Kaur Suri & Nuzhat Sadriwala</i>	47-53
8.	Sustainable Retailing: The Impact of Eco-Conscious Store Practices on Consumer Brand Loyalty <i>Ocean Rana & Kuldeep Agnihotri</i>	54-60
9.	Personalization and Privacy in Email Marketing <i>Salunkhe Rohit Yashwant & Khedkar Chetan Eknath</i>	61-70
10.	Redefining Education: Understanding the NEP's Influence on College Students and their Response Regarding it <i>Pramod Yadav & Rukmani Yadav</i>	71-78
11.	A Study on Emotional Intelligence among the Employees of Banking Sector with Special Reference to Kannur District <i>Anusree N M</i>	79-84
12.	The Role of Innovation and R&D in India's Vision 2047 <i>Ekta & Pankaj Yadav</i>	85-92
13.	Transformational Leadership and Innovation in the Digital Age <i>Sangeeta Vishal Wani</i>	93-97
14.	A Comparative Study of Trust and Loyalty among Citizens towards Government and Private Financial Institutions <i>Pooja Yadav & Poonam Barha</i>	98-102

15.	Investigating the Relationship between Personal Factors and Students' Perception Regarding Social Media's Usage Impact on Academic Performance <i>Sumedha Gupta & Kirandeep Kaur</i>	103-108
16.	A Study on Indian Investors Perceive the Ethical Actions of Publicly Traded Companies <i>Karthik J.P & Saqlain Khan</i>	109-117
17.	Effectiveness of Legal Framework for the Protection of Women at Workplace and Child Labour Issues in India <i>Shanta Parashar & Suman Paliwal</i>	118-122
18.	The Dowry Prohibition Act in Indian Courts: Evaluating the Effectiveness, Conviction Rates, and Challenges of Misuse <i>Nitesh Kuwal & Monika Singh</i>	123-128
19.	A Study of Legal Framework for the Protection of Women Harassment and Bullying in India <i>Tanmay Singh & Nikhil Jain</i>	129-136
20.	A Comprehensive Legal Approach to Combat Child Labor and Harassment in India <i>Radhika Sahai & Suman Paliwal</i>	137-143
21.	Internal Environmental Management in the Indian Automobile Industry: Impact on Sales Growth in the Post-Pandemic Era <i>Silky Jain & Dinesh Kumar Sharma</i>	144-148
22.	The "One State, One RRB" Policy – Another Step to Develop Rural Entrepreneurship in India <i>Dr. Vishnu Bawaree</i>	149-158
23.	The Spatial Dynamics of Terrorism, Military Expenditure and Income Disparities Across Nations <i>Kalapi Banerjee</i>	159-171
24.	A Study of Legal Framework and Capital Punishment in India <i>Lata Kumari Bhawar & Ms. Bhawana</i>	172-176
25.	A Statistical Analysis of Government Employees' Investment Behaviour in Chhattisgarh State <i>Pragya Yadav & Awesh Goyal</i>	177-184
26.	A Study on Women Empowerment through Self-Help Group Members with special reference to Haripal Block in Hooghly District, West Bengal <i>Kousik Dari</i>	185-193
27.	The Insolvency and Bankruptcy Code (IBC) and its Impact on the Indian Economy: A Quantitative and Qualitative Analysis <i>Namrata Kalwani & Prakash Sharma</i>	194-205
28.	The Evolution of Medici Insurance in India: Opportunities, Obstacles and Strategic Insights <i>Akanksha Singh & L.C. Panjabi</i>	206-214
29.	Sri Lanka's Policy Approach toward the Tamil Minority: A Critical Review <i>Aditya Narayan Misra</i>	215-224
30.	Empowering Women through Hygiene Education: An Intervention-Based Study in Bhagalpur <i>Shephali & Alka Kiran</i>	225-231
31.	Stock Markets Correlation Dynamics among India and European Nations <i>Siddhartha Sankar Saha & Rapti Deb</i>	232-238
32.	The Role of Artificial Intelligence in Enhancing Content Recommendation Systems and Consumer Engagement on OTT Platforms in Lucknow <i>Sonali Srivastava & Rakhee Pushparaj Singh</i>	239-246