



ISSN : 2581-7930(Online), Impact Factor by Cosmos: 7.270
Publication Impact Factor by I2OR: 5.010

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

An International Quarterly Multidisciplinary Double Blind Open Access Peer Reviewed Refereed Journal

Volume 09

No. 01(I)

January-March, 2026

Contents

1.	Digital Trade and the Transformation of Global Value Chains in the Post-Pandemic Economy <i>Dr. Anoop Kumawat & Dr. Mukesh Kumar Verma</i>	01-07
2.	Corporate Governance and Banks' Profitability: Evidence from Selected Indian Listed Commercial Banks <i>Dr. Ankita Chaturvedi & Shivangi Kaushal</i>	08-16
3.	Customer Influence as a Catalyst for Digital Payment Adoption by Street Vendors <i>Priyanka Verma & Dr. Rashmi Gupta</i>	17-25
4.	An Analysis of Shifting International Trade Relations among Global Economies in the Era of Tariff Wars <i>Dr. Kaushiki Singh & Ms. Bhavna Bisht</i>	26-31
5.	The Role of Self-Help Groups (SHGs) and Microfinance Institutions in Strengthening Women Entrepreneurship in Jharkhand: An Empirical Analysis <i>Roushan Parveen</i>	32-39
6.	Contemporary Practices in Management and Administration <i>Dr. Nandram Meena</i>	40-46
7.	A Descriptive Study on Stock Holding Period of Retail Investors <i>Dr. Sumathi S & Dr. Ramesha V</i>	47-50

8.	Exploring the Drivers of Entrepreneurial Potential: The Role of Passion, Social Capital, and Anxiety in Women Entrepreneurship <i>Ms. Priyanka & Dr. Simran</i>	51-67
9.	Impact of CSR on Financial Performance of Selected Two-Wheeler Companies in India <i>Yugal Kumar, Dr. Krishan Kumar & Dr. Neha Yadav</i>	68-74
10.	Export Preparedness: Enabling Micro, Small and Medium Enterprises of India for Global Markets <i>Dr. Shashi Sanchiher & Neelakshi Maharshi</i>	75-81
11.	A Study on Challenges in Implementation of Indian Accounting Standards among Indian Small and Medium Enterprises (SMEs) <i>Dr. BSV Meera Setty</i>	82-90
12.	Capital Markets, Trading and Portfolio Management Services: An Integrated Analysis of Modern Financial Mechanisms <i>Dr. Sunil Kumar Sharma</i>	91-97
13.	Unpacking Labour Constraints in Rural India: A Micro-Level Analysis from the Agricultural Heartland of Chittorgarh, Rajasthan <i>Kailash Chandra Kabra & Dr. Deepika Chaplot</i>	98-108
14.	A Bibliometric Analysis of Entrepreneurial Intention: Insights from VOSviewer and RStudio Bibliometrix (2004-2024) <i>Ms. Ramanpreet Kaur & Dr. Narinder Kaur</i>	109-122
15.	AI-Enabled Personalized Financial Services: A Systematic Review of Customer Outcomes and Adoption Factors <i>Ms Tanu Sharma & Dr. Monty Kanodia</i>	123-130
16.	Hybrid Work Culture, Women Empowerment, and Occupational Stress: A Cultural Sustainability Perspective in the IT Industry <i>Apeksha Narayan Nigade & Dr. Ravindra Deshmukh</i>	131-138

17.	Human Resource Accounting in Practice: Evidence from Selected Public and Private Sector Firms <i>Dr. Priti Gupta</i>	139-144
18.	Comparative Analysis of Sectoral Sensitivity to Macroeconomic Policy Announcements: Evidence from Indian Equity Markets <i>Neha Jain & Santosh Kumar Mahapatra</i>	145-150
19.	A Study on Challenges in Implementation of Indian Accounting Standards among Indian Small and Medium Enterprises (SMEs) <i>S.Vaishnavee, Dr. Mahesh Ganeshan & Reneej Kochukudiyil Balanpillai</i>	151-157
20.	The Impact of Working Capital Management on the Financial Performance of Rajasthan's Micro, Small, and Medium Enterprises (MSME) <i>Dr. Manoj Kumar Sharma & Ms. Jyoti Kataria</i>	158-165
21.	A Digital Transformation and Cybersecurity Strengthening: A Case Study of Union Bank of India with Special Reference to Rewa District <i>Pankaj Shukla & Dr. Manish Kumar Shukla</i>	166-170
22.	Sector-wise Impact of FDI and FPI on Industrial Development in India: A Critical Evaluation <i>Shweta Kumari & Dr. Narendra Singh</i>	171-178
23.	A Study of Dietary Habits and their Impact on the Nutritional Status of Scheduled Caste Students in Government Higher Secondary Schools of Malda District <i>Dr. Debashree Mandal</i>	179-186
24.	A Study on the Changing Pattern of Customer Demand for Insurance Products in Haryana <i>Dr. Sanjay Singh & Kirat Pal</i>	187-194

25.	Factors Influencing the Satisfaction of Harbin Seniors with Seasonal Retirement Living in Sanya <i>Mingyang Liu, Krisana Kitcharoen & Bhumiphat Gilitwala</i>	195-203
26.	Ink, Compliance, and Cost: Evaluating the Impact of GST on India's Printing and Packaging MSMEs <i>Palak Baghla, Dr. Ashish Asopa & Dr. K. R. Choudhary</i>	204-212
27.	The Role of Foreign Direct Investment in Shaping the Digital Economy in India <i>Samphel Bhutia</i>	213-225
28.	An Empirical Analysis of the Investment Behaviour of Retail Investors in the Indian Capital Market <i>Shubham Maheshwari & Prof. Prerna Jain</i>	226-235
29.	The Impact of Digital Marketing Strategies on Customer Satisfaction in the Mobile Industry in Semi-Urban Kangra District in India <i>Dr. Ruchi Sharma, Vishal Singh & Prof. Surya Rashmi Rawat</i>	236-245
30.	Perception of Bank Employees Regarding Customer Relationship Management (CRM) in the Banking Sector: A Case Study of State Bank of India and ICICI Bank <i>Dr. Sanjay Singh & Mr. Deepak</i>	246-252