



ISSN: 2583-0295 Impact Factor: 6.238

## **INTERNATIONAL JOURNAL OF INNOVATIONS & RESEARCH ANALYSIS (IJIRA)**

(An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal)

Volume 04

No. 02 (I)

April - June, 2024

### **CONTENTS**

1.	OPTIMIZED CHAT ROOM FOR DYNAMIC CONVERSATION USING ARTIFICIAL INTELLIGENCE CONCEPTS <i>Dr. R.Rathi Devi &amp; Pratheesh Kumar Suresh Kumar</i>	01-04
2.	RELIEF WORK OF VISHNU TEMPLE GROUP AND VAPI OF DEVAL, PAURI GARHWAL (A CASE STUDY) <i>Jainender Upreti &amp; Dr. Dipjit Paul</i>	05-10
3.	USAGE OF ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION <i>Dr. G. Yashodha</i>	11-17
4.	SENTIMENT ANALYSIS TECHNIQUES: A COMPREHENSIVE REVIEW ACROSS MOVIE REVIEWS AND PRODUCT FEEDBACK DOMAINS <i>Jyoti Sharma, Shefali Sharma, Sonia Soni &amp; Kapil Dev Bhardwaj</i>	18-22
5.	MEDIA IMPACT ON DISASTER MANAGEMENT <i>Shilpa Tiwari &amp; Dr. Seema Pillai</i>	23-29
6.	A STUDY ON PERCEIVED SEVERITY, BENEFITS AND BARRIERS, SOCIAL IDENTITY AND SOCIALLY RESPONSIBLE FOOD CONSUMPTION OF CONSUMERS <i>Dr. R. Ganapathi</i>	30-38
7.	PREVALENCE OF DRY EYE AMONG THE STUDENTS OF RIPANS, MIZORAM: A QUESTIONNAIRE BASED STUDY <i>Atikur Rahman &amp; Firdoos Jaman</i>	39-42
8.	SIGNIFICANCE OF SWADHARMA IN ACADEMICS OF UNIVERSITY STUDENTS: NURTURING PERSONAL GROWTH AND ACADEMIC SUCCESS <i>Dr. M.Anjaladevi</i>	43-53
9.	ROLE OF SOCIAL NETWORKING SITES IN RECENT ERA <i>Prof. (Dr.) Harshit Sinha &amp; Gaurav Kumar</i>	56-60
10.	E-COMMERCE IN INTERNATIONAL BUSINESS <i>Dr. Bajrang Yadav &amp; Vedant Kumar</i>	61-65
11.	A STUDY ON IMPROVING PICKING EFFICIENCY IN THE DHL SUPPLY CHAIN USING PICK TO LIGHT TECHNOLOGY <i>Selva Meena. S &amp; Dr. S. Chandramouli</i>	66-78
12.	MOBILE BANKING: SUSTAINABLE STRATEGY: PROBLEM AND CHALLENGES IN VILLAGE AREAS OF UTTARAKHAND <i>Pranjal Rawat, Dr. Suruchi Sharma &amp; Dr. Namrata Prakash</i>	79-86
13.	POTENTIOMETRIC AND THERMODYNAMIC STUDY OF Ni(II) COMPLEXES OF THIOGLYCOLIC ACID IN 40% ACETONE MEDIUM <i>Rakhi Methi &amp; Dr. Priyanka Mathur</i>	87-96

14.	QUALITY OF SERVICE (QOS) FOR GENERATIVE ARTIFICIAL INTELLIGENCE (GAI) IN NEXT-GENERATION NETWORKS AND COMMUNICATION <i>Subhash Chander, Nitika Arora &amp; Annu</i>	97-103
15.	PUBLIC RELATIONS IS A POWERFUL MEDIUM TO WIN THE TRUST OF THE PUBLIC <i>Dr. Ashutosh Mandavi</i>	104-105
16.	AN OVERVIEW OF CLEAN DEVELOPMENT MECHANISM IN INDIA <i>Dr. Premila Jain &amp; Nisha Meena</i>	106-110
17.	EXPLORING ROMANTICISM AND THE ROLE OF WOMEN IN CONTEMPORARY INDIAN NOVELS: A COMPARATIVE ANALYSIS OF RAVINDER SINGH, SUDEEP NAGARKAR, AND DURJOY DUTTA'S WORKS <i>Patel Chiragkumar Ishvarbhai &amp; Dr. M. F. Patel</i>	111-116
18.	INTERSTATE ANALYSIS OF DISASTER MANAGEMENT FOR SUSTAINABLE DEVELOPMENT IN INDIA <i>Sheobarat Ravidas</i>	117-125
19.	WORKING OF CIVIL AVIATION INDUSTRY IN INDIA WITH SPECIAL REFERENCE TO INDIGO AIRLINES <i>Dr. Priya Chaurasia</i>	126-131
20.	EQUIPPING MINDS: TACTICS FOR FOSTERING GENDER PARITY IN EDUCATION <i>Prof. D.K. Singh &amp; Dr. Sarita Bang</i>	132-135
21.	ROLE OF CLOUD COMPUTING PLATFORMS IN PROMOTING E-LEARNING IN INDIA <i>Brajesh Kumar &amp; Dr. Kumari Deepa Rani</i>	136-142
22.	A COMPARATIVE STUDY OF RURAL VERSUS URBAN RAIN WATER QUALITY <i>Dr. Chandra Prabha</i>	143-152
23.	ROLE OF PARENTS TOWARDS THE BEHAVIOURAL CHANGES OF THE STUDENTS IN THE HIGHER EDUCATIONAL INSTITUTIONS <i>Dr. Kaberi Saha &amp; Puja Roy</i>	153-158
24.	ROLE OF GREEN ENVIRONMENT IN CLIMATE CHANGE <i>Dr. Vijay Prakash Meena</i>	159-168
25.	ROLE OF MICROFINANCE ON SHGS AND ITS MEMBERS IN PROMOTING FINANCIAL INCLUSION OF HOOGHLY DISTRICT: A CASE STUDY OF SELECTED URBAN & RURAL AREAS <i>Dr. Dipak Biswas</i>	169-180
26.	SUSTAINABLE SOLUTIONS: ANTIMICROBIAL ACTIVITY OF NEEM AND TULSI LEAF EXTRACTS AGAINST ENVIRONMENTAL MICROBIAL THREATS <i>Dr. Komal Arora, Dr. Payal Goyal &amp; Om Sharma</i>	181-186

cont.....