

## ISSN : 2231-167X (Print) || GENERALIMPACTFACTOR : 2.7282 COSMOS IMPACT FACTOR:5.647

## INSPIRA- JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP

(A National Quarterly Double Blind Peer Reviewed Refereed Journal of IRA)

## Volume 09

No. 04

October, 2019

1	AN OVERVIEW OF SUSTAINABILITY REPORTING AS PER GRI FRAMEWORK	01-08
	Dr. Prerna Jain	
2	A COMPARATIVE ANALYSIS OF GST AND VAT: WHICH ONE IS BETTER?	09-14
	Dr. Vaibhav Kaushik	
3	OPEN AND DISTANCE LEARNING: A MEANS OF EMPOWERMENT OF JAIL INMATES	15-19
	Sher Singh	
4	SWISS DUAL SYSTEM: CAREER MANAGEMENT THROUGH SKILL DEVELOPMENT	20-24
	Ms. Priya Agarwal & Dr. Mredu Goyal	
5	ROLE OF FUNDING AGENCIES IN THE DEVELOPMENT OF BRTS IN AHMEDABAD	25-30
	Ashutosh K Pandey & Satyajeet Deshpande	
6	GROWTH IN E-BANKING AS A MAJOR OF PERFORMANCE EVALUATION IN BANKING INDUSTRY	31-37
	Reena Jain	
7	DIGITAL MARKETING: CHALLENGES AND OPPORTUNITIES	38-40
	Saloni Kumawat & Dr. Ruchi Jain	
8	SURROGATE ADVERTISING AND ETHICS	41-44
	Dr. Manisha Sharma	
9	A CONCEPTUAL STUDY OF ECONOMIC EMPOWERMENT OF WOMEN: VIEW OF DR. B R AMBEDKAR Dr. Mahendra Pal Singh	45-48
10	DIMENSIONS OF ORGANIZATIONAL LEARNING PRACTICES FOR INNOVATION AND PERFORMANCE CMA Dr. M Sheik Mohammed & Dr. Abdul Wahid Faroogi	49-52
11	STRUCTURE OF THE INDIAN DEPOSITORY SYSTEM	53-62
	Pravesh Kumar Mann	00 02
12	GREEN ACCOUNTING: URGENT NEED OF THE MODERN WORLD	63-65
	Dr. Om Prakash Sharma	
13	WOMEN ENTREPRENEURSHIP IN INDIA: WITH SPECIAL REFERENCE TO ETHICAL BUSINESS MANAGEMENT <b>Dr. Alka Jain</b>	66-70

## CONTENTS

		74.70
14	DIGITAL MARKETING: A LITERATURE REVIEW Ms. Shruti Sharma	71-78
15	UNEMPLOYMENT AND INDIAN HIGHER EDUCATION Dr. Chitra Rathore	79-82
16	A DESCRIPTIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY INITIATIVES OF INDIAN COMPANIES	83-86
	Shubhendu Shekher Shukla	
17	IMPORTANCE OF SEGMENT REPORTING PRACTICES IN DIVERSIFIED COMPANIES	87-91
	Sangeeta Kumari	
18	PARTICIPATION OF YOUNG ENTREPRENEURS IN INNOVATIVE BUSINESS PRACTICES IN INDIA OF 21ST CENTURY	92-100
	Ms. Astha Tripathi	
19	ECOPRENEURSHIP VS ENTREPRENEURSHIP	101-106
	Jyoti Yuvraj Singh Gaur & Dr. Suchita Sharma	
20	MANAGEMENT INFORMATION SYSTEM: DECISION SUPPORT SYSTEM (DSS)	107-111
	Mrs. Renu Patria	
21	ROLE OF ICT IN COMMUNITY OUTREACH AND SUPPORT SERVICES	112-116
	Jayanti Goyal	
22	MEASURES OF EFFICIENCY IN CEMENT INDUSTRY IN INDIA	117-122
	Prof. Jasraj Bohra & Surabhi Mangal	
23	MARKETING STRATEGIES FOR WOMEN CONSUMERS	123-125
	Shikha Nainawat	
24	ROLE OF WOMEN AS AN ENTREPRENEUR: CHALLENGES AND CREDIBILITY	126-127
	Ms. Divya Pareek	
25	FORENSIC ACCOUNTING: FRAUD DETECTION TECHNIQUES IN INDIA	128-130
	Rupa Devi	
26	IMPACT OF TOURISM IN ECONOMIC DEVELOPMENT OF RAJASTHAN	131-134
	Dr. Neeta Agarwal	
27	PROFITABILITY ANALYSIS OF ELECTRICITY DISCOMS OF RAJASTHAN	135-142
	Deepika Sharma & Prof. S.K. Mangal	
28	GENDER EQUALITY: AN INDIAN LEGAL OUTLOOK Dr. Divya Agrawal	143-146
29	STAKEHOLDER ORIENTATION OF ETHICAL LEADERSHIP: A STEP TOWARD CORPORATE SOCIAL RESPONSIBILITY Pooja Paharia	147-150
30	PERCEIVED SERVICE QUALITY OF THE CUSTOMERS AT ORGANIZED RETAIL STORES <b>R. Ramarajan</b>	151-154

ii

31	NATURAL DISASTER MANAGEMENT Prakash Chandra Dhabas	155-157
32	WASTE MANAGEMENT: DEFINITION, METHODS, BENEFITS AND SOLUTIONS	158-164
	Anita Jeph	
33	E-COMMERCE IN INDIA: OPPORTUNITIES AND CHALLENGES Seema Gotwal	165-168
34	ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT Dr. Maya Agarwal	169-172
35	A STUDY ON TALENT MANAGEMENT AND ITS IMPACT ON PERFORMANCE OF ORGANIZATION IN CERAMIC INDUSTRY	173-176
	Ms. Hetvi Sanchania	477.400
36	GREEN MANUFACTURING: A CHALLENGE FOR MSMEs Smita Bhageria	177-182
37	SCARCITY APPEAL AND NEED FOR UNIQUENESS: CURRENT RESEARCH REVIEW AND FUTURE RESEARCH DIRECTIONS Dr. Ankur D. Amin	183-188
38	A CRITICAL STUDY ON RECRUITMENT PROCESS FOLLOWED BY RELIANCE	189-193
	Nishant Kumar Swami	
39	STRATEGIC MANAGEMENT IN E-COMMERCE	194-198
	Kailash Chandra Meena	
40	WOMEN ENTREPRENEUR CREDIBILITY: LITERATURE REVIEW AND EMERGING ISSUES	199-201
	Ms. Samridhi Gupta & Dr. Sunishtha Dhaka	
41	BANKING DEVELOPMENT IN INDIA FROM CLASS BANKING TO MASS BANKING	202-204
	Dr. Rajesh Kumar Pandey	
42	THE CUSTOMER RELATIONSHIP MANAGEMENT IN TERMS OF BUSINESS PRACTICE IN MANUFACTURING INDUSTRY Dr. Sunil Kanoongo & Chandrakanta	205-210
43	ROLE OF DIGITAL BRANDING IN MARKETING STRATEGIES	211-213
43	Saurabh Kumar	211-213
44	SMALL FINANCE BANK AND PAYMENT BANK (WITH SPECIAL REFERENCE TO AU FINANCE BANK)	214-216
	Dr. Anil Tiwari	
45	AN EMPIRICAL STUDY ON ROLE OF WORK STRESS ON EMPLOYEE JOB PERFORMANCE – A STUDY ON MUTUAL FUND INDUSTRY	217-224
	Mrs. Sarit S Parida	
46	BANKING TECHNOLOGY IN INDIA: PRESENT STATUS & FUTURE TRENDS	225-229
	Dr. Sushma Mann & Priyanka Meel	

47	A COMPARATIVE STUDY ON CAPITAL STRUCTURE PERFORMANCE OF AIRLINES IN INDIA	230-236
	Ms. Preetu Vijay	
48	MOVING FROM CASH TO CASHLESS TRANSACTION: A CASE STUDY OF CONSUMER PERCEPTION	237-242
	Dr. Rishi Kant Mittal	
49	DIGITAL TRANSFORMATION AND TECHNOLOGICAL ADVANCES IN FINTECH	243-246
	Dr. Jitendra Kumar	
50	ANALYSIS OF LIQUID RESOURCES OF ELECTRICITY DISCOM OF RAJASTHAN <b>Deepika Sharma</b>	247-250
51	PERFORMANCE EVALUATION OF REGIONAL RURAL BANKS (RRBS)	251-256
51	IN RAJASTHAN Jitendra Kumar Verma & Madhu Kumari	201-200
52	MANDATORY DISCLOSURE PRACTICES OF IRDA IN LIFE	257-261
52	INSURANCE SECTOR: A COMPARATIVE STUDY Dr. Ashok Agarwal & Koushalya Agarwal	207-201
50	ROLE OF e-HRM	000.004
53		262-264
- 4	Rupal Agrawal & Dr. Payal Upadhyay	005.070
54	STRATEGIC FINANCIAL MODELS FOR LIQUIDITY ANALYSIS OF PUBLIC SECTOR BANKS IN INDIA	265-272
	Dr. Premila Jain & Reena Jain	
55	WORK LIFE BALANCE OF WOMEN EMPLOYEES IN IT SECTOR Abhilasha Jha	273-282
56	OPERATIONAL EFFICIENCY IN PHARMACEUTICAL INDUSTRIES: A STUDY	283-286
	Sameer Singhal	
57	AN ANALYSIS OF LEVERAGE IN CEMENT INDUSTRY IN INDIA Surabhi Mangal	287-291
58	ANALYSIS OF BANKING CAPITAL STRUCTURE (SPECIALLY REFERENCE WITH M.M. MODEL) Mahender Singh Meena	292-295
59	विभिन्न शिक्षण विधियों से इतिहास शिक्षण के अध्ययन का विद्यार्थियों की शैक्षिक	296-300
00	उपलब्धि पर पड़ने वाले प्रभाव का अध्ययन (सीकर जिले के सन्दर्भ में) <i>डॉ. नीतू सिंघल एवं पूजा सैनी</i>	200 000
60	भेक इन इण्डियां योजना की दिशा एवं दशा	201 240
60	उषा शर्मा	301-310
61	राजनीति में महिलाओं की बदलती भूमिका का एक समाज शास्त्रीय विश्लेषण <i>योगिता रानी पंवार</i>	311-316
62	हिंडाल्को इंडस्ट्रीज लिमिटेड कंपनी की कार्यशील पूंजी का विश्लेषणात्मक अध्ययन कु. जयश्री मालवीया एवं डॉ. एस. बी. गोस्वामी	317-320

iv