



ISSN : 2231-167X (Print) || IMPACT FACTOR: (Cosmos 7.866 & I2OR 5.675)

INSPIRA- JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP

(A National Multidisciplinary bi-lingual Quarterly Double Blind Open Access Peer Reviewed Refereed Journal)

Volume 16

No. 01 (I)

January – March, 2026

CONTENTS

1	The Evolution of Corporate Social Responsibility in the Digital Age: From Philanthropy to Digital Ethics Dr. Pragya Dheer	01-08
2	A Comprehensive Review of Consumer Preferences and Buying Behavior in the Automobile Sector: Trends, Challenges, and Future Directions Mr. Chandan Sharma & Dr. Akshita Jain	09-14
3	A Study on Importance of Employee Branding or Branding Strategy with Reference to Vadodara City Dr. Ritesh Amarsela & Prof. Shruti Mehta	15-19
4	Environmental Awareness through Folk Literature and Oral Traditions in South Rajasthan Rajani Meena	20-28
5	My Frozen Turbulence in Kashmir: Governance, Conflict and Policy in a Troubled Land Bhagirath Prasad Meena	29-33
6	Reshaping the Future of Management Practices for Viksit Bharat 2047 through Artificial Intelligence Dr. Neelam Sethi	34-38
7	Talent Acquisition and Employer Branding in Competitive Markets Nikhila Pulivarthi & Dr. D. Sundari	39-46
8	A Study on Consumer Perception through Social Media Marketing of Food and Beverage Enterprises in Chennai City S. Pagampriyal & Dr. SP. Mathiraj	47-53
9	Impact of Visual Merchandising on Consumer Behaviour towards Women Apparels in Kerala State Mrs. A Shyma Beevi & Dr. S.Nazeer Khan	54-62

10	मत्स्य क्षेत्र के दुर्गा का धार्मिक पर्यटन (करौली के विशेष संदर्भ में) <i>डॉ. अर्चना तिवारी एवं धर्मराज मीना</i>	63-68
11	The Impact of NCC Training on Adolescent Academic and Personal Development <i>Durga Prasad, Khevna Parmar & Mitanshu Patadiya</i>	69-74
12	Evolution of Digital Currencies in Global Financial Markets <i>Dr. Jai Parkash Parewa</i>	75-81
13	उच्च शिक्षा में कृत्रिम बुद्धिमत्ता का प्रभाव <i>चेतन लाल रेगर एवं दुर्गा लाल रेगर</i>	82-86
14	'नूरजहाँ जुंटा': पितृसत्तात्मक इतिहास-लेखन, साहित्यिक आख्यान एवं ऐतिहासिक यथार्थ का एक पुनर्मूल्यांकन <i>श्री धर्म पाल एवं डॉ. महेश चंद्र</i>	87-91
15	A Study on Women's Work Participation and Entrepreneurship in the Small Scale Industrial Sector Contributing in Indian Economy <i>Dr. Sushma Tiwari & Dr. Sumona Bhattacharya</i>	92-98
16	ESG Disclosure and Corporate Accountability: An Analysis of Listed Companies <i>Ms. Kanimozhi K & Dr. K. Ganesamurthy</i>	99-104
17	An Empirical Study on Innovation and Sustainability Performance of Green Startups and Sustainable Entrepreneurship <i>Ms. Anjuka. M & Dr. K. Ganesamurthy</i>	105-111

Cont.....