



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

An International Quarterly Peer Reviewed Refereed Journal

Volume 05

No. 02(I)

April-June, 2022

**CONTENTS**

1.	INVESTOR'S AWARENESS ON ICDR GUIDELINES WITH RESPECT TO FINANCIAL STATEMENTS: A STUDY  <i>N. Suresh</i>	01-04
2.	A CONCEPTUAL FRAMEWORK OF ONLINE MARKETING METHODS: SYSTEMATIC LITERATURE REVIEW  <i>Priyanka Soni &amp; Dr. Ruchi Gupta</i>	05-13
3.	ASPECTS OF ADMINISTRATIVE POLICIES AND PRACTICES OF PRIVATE UNIVERSITIES IN MAHARASHTRA  <i>Aishwarya Nimbalkar &amp; Prof. Dr. Gopinath S Botre</i>	14-16
4.	MUSHROOMING OF SOCIAL EVILS FOR MILLENNIALS: A STUDY OF NORTH INDIA  <i>Anoop Mohanty, Priyanshu Tiwari, R.S. Lucky &amp; Vishnu Nair</i>	17-26
5.	PROBLEM AND PROSPECTS OF MUTUAL FUND IN INDIA  <i>Suresh Kumar Rajora</i>	27-31
6.	PREFERENTIAL SEATING ARRANGEMENT AT CO-WORKING SPACES: A STUDY CONDUCTED AT AWFIS  <i>Prof. Nitu Sharma &amp; Ms. H.S Kanchan</i>	32-40
7.	ARE CHILDREN FEELING HAPPY? - "COVID 19" IMPACT OF SCHOOL CLOSURE ON CHILDREN'S FEELINGS FROM CLASS 1ST TO 8TH  <i>Anita &amp; Dr. Anukrati Sharma</i>	41-45

8.	A STUDY ON THE ROLE OF CO-WORKING SPACES AS KNOWLEDGE CENTRES <i>Nitu Sharma &amp; Ms. Disha Mehta M</i>	46-52
9.	AN EXPLORATORY STUDY OF EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAMMES OF EMPLOYEES IN PUBLIC AND PRIVATE SECTOR BANKS IN JAIPUR <i>Pratibha Kaswan &amp; Dr. Poonam</i>	53-60
10.	NETWORKING AT ITS FINEST: IMPACT OF COWORKING HOSTED EVENTS ON OCCUPANCY RATE <i>Prof. Nitu Sharma &amp; Ms. Preethi K P</i>	61-68
11.	A FUSION OF BRICKS AND CLICKS: REVIEW PAPER ON MARKETING 4.0 <i>Dr. Subhanjali Chopra &amp; Dr. Meenakshi Chaudhary</i>	69-79
12.	ASSESSING THE ROLE OF PROXIMITY IN KNOWLEDGE SHARING AMONG HETEROGENEOUS USERS IN COLLABORATIVE SPACES <i>Prof. Nitu Sharma &amp; Ms. Sadia Hasham</i>	80-87
13.	THE EFFECT OF PARTICIPATING IN RECREATIONAL ACTIVITIES ON STRESS MANAGEMENT <i>Dr. Vibha Jain &amp; Ms. Mansi Anand</i>	88-98
14.	DEVELOPMENT OF INDIA AND DIGITAL FINANCIAL INCLUSION <i>Dr. Narendra Kumar Batra &amp; Ms. Parul Gulati</i>	99-104
15.	THE EFFECT OF FINANCIAL LEVERAGE ON PROFITABILITY OF SELECTED CEMENT COMPANIES OF INDIA <i>Prof. (Dr.) CA. Haresh Kothari</i>	105-109
16.	AN EMPIRICAL STUDY ON INVESTMENT OPTIONS AND INVESTOR'S ACTIONS <i>Dr. Ramesha V</i>	110-116
17.	THE EFFECT OF COVID-19 ON THE INDIAN ECONOMY: WITH SPECIAL REFERENCE TO GUJARAT, INDIA <i>Dr. Sarika Agarwal, Dr. Mukesh Agarwal &amp; Mehraj Ud Din Mir</i>	117-123

18.	KNOWLEDGE MANAGEMENT PROCESS AND INNOVATION: A NARRATIVE REVIEW AND FUTURE DIRECTION  <i>Saista Nasir &amp; Dr. Lovy Sarikwal</i>	124-132
19.	SHG-BANK LINKAGE PROGRAMME-A BLESSING FOR THE WEAKER SECTION: A CASE STUDY OF WEST SINGHBHUM DISTRICT OF JHARKHAND  <i>Dr. Md. Moazzam Nazri</i>	133-137
20.	PRESENT SCENARIO OF TYRE INDUSTRY IN INDIA THE ROLE AND RELEVANCE IN INDIAN ECONOMY  <i>Dr. Poonam Rani</i>	138-142
21.	A COMPARATIVE STUDY ON IMPACT OF DIGITAL EDUCATION IN GOVERNMENT VS PRIVATIVE SCHOOL IN WATRAP  <i>G.Abinaya</i>	143-148
22.	WORK FROM HOME: THE NEW NORMAL  <i>Dr. Charmi Chetan Parekh</i>	149-154
23.	SUSTAINABLE DEVELOPMENT THROUGH RURAL DEVELOPMENT SCHEMES IN INDIA  <i>Hartripat Kaur &amp; Dr. Navkiranjit Kaur Dhaliwal</i>	155-159
24.	A STUDY OF AWARENESS AND CHALLENGES OF SUPPLY CHAIN INTEGRATION, EXPLORING CHALLENGES AND SCOPE IN THE SMALL AND MEDIUM ENTERPRISES IN PUNE  <i>S.Nande, Prof. Dr. B. S. Vhankate &amp; Nitin Athavle</i>	160-168
25.	FINANCIAL INCLUSION FOR INCLUSIVE GROWTH OF INDIA: A STUDY OF INDIAN STATES  <i>Neetu Yogi</i>	169-176
26.	ONLINE SHOPPING: CONSUMER'S COMFORT AT HOME  <i>Dr. Deepak Gupta &amp; Rajesh Gahlawat</i>	177-180

27.	RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY IN ORGANIZED RETAIL STORES  <i>Dr. Gayatri Rathore</i>	181-187
28.	QUALITY ASSURANCE AND EXCELLENCE OF HIGHER EDUCATION IN INDIA  <i>Mamta Madhur</i>	188-190
29.	DIGITAL TRANSFORMATION IN HUMAN RESOURCE MANAGEMENT  <i>Rashmi Sharma, Sankalp Parsendiya &amp; Dr. Rajendra K. Khatik</i>	191-194
30.	QUANTITATIVE APPROACH FOR MANAGEMENT OF LOCKDOWN IN INDIA AMIDST COVID-19 PANDEMIC  <i>CA Dr. Vishal Pandey, CA Dr. P. C. Tulsian &amp; Dr. Surabhi Dhingra</i>	195-211
31.	A STUDY OF SUSTAINABILITY REPORTING TREND IN SELECTED BRICS COUNTRIES  <i>Mohit Bansal</i>	212-215
32.	TOURISM ENTREPRENEURS AND DESTINATION COMPETITIVENESS: A LITERATURE REVIEW  <i>Dr. Deepika Upadhyaya &amp; Priyanka Gupta</i>	216-223
33.	IMPACT OF GLOBAL EVENTS ON INDIAN INVESTORS: A COMPARATIVE STUDY OF TWO DIFFERENT INVESTMENT AVENUES IN TWO DIFFERENT TIME PERIODS  <i>Sarjid Ahmed &amp; Neha Jain</i>	224-232