



INTERNATIONAL JOURNAL OF INNOVATIONS & RESEARCH ANALYSIS (IJIRA)

(An International Quarterly Multidisciplinary Peer Reviewed Refereed Journal)

Volume 01

No. 03

October - December, 2021

CONTENTS

1.	PSYCHOLOGICAL WELL-BEING AMONG UNIVERSITY STUDENTS IN RELATION TO PROGRAM COMMITMENT <i>Kiranpreet Kaur & Prof. Kirandeep Singh</i>	01-07
2.	A STUDY ON EFFECTIVENESS OF BUSINESS PRACTICES BY ORGANIZED RETAIL IN VIZAG CITY <i>Dr. V Sai Prasanth</i>	08-16
3.	CONSUMER PREFERENCE TOWARDS ORGANISED AND UNORGANISED RETAILING OF FRUITS AND VEGETABLES IN URBAN SAURASHTRA <i>Dr. J. D. Bhatt, Dr. S. M. Trivedi & Prof. N. M. Thaker</i>	17-25
4.	COVID 19 AND ITS IMPACT ON BUSINESS: AN EVALUATION <i>Dr. Kavita Yadav</i>	26-30
5.	A STUDY OF ADOPTION & IMPACT OF ROBOTIC PROCESS AUTOMATION IN ACCOUNTING AND AUDITING <i>Dr. Ritu Sharma</i>	31-36
6.	PRE AND POST COVID-19 SCENARIO OF MEDICAL TOURISM IN INDIA <i>Dr. Samridhi Sharma</i>	37-40
7.	CHALLENGES IN TRANSLANGUAGING IN CLASSROOMS IN KERALA <i>Dr. C.Praveen</i>	41-47
8.	A STUDY ON BENEFITS OF ENVIRONMENTAL REPORTING IN CENTRAL KERALA <i>Mrs. Remya S & Ms Andrea Varghese</i>	48-56
9.	CYBER SECURITY IN BANKING SECTOR <i>Mrs. Shalu Pareek</i>	57-59

10.	THE EFFECTS OF ENGLISH TEACHERS' BEHAVIOUR ON STUDENTS' ENGLISH PROFICIENCY <i>Dr. Brahmhatt Kishan Kumar Mukesh Bhai</i>	60-64
11.	MALGUDI AS A PLATFORM IN R. K. NARAYAN'S WORKS <i>Dr. Ashok</i>	65-67
12.	DISASTER MANAGEMENT: PSYCHOLOGICAL IMPACT OF THE POST COVID-19 PANDEMIC <i>Dr. Krishan Kumar Sharma</i>	68-70
13.	HISTORY OF INDIA'S FOREIGN TRADE TILL GUPTA PERIOD <i>Dr. Namita Sharma</i>	71-76
14.	HUMAN RESOURCE MANAGEMENT AND LEADERSHIP STYLES <i>Dr. Rajyashree Tiwari</i>	77-80
15.	THREE DECADES OF FINANCIAL SECTOR REFORMS IN INDIA <i>Anjali Bansal</i>	81-90
16.	IMPACT ASSESSMENT OF COVID-19 ON AGRICULTURE CREDIT IN INDIA <i>Linga Reddy Katipalli</i>	91-102
17.	GREEN GROWTH AND GREEN ENVIRONMENT: AN INTER-CONNECTION <i>Dr. M.A. Qureshi & Dr. G.P. Dayma</i>	103-107
18.	REVIVALIST MOVEMENTS AND MUSLIM COMMUNALISM IN SOUTH-EAST PUNJAB <i>Dr. Dharamvir Bhardwaj</i>	108-111