



ISSN : 2581 7930 || Impact Factor: 6.986

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

An International Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Volume 07

No. 03(II)

July-September, 2024

**CONTENTS**

1.	TECHNOLOGY ADOPTION AND DIGITAL MARKETING TO WOMEN <i>K Vinod Varma</i>	01-08
2.	GREEN MANAGEMENT AND ITS INFLUENCE ON CONSUMER PERCEPTIONS AND BEHAVIOR <i>Mrs. M.Bama &amp; R.Lavanya</i>	09-16
3.	DIGITAL TRANSFORMATION FOR SUSTAINABILITY: E-COMMERCE STRATEGIES FOR EMBEDDING GREEN PRACTICES <i>Shiraz Parveen. P</i>	17-24
4.	REFORMS IN BANKING SECTOR OF INDIA <i>Manju, Dr. Inamur Rahaman &amp; Dr. Abhishek Kumar Singh</i>	25-31
5.	THE ROLE OF TEMPLE TOURISM, PILGRIMAGE, AND UPI INTEGRATION IN PAVING THE WAY FOR VIKSIT BHARAT@2047: A CASE STUDY OF THE AWADH REGION, UTTAR PRADESH <i>Shanti Mishra &amp; Dr. Punit Kumar Kanujiya</i>	32-40
6.	SOCIO-ECONOMIC CHALLENGES OF UNORGANIZED LABOR IN RAJASTHAN: A COMPARATIVE STUDY OF ORGANIZED AND UNORGANIZED SECTORS IN THE JAIPUR REGION <i>Tejpal Mehraniya</i>	41-51
7.	THE EFFECTS OF BUSINESS CITIZENSHIP ON THE WORK OF SPORTS INDUSTRY EMPLOYEES <i>Ashmeen Kaur &amp; Dr. Ravi Kant Modi</i>	52-59
8.	ROLE AND SIGNIFICANCE OF MICROFINANCE IN INDIA <i>Deepshikha Gupta &amp; Dr. Nandita</i>	60-63
9.	A STUDY ON SUSTAINABLE LEADERSHIP PRACTICES: BALANCING PROFITABILITY AND ENVIRONMENTAL RESPONSIBILITY <i>Manju Kumari Meena</i>	64-69
10.	MULTICULTURALISM IN INDIA: HISTORICAL FOUNDATIONS, CONTEMPORARY CHALLENGES, AND FUTURE PROSPECTS <i>Mrs. Sneha Mahesh Gour</i>	70-77

11.	THE ROLE OF REGIONAL RURAL BANKS (RRBs) IN RURAL DEVELOPMENT WITH SPECIAL REFERENCE TO PRATHMA BANK, UTTAR PRADESH <i>Reshma Maheshwari</i>	78-82
12.	THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EXPERIENCE AND CONSUMERS' PURCHASE INTENTION OF LUXURY FASHION BRANDS <i>Ravi Kumar &amp; Amandeep Singh</i>	83-91
13.	EMPOWERING WOMEN, STRENGTHENING COMMUNITIES: FINANCIAL LITERACY AMONG RURAL MUSLIM WOMEN IN DAKSHINA KANNADA, KARNATAKA <i>Dr. Priya Kumari S V, Ms. Masuda &amp; Ms. Supriya Shivadasan Padmavati</i>	92-100
14.	RESPONDENTS' OCCUPATIONAL GROUP DIFFERENCES FOR IDENTIFIED FACTORS INFLUENCING PROTECTION OF STAKEHOLDERS' INTEREST: AN EMPIRICAL STUDY ON STATUTORY AUDITORS' ROLE IN THE BACKDROP OF CORPORATE ACCOUNTING CORRUPTION <i>Professor (Dr.) Siddhartha Sankar Saha &amp; Dr. Mukund Chandra Mehta</i>	101-113
15.	SEVEN PILLARS OF NITI AAYOG AND INDIAN ECONOMY <i>Dr. Sunil Dutt Jangir</i>	114-122
16.	FDI DYNAMICS: A STATE-SPECIFIC EXAMINATION OF ITS IMPACT ON GROSS DOMESTIC PRODUCT <i>Mr. Solanki Kirtikumar Rajeshbhai &amp; Dr. Seema G. Hariramani</i>	123-131
17.	SAVINGS AND THRIFT AMONG WORKING WOMEN IN KERALA: A STUDY WITH REFERENCE TO KOLLAM DISTRICT <i>Mrs. Sarija Sajeew &amp; Dr. Indhu L</i>	132-140
18.	AN ESSENTIAL APPROACH TO MITIGATING EXPATRIATE CHALLENGES: EXAMINING EFFECTIVE SELECTION AND TRAINING STRATEGIES FOR EXPATRIATES <i>Rose Mary</i>	141-148
19.	CRYPTOCURRENCY ADOPTION IN INTERNATIONAL MARKETS: CHALLENGES AND OPPORTUNITIES <i>CA (Dr.) Mahendra K. Khichi</i>	149-154
20.	EFFECTS OF MERGERS AND ACQUISITIONS ON COMPETITION IN INDIA <i>Monica Vasishta &amp; Dr. Mahendra Kumar Jangir</i>	155-160
21.	ENHANCING MANAGERIAL PERFORMANCE IN THE OIL AND GAS INDUSTRY THROUGH ESG ADOPTION: AN ANALYTICAL APPROACH <i>Pooja Bharti &amp; Prof. Arvind Kumar</i>	161-169