



ISSN : 2581 7930

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

An International Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Volume 07

No. 03(I)

July-September, 2024

CONTENTS

1.	SIGNIFICANT FINDINGS FOR ASSISTS AND SELECTING INNOVATIVE METHODS TO MANAGE ACCOUNTING AND FINANCIAL RESPONSIBILITIES <i>Bhanwar Lal</i>	01-08
2.	A COMPREHENSIVE STUDY OF RICH MINDSET OF PEOPLE <i>Dr. Ramesha V</i>	09-12
3.	THE INVESTMENT BLUEPRINT OF LIC OF INDIA: A STUDY IN FINANCIAL PRUDENCE <i>Sriyalaxmi Panda & Dr. Ruchi Garg</i>	13-18
4.	THE ROLE OF ICT TOOLS IN MODERNIZING EXAMINATION AND ASSESSMENT <i>Rajani Kumari Gora & Shashi Kala Gora</i>	19-22
5.	RURAL URBAN INTERFACE: A STUDY ON CONSUMPTION PATTERN WITHIN RURAL AND URBAN HOUSEHOLDS IN INDIA <i>Dr. Shaini Naveen</i>	23-32
6.	A STUDY ON IMPACT OF MICROFINANCE ON SOCIO ECONOMIC PROFILE OF RURAL POOR PEOPLE <i>Jaimini Jashwantbhai Sutariya</i>	33-40
7.	CREATIVE ACCOUNTING TECHNIQUES: THE IMPACT OF ARTIFICIAL INTELLIGENCE <i>Jayashree. R</i>	41-47
8.	EXPLORING THE DECISION DRIVERS OF COMPREHENSIVE MEDICAL INSURANCE PURCHASES <i>Keerthika K, Ashmitha V & Sunil MP</i>	48-58
9.	ANALYSIS OF TRENDS AND SEGMENTS OF FINTECH IN INDIA <i>Dr. V. Usha Kiran & Ms. Nida Suleman</i>	59-72
10.	GST IN INDIA: CHALLENGES IN ENFORCING GST ON PETROLEUM PRODUCTS <i>Kajol Chotrani & Dr. Manoj Kumar Sharma</i>	73-78
11.	WOMEN ENTREPRENEURS' MOTIVATION AND ENTREPRENEURIAL PROBLEMS IN THE HANDICRAFT INDUSTRY (WITH SPECIAL REFERENCE TO JODHPUR) <i>Dr. M.L. Vasita & Ramma</i>	79-84

12.	AN ANALYTICAL STUDY OF CONSUMER BEHAVIOUR TOWARDS E-SERVICES OF THE TOURISM INDUSTRY WITH SPECIAL REFERENCE TO UTTAR PRADESH <i>Urvashi Srivastava & Dr. Bajrang Yadav</i>	85-90
13.	EXPLORING THE ROLE OF EDUCATION AND SKILL DEVELOPMENT IN EMPOWERING WOMEN ENTREPRENEURS IN HARYANA'S MSME SECTOR <i>Divya Kumari</i>	91-95
14.	RESTRUCTURING HIGHER EDUCATION AS AN IMPACT OF NEP 2020: CHALLENGES AND IMPLICATIONS <i>Dr. Himani Avasthi, Dr. Manyata Mehra & Seema</i>	96-104
15.	IMPORTANCE OF PRINCIPLES OF EDUCATIONAL PSYCHOLOGY IN THE CLASSROOM <i>Dr. Vijay Kumar Gupta</i>	105-112
16.	EMPOWERING WOMEN FOR SUSTAINABLE DEVELOPMENT: (ANALYSIS OF POLICIES AND PRACTICES IN DEVELOPING NATIONS) <i>Dr. Poonam & Chandani Sharma</i>	113-118
17.	THE EVOLUTION OF PRE-PACKAGED INSOLVENCY RESOLUTION PROCESS (PRE-PACKS) UNDER IBC <i>Purnima Jain & Dr. Anil Sharma</i>	119-122
18.	A STUDY ON GRIEVANCE-HANDLING EFFECTIVENESS AND IDENTIFYING DETERMINANTS OF STAKEHOLDER SATISFACTION IN HIGHER EDUCATION <i>Monika Singh & Prof. Abhijeet Singh</i>	123-129
19.	COMPARATIVE ANALYSIS OF SERVICE QUALITY IN PUBLIC SECTOR BANKS AND INDIA POST'S FINANCIAL SERVICES USING SERVQUAL MODEL <i>Narendra & Dr. Namrata Khemraj Yadav</i>	130-136
20.	VIKSHIT BHARAT @ 2047: PATHWAY TO SUSTAINABLE AGRICULTURE DEVELOPMENT IN INDIA <i>Mohd Hamid, Dr. Inamur Rahaman & Dr. Abhishek Kumar Singh</i>	137-145
21.	AN ANALYSIS OF BEHAVIOURAL FINANCE AND ITS INFLUENCE ON INVESTMENT DECISION <i>Meghna Goyal & Dr. Ajay Kumar Kansal</i>	146-152
22.	CROSS-CULTURAL DYNAMICS IN INDIA: A STUDY OF PUNJAB AND RAJASTHAN <i>Anchal & Dr. Nishu Rani</i>	153-161
23.	TEACHING INFORMATION LITERACY: EFFECTIVE STRATEGIES <i>Jagmohan Meena</i>	162-170
24.	ROLE OF EXTRINSIC AND INTRINSIC MOTIVATIONAL FACTORS IN SHAPING HOLISTIC DEVELOPMENT OF SCHOOL STUDENTS <i>Dvijalben Rameshbhai Thakar & Dr. Vidyanchal Yadav</i>	171-175