

Conference Proceeding

# IIEBM INDUS BUSINESS SCHOOL

Approved by A.I.C.T.E.

121/2, Bhumkar Nagar, Hinjawadi, Pune, Maharashtra 411057

## AARAMBH 2024

Two Days International Conference on  
Navigating the VUCA World: Strategies for Managing  
Business

19-20 Jan, 2024



# VUCA

Knowledge Partners



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# Acknowledgement

*Sincere gratitude to the management of IIEBM IBS for their financial support, which made this research conference possible and gratitude to Dr. Jai Singh and Dr. Poonam Nikam for the guidance and support provided throughout the process. Appreciations to the participants who willingly contributed their time and work for the conference. Your involvement was crucial to the success of this conference.*

# Managing Director's Note

The business environment in India and international markets are changing with a dynamic pace with the background of war and political scenarios, one can name it as VUCA environment. The term VUCA stands for Volatile, Uncertain, Complex and Ambiguous used by US military in late 1990s for the post-cold war world. VUCA reflects a fast paced, increasingly unstable and rapidly changing world. Post Covid business leaders encountering the similar challenging dynamic landscape for



managing the existing business and growing at the same time. Post Covid we have seen the emergence various new businesses and the traditional thought process of business management need to be rewritten.

We welcome the research scholars and students for this International Research Conference, 'Aarambh', which attempts to find answers to the challenges of the business world. The theme of the conference is "Navigating the VUCA world strategies for managing business". We at Indus Business School, IIEBM always strive to bridge the Industry Academia Gap through various initiatives for society, industry and business houses. With this International Research conference, we are confident to generate numerous think tanks towards bringing Corporates and academia together. With these conference elaborations we will be able to generate solutions to the unsolved and complex business dilemmas.

My heartiest greetings to all the participants, research scholars and students for taking efforts for writing a research paper as a contribution towards the development of a transparent, mutually beneficial and profitable business opportunities in the years to come.

Best Regards,

**Dr. Jai Singh**

MD, IIEBM Indus Business School

Pune, Maharashtra, India

# Dean's Note

**Dear Attendees,**

It is my pleasure to welcome you all for **AARAMBH 2023: International Conference on Navigating the VUCA World: Strategies for Managing Business.**

I hope this message finds you well and filled with enthusiasm following our recent gathering at the International Conference on Navigating the VUCA World: Strategies for Managing Business. The event was an incredible testament to collaboration, innovation, and collective wisdom.



Throughout the conference, we delved deep into the challenges and opportunities presented by the volatile, uncertain, complex, and ambiguous (VUCA) world that characterizes our current business landscape. The Discussion and insights shared by our distinguished speakers, experts, and participants were nothing short of inspiring.

Our focus on navigating the VUCA world unveiled multifaceted strategies crucial for managing businesses in this dynamic environment. We explored the need for adaptability and resilience, recognizing them as indispensable traits for organizational survival and growth. The agility to swiftly respond to unexpected disruptions while maintaining a clear vision remains imperative. Moreover, the conference emphasized the pivotal role of technology in shaping contemporary business practices. We analyzed the impact of emerging technologies, such as artificial intelligence, block chain, and data analytics, highlighting their potential to revolutionize industries and drive innovation. The fusion of human intelligence with technological advancements emerged as a recurring theme, underlining the importance of leveraging these tools to augment human capabilities.

A key takeaway was the paramount importance of leadership in navigating VUCA environments. Leadership must foster a culture of openness, inclusivity, and continuous learning within organizations. Empowering employees to embrace change, encouraging diverse perspectives, and fostering a sense of purpose are

integral aspects of effective leadership in this era. The conference also underscored the ethical dimensions of business operations. The ethical compass guiding business decisions is becoming increasingly crucial in navigating the complexities of the VUCA world. Striking a balance between profitability and social responsibility emerged as a defining factor for sustainable and ethical business practices.

I extend my heartfelt gratitude to all the speakers, participants, volunteers, and organizers whose contributions made this conference a resounding success. Your dedication and commitment to advancing our understanding of managing businesses in the VUCA world are truly commendable.

In closing, I encourage each one of us to continue exploring, innovating, and collaborating as we navigate this complex and transformative landscape together. Let us remain steadfast in our pursuit of excellence and resilience.

Thank you once again for your valuable participation and enthusiastic engagement during the conference.

Warm Regards,

**Dr. Poonam Nikam**

Dean, IIEBM Indus Business School  
Pune, Maharashtra, India



# Convener's Note

**Dear Authors & Readers,**

It's my immense pleasure to pen down convener's note for our recently concluded two days International Conference- **AARAMBH 2024**. The theme of, "Navigating the VUCA world: Strategies for Managing Business", has evoked a very good response from faculty, research scholars, industry experts and students in the stream of management from different parts.

In the dynamic and unpredictable realm of modern business, prosperous firms utilize many techniques to effectively navigate



and prosper in the face of continuous change. Embracing agility is of utmost importance, as it enables firms to quickly adjust to unexpected difficulties and take advantage of emerging possibilities. This entails cultivating a culture that promotes innovation, developing adaptability in operations, and implementing agile decision-making processes. Furthermore, it is crucial have a robust ability to predict possible disruptions and proactively keep ahead of market trends. Collaborative methods, both within an organization and with external partners, improve resilience by utilizing a variety of viewpoints and combining resources to tackle intricate issues. Moreover, allocating resources to technology and digital transformation empowers firms to optimize productivity, simplify operations, and maintain a competitive edge in an ever-evolving digital environment. Finally, a steadfast dedication to acquiring knowledge and enhancing skills, both for individuals and the company as a whole, guarantees a constant ability to adapt and successfully address the constantly changing VUCA environment. Successful firms in the VUCA world effectively navigate uncertainty by taking a proactive and adaptable approach. They view change as a constant and utilize it as a driver for growth and innovation.

The conference aimed at promoting discussions among participants regarding the emerging business possibilities in VUCA environment and to create a cooperative

forum where creative concepts, perceptive dialogues, and effective tactics come together. We addressed the contemporary problems, investigated cutting-edge developments and worked together to map out a course for long-term solutions. Let's set off on this knowledge-sharing, empowering, and transformational adventure together for a better future. We at IIEBM assure an unwavering commitment to nurture a diverse and inclusive community of learners, governed by values and fueled by our institute's meritocracy. We are constantly working towards cultivating a fair and inclusive culture that fosters curiosity, encourages collaboration, and brings out the best in every student because we believe in giving our best. IIEBM is on its mission of expanding the boundaries of knowledge for the welfare of humanity.

I would like to extend my heartfelt gratitude to the management for entrusting me with the responsibility to organise and oversee this conference, I'd also like to thank all the participants for their enthusiastic participation and contribution to the conference. I express my sincere gratitude to the publishers for collaborating with us.

Happy Knowledge Sharing!

Best Regards,  
**Aishwarya Suraj Ray**  
Convener



# **ABSTRACTS**

# **Financial Inclusion, Autonomy and Gender Equality of Transgender Individuals- A Case Study**

**Soheli Ghose**

Dean and Assistant Professor,  
Department of Commerce, St. Xavier's College (Autonomous), Kolkata

**Nazish Anwar**

Ex Student, Department of Commerce,  
St. Xavier's College (Autonomous), Kolkata

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## **ABSTRACT**

Gender-related financial matters often overlook the exclusion of transgender individuals from the legal financial system, resulting in a violation of equality laws and disregarding the contributions of marginalized gender groups to economic development. It is essential to address this exclusion to achieve financial inclusion, autonomy, and gender equality. Various factors impede the financial inclusion of transgender individuals, and without prompt action, the broader goal of financial inclusion will be hindered. Government and policymakers play a vital role in overcoming these barriers and ensuring equal access to financial services regardless of gender, ethnicity, socioeconomic status, or religion.

Promoting equitable financial access for transgender individuals fosters inclusivity and aligns with the positive impact observed in women's empowerment. However, legal barriers limit their financial autonomy and independent living. Misconceptions result in limited opportunities for qualified transgender individuals. Addressing discrimination and ensuring equal treatment are crucial. Effective implementation and appropriate legislation are necessary to integrate the transgender community into the formal financial system, ensuring their equal participation alongside other citizens.

Key Words: Equitable financial access, financial inclusion, financial autonomy

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# **Individual Stock Traders' Perceptions of Internet Stock Trading: Evidence from a Developing Nation**

**D .Sujatha**

Research Scholar, Koneru Lakshmaiah Education Foundation  
Deemed to be University, Hyderabad, India  
Email: sujathagadamalla@gmail.com

**M. Prathibha**

Department of Commerce,  
St.Ann's College for Women. Hyderabad, India  
Email: pmudalkar@gmail.com

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## **ABSTRACT**

This research paper explores the perceptions and experiences of individual stock traders in a developing nation regarding internet stock trading. The advent of internet technology has transformed the landscape of financial markets, providing retail investors with unprecedented access to stocks and trading opportunities. However, little is known about how individual stock traders in developing nations perceive and utilize internet stock trading platforms. This study employs a mixed-methods approach, combining qualitative interviews and quantitative surveys, to gather insights from individual stock traders in a developing nation. The findings reveal a range of perceptions, challenges, and motivations that influence traders' decisions and behaviors in this context.

Key Words: Stock, Traders, Perception and Developing Nation

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# **Study on Utilization of Social Networks and Its Influence on the Younger Generation in Contemporary Society: Qualitative Research**

**Sadanand S Petkar**

Assistant Professor- Marketing

IIEBM Indus Business School, Pune, India

Email- ap.petkar@gmail.com

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## **ABSTRACT**

It is found that day by day there is an increase in usage of internet and social networks by youth. This generation basically connected virtually with their near and dear one's through internet/social network. It happened because of huge evolution in technology. Where technology makes it possible to be in touch with everyone globally and this also helps to create awareness among all where people are using internet as a platform to express their views, thoughts, and opinion. This computer technology leads towards progress. However, amidst the positive aspects, it's crucial to acknowledge the potential impact on society and the risk of creating social imbalances through technology misuse. The predominant users of the internet are predominantly the youth, and while this widespread connectivity has its advantages, there is a notable downside. The excessive use of the internet has led to a growing addiction among individuals, adversely affecting various aspects of their lives, including family relationships, educational pursuits, and overall health. The pervasive use of the internet has led to a burgeoning issue of addiction, exerting adverse effects on various facets of individuals' lives, including family dynamics, educational pursuits, and overall health. It becomes imperative to acknowledge both the constructive potential and the challenges posed by this extensive reliance on the internet in order to strike a balance and mitigate potential drawbacks. But whereas other factors are considered it is influencing society or somehow it may create social imbalance if there is a misuse of technology. As far as internet users are considered most of them are of youth.

**Key Words:** Social network, Internet, User, Computer, online.

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# **Elevating Cloud Security: Innovative Approaches for Safeguarding Big Data in the Technical Era**

**Ms. Surbhi Tiwari**

Assistant Professor -Information Technology  
Ethames College, Hyderabad, Telangana, India  
Email: surbhitiwari.mca@gmail.com

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## **ABSTRACT**

Organizations are depending more and more on data-driven insights to improve operations, increase profitability, and promote market competitiveness in the modern technical landscape, where the proliferation of enormous data sets has become pervasive. The emergence of cloud computing has provided an affordable means of storing vast amounts of data, but data security remains a major worry. The present study adeptly balances the use of cloud computing to optimize data storage while confronting the significant obstacles linked to maintaining strong security measures. By providing useful insights and solutions that enable enterprises to manage the intricacies of the technological era while protecting their priceless data assets, the research's findings hope to add to the continuing conversation around cloud security.

Key Words: Big Data, Cloud Computing, Text Filtering, Cloud security.

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# **Implication of Artificial Intelligence in Banking and Finance sector**

**Pooja Chawla**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Aishwarya Suraj Ray**

Assistant Professor- Marketing  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

The banking sector has witnessed a lot of transformation because of the integration of Artificial Intelligence (AI) technologies. This research paper aims to explore the implications of AI in the banking and finance sector, including its potential in the future and a comparative analysis of this sector then and now. The study provides details about how AI has revolutionized operations of banking, customer experiences, enhanced risk management practices, and facilitated fraud detection. Additionally, it examines the challenges faced during adaptation of AI technologies and highlights government initiatives in this sector.

This study aims to clarify the key elements that define the modern environment, such as technical improvements, regulatory adjustments, altering consumer preferences, and economic influences. These factors provide the context in which AI's revolutionary effect develops. AI-powered applications have revolutionized operating paradigms, client interaction, and increased efficiency. Examples include chatbots for customer care, fraud detection algorithms, personalized banking experiences, and algorithmic trading systems. The urgent desire to comprehend how AI is reshaping the banking and finance industry both now and in the future is what drove this study.

This research intends to offer useful insights to industry stakeholders, regulators, and academics by investigating the historical history of AI, current applications, and prospective future uses. In the end, the research aims to contribute to a thorough understanding of the function of AI.



The report also looks at how AI is affecting the workforce, going over how financial professionals' jobs are changing and how AI may lead to the creation of new job opportunities. It also looks at the competencies needed for people to succeed in the AI-driven financial sector, emphasizing the value of lifelong learning and flexibility.

The research paper concludes by outlining the broad applications of AI in banking and finance and emphasizing how it has the ability to transform conventional wisdom and stimulate economic expansion. Financial institutions should position themselves for long-term success in a global economy that is becoming more digitally connected and digitized by embracing the opportunities and handling the problems that artificial intelligence presents.

**Key Words:** Artificial Intelligence, Machine Learning, Chat bots, Banking and Financial Industry, Technology, algorithmic trading and fraud detection.

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# **Digital Virtues and Hypocrisies: A Comprehensive Study on Social Media, Discrimination – Advocating for Empathy, Cultural Transformation, and Gender Equality**

**Telugu Akhila Prasanna**

Assistant Professor-English

ETHames Degree, Hyderabad, Telangana, India

Email: akhila.prasanna@ethames.ac.in

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## **ABSTRACT**

This research confronts the paradoxical behaviours observed in individuals who publicly endorse values of humanity, equality, and sensibility on social media, yet engage in discriminatory actions such as body shaming and enjoying content that inflicts harm on others. The study delves into the potential root causes behind this incongruity, considering factors such as generational trauma and the absence of a moral essence in contemporary society. Despite concerted efforts by educational organizations and teachers to instil empathy, the research contends that parents play a pivotal role in shaping the moral compass of their children. The investigation emphasizes the critical need for parental guidance in fostering a culture of empathy and understanding, as individuals navigate a world where the desire to fit into a delusional and fake societal framework can lead to the degradation of genuine human connections. The paper underscores the urgency of addressing these issues to prevent the emotional toll on vulnerable individuals, safeguarding them from the detrimental effects of depression in the relentless pursuit of societal acceptance. Through a combination of qualitative analysis and an exploration of potential interventions, the research aims to contribute to the development of strategies that promote authentic empathy and kindness, mitigating the growing inhumanity prevalent in today's digital age.

**Key Words:** Paradoxical behaviours, Social media, Discriminatory actions, Body shaming, Generational trauma, Moral essence, Empathy, Parental guidance, Cultural framework, genuine human connections, Emotional toll, societal acceptance.

**Key Words:** Digital Virtues, Hypocrisies, Social Media, Cultural Transformation, and Gender Equality

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# **Impact of Store Design on Customer Experience**

**Aishwarya Suraj Ray**

Doctoral Research Scholar, Department of MBA,  
Koneru Lakshmaiah Education Foundation, Hyderabad, Telangana

**Dr. Rakesh Patra**

Associate Professor, Department of MBA,  
Koneru Lakshmaiah Education Foundation, Hyderabad, Telangana

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## **ABSTRACT**

The pace of business is increasing rapidly. Customers expect companies to present and deliver goods as quickly as possible as well as communicate with them with a faster means of communication. With this marketplace has become highly dynamic and competitive. Retail industry is no exception to this competition. Over the last two decades retailers have realized the importance of Customer experience in and outside the outlets. Now retailing is not just about selling goods and store is not just for buying good, rather customers are looking for overall experience from a retail store. This experience starts with the moment how customer feels when they enter your store and hence, retailers are emphasizing more on improving store design. Store design plays a vital role in attracting customers to enter into store and also in creating a positive customer experience. Customer experience has emerged to be the most powerful marketing tool to raise and rear customer loyalty. The study is undertaken to find the impact of store design on customer experience.

Key Words: Store design, Customer experience, Retailing

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# **IMPACT OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOUR**

**Inara Bhalesha**

Student Recruiter & Advisor,  
University of Prince Edward Island, Canada

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## **ABSTRACT**

Over the past two decades, marketing has made a paradigm shift from traditional approach to digital approach. The single biggest event that has affected marketing in last two decades is mass adoption of internet into everyday life. Our generation is experiencing digital transformation. Digital marketing is changing market every second. The way customers buy product now is very different from how they use to buy in past. Customers are now educated, smart and exposed to different platforms where they can get information about any product in fraction of seconds. Businesses have been quick to realise, how critically important it is to build their online presence for creating brand awareness, generating business and to exist in this highly competitive market. Social Media is playing critically important role in buyer's journey as social media advertising influences customers at every stage of buying process starting from recognition of need and till post purchase behaviour of customers. Companies are focusing on improving post purchase behaviour as it leads to customer satisfaction and hence ultimately leading to positive customer experience. By recognizing the importance of social media, the study is undertaken to find the impact of social media advertising on consumer buying behaviour.

Key Words: Social Media, Advertising, Consumer Behaviour, Digital Marketing.

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# **A Quantitative Exploration of Factors Influencing Financial Investment Decisions among Indian Youths**

**Ayushya Rai**

Hyderabad, Telangana, India.

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## **ABSTRACT**

The primary goal of this study is to explore the underlying factors that influence financial investment decisions among the youths in India. Rising income and a growing desire for spending can lead to a slew of financial issues in today's fast-paced society. The problem is even graver for young individuals due to lack of formal and correct financial knowledge. Which often results in young earners spending and investing money without proper planning. In order to live a stable and financially secure life, young earners must comprehend the value of financial education. A major percentage of youth in India has found to be unprepared to deal with financial challenges during and after their graduation. It has now become a need of an hour for investment firms to understand the factors influencing youths to take financial investments decisions. Hence, the study is undertaken with the intention of helping industry to attract youths towards different investment plans which would help them to achieve financial freedom in the long run. To carry out this study, data was collected from 180 respondents who are in the age group of 18 to 36. Data was collected through a structured questionnaire comprising two sections. Factor analysis was employed with the help of SPSS to find the major constructs of financial investment decisions among Indian Youths.

Keywords: Financial Investment Decisions, Indian Youth, SPSS.

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# **Study on Evaluation of Sustainable Logistics Performance Using Green Logistics Management**

**Apeksha Garg**

Research Scholar- International Business

HBS Hyderabad -Gitam University

Email: apeksha.k.garg@gmail.com

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## **ABSTRACT**

Green logistics management (GLM) is a strategic approach to achieve sustainable logistics performance (SLP) by reducing the environmental and social impacts of logistics activities. Surprisingly the literature on how GLM contributes to SLP and what factors influence this relationship is scattered and diverse. This paper aims to provide a comprehensive and systematic literature review of the existing studies on GLM and SLP, covering papers published from 1999 to 2023. We use bibliometric, thematic, and content analysis methods to examine the publication trends, journal distribution, country and institution collaboration, influential articles, keywords co-occurrence, and research themes of the selected papers. We classify the papers into five main categories: (i) social-environmental-economic research, (ii) planning, policy and management, (iii) application and practice, (iv) technology, and (v) operations research. We discuss the main findings, gaps, and challenges of each category, and provide a knowledge taxonomy of the GLM and SLP research field. The paper contributes to the literature by offering a holistic and updated overview of the state-of-the-art, hotspots, and frontiers of GLM and SLP research. The paper also provides practical implications and suggestions for logistics managers and policymakers to implement and promote GLM practices in different contexts.

**Key Words:** green logistics management; sustainable logistics performance; literature review; bibliometric analysis; thematic analysis; content analysis

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# **A Study on Factors Affecting Customer Buying Behaviour in Indian E-Retail**

**Tanuj Agarwal**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

E-retail, also known as e-tail, internet retail, or online retail, stands for electronic retail. In e-retail, a business or individual sells retail products and services through online stores. With the proliferation of e-commerce platforms in India, understanding what motivates and deters customers in their online purchasing decisions has become of paramount importance. Online retailing has gained significant importance in the market and customers' way of shopping has changed drastically in the last two decades. Customers have shifted drastically from traditional offline purchases to online purchases. This research aims to investigate the various factors influencing customer buying patterns in the rapidly growing Indian e-retail industry. In this study, we employ a systematic approach to uncover the key drivers that shape customer behavior in the Indian e-retail landscape. Our research will focus on several critical factors that impact the buying patterns of Indian e-retail customers, including product quality, price sensitivity, convenience, trust in online platforms, and social influence. By analyzing these factors, we intend to provide a comprehensive overview of the dynamics at play in the Indian e-retail market. The sample size for the present research is 200 and data was collected through a structured questionnaire. To achieve our objectives, we will employ both quantitative and qualitative research methods, including surveys and interviews with Indian e-retail customers. This mixed-method approach will allow us to gather valuable insights from a diverse range of customers, helping us to identify common trends and variations in buying behavior. The collected data was analyzed with the help of SPSS and factor analysis was performed to find out the major constructs of consumer buying behaviour in Indian E-retail. The findings from this study will be invaluable for e-retail businesses, as they will gain a deeper understanding of the factors that shape customer preferences, enabling them to tailor their strategies to better meet consumer needs and enhance customer satisfaction.

**Key Words:** Customer Buying Behaviour, E-retail, Indian Market and SPSS

# **A Study on Brand Awareness of Health Care Products with Reference to Hetero Drugs**

**Gayaru Nikhil Kumar**

Associate General Manager,  
Prop Times, Bangalore, Karnataka, India

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## **ABSTRACT**

This research aims to investigate the brand awareness of health care products, specifically focusing on Hetero Drugs, a prominent pharmaceutical company. In the dynamic landscape of the healthcare industry, brand awareness plays a crucial role in influencing consumer choices and establishing trust. The study adopts a comprehensive approach, incorporating both qualitative and quantitative research methodologies to gain a nuanced understanding of the factors influencing brand awareness in the context of Hetero Drugs.

The research design involves surveys and interviews with consumers, healthcare professionals, and key stakeholders to collect data on perceptions, preferences, and awareness levels related to Hetero Drugs and its healthcare product offerings. The study explores the impact of marketing strategies, product quality, pricing, and communication channels on brand awareness. Additionally, the research delves into the competitive landscape, analyzing how Hetero Drugs compares with other pharmaceutical brands in terms of brand recognition and consumer trust. The findings of this study can provide valuable insights for Hetero Drugs to enhance its brand positioning, marketing strategies, and overall market presence.

The significance of this research lies in its potential to contribute to the understanding of brand awareness dynamics in the healthcare sector and provide actionable recommendations for Hetero Drugs to strengthen its brand equity. As the pharmaceutical industry continues to evolve, an in-depth analysis of brand awareness becomes essential for companies striving to navigate the competitive landscape and build enduring relationships with consumers and healthcare professionals.

**Key Words:** Brand Awareness, Healthcare Products and Hetero Drugs

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# **AI-Infused Pedagogy: Revolutionizing Physics Instruction in Thermodynamics and Quantum Mechanics**

**Telugu Praveenanjali**  
Assistant Professor  
Sree Dattha Engineering College

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## **ABSTRACT**

This study addresses the transformative potential of integrating Artificial Intelligence (AI) into physics education, with a specific focus on reshaping the teaching methodologies for challenging subjects like thermodynamics and quantum mechanics. Given the rapid evolution of AI technologies, the research aims to explore strategic implementations that can enhance student comprehension and engagement. The primary objective is to investigate how educators can strategically leverage AI to craft innovative teaching methods tailored to the complexities of thermodynamics and quantum mechanics. By acknowledging the unique challenges presented by these subjects, the study seeks to identify ways in which AI can dynamically adapt content delivery, provide real-time feedback, and offer personalized learning experiences.

The research employs a comprehensive examination approach to unveil the manifold ways in which AI can be integrated into physics instruction. This includes exploring AI-driven tools and techniques that can adaptively deliver content, provide real-time feedback, and cater to the individualized needs of students. Emphasis is placed on the collaborative development of these tools, ensuring they align with the nuances of advanced physics concepts. Anticipated outcomes include improved student engagement, enhanced comprehension of intricate physics principles, and a paradigm shift in the teaching of complex topics. As educators embrace AI as a catalyst for innovation, this research contributes to the ongoing discourse on AI in education, showcasing its potential to revolutionize the pedagogical approach for subjects traditionally deemed intricate and abstract. This research lays the foundation for a future where AI becomes an integral part of physics education, offering new possibilities for enriching the learning experience and fostering a deeper understanding of advanced concepts in thermodynamics and quantum mechanics.

Key Words: Quantum Mechanics, AI, Infused Pedagogy and Thermodynamics

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# **A Study on Factors Influencing Consumer Preference in Indian FMCG Industry**

**Dip Narayan Roy**

Student PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Shibabrata Ghosh**

Student PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Dhritwan Mondal**

Student PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Shubhabrata Chakrabarty**

Student PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

In India, the fast-moving consumer goods (FMCG) industry is one of the largest. It is made up of a variety of consumable goods, including drinks and meals in packages, household goods, and food products. The industry is crucial in creating jobs. Over 30 lakh individuals work directly in this industry. The distribution and retail networks offer numerous prospects for economic growth. India and other nations with sizable populations rely heavily on the FMCG sector. Foreign companies are drawn to India due to the growing need for FMCG. The only factors influencing this market are consumer satisfaction and preference. This essay is an attempt to identify the variables impacting consumers' decisions to purchase FMCG. Consumer behavior refers to the study that analyzes how consumers make decisions about their wants, needs, purchases, or actions with respect to a product, service, or organization. To analyze the behavior of potential consumers towards a new product or service, it is very important to understand consumer behavior. It is also very useful for companies to identify opportunities that have not yet been fulfilled. Consumer behavior plays a vital role in FMCG marketing used by consumers and depends on various factors.

In the current era of globalization, customer needs and tastes change over time. Fast-moving consumer goods (FMCG) undeniably contribute to India's GDP growth. It is necessary for marketers to learn about the factors that influence consumer buying behavior of fast-moving goods. The main objective of this paper is to find out the factors that influence the buying behavior of consumers in the purchase of fast-moving goods. Consumer behavior has been found to vary by price, product, Income, and physiological factors. However, the effect of these factors influencing consumer decisions would vary from product to product.

**Key Words:** FMCG, Consumer Preference, Factor Analysis and SPSS

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# **A STUDY ON EXPLORING DETERMINANTS OF CUSTOMER LOYALTY IN INDIAN FMCG INDUSTRY**

**Shubham Meshram**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

Indian FMCG Industry has witnessed a significant growth in last two decades. The purchasing power of people and frequency of purchase has increased, customer are now seeking options and varieties. In such competitive environment, customer loyalty plays a major role in maintaining the company's market share. Hence, it becomes very necessary for marketers to understand the major consumer consumption behaviour. Additionally, the trend toward sustainable products impacts how consumers shop. Although the urban sector made up most of the contribution, semi-urban and rural segments had experienced significant growth over the previous years. As collecting data from the primary source data. The majority of companies, including retailers, have loyalty programs in place to boost customer satisfaction and keep customers from switching to rival brands. Nevertheless, there is no proof of this program's effectiveness. It seems that supermarket chains' reward programs are failing to foster loyalty. They're all too similar to each other, and the majority of loyalty programs offer membership cards in the marketplace. Customers who participate in multiple supermarket loyalty programs to receive exclusive discounts and promotions indicate that these reward mechanisms may not foster ultimate commitment to a single store. Therefore, the purpose of this study is to look into the connections between consumer happiness, loyalty, and loyalty programs in the retail sector. The results show that loyalty programs have strong and positive interactions with one another.

**Keyword:** Customer loyalty, Satisfaction and Service loyalty

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# **A Study on the Adoption of Electric Vehicles in India: Understanding the Mediating Role of Attitudes**

**Subhash Chandrawanshi**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

This research paper aims to analyze the impact of electric vehicles (EVs) on the Indian automobile industry, with a specific focus on Tata Motors. The study explores various factors such as consumer demand, government policies, and environmental concerns to understand the implications of EV adoption in India. By examining these factors, the research aims to provide insights into the challenges and opportunities that Tata Motors and other industry players may encounter in transitioning to electric mobility.

**Key Words:** Electric Vehicles, Attitudes and Indian Market

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# **Existential Dilemma in a Post: Apocalyptic Posthuman Society- A Study of Octavia Butler's Xenogenesis Trilogy**

**Riya Rose**

Doctoral Research Scholar, Department of English,  
Koneru Lakshmaiah Education Foundation, Hyderabad, Telangana

**&**

Assistant Professor- English,  
EThames College, Hyderabad, Telangana, India

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## **ABSTRACT**

This study explores the significant philosophical questions raised by the gripping post-apocalyptic and posthuman society story of Octavia Butler's Xenogenesis Trilogy. Examining the confluence of biology, ethics, and identity, the study traverses the complex terrain of Butler's made-up universe. The examination examines the particular difficulties that characters have when attempting to maintain their humanity in the wake of catastrophic events and interactions with extraterrestrial beings. This study attempts to dissect the complex layers of philosophical investigation and socio-cultural ramifications buried in Butler's groundbreaking work using an interdisciplinary lens. Through analysing the complex fabric of life after the apocalyptic event, the study adds to the larger conversation about posthumanism, speculative fiction, and the dynamic nature of human identity.

**Key Words:** Post- apocalyptic, Posthuman Society, Octavia Butler's, Xenogenesis and qualitative research.

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# Examining Brand Awareness: A Case Study on Vodafone

**Smeet Patel**

Director, Shivam Modular, Hyderabad, India

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## ABSTRACT

In an era dominated by intense market competition and rapid technological advancements, establishing and maintaining brand awareness is critical for the success of telecommunications companies. This study delves into the brand awareness of Vodafone, one of the prominent players in the telecommunications industry. The research employs a comprehensive methodology, combining qualitative and quantitative approaches to gather insights from both consumers and industry experts. The primary objectives of this study are to assess the current level of brand awareness associated with Vodafone, identify the key factors influencing its brand perception, and analyze the effectiveness of its marketing strategies in enhancing brand recognition. A mixed-methods approach involves surveys, interviews, and content analysis, providing a holistic perspective on the factors shaping Vodafone's brand image. The findings of this research are expected to contribute to the existing body of knowledge on brand management, especially in the context of the telecommunications sector. By understanding the nuances of Vodafone's brand awareness, the study aims to offer actionable recommendations for enhancing and sustaining brand visibility in a dynamic and competitive market environment. As telecommunications continue to evolve, this study provides insights that can assist companies, marketers, and researchers in navigating the complexities of building and maintaining strong brand awareness.

**Key Words:** Brand Awareness, Case Study and Vodafone

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# **A COMPARATIVE STUDY OF ZOMATO AND SWIGGY WITH SPECIAL REFERENCE TO THEIR MARKETING STRATEGIES**

**Amit Choudhary**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

In recent years, advancements in technology have made it possible to order food online from the comfort of our homes. Zomato, originally a platform for restaurant reviews, has expanded its services to include online food ordering and delivery, table reservations, and restaurant management software development. The company has been successful in India and has expanded into various foreign markets including Europe, the United States, the United Kingdom, and the Middle East. Swiggy, another food delivery company, has also gained a large customer base in India. The marketing strategies employed by Zomato and Swiggy have proven to be successful, as evidenced by their continued growth in the online food delivery industry. In today's world, where people spend most of their time on their phones and are surrounded by technology, it's not surprising that they prefer to order food online using their mobile devices, given how easy and convenient it has become. These companies will need to come up with innovative ideas to maintain their market leadership and ensure their continued success. One crucial aspect of this is how well they can educate customers about the value, benefits, and quality of their services, which can help customers make better-informed purchasing decisions. Thus, the purpose of this paper is to examine consumer views and perceptions of Zomato, Swiggy, and their marketing strategies.

**Key Words:** Zomato, Swiggy, Comparative Study and Marketing Strategy

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# DIVERSITY AND INCLUSION IN WORKPLACE

**GURPREET DUA**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**VISHWAJIT KUMAR**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## ABSTRACT

This research paper examines the dynamics of diversity and inclusion within contemporary workplaces, aiming to examine their multifaceted impact on organizational success and employee well-being. We will be able to explore the dimensions of diversity, such as gender, race, ethnicity, age, and cultural backgrounds, and their relationship to inclusion practices. Our findings underscore the intrinsic connection between a diverse workforce and enhanced creativity, innovation, and adaptability, emphasizing the vital role that inclusive policies play in fostering collaboration and overall employee satisfaction. Furthermore, we identify barriers hindering the effective implementation of diversity and inclusion initiatives, proposing strategic recommendations to enhance organizational commitment towards achieving a more inclusive and equitable work environment. This research contributes valuable insights to guide future organizational practices and policies, promoting the cultivation of diverse and inclusive workplaces to drive sustainable success and social progress.

**Key Words:** Diversity, Inclusion and Work Place

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# SUPPLY CHAIN MANAGEMENT PRACTICE IN FMCG INDUSTRY

**Pixy Roy**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Ajinkya Kharde**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## ABSTRACT

Indian FMCG Industry is a low profit industry and quantity is the key to success. The FMCG sector, with domestic consumption reaching \$17 billion, is one of the largest sectors in the country today, accounting for approximately 14.5% of GDP. Due to the global economic slowdown, increasing supply and demand uncertainty, changing consumer preferences, shortage of product supplies and intense competition from many companies, the industry has had to rebuild its supply chain strategy to survive and thrive. This article traces the evolution and trends of supply chain management in the Indian FMCG industry and suggests ways to improve supply chain management to remain competitive.

**Key Words:** Supply Chain Management, FMCG and India

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# **The Impact of Social Media on GenZ Consumer Purchasing Decision**

**Govind Sabat**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

Social media marketing has repositioned consumers at the core of the business world, equipping marketers with innovative tools to engage with them and integrate them into their brand narratives. It's crucial for marketers to understand how social media has reshaped consumer buying behavior. Social media marketing, as the contemporary approach, explores new horizons for promoting products and services, diverging from conventional media. In recent times, consumer behavior and satisfaction have emerged as pivotal assets for organizations seeking market leadership and enhanced profitability. To this end, organizations have increasingly harnessed social media techniques. Research reveals that companies employ social media marketing to engage directly with consumers, effectively shaping their buying behavior. Social media is a platform for people to share their experiences, reviews, information, advice, and other engaging topics with friends and connections.

For marketers, it serves as an advertising medium. They leverage this platform to create marketing strategies, attracting a larger customer base. The accessibility and user-friendly nature of social media facilitate reaching customers, offering the convenience of finding what they seek. A study involving 238 respondents utilized statistical analyses, including univariate and bivariate approaches. Complex statistical analysis using SPSS and an online questionnaire from Google Form on the significant influence of social media marketing on the consumer buying decision-making process. Pearson's Correlation analysis unveiled a substantial positive linear relationship between social media marketing and consumer buying decision. Future research can explore additional variables to provide a more comprehensive understanding of consumer decision-making. Expanding the study to encompass social media content and diverse respondent profiles can enhance insights into the decision-making behavior of target customers.

The rapid growth of social media and networking sites, particularly in developing countries like India, has provided marketers with a new avenue to connect with customers. Despite increased investments in social media by organizations, measuring tangible returns on investment remains a challenge. This paper assesses the impact of social media usage on the purchase decision process, examining usage patterns and their influence across the five stages of the purchase process. The research underscores social media as a primary information source valued for its convenience, effectiveness, and credibility. Social media reviews and opinions significantly affect the purchase decision process, although the tendency to share post-purchase experiences surprisingly remains low.

Key Words: Gen Z, Consumer Buying Decision, Factor Analysis and SPSS

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# **A Study on Promoting Fashion Brands on a Global Scale**

**Pooja Tiwari**

Founder, The Pooja Tiwari Label,  
London, United Kingdom

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## **ABSTRACT**

In an era characterized by rapid globalization and digital interconnectedness, the fashion industry has become a dynamic and highly competitive landscape. This study aims to investigate effective strategies for promoting fashion brands on a global scale, considering the diverse cultural, economic, and technological factors that influence consumer behavior. The research encompasses a comprehensive review of current marketing practices employed by successful global fashion brands, analyzing both traditional and digital channels. Emphasis is placed on the role of social media, e-commerce platforms, and influencer collaborations in reaching a wider audience and fostering brand awareness. Additionally, the study explores the impact of cultural nuances on global fashion marketing. By examining case studies and conducting surveys, the research delves into the preferences and perceptions of consumers from different regions, aiming to identify strategies that resonate with diverse target markets. Furthermore, the investigation delves into the role of sustainability and ethical practices in promoting fashion brands on a global stage. With increasing consumer awareness and demand for socially responsible products, the study assesses how integrating sustainability into marketing strategies can enhance a brand's appeal and contribute to long-term success. The findings of this study are expected to provide valuable insights and practical recommendations for fashion industry stakeholders seeking to expand their brand presence internationally. As the global fashion landscape continues to evolve, understanding and adapting to the multifaceted challenges of cross-cultural marketing will be crucial for fashion brands aspiring to thrive on a global scale.

**Key Words:** Fashion Brands, Global Scale, Label and Strategies

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# **A Study on Activity-Based Costing: Enhancing Cost Accuracy and Decision-Making in Contemporary Organizations**

**Vishnu Vardhan**

Niagara College, Welland, Ontario, Canada

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## **ABSTRACT**

Activity-Based Costing (ABC) has emerged as a powerful managerial accounting tool, offering a refined perspective on cost allocation by linking costs to specific activities and processes within an organization. This research delves into the principles, implementation, and implications of Activity-Based Costing, aiming to explore its effectiveness in enhancing cost accuracy and facilitating informed decision-making in modern business environments. The study begins with an overview of traditional costing methods and highlights their limitations in accurately reflecting the true cost of products or services. Activity-Based Costing, with its emphasis on identifying and allocating costs based on activities, provides a more granular and realistic portrayal of resource consumption.

Through a comprehensive literature review, this research synthesizes key theories, methodologies, and success stories related to ABC implementation across various industries. It investigates the challenges faced by organizations during the adoption of ABC and explores potential strategies for overcoming resistance and ensuring successful integration. The empirical aspect of the study involves a survey and case studies of organizations that have implemented ABC. The analysis focuses on the impact of ABC on cost accuracy, profitability analysis, and decision-making processes. The findings aim to shed light on the tangible benefits and potential challenges associated with ABC adoption.

The study's findings can guide organizations in making informed choices regarding the adoption and implementation of ABC, ultimately optimizing resource allocation, improving cost accuracy, and bolstering strategic decision-making processes.

**Key Words:** Activity based costing, Cost Accuracy, Decision-Making and Contemporary Organizations

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# **A study of digital payment system v/s traditional payment system: A comparative study of customer's perception**

**Soumya Jain**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

The way individuals and businesses transact has changed drastically in last one decade. Rapid digitalization has brought significant changes in methods of making payments. Digital payment refers to consumer transactions done at point of sale (POS) for services and products via internet banking or mobile banking via smart phone or card payment. Electronic payment system is growing more and more popular among both the younger and older generations in the modern world as it replaces the traditional payment technique. Increased usage of the internet, electronic devices, and government programs like "Digital India" have all significantly helped turn India into a cashless society. The Indian government has taken a number of initiatives to efficiently employ digital payment platforms to combat corruption and black money in the Indian economy. Currently, digital platforms handle around 60% of all transactions in India. Although digital payments are widely accepted by the public, there have been few complaints about the system's processing. In India, the digital payment system boomed after demonetization.

It is critical for marketers to understand consumers' attitudes on transaction methods, and this study aids in this task. The purpose of this study is to determine what kind of payment system customers prefer: "Digital payment system" or "Traditional payment system." Consumer impression of digital payment has an immense and positive impact on digital payment uptake. The study is quantitative in nature. To study consumer perception, a structured questionnaire is used as a research technique. Primary data was collected from 230 respondents by using close-ended questionnaires based on the Likert scale. A descriptive statistical analysis was employed. Regression analysis and Factor analysis methods were applied on the data to get the results which are analysed. Based on the results of the study, conclusions were drawn.

**Key Words:** Digital payment system, Traditional payment system, Customer's perception.

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# **A Study on Impact of sensitive content of Indian OTTs on Customer Experience**

**Gaurav Nevrekar**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Rishabh Dahiya**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Kshama Dubey**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Shreya Zarariya**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

From Theatre to OTT (over the top), we switched our preferences so rapidly. This research shed light upon how the sensitive content like violence, nudity, cultural taboo and controversial topics affects the Indian audience's experiences. In the today's era of fast changing customer preferences, OTT made access on unfiltered content very much easier. As digital streaming platform become more popular In India, it became the topic of concern that how to avoid the sensitive content that will disrupt the thought process of individual. This study will reveal the importance of age restricted content and the censor board protocols. This study examines how sensitive content, including unethical downloading, affects user experiences on platforms including YouTube, Amazon, Netflix, SonyLIV, Hotstar etc in India's OTT market.

The study also looked at how OTT users perceived of web series and other online streaming entertainment. Information from the respondents was gathered via the questionnaire. The respondents were from a variety of age groups, ethnic groups, and geographical regions in India. The study tries to dive into getting insights about sensitive content significant impact on how customers interact with the Indian OTT market.

Participants indicated concerns about coming across material that they would consider distressing, offensive, or improper. This study emphasizes how important it is to deal with sensitive content in the Indian OTT market in order to improve the overall consumer experience. It highlights the necessity of proactive content moderation, open policies, and efficient stakeholder communication. OTT platforms may make their viewers' experiences safer and more pleasurable by controlling sensitive content more effectively, thus promoting the industry's continued success and expansion.

**Key Words:** Customer Experience, OTT, Sensitive Content, Factor Analysis and SPSS.

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# **A study on the textile hub of Maharashtra - Ichalkaranji: Challenges and Growth**

**Sejal Bangad**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Laiba Sheikh**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

An attempt has been made in this paper to analyse the growth rate of electrical mills and textile industry in Ichalkaranji town Maharashtra. This field of study was studied on the basis of secondary data sources. Calculate the mean, standard deviation and the correlational statistical technique from this analysis is supported interpretation of results. Secondary data were collected and calculated by the latest research techniques and results were obtained through tables. The correlation coefficient of the ruling classes, their workers and the urban population in Ichalkaranji cities between 1951 and 2011. The correlation coefficient between the power conditions and urban population in Ichalkaranji city are very positive (+0.984) and correlation coefficient between loom workers and urban population in this city is very positive (+ 0.927) and the correlation coefficient between loom and of their workers in this city is very highly positive (+ 0.927). From time-to-time technology and changing manual status to also performance loom technology. This technology is of high quality and saves money time, money and work. So, auto power looms is basically a very important way of developing the textile industry in Ichalkaranji town.

**Key Words:** Textile, Maharashtra, Growth and Challenges

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# Investment Behaviour Among Youths

**Himanshu Jain**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## ABSTRACT

In India, the concept of investment behaviour has been of significant importance for the last decade. It plays an important role in financial decisions in economic growth. this study aims to know the investment behaviour of youths like their investment thinking, understanding about it, research, learnings, etc. from the Secondary data available on Google Scholar as well as in various areas will collect data on investment behaviour, financial literacy, financial awareness, economic background, thinking about investment. The research aims to know and identify the main factors that affect investment decisions/behaviour among youths in India and inquire about the progress of the targeted audience to improve investment results. These results and research will help in existing topics and matters of investment behavior in developing markets and have implications for financial expert institutions, policymakers, and groups of focused youths. Investment behaviour among youth is very important everyone invests in the stock market and gains much more experience & and earns. Here people are aware of Investments like the Equity market, Mutual funds, Tax-saving funds, and hybrid funds but very less per per cent of people invest in them. But youths have an interest in it and are also curious to learn this. Investment is good if youths do it properly following ethics and patiently.

**Key Words:** Financial Literacy, Financial Education, Behavioural Finance, Youth Investment, Gen Z Investment and Future of Investment

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# **A Study on Exploring the Determinants of Consumer Preference in Indian Luxury Market**

## **Rajshree Dewda**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

## **Siddhi Khare**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

## **Vishal Sharma**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

## **Riya Dubey**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## **ABSTRACT**

The Indian luxury market has seen remarkable growth due to changing lifestyles, increased disposable incomes, and an expanding middle class. This research aims to explore the fundamental factors influencing customer preferences in this dynamic industry. Utilizing a mixed-methods approach, the study gathers insights through quantitative surveys and qualitative interviews with Indian luxury product consumers, analysing both primary and secondary data. The primary objective is to identify and evaluate critical elements impacting consumer choices in the upscale Indian market, encompassing socioeconomic factors, cultural influences, brand perception, and experiential components. Examining demographic variables such as age, income, and occupation is integral to understanding how these factors influence consumer preferences. Traditional luxury indicators like brand prestige and exclusivity remain significant, but the study reveals a growing emphasis among Indian buyers on experiential elements and environmental considerations. Cultural heritage and societal ideals also play a substantial role in shaping patterns of luxury consumption. The research underscores the emergence of a younger demographic cohort with distinct preferences, signalling a shift in the luxury industry landscape.

This cohort exhibits a preference for digital engagement, aspirational brands, and experiences over material possessions. These findings contribute to the existing body of knowledge by uncovering essential details about the intricate tastes of Indian luxury consumers. The study emphasizes that the influence of a younger demographic group is reshaping the luxury market environment. Understanding the nuanced interplay of factors shaping consumer choices in the Indian luxury market is crucial for marketers and companies. The study's insights, ranging from the continued significance of traditional luxury indicators to the evolving preferences of a younger demographic, provide invaluable information for tailoring strategies to meet the evolving needs of this dynamic market. In a globalized and demanding consumer landscape, this understanding is essential for promoting sustainable growth and maintaining a competitive advantage.

**Key Words:** Consumer Preference, Indian Market, Luxury Market and SPSS.

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# Digital Transformation in Supply Chain Management

**Jyotiranjana Sahoo**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Nishkarsh Sharma**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

**Geetanjali Lashkari**

Student- PGDM 2023-2025 Batch,  
IIEBM Indus Business School, Pune, India

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## ABSTRACT

With the advent of technological connectivity and access to massive data, the possibilities of augmenting Lean Six Sigma's Define-Measure-Analyse-Improve-Control (LSS's DMAIC) problem-solving approach with advanced technologies are enormous. This paper aims to examine digital transformations (DT) of supply chains from a process improvement angle using the LSS DMAIC approach. The paper provides a conceptual framework based on a structured DMAIC problem-solving approach to drive improvements in supply chains. The conceptual framework also provides a systematic approach for big data to be integrated in LSS initiatives to achieve greater supply chain performance. This paper extends research in LSS supply chains by providing a guidance through a conceptual framework that integrate DT and LSS supply chains to support successful digital transformation and LSS supply chains. Our research synthesizes empirical data and industry best practices to provide a comprehensive analysis of the impact of digital transformation on various facets of the supply chain. It illuminates the ways in which digital technologies, including Internet of Things (IoT), Artificial Intelligence (AI), Blockchain, and Big Data analytics, are revolutionizing the efficiency, transparency, and sustainability of supply chains. Moreover, we highlight the critical role of strategic leadership and change management in successfully navigating the digital transformation journey. we explore the evolving role of e-commerce, last-mile delivery solutions, and sustainability practices in the digitally transformed supply chain landscape.

This research underscores the critical importance of embracing digital transformation as a strategic imperative for businesses to thrive in the global marketplace. By leveraging digital innovations, companies can better adapt to disruptions, reduce lead times, enhance customer satisfaction, and ultimately, ensure their longevity in an increasingly competitive and volatile environment. Furthermore, we explore the ethical and environmental implications of digital transformation in supply chain management, examining how sustainable practices can be integrated into the digitalized supply chain framework.

**Key Words-** DMAIC, Lean Six Sigma, Blockchain, Supply chains, Digital transformation, Data science

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## ABOUT ORGANIZER

IIEBM's Indus Business School was established in Pune in the year 2000 and has completed 23 years in the field of Management Education. IIEBM began its journey under the able stewardship of Shrimant Shivaji Raje Naik Nimbalkar and Col. Vinod Marwaha with a vision of imparting affordable, quality and value-based education to groom students and professionals to make a mark in the dynamic fields of Business Management and Entrepreneurship. In addition to imparting contemporary and Industry relevant training our focus is on creating young managers and leaders who have a high sense of integrity, concern for the environment and are good human beings with strong moral characters. We believe in nurturing mindsets that empower our students to question the current quo and take the necessary steps. We train our students to succeed in the corporate world by using cutting-edge technology and the most up-to-date global management tools and methodologies.

# **IIEBM INDUS BUSINESS SCHOOL**

**Approved by A.I.C.T.E**

121/2, Bhumkar Nagar, Hinjawadi, Pune, Maharashtra 411057