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Presents

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MANAGEMENT, ECONOMICS AND SOCIAL SCIENCES
CONFERENCE PROCEEDINGS



15TH March 2024

Dr. Harshada Mulay

International Conference on Management, Economics and Social Sciences

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PREFACE

This Conference Proceedings book presents extended abstracts of the selected contributions to the First International Conference on Management Economics and Social Sciences held on 15-16 March 2024 by the MET Institute of PGDM Bandra Mumbai ICMES'2024 in collaboration with Consortium for Global Education USA, Pacific Link College Canada , IJFMR and ICFAI IUP was delivered in-person and virtually and was open for researchers, engineers, academicians, and industrial professionals from around the world interested in new trends and advances in Management Economics and Social Sciences.

FOREWARD

Dear Authors, Esteemed Readers,

It is with deep satisfaction that I write this Foreword to the Proceedings of the First International Research Conference on Management Economics and Social Sciences held at MET Institute of PGDM Bandra Mumbai on 15-16 March 2024.

The conference particularly encourage the interaction of Academicians , Research students and Industry experts across various countries to present and to discuss new and current work on Management, Economics and Social Sciences.

The Conference was in collaboration with Consortium for Global Education USA, Pacific LinkedIn College Canada, IJFMR, ICFAI IUP..

Their contributions help to make the conference as outstanding as it has been.

In addition to the contributed papers, Prof. Dr. Basanta Kumar Pradhan Director (Vice Chancellor) Indira Gandhi Institute of Development Research Mumbai delivered the keynote speech on Importance of Research in Economics highlighting the history and development of economics across world.

These Proceedings will furnish the Researchers and Academicians of the world with an excellent reference book. I trust also that this will be an impetus to stimulate further study and research in all these areas.

We thank all authors and participants for their contributions.

CA Dr. Shyamsundar Das

Director MET Institute of PGDM

Bandra Mumbai.

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STUDY ON THE CURRENT QUALITY OF AVAILABLE CRICKET BAT WILLOWS AND POTENTIAL IMPROVEMENT IN THE QUALITY OF KASHMIR WILLOW CRICKET BAT

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Abstract

The quality of the goods manufactured primarily depends upon the raw materials used to manufacture product. The prime raw material of cricket bat is the willow *Salix Alba* which are used to manufacture these bats. Kashmir willow grown over the extended areas of Kashmir valley is principal element affecting the quality of cricket bat. Apart from willows other factors such as skills of labour, storage facilities, infrastructure and technology also have their influence on the quality. This research paper is written with the objective to understand the existing quality of the cricket bat and to check the measures which can upgrade the quality of cricket bat. For the following purpose data is collected from the 126 respondents who are engaged in production and distribution of Kashmir willow cricket bat by sending questionnaires. Secondary data is also collected from government publications, newsletters and periodicals. The maturity schedule of willows, sharing of latest technology in cluster, labour skills training program and frequent quality checks can help in upgrading quality of existing Kashmir willow cricket bat. Also, government can provide with various monetary and non-monetary aids for improving the quality.

Keywords - Willow, Cluster, Jammu and Kashmir Trade Promotion Organization, Technical-Knowhow, Prospect

COMPREHENSIVE ANALYSIS OF WELL-BEING: A CASE OF RURAL SETTLEMENTS IN MUMBAI METROPOLITAN REGION

**Arwa Hazrat^{1,a}, Ayushi Adkhale^{1,b}, Pratik Jadhav^{1,c}, Nishchay Kumar²
Sagar Goud^{3,a}, Supriya Nene^{3,a}**

Abstract

The study of rural areas in close proximity to urban centres is crucial for ensuring suitable planning practices in often-disregarded settlements. In India, the intricate examination of rural settlement dynamics is frequently overlooked in the planning process. This paper underscores the significance of micro-level analyses of contemporary villages. Three villages, namely Chouk Manivali, Tupgaon, and Hatnoli, located within the Mumbai Metropolitan Region, were chosen as the study area to understand various aspects of rural life. Overall, this article aims to assess the quality of life and well-being of village residents across three dimensions: social, economic, and environmental. These dimensions cover a wide range of domains including land use, connectivity, demography, housing, social infrastructure, physical infrastructure, and more. The analytical framework developed in this research uses the data collected from both on-site visits and secondary sources. Specifically, to gain insights on spatial organization, movement, and social interactions, land use and connectivity of the villages were analysed with the help of primary surveys, Landsat imagery, entropy analysis, beta index and gamma index mentioned in (Csrk et al., 2021). Furthermore, gap analyses are conducted to evaluate the infrastructure availability within the villages. Finally, for further spatial understanding of well-being and development in these villages, a community profile was established based on Sen's Theory of Capabilities given by (Casini et al., 2021). The knowledge derived from this inquiry has the potential to direct urban planners and policymakers toward prioritized development in villages, forming the basis for well-informed decision-making and sustainable growth.

Keywords: Rural Development, Land-Use Analysis, Connectivity Analysis, Community Well-being

EXPLORING THE INFLUENCE OF METRO RAIL EXPANSION ON ALLEVIATING TRAFFIC CONGESTION IN MUMBAI: AN IN-DEPTH ANALYSIS

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Abstract

Mumbai's dynamic urban terrain, with its rapidly increasing population density and urbanisation, is placing unprecedented demands on its transportation infrastructure, especially when it comes to automobile traffic. In order to address the persistent problem of traffic congestion in the city, this study sets out to thoroughly investigate the revolutionary effects of metro rail extension. The study utilises a comprehensive analytical methodology, examining multiple factors including transportation trends, infrastructure advancements, and Mumbai's socioeconomic structure in order to decipher the complex relationship between the extension of metro rail and the reduction of traffic. Mumbai's growing population and increasing urbanisation have caused a spike in car traffic, which has worsened pollution levels and lengthened commute times. The metro rail system stands out as a key component in changing the face of transport since it offers a practical and environmentally friendly substitute. The goal of metro rail expansion is to shift a sizable percentage of the commuter base away from existing road networks by providing quick and dependable mass transit, which will ease traffic and lessen the environmental impact associated with it. In order to explore all of the facets of the relationship between traffic congestion and metro rail expansion, the research uses a multifaceted analysis. The analysis clarifies how the thoughtful positioning of metro lines may maximise passenger flow and evenly disperse the load on current road networks by looking at transportation trends. In addition, an evaluation of infrastructure development looks at how metro rail expansion connects to other forms of transportation to make sure commuters have a smooth and integrated transit experience. This study also examines socio-economic issues because the effects of metro rail development go beyond the built environment. Metro services' price and accessibility can affect commuter decisions and help ensure that the advantages of mobility are distributed fairly across various socioeconomic groups. Metro rail expansion has the ability to promote social inclusion and economic development in addition to easing traffic congestion by serving a wide range of people. This thorough investigation has shed light on the complex relationships between Mumbai's traffic congestion and metro rail expansion. In order to support well-informed decision-making processes for resilient and sustainable urban development, the findings provide insightful information to transportation authorities,

legislators, and urban planners. In order to improve environmental sustainability, reduce traffic congestion, and raise general quality of life in Mumbai, the report emphasises the revolutionary potential of metro rail extension.

AN EXPLORATORY STUDY ON THE ROLE OF TECHNOLOGY IN RESPIRATORY DIAGNOSTICS

Gulbir Juneja

Abstract:

Advancements in healthcare have led to several developments; respiratory tools and techniques will help doctors detect and diagnose respiratory problems earlier and more accurately. This knowledge can lead to improved treatments and better outcomes for patients with respiratory issues. The technique used in this study is text mining using the qualitative tool NVIVO 12. The purpose of conducting this research is to exploratory the role of technology in respiratory diagnostics. It is seen that the significant role of technology in respiratory diagnostic are Nanotechnology applications, Imaging techniques, Telemonitoring, Telemedicine, Artificial intelligence, Computed tomography, Magnetic resonance, Biosignature analysis, Personalized medicine, Wearable devices, Point-of-care testing, the Internet of Things and Remote Monitoring.

Keywords: exploratory study, qualitative, text mining.

PRADHAN MANTRI BHARATIYA JAN AUSHADI PARIYOJANA - AN EVALUATION OF JAN AUSHADHI KENDRA IN MUMBAI METROPOLITAN REGION

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Research Supervisor:

Dr Vandana Yadav

Assistant Professor, Co-Supervisor: Dr Rajiv Gatne

Abstract

Affordable healthcare remains a significant challenge for many low and middle-income countries, with the cost of medicines constituting a substantial portion of patients' expenses. Despite the implementation of various policy changes aimed at addressing this issue, the expenditure on drugs continues to represent a significant proportion of out-of-pocket healthcare costs. In countries like India, where both state and central governments have implemented policies to mitigate this burden, the uptake of generic drugs, which could significantly reduce spending, has not been effectively promoted.

The concept of generic prescription enjoys global acceptance, but it has struggled to gain popularity in India. Factors like the limited availability of generic medicines and concerns about product quality have hindered its adoption. Though Indian Government has taken the initiative to supply generic medicines through dedicated outlets called "Jan Aushadhi Kendra". This study is about the evaluation of Jan Aushadhi Kendras and the challenges faced by the stakeholders.

The Pradhan Mantri Bharatiya Jan Aushadhi Pariyojana (PMBJP) is the initiative taken by the government to provide quality medicines at an affordable price to the poor people. The aim of this scheme is to provide quality drugs at affordable prices to poor people. There is limited studies have been done to look into the proper implementation of the program. The research aims to evaluate the effectiveness of Jan Aushadhi Kendra on generating employment (being an entrepreneur) , to evaluate the awareness of Jan Aushadhi or Generic Medicines among the stakeholders ie. Patients, doctors and to analyze the overall performance of Jan Aushadhi scheme from Supply, Demand on providing medicines at affordable prices The research seeks to provide valuable insights for policymakers and enhance the framework

based on stakeholder input. This aims to facilitate the implementation of policies that ensure affordable access to medication for underserved communities, thereby advancing healthcare equity and strengthening the healthcare system.

Keywords: Generic medicines, Jan Aushadhi Kendra, Branded medicines, prices, Out of Stock, Inventory

ADOPTION OF UTAUT 2 MODEL ON TOLL TAX COLLECTION SYSTEM IN INDIA: AN EMPIRICAL ANALYSIS OF FASTAG USERS

Dr. Hiteshkumar S. Patel¹

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Abstract

Purpose: The aim of this study is to ascertain the (AU) Actual Use of FASTag toll tax payment system implemented by the NHAI (National Highway Authority of India) on Indian roads.

Methodology: The behavioural intention (BI) and innovation resistance (IR) dimensions of the UTAUT 2 model serve as the conceptual basis for this investigation. 460 sample respondents responded to a questionnaire that had been pre-tested before to their participation. Validation of the framework and methodology was accomplished via the use of PLS-SEM.

Practical implications: This study contributes to a better understanding of the variables that influence how FASTag is used on electronic toll collecting system. The primary uses of this feature include automatic challan generation on national roads for violations such as excessive speed, fail to wear a seat belt, driving the wrong way, parking in a "no parking zone," driving without a legal permit, and driving on the wrong side are all examples of negligence that may lead to an accident.

Originality: This study is important since it is the first to undertake an empirical assessment of the impact of BI on the FASTag payment system's Actual Usage (AU). In accordance with the findings of this research, the stickiness of cash transactions has a moderating effect on the AU of the FASTag payment system, as shown by experiments.

Keywords: Theory of Technology Acceptance Model, Toll Collection System, FASTag, NHAI.

IMPACT OF PAY SATISFACTION ON TURNOVER INTENTION IN FINANCIAL CONSULTING FIRM

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ABSTRACT

Employee retention has become an integral part of today's organization. The study takes into account the financial consulting organization and how these organizations are working to retain their employees. The benefits provided to employees have a huge part to play in it. With increasing opportunities in the job market, employees find it relatively easy to land a job. The objective of the study is to find out how pay satisfaction is critical in retaining employees. Retention strategies are centered around giving employees a yearly bonus, giving them a safe space to work, regular rewards based on performance, taking regular feedback and addressing issues that employees might face in the organization. The study is conducted with 101 participants. The study has been able to ascertain that raises play a significantly important part in retaining the employees in the organization. The research provides an insight into which practices and aspects of pay satisfaction in the organization are aiding or can aid to retain employees in the financial consulting sector.

Keywords: Benefits, retention, pay satisfaction, turnover intention, raises

THE RISE OF CRYPTOCURRENCY: A DEEP DIVE INTO THE PERSPECTIVES AND PRACTICES OF INDIAN MILLENNIALS

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Abstract

The main aim of this paper is to propose a research study that investigates the awareness and perceptions of Generation Y towards Cryptocurrency, an innovative type of digital currency. Significant changes have occurred in the payment methods environment as a result of technical improvements and legislative adjustments. Cryptocurrencies are created as a substitute payment system for online business. They utilize advanced blockchain technology and encryption to ensure the security of transactions, regulate the expansion of cryptocurrencies, and keep a detailed transaction history throughout the network. Although cryptocurrencies are used worldwide, they have not been widely adopted by businesses and consumers due to their current instability, which prevents them from becoming a reliable method of payment. The indeterminate path of cryptocurrencies, regarding their potential to become recognized as cash or continue to be regarded as assets in investment portfolios, contributes to the intricacy of their prospective role. The millennial generation, which makes up 25% of the global population, has a significant impact on worldwide social and economic progress, especially in India. Despite concerns from governments and regulators over cryptocurrencies, our research indicates that millennials are increasingly aware of and interested in investing in this digital asset. Hence, it is imperative for enterprises and governmental bodies to grasp the viewpoints of millennials. Gaining insight into the attitudes and mindsets of Indian millennials towards different types of assets, particularly cryptocurrencies, is crucial. This study presents empirical evidence and identifies key factors that influence the risk attitudes of millennial retail investors, in light of current changes in financial markets. A knowledge of the adoption rates and prevalence of cryptocurrencies among Indian millennials would help in formulating a suitable policy framework to address these dynamic changes.

Keywords: Cryptocurrency, Generation Y, Millennials, Financial Markets, Risk Attitude

ROLE OF ALUMNI IN B-SCHOOL: AN EMPIRICAL ANALYSIS

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Abstract:

Management education creates business leaders for tomorrow. It is always important for B-schools to remain in sync with the industry in order to nurture their students and groom them into promising managers. B-schools continuously evolve in terms of changing dynamics of the industry. Alumni network plays a key role in this growth story. Alumni network has to be not only robust, but also completely in sync with the B-school in order to generate right kind of growth for the B-school. The study was conducted to understand the experience of alumni with their alma mater, their expectation and what role they could play in the development of the Institute. It was observed that there was significant relation between the value of B-school network and efforts of B-school in terms of providing ongoing support and resources after graduation to their alumni. It was also observed that there was significant relationship between value of B-school network and their recommendation by alumni to the prospective students for their B-school.

KEYWORDS – Alma mater, Alumni, B-school, Career, Relationship, Skills

FINANCIAL LITERACY AND INVESTMENT BEHAVIOUR AMONGST UNDERGRADUATE AND POSTGRADUATE STUDENTS.

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Students, MET Institute of PGDM

Abstract

Financial literacy and investment behaviour play crucial roles in individuals' financial well-being and future economic security. This study aims to investigate the levels of financial

literacy and investment behaviour among graduate and postgraduate students, comparing their knowledge, attitudes, and practices towards personal finance and investment decisions. The research employs a quantitative approach, utilizing a structured questionnaire to collect data from a sample of graduate and postgraduate students from various academic disciplines. The questionnaire encompasses sections on financial literacy, investment knowledge, risk perception, investment preferences, and investment decision-making processes. The implications of the study's findings are discussed in terms of educational interventions aimed at enhancing financial literacy among graduate and postgraduate students, as well as strategies to promote informed investment decision-making. Addressing gaps in financial education and providing tailored resources and support can empower students to make sound financial choices and build a solid foundation for their future financial well-being.

Keywords: Financial Literacy, Investment behaviour

DOES BUYBACK ADD VALUE: AN EFFECT OF BUYBACK ANNOUNCEMENTS ON SHARE PRICES

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Abstract

Share buyback is an important tool for corporate restructuring and financial research especially in India. This paper examines the share buyback practices in India and price reaction during the buyback program and announcements. This paper is an attempt to examine the returns on the announcement of share buybacks made through open market offer for a period of April 2013 to March 2023. The sample is selected through random sampling method. The companies chosen for the study are listed on the National Stock Exchange of India. The market model has been used in conjunction with the foundations of the event study methodology to arrive at the Abnormal Returns (AR).

Keywords: Buyback, Market Model, Event study, Stock returns

LAKSHAVEDHI: A SUSTAINABLE OPTION TO WALLPAPER

Samruddhi Patil, Sahil Badochkar, Ujesh Tare, Rohan Chavan

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Abstract:

Environmental sustainability is currently an idealized concept. Products with conscious fashion are attracting market demand. The wallpaper industry is paving its way towards conscious fashion with the introduction of our product, Lakshavedhi. The word "lakshavedhi" in Marathi means "eye-catching," characterizing our product's experience. This vibrant and eco-friendly wallpaper is created by hand-weaving recycled newspaper strips on a loom and backing it with paper. The wallpaper has no use of synthetic materials, products like vinyl (PVC), or is avoided to make it environmentally friendly. The adhesives are composed of nature-based substances. Some threats might go unnoticed for decades; similarly, current wallpapers and even paints emit volatile organic compounds (VOC), resulting in chronic respiratory diseases. Lakshavedhi, as a solution, has no application of vinyl. Nowadays, businesses are repurposing outdated items to satisfy consumer demands and cut down on waste. Similarly, Lakshavedhi is the upcycling of newspaper; hence, the ink, which contains toxic materials, cannot be avoided. While there aren't many useful products made from upcycled fabrics, the appeal of repurposing waste materials to create something new is enough to pique consumers' interest in reusing them. The idea of inculcating a sense of belongingness to nature without compromising on aesthetics is our primary motive. Our product has zero carbon emissions and uses eco-friendly products. The product can be produced in a variety of newspaper quality and stitching patterns to satisfy discerning customers and provide an aesthetic and classy look on walls. Lakshavedhi is a step towards promoting artisanship and sustainability. The textile industry is increasingly having the chance to investigate creative methods of recycling vintage materials. The artisanal and handloom industries are given a boost through the making of this product. Along with that, women who are skilled in stitching and making other handicrafts will get an opportunity to showcase their skills, thereby empowering them. A product that offers green home decor with minimalism and is aesthetically pleasing, environmentally friendly, and pocket-friendly, is ought to be Lakshavedhi.

Keywords: recycling, artisans, women empowerment, zero carbon emissions, pocket-friendly, environmental friendly.

REDEFINING DESIGN THINKING IN THE AGE OF ARTIFICIAL INTELLIGENCE

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Abstract

The research paper explores the role of Artificial Intelligence (AI) in Design Thinking as an evolution of human centric need-based decision making. This study further focuses on breaking down the core principles of Design Thinking emphasizing its empathetic nature, iterative process, and the Artificial Intelligence (AI) capability of ideation, rapid prototyping and frequent testing having the user at the center in each stage. This paper also discusses how the usage of AI can help in building Ethical AI products while also arguing that a balanced approach is necessary to enhance human creativity and empathy rather than replace them completely. We do this through a series of expert interviews, and case studies to illustrate the practical applications in the technologies and the direct impact on organizations. Through this, we can determine a more user centric AI approach to design thinking. The expert interviews help us understand the need for design thinking in various market segments, and if AI may or may not affect some of the components or aspects. The case studies allow us to dive deeper into the specificities of this user centered AI approach, helping us to narrow down on the influence of AI on design thinking and to what capacity this can go hand in hand.

Based on this research, the synergy of Artificial Intelligence and Design Thinking results in a positive understanding of users' needs exhibiting better user experiences. The human touch in this field enables a unique dynamic environment based on collaboration and effective communication driving forward the innovative processes.

In conclusion, the research offers a new framework to enhance the design thinking process with the usage of Artificial Intelligence (AI).

Key Words: Design Thinking, Artificial Intelligence, Ethical AI, Management, Bias, Innovation, Creativity, Empathy, Collaboration, Communication, Human-centric.

STUDY OF DIVERSITY & INCLUSION IN THE WORKPLACE: STRATEGIES FOR CREATING AN INCLUSIVE CULTURE

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ABSTRACT

This study explores the critical role that diversity and inclusion play in the workplace and emphasizes the need of developing an inclusive culture. In the rapidly shifting global economic landscape, organizations recognize the benefits of diversity as both a moral imperative and a business advantage. The study examines the barriers to workplace inclusion and diversity and makes recommendations for doable strategies that companies may implement to create a more inclusive workplace. By examining effective case studies and referencing scholarly literature, this study aims to further the ongoing discussion on diversity and inclusion. It also aims to offer helpful guidance to businesses trying to foster a more welcoming environment.

Keywords: Workplace diversity, inclusive culture, commitment advantage, moral imperative, global economic landscape, obstacles, practical tactics, case studies, academic literature, ongoing conversation, useful advice, inclusive workplace.

THE IMPACT OF CULTURAL INTELLIGENCE ON INTERNATIONAL BUSINESS NEGOTIATIONS: A COMPARATIVE STUDY

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Abstract

Globalization has intensified the need for effective international business negotiations. Cultural intelligence (CQ), the ability to adapt to diverse cultural contexts, is increasingly recognized as

a crucial factor for success. This study investigates the impact of CQ on international business negotiations. It employs a comparative research design to examine the relationship between different dimensions of CQ (cognitive, motivational, behavioural, and metacognitive) and negotiation outcomes across culturally distinct groups. The study utilizes a combination of surveys, interviews, and potentially case studies to gather data from international business professionals experienced in cross-cultural negotiations. The analysis will explore how CQ influences negotiation styles and strategies and identify potential moderating factors that may affect the relationship between CQ and negotiation success.

This research aims to provide valuable insights for businesses by highlighting the importance of CQ in international negotiations. The findings will inform recommendations for developing cultural intelligence in negotiation teams and integrating cultural awareness into training programs. The study also identifies areas for further research to advance our understanding of intercultural business negotiations.

Keywords: Culture, Cultural intelligence

EXPLORING 360-DEGREE MARKETING STRATEGIES IN REAL ESTATE BUSINESS

Dr. Suvrashis Sarkar Head Marketing department, Mr. Daksh Vyas

Student MET Institute of PGDM

Abstract:

This study delves into a comprehensive exploration of pivotal elements that significantly contribute to the growth and success of a real estate business. Through a multifaceted approach encompassing market research, competitor analysis, content creation, social media management, and collaboration with external agencies, this study highlights the intricate strategies that propelled the business to the forefront of its industry. At the core of this journey was a meticulous induction process that facilitated a deep understanding of the business's sales cycle and operational intricacies. This foundation paved the way for subsequent endeavours such as market research, competitor analysis, and content creation, all of which were carried out with meticulous attention to detail. Competitor analysis played a pivotal role in this endeavour, involving first hand visits to rival projects for first hand insights into their offerings. The study used tools like Google Analytics to scrutinize competitors' social media

activities across various platforms. This approach illuminated emerging trends and creative strategies, which were synthesized to inform innovative social media campaigns. Recognizing the power of video content in engaging modern audiences, the study explored short video content creation. The study showcased the unique features of the business's projects by conceptualizing and scripting visually captivating videos. A collaboration with a skilled production team ensured the execution of high-quality videos that resonated with the intended audience. The study also emphasizes the significance of collaboration with external agencies. The business's brand image was elevated by selecting exceptional collaborators and coordinating effectively. Metrics such as website traffic, user engagement, conversion rates, and bounce rates were tracked, allowing for constant refinement of strategies and improvement of the user experience. In conclusion, this study sheds light on a holistic approach that led to the remarkable market positioning and enduring success of the real estate business.

Key words: Real Estate, 360-degree, Marketing, future trends

A STUDY ON EMPLOYEE AWARENESS OF VARIOUS HR POLICIES AND OFFICE CULTURE

**Bhavesh Khandagale, Varda Bane, Zeel Vora, Sejal Jadhav, Himanshu Dait,
Sakshi Mehta**

Students MET Institute of PGDM

Abstract:

This study looks into what employees know about HR policies and the office culture in their workplace. It checks how this knowledge affects the work environment and the overall success of the organization, figuring out what factors influence what employees know. The study also gives practical suggestions to help organizations improve how they talk about and put these policies into action. It's all about realizing how important it is to have employees who know what's going on and are involved in making the company successful in the long run. The research also explores the level of employee awareness regarding Human Resource (HR) policies and the prevailing office culture within an organization. By examining the extent to which employees are informed about HR policies and their perception of office culture, the study aims to provide insights into the effectiveness of communication strategies and the overall impact on employee engagement and satisfaction.

Keywords: Employee Awareness, HR Policies, Office Culture ,Workplace Knowledge, Work Environmen, Organizational Success, Workforce Awareness

BEST PRACTICES IN TALENT ACQUISITION AND RECRUITMENT

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Students, MET Institute of PGDM

Abstract:

This research paper delves into the realm of Human Resource Management, focusing on the critical domain of Talent Acquisition and Recruitment. In an ever-evolving business landscape, attracting and retaining top talent is pivotal for organizational success. Through an extensive literature review and empirical analysis, this paper aims to provide insights into effective recruitment techniques, employer branding, and the utilization of technology in the hiring process. The research methodology involves a combination of qualitative and quantitative approaches, including case studies, surveys, and interviews with HR professionals. Findings underscore the importance of a strategic and proactive approach to talent acquisition, emphasizing the alignment of recruitment practices with overall organizational goals. Additionally, the paper discusses the impact of a positive candidate experience on employer brand perception and talent retention. Key themes covered include the role of social media in recruitment, diversity and inclusion in the hiring process, and the integration of artificial intelligence in streamlining talent acquisition. The implications of these findings extend to HR practitioners, organizational leaders, and policymakers, providing actionable insights to enhance recruitment practices and foster a competitive edge in the talent market. In summary, this paper contributes to the existing body of knowledge by synthesizing contemporary practices in talent acquisition, offering practical recommendations for organizations seeking to optimize their recruitment processes and secure a dynamic and skilled workforce in an increasingly competitive global business environment.

Keywords: Talent Acquisition, Sourcing, Recruitment techniques

EMPLOYEE PERCEPTION OF VARIOUS HR POLICIES

Dr. Harshada Mulay

Associate Professor, MET Institute of PGDM

Abstract:

This research paper delves into the realm of Human Resource Management, focusing on the critical domain of Talent Acquisition and Recruitment. In an ever-evolving business landscape, attracting and retaining top talent is pivotal for organizational success. Through an extensive literature review and empirical analysis, this paper aims to provide insights into effective recruitment techniques, employer branding, and the utilization of technology in the hiring process.

The research methodology involves a combination of qualitative and quantitative approaches, including case studies, surveys, and interviews with HR professionals. Findings underscore the Importance of a strategic and proactive approach to talent acquisition, emphasizing the alignment of recruitment practices with overall organizational goals. Additionally, the paper discusses the impact of a positive candidate experience on employer brand perception and talent retention. Key themes covered include the role of social media in recruitment, diversity and inclusion in the hiring process, and the integration of artificial intelligence in streamlining talent acquisition. The implications of these findings extend to HR practitioners, organizational leaders, and policymakers, providing actionable insights to enhance recruitment practices and foster a competitive edge in the talent market. In summary, this paper contributes to the existing body of knowledge by synthesizing contemporary practices in talent acquisition, offering practical recommendations for organizations seeking to optimize their recruitment processes and secure a dynamic and skilled workforce in an increasingly competitive global business environment.

Keywords: HR Policies, Employer branding, employee perception

A STUDY ON INCREASING USE OF FINTECH APPS BY THE MILLENNIAL IN INDIA

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(University of Mumbai)

Abstract:

The use of fintech apps has increased significantly among the millennial population in India in recent years. This study aims to understand the reasons behind this trend and explore the ways in which fintech is impacting the financial behavior of millennials in India. The study was conducted through a survey of millennials aged 18-35 years, and the results were analyzed using descriptive statistics and regression analysis. The findings showed that the increasing use of smart phones, the availability of high-speed internet, growing trust on digital financial services and desire to manage finances in a more efficient and cost-effective manner are the main drivers of the increased adoption of fintech apps among millennials in India. Convenience, easy accessibility, and the ability to manage finances on-the-go are also the most significant benefits of using fintech apps. The results showed that a large majority of millennials in India use fintech apps for basic financial services such as bill payments and budgeting, but a significant number also use them for investment and wealth management. The study also highlighted that the adoption of fintech is still limited among certain groups of millennials in India, such as those in rural areas or with lower levels of education, who face barriers to access and awareness of fintech services. To conclude, the increasing use of fintech apps among millennials in India is a testament to the growing popularity of digital financial services in the country and the potential for fintech to drive financial inclusion and accessibility.

Keywords: Fintech, Millennials, India, Digital Literacy

THE IMPACT OF REGTECH ON FINANCIAL COMPLIANCE IN INDIA

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Abstract:

Regtech, short for regulatory technology, is a new and rapidly growing industry in India that uses technology to help financial organizations comply with regulations. The Indian financial sector has seen a significant increase in the adoption of Regtech solutions in recent years, driven by factors such as the increasing digitization of financial services, growing concerns about data privacy, and new regulations such as the Indian Financial Code (IFC) and the Goods and Services Tax (GST), etc.

This study aims to evaluate the impact of Regtech on financial compliance in India. Through a review of existing literature, a survey of financial institutions of Regtech implementation, the study analyzes the current state of Regtech in India and its potential impact on financial compliance.

The results show that Regtech has had a positive impact on financial compliance in India, helping financial institutions to reduce the time and resources required to comply with regulations. The study highlights the challenges faced by Regtech in India, and the need for greater collaboration between Regtech startups and established financial institutions.

The study concludes that Regtech has the potential to transform the financial sector in India, providing benefits for both financial institutions and their customers. The study recommends that the Indian government should play a major role in promoting Regtech, to increasing awareness of Regtech among financial institutions.

The impact of Regtech on financial compliance and the future outlook for Regtech in India is promising. The Regtech industry has the potential to transform the financial sector in India, providing benefits for financial institutions and their customers, and improving the overall efficiency and accuracy by processing of regulatory compliance.

Keyword: Regtech, Financial Institutions, Regulators, Compliance

IMPACT OF EMPLOYEE EVALUATION PARAMETERS ON ORGANIZATIONAL TURNOVER

Dr. Harshada Mulay

Associate Professor MET Institute of PGDM

Abstract:

Unveiling the Link Between Employee Evaluation and Turnover. High rates of employee turnover can cripple an organization, leading to financial losses, operational disruptions, and a decline in morale. Understanding the factors driving this phenomenon is crucial for mitigating its impact. This study investigates the often-overlooked role of employee evaluation parameters in shaping organizational turnover. We delve into the intricate relationship between specific evaluation factors, such as performance ratings, potential assessments, and contributions to the organization's goals, and their influence on employee retention. By conducting a comprehensive literature review, coupled with potential data collection through surveys, interviews, or organizational records, we aim to identify the evaluation parameters with the strongest ties to turnover. This research seeks to uncover best practices in employee evaluation systems that foster engagement and counter the detrimental effects of turnover. By providing valuable insights for managers and HR professionals, this study can empower organizations to develop effective evaluation frameworks that fuel employee satisfaction and enhance retention.

Keywords: Employee Evaluation, Organizational Turnover, Employee Retention, Human Resource Management, Performance Management

CLOUD COST OPTIMIZATION TECHNIQUES OF SOFTWARE DEVELOPMENT USING CLOUD DEVOPS

BOGA MAHIKIRAN

Student, KL UNIVERSITY

Abstract:

Cloud computing and DevOps approaches have drastically changed how software applications are developed, deployed, and managed in businesses. The teams in development and operations collaborate more successfully and with quicker development cycles. As cloud applications get bigger, cost minimization becomes more important. In these streamlining operations to reduce the cost and increase the performance, based on our survey conducted, Kubernetes is an effective container orchestrating technology which provides a standardized and scalable architecture. Its capacity to automate the deployment, scaling, as well as management of containerized applications in accordance with the DevOps values, which enhances effectiveness and consistency.

Keywords: Cloud, DevOps, Cost Optimization, Software Development,

TRAFFIC CONGESTION PREDICTION SYSTEM THROUGH INTELLIGENT MACHINE LEARNING TECHNIQUES

P. Sneharika

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Abstract:

In urban environments, traffic congestion is a common issue that has detrimental effects on residents' quality of life, increased environmental contamination, and inefficient use of time. A factual and trigger traffic congestion forecast is vital for efficient traffic control and enhancing

the quality of life for city dwellers. This study describes a sophisticated Traffic Congestion Prediction System (TCPS) that employs advanced machine learning algorithms to predict traffic patterns in real time. By means of a systematic anatomization of a large dataset comprising historical traffic data, meteorological trends, and other pertinent variables, TCPS offers perceptive insights and empowers traffic authorities to make informed decisions that ultimately alleviate traffic congestion and promote urban sustainability.

Keywords: Neural Networks, CNN, LSTM, Prediction, Accuracy.

WOMEN IN ENTREPRENEURSHIP: AN IN-DEPTH ANALYSIS OF CHALLENGES, OPPORTUNITIES, AND IMPACT

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Assistant Professor, Department of Commerce, Dayanand College of Commerce, Latur,
Maharashtra

Abstract

The Contemporary Society's Future is in Entrepreneurship. Individuals who innovate and come up with novel concepts are known as entrepreneurs, and their contributions are crucial to the expansion of any business that exists. Empowering women entrepreneurs is a creative formula for success in the growth of a nation like India's. In nations such as India, women's entrepreneurship has culminated towards their empowerment. This research conducts a thorough examination of women in entrepreneurship, dissecting the intricate web of challenges, opportunities, and impact associated with their ventures. Delving into the dynamics of this entrepreneurial landscape, we identify and scrutinize the challenges that often impede the progress of women entrepreneurs, ranging from issues of access to funding and gender biases to the complexities of work-life balance. The advancement of women in fields such as business governance and entrepreneurship benefits society. Although creating wealth is something that men and women alike do, women have demonstrated that they are just as capable of doing so as any other entrepreneur in terms of creating and distributing wealth within society and creating jobs. Concurrently, we explore the burgeoning opportunities that emerge within this context, encompassing supportive ecosystems, market demand for diversity, and governmental initiatives as we navigate this multifaceted terrain, the study unveils the profound impact of women in entrepreneurship. Their ventures contribute

significantly to economic growth, job creation, and community empowerment, while their innovative approaches reshape industries and inspire future generations. The conclusion underscores the imperative of addressing challenges, seizing opportunities, and recognizing the transformative role women play in fostering a more inclusive, innovative, and resilient entrepreneurial ecosystem. This research aims not only to contribute to academic discourse but also to provide actionable insights for policymakers, business leaders, and stakeholders committed to advancing gender equity and driving sustainable economic development.

Keywords: Women in Entrepreneurship, Gender Disparities, Challenges, Opportunities, Impact, Economic Growth, Empowerment.

A STUDY ON GOLD AS AN INVESTMENT OPTION

CA Prof. Seema Korgaonkar

Faculty, MET Institute of PGDM

Abstract

The research paper "A Study on Gold as an Investment Option" examines the viability of gold as a financial asset for investors seeking diversification and hedging opportunities. Through a comprehensive analysis of historical performance, market trends, and economic indicators, the paper explores the role of gold in investment portfolios and its correlation with other asset classes. By evaluating factors such as inflation, geopolitical uncertainty, and monetary policy, the paper assesses the potential benefits and risks associated with investing in gold. Furthermore, the research investigates various investment vehicles available to investors, including physical gold, gold ETFs, and gold mining stocks, offering insights into their performance and suitability for different investment objectives. Ultimately, the paper provides valuable perspectives on the role of gold as a strategic asset in modern investment portfolios.

Keywords: Gold ETF (Exchange Traded Fund), diversification, hedging, strategic asset

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