



ISSN : 2231-167X (Print) || IMPACT FACTOR: (Cosmos 7.866 & I2OR 5.675)

INSPIRA- JOURNAL OF MODERN MANAGEMENT & ENTREPRENEURSHIP

(A National Multidisciplinary bi-lingual Quarterly Double Blind Open Access Peer Reviewed Refereed Journal)

Volume 16

No. 02

April – June, 2026

CONTENTS

1	Women Entrepreneurship: An Energized Mission for India's Development Dr. Pragya Dheer, Dr. Shreya Bhootra & Dr. Jyoti Chaudhery	01-05
2	A Study on Client Satisfaction and Service Quality in a Software Development Company with Reference to Femtosoft Mr. Karthikeyan. G & Dr. Amutha G	06-10
3	A Study on Work Stress among Employees of the Andhra Pradesh State Road Transport Corporation in the Visakhapatnam Zone Dr. Velsuri Hari Babu	11-22
4	Reconceptualising Leadership through the Indian Knowledge System: Dharma-Based Leadership as an Indigenous Model Kunal Agrawal	23-29
5	Reframing SDGs in the Age of Intelligent Systems: A Sociological Analysis of Ethical Digital Transformation and Post-Pandemic Pathways to Inclusive Development Mr. Sankalp Mohan Shrivastava	30-40
6	Ethical and Sustainable Artificial Intelligence: Challenges, Frameworks, and Future Directions Dr. Swati Mirlekar, Uzma Sheikh & Sahil Shukla	41-46
7	AI & ML for Sustainability: Challenges Impact and Possible Solutions Bhagyashri Shimpi, Chaitali Chaudhari & Vaishali Chaudhari	47-50
8	A Vision towards Viksit Bharat through Development of Unorganized Sector Mrs. Komal P. Jain	51-61
9	Synergising Employer Branding with Sustainable Leadership and Employee Performance in the Digital Era Ms. Anjali Rajput	62-68
10	A Literature Review on the Influence of Social Media Influencers on Consumer Purchase Intention and Brand Perception Jhanvi Nilesh Patel & Dr. Payal Mahida	69-76
11	Role of Educational Technology in Promoting Sustainable Music Pedagogy: A Conceptual Framework Kiran Padihar	77-81

12	Impact of India's Digital Personal Data Protection Act on Corporate Compliance and Business Operations Ms. Shubhangi Nirwan	82-87
13	Sustainable Tourism Development in India Dr. Beena Sharma	88-91
14	Reconceptualizing Technostress in IT Organizations: Integrating Technology Hindrance and Challenge Demands Mori Prinal	92-101
15	Green Banking in India: Evaluating Adoption Strategies, Regulatory Frameworks and Implementation Barriers Shivani Adhana & Prof. Monika Sharma	102-112
16	शेखावाटी क्षेत्र (राजस्थान) में पर्यटन पद्धतियों के माध्यम से सतत् विकास एवं सांस्कृतिक समाजीकरण: एक विश्लेषणात्मक अध्ययन डॉ. ममता कुमारी	113-119
17	How AI Recommendations Affect Consumer Buying Patterns and Behaviour Ms. Rimsha Jain	120-130
18	An Empirical Analysis of ESG Factors Influencing Stock Market Returns in Tamil Nadu Mr. R. Maragatameena Vasudevan & Dr. C. Vethirajan	131-140
19	Financial Inclusion and Economic Empowerment in Rural Areas: Evidence from Bihar, India Self-Help Groups Vivek Kumar Singh Jha & Dr. Shailendra Kumar Jha	141-154
20	A Review Paper on Crop Disease Detection for Smart Agriculture using AI and ML Ms. Komal Yuvraj Chaudhari, Ms. Aarti Jayant Sarode, Ms. Yashada Ajaychandra Patil & Ms. Bhagyashri Jitendra Shimpi	155-162
21	Revolutionizing Noble Gas Sampling: Method Development and Performance Analysis Sanjeev Kumar Jain & Peeyush Kumar Kamlesh	163-171
22	Artificial Intelligence in Performance Appraisal: Opportunities, Challenges, and the Path Forward Dr. Antimbala Prajapat	172-175
23	मध्यप्रदेश के स्थानीय निकायों में महिलाओं की वर्तमान स्थिती पर लेख गौरव नलवाया	176-181
24	Fintech Adaption and Transition of Investment Behaviour: The Mediating Role of Investor Attitude Mr. Vasu V & Dr. Gundlapudi Kalyani	182-186
25	Transforming Pedagogy through Innovation Vivek Jagannath Thorat	187-192