ISSN: 2581-7930(Online), Impact Factor: 7.270



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

An International Quarterly Multidisciplinary Peer Reviewed Journal

Volume 08 No. 03(I) July-September, 2025

CONTENTS

1.	Government Support Driving Startup Growth [Insights from Assam] Dr. Aruna Dev Rroy & Darshana Devi	01-11
2.	Use of Artificial Intelligence in Insurance Sector: A Bibliometric Analysis and Systematic Literature Review for Mapping, Trends and Innovations Dr. Sonia Kundra, Nisha Sarangal & Daljit Singh	12-24
3.	E-Waste and Eco-Branding: Consumer Response to Green Advertising Campaigns <i>Dr. Uma K</i>	25-34
4.	Analysing financial Performance of Indian Consumer Goods Sector Firms Listed on BSE 500 <i>Parul Sharma</i>	35-42
5.	A Study on the Consumption Pattern of Organic Spices amongst the Students of Baihata Chariali, Assam: A Gender Based Statistical Analysis Dr. Aruna Dev Rroy, Sanskrita Barman & Dr. Mreeshi Agarwala	43-52
6.	Performance of Q-Commerce Companies in India: A Post-Pandemic Review of Swiggy and Zomato Mr. Priyadarshan. K & R. Sarvamangala	53-57
7.	Micro Small and Medium Enterprises: To Becoming the Vangaurd of India's Retail Revolution Dr. Pukhraj Dadhich & Kamini	58-66
8.	Workplace Diversity, Equity and Inclusion: A Human Resource Management Perspective Jaspreet Kaur & Dr. Ravinderjit Singh	67-72
9.	A Study on Employee Satisfaction in the Digital Age with reference to Hotel Industry <i>Dr. Vandana Sachdeva & Neha Singh</i>	73-84

Cont....