

INSPIRA- JOURNAL OF COMMERCE, ECONOMICS AND COMPUTER SCIENCE

ISSN : 2395-7069 || Impact Factor: 7.650

(A National Bi-lingual Quarterly Double Blind Peer Reviewed Refereed Journal)

VOLUME 11	NO. 02	APRIL-JUNE, 2025
-----------	--------	------------------

CONTENTS

1	UNLOCKING AGRIPRENEURIAL POTENTIAL: ORGANIC FARMING OPPORTUNITIES FOR RURAL INDIAN YOUTH	01-09
	Ms. Mansi Choudhary, Prof. Ram Milan & Progna Paromita	
2	ARTIFICIAL INTELLIGENCE ROLE IN STOCK MARKET	10-13
	Dr. K.S. Rajashekar Reddy	
3	SOCIAL AND EMOTIONAL LEARNING	14-23
	Dr. Kanika Sharma	
4	THE IMPACT OF HUMAN-COMPUTER INTERACTION ON SMART HOME SYSTEM	24-28
	Ashwini Hemant Patil	
5	LEVERAGING AI IN ESL COURSE BOOK DEVELOPMENT FOR	29-36
	YOUNG LEARNERS	
	Dr. Chandrasekharan Praveen	
6	THE IMPACT OF DIGITAL MARKETING ON THE HIGHER EDUCATION	37-40
	Pawan Kumar & Dr. Ravi Kant Modi	
7	ARTIFICIAL INTELLIGENCE IN AGRICULTURE: TOOLS FOR THE FUTURE OF PRECISION AND SMART FARMING	41-45
	T. Madhava Reddy & S.Venkat Rao	
8	EXPLORING THE ROLE OF AI IN HRM: A LITERATURE REVIEW	46-50
	Sai Lakshmi V & Dr. S Nafeesa	
9	CUSTOMER PERCEPTION AND SATISFACTION TOWARDS	51-57
	E-BANKING SERVICE QUALITY – A STUDY IN NANDYAL DISTRICT	
	M. Inthiyaz Ahammad, Pothula Ratna Reddy & Mukka Sravani Kumari	
10	ORGANIZATIONAL CULTURE: A CONCEPTUAL STUDY	58-62
	Dr. Vijayakumar A B & Shruthi.C	
11	FROM UNICORNS TO UNCERTAINTY: A CRITICAL REVIEW OF INDIAN EDTECH FAILURES	63-68
	Damini Verma	
12	VOICES FROM THE MARGINS: POLITICAL REPRESENTATION AND STATE INCLUSION OF MINORITY GROUPS IN UGANDA	69-76
	Dr. Aditya Narayan Misra	

13 TO STUDY THE IMPACT OF STRATEGIC MERGERS OF EDTECH COMPANIES: A CASE STUDY OF UTKARSH CLASSES AND PHYSICS WALLAH	77-82
Mr. Shivam Kumar Giri & Dr. Divyesh Kalla	
14 IMPACT OF DIGITAL FINANCIAL LITERACY ON WOMEN'S ACCESS TO DIGITAL FINANCIAL SERVICES IN RURAL AREAS OF ANKLESHWAR TALUKA	83-88
Dr. Ashish C. Mehta & Drashtiben N. Patel	
15 EVALUATING THE EFFECT OF GST ON MSME GROWTH IN RAJASTHAN: A PRE- VS. POST-GST ANALYSIS	89-97
Mr. Shubham Kumar & Dr. Divyesh Kalla	
16 EXPLORING CHALLENGES AND OPPORTUNITIES IN APPROVING SMALL LOANS UNDER MICRO MORTGAGE IN DCB BANK: A CASE STUDY OF JODHPUR	98-102
Dr. Divyesh Kalla & Mohammed Faheem Khan	
17 PANDEMIC PULSE: EXPLORING SMART DEVICE ADOPTION AND USAGE	103-110
Prof. (Dr.) Mamta Brahmbhatt	
18 RESEARCH METHODOLOGY AND ARTIFICIAL INTELLIGENCE: AN INTEGRATED APPROACH	111-122
Dr. Anil Kumar	
19 CORPORATE TAX PLANNING AND ETHICAL PRACTICES: AN EMPIRICAL STUDY OF INDIAN LISTED COMPANIES	123-130
Dr. Suresh Kumar Rajora	
20 GREEN IT IN THE EDUCATION SECTOR: PROSPECTS, HURDLES AND CASE STUDIES) 131-135
Mr. Vijay Chuadhari & Ms. Snehal K. Bhangale	
21 EMPOWERING FACILITATORS FOR ETHICAL TEACHING IN DIGITAL ERA	136-139
M Karuna Udayjosna, Mandla Ratna Reddy & M Subba Ram Prasad	
22 THE CORRELATIONS BETWEEN HEATWAVE EVENTS AND DEFORESTATION IN RAJASTHAN FROM 2000 TO 2024: AN ANALYTICAL STUDY	140-146
Bhagwana Ram Godara	
23 HARNESSING SENTIMENT ANALYSIS AND MACHINE LEARNING FOR FINANCIAL MARKET INSIGHTS	147-152
Ms. Swati Jadhav & Dr. Manisha Kumbhar	
24 ANALYSIS ON RELATIONSHIP AND EFFECT OF GOLD PRICE ON BSE SENSEX INDEX IN INDIA	153-157
Dr. Mukeshkumar C. Ajmera	
25 MONETARY POLICY AND ITS ROLE IN STABILIZING PRICES AND OUTPUT: AN EMPIRICAL STUDY OF BANKERS' PERSPECTIVES IN JAIPUR AND JODHPUR DISTRICTS, RAJASTHAN	158-162
Dr. Mohammed Shahid	

26	BEHIND THE GLAMOUR: A SAP-LAP FRAMEWORK–BASED CASE STUDY ON SUSTAINABLE PRACTICES IN ORGANIC (NATURAL) AND FUNCTIONAL (COSMECEUTICAL) COSMETIC MARKETS	163-171
	Miss. Vaishnavi Dwivedi & Dr. Rajeev Shukla	
27	पंचायती राज में महिलाओं की राजनीतिक भागीदारीः एक विश्लेषण	172-176
	अशोक कुमार	
28	मृदुला गर्ग व चित्रा मुद्गल की रचनाओं का तुलनात्मक विश्लेषण प्रेम लता	177-180
29	HARNESSING SENTIMENT ANALYSIS AND MACHINE LEARNING FOR FINANCIAL MARKET INSIGHTS	181-186
	Ms. Swati Jadhav & Dr. Manisha Kumbhar	
30	IPO PERFORMANCE ANALYSIS: BEFORE VS AFTER LISTING	187-193
	Nivedita B.K	
31	ROLE OF NATIONAL CADET CORPS (NCC) IN DEVELOPING LEADERSHIP AMONG YOUTH IN INDIA	194-202
	Dr. Sonia	
32	राजनीति और सार्वजनिक जीवन में महिलाओं की लिंग पहचानः नेतृत्व और प्रतिनिधित्व के संदर्भ में	203-212
	पंकज मीणा एवं डॉ. लाला राम मीणा	
33	ROLE OF ADVERTISING IN THE MODERN ECONOMY WORLD	213-216
	Dr. Seema Gotwal	
34	INTEGRATED REPORTING AND VOLUNTARY DISCLOSURES:	217-225
	A COMPREHENSIVE STUDY	
	Ria Agarwal & Dr. Naresh Chandra Tripathi	
35	ALWAYS ONLINE, FALLING BEHIND: A REVIEW OF THE CONSEQUENCES OF MOBILE SCREEN AND DATA OVERUSE ON COLLEGE CAMPUSES	226-233
	Dr. Rovika Prem	
36	HISTORY, EVOLUTION, AND DEVELOPMENT OF CORPORATE GOVERNANCE: A COMPREHENSIVE RESEARCH REVIEW	234-241
	Vedant Pandya	
37	ICT PAVING WAYS TO INNOVATIVE TOURISM IN INDIA	242-246
	Deepak Khatri & Dr. Anukrati Sharma	