



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

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

An International Multidisciplinary Quarterly Peer Reviewed Refereed Journal

Volume 08

No. 02(II)

April-June, 2025

CONTENTS

1.	A Study on the Financial Behaviour of Rural Households in Financing Decisions: Evidence from Nilambur Block, Malappuram District Kerala <i>Alan James, Josna Jose, Vishnumaya P</i>	01-09
2.	Back-Testing Super Trend in 15 Mins Time Frame among Top 5 Contributors of Nifty 50 Stocks <i>Dhanus.S & G.Amutha</i>	10-14
3.	Understanding the Challenges Faced by Diverse Groups in Indian Higher Education: The Role of Vedic Teachings in Shaping Modern Educational Policies for Diversity Management in India <i>Kanupriya Thakur & Aditi Sharma</i>	15-23
4.	Assessing the Employability Skills of Arts Students - An Empirical Study in Erode, Tamil Nadu <i>TNR.Kavitha & M.Murali</i>	24-30
5.	Effectiveness of Performance Appraisal in Influencing Employee & Organisational Commitment at Suba Solution Pvt Ltd. <i>Ranjith Kumar R & G.Amutha</i>	31-34
6.	Impact of GST on the Revenue Structure of Rajasthan <i>Nisha Jangid & Sanjay Chhabra</i>	35-39
7.	Sustainable Finance for Viksit Bharat- A Study on Policy Perspective <i>N. Suresh & R. Vaishnavi</i>	40-44
8.	To Assess the Impact of Online Tax Systems on Small Business Owners' Tax Compliance Behavior <i>Monika S & G.Amutha</i>	45-50

9.	Banking Sector Reforms in India: A Policy Review and Future Outlook <i>Archana Dwivedi</i>	51-55
10.	Leveraging Artificial Intelligence to Minimize Operating Costs in the Commerce Sector <i>Reeta Chawla</i>	56-60
11.	Navigating the Future of Learning: Challenges in Online Education and the Transformative Impact of AI <i>Vaibhav Sharma</i>	61-65
12.	CSR Responsibility Undertaken by Mining Concern in Odisha: With Special Reference to OMC Ltd. <i>Nabaghana Mallick & Saline Jaiswal</i>	66-72
13.	A Study of Environmental Law & Accounting Frameworks: The Case of BRICS Economies <i>Sakshi Raghuvanshi & Ram Milan</i>	73-78
14.	Untapped Talent, Unstable Markets: Rethinking Neurodivergent Workforce Participation in the Gig Economy and Traditional Sectors <i>Shallu Vats & Meenakshi Gaikwad</i>	79-85
15.	A Descriptive Study of Role of Green Finance in Linkage of Sectoral Development and their Driving Forces through Private Sector Banks: Vision India 2047 <i>Sakshi Gupta & Pankaj Yadav</i>	86-92
16.	The Effectiveness of Diversity and Inclusion Policies at the Workplace <i>Dev Prakash Singh</i>	93-99
17.	Empowering Women in Green Technology: A Pathway to Sustainable Development <i>Anamika Kadam & Hemant Singh Jeena</i>	100-105
18.	Stock Returns Volatility of Select NSE - Listed Aluminum & Metal Sector stocks: an Empirical Study <i>Siddhartha Sankar Saha & Tapas Kumar Tripathy</i>	106-114
19.	A Comparative Study between Public and Private Banks in Kanyakumari District <i>C. S. Goldie Sheila Jesolit & Chithra James</i>	115-122
20.	Leveraging Artificial Intelligence for Improving Recovery, Reducing Costs, and Ensuring Financial Sustainability to Enhance Hospital Patient Care Quality and Safety: A Case Study based Analysis and Synthesis through Review of Literature <i>Vaishnavi Pradhan & P.S. Raychaudhuri</i>	123-130

21.	A Comparative Study of CEM on Fashion Brands in Trade & Commerce: A Study of Select Indian Brands <i>Vaishnavi Dwivedi & Rajeev Shukla</i>	131-140
22.	The Interplay between Fiscal Deficits, Market Capitalization, and Turnover in Financial Markets: Evidence from India using VAR Model <i>Rajneesh Kler</i>	141-151
23.	Paradigm Shift in Sustainability: Unravelling the Human Psyche for Environmental Stewardship <i>A. Uma Maheswari</i>	152-158
24.	Empirical Investigation on Public Perception and Trust in Anti-Money Laundering and KYC Compliance in India's Banking Sector <i>Madhur Sharma & Prateek Kanchan</i>	159-170
25.	Fintech and Young Consumers: A New Era in Banking Services <i>Shakuntala Meena</i>	171-177
26.	An Analysis of Profitability and Liquidity Positions of Indian Private Sector Power Generation Companies <i>Namrata Gera & L.C. Panjabi</i>	178-184
27.	Exploring the Interaction Effect of Attitudes and Tax Knowledge on Tax Compliance Behaviour among Individual Direct Taxpayers <i>Preeti & Manju Mittal</i>	185-192
28.	A Study on Challenges and Opportunities in Banking Sector <i>Arun Mondal</i>	193-197
29.	Investment in Deserts ; Patterns and Potential of Foreign Direct Investment in Rajasthan <i>Sarita Rani</i>	198-204
30.	Supporting Judicial Activism in India through Large Language Models <i>Ritu</i>	205-210
31.	Impact of Mobile Marketing Strategies of Dairy Product: A Study on "Milma on Wheels" <i>Mohammed Kabeer A, Abdul Nasar VP & Shahanas Beegum P.P</i>	211-216

32.	A Comparative Study of the Financial Efficacy of Public Sector Banks, Focusing on Major Factors and their Effects on Key Performance Metrics <i>Vishal Singh & Sakshi Singh</i>	217-224
33.	An Empirical Assessment of Child Abuse and its Implications among Young Adults in Kerala <i>Shayana T.K. & Rufus Devairakkam</i>	225-234
34.	HR Tactics for Managing the Gen Z Workforce in Organized Retail Apparel Sector <i>Amit Khamar & Prateek Kanchan</i>	235-242
35.	Emotional Branding in the Digital Age: Strategies for Cultivating Consumer Loyalty <i>Rovika Prem & Subhanjali Chopra</i>	243-251
36.	Impact of Foreign Banks on the Indian Economy <i>Dr. Sonia</i>	252-261
37.	Understanding the Impostor Phenomenon in Managers <i>Vedant Pandya</i>	262-265
38.	Spatio-Temporal Analysis of Women's Health Status in Rajasthan <i>Dr. Pinki</i>	266-272
