



### Index

Sr. No.	Title & Author	Page no.
1	A Study on Empowering Nano Entrepreneurship for inclusive Growth <i>Dr. Jyoti Thakur</i>	1
2	A Study on Evolution of Gold Policy in India <i>Sapna Shah &amp; Dr. Jyoti Thakur</i>	9
3	A Study on Performance Evaluation of Sovereign Gold Bonds 2015-16 to 2023-24 <i>Sapna Shah &amp; Dr. Jyoti Thakur</i>	17
4	A Comparative Analysis of the Social Empowerment of Urban and Rural Women Entrepreneurs in Palghar District <i>Sayli Patil &amp; Dr. Jyoti Thakur</i>	24
5	Role of Merchant Banking in Entrepreneurship Development <i>Roshani Tare &amp; Dr. Jyoti Thakur</i>	29
6	Merchant Banking in India: A Key Player in Achieving the Vision of Viksit Bharat 2047 <i>Roshani Tare &amp; Dr. Jyoti Thakur</i>	35
7	Role and Impact of PMEGP in Palghar District of Maharashtra towards Viksit Bharat @ 2047 <i>Bhavana Jadhav &amp; Dr. Jyoti Thakur</i>	42
8	Impact of PMEGP on Tribal Beneficiaries – A Case Study of Palghar District of Maharashtra <i>Bhavana Jadhav &amp; Dr. Jyoti Thakur</i>	48
9	Role of PM SVANidhi Yojana in Developing Street Vendors of Mumbai Region <i>Namrata Bhalerao &amp; Dr. Jyoti Thakur</i>	53
10	Risk Associated with Investor's Trading in Positional Trading <i>Sheetal Patariya</i>	61
11	A Comparative study of ESG Disclosure among Pharma, IT, and Banking Industry <i>Meher Dharmani &amp; Dr. Shaili Gala</i>	64
12	The Role of CSR in Advancing Environmental Sustainability in India <i>Namrata Bhalerao &amp; Dr. Jyoti Thakur</i>	74
13	The Role of Higher Education in Promoting Entrepreneurship <i>Jyoti Shrishrimal &amp; Dr. Jyoti Thakur</i>	81
14	Assessing the Impact of Job Stress and Job Satisfaction on Performance of Railway Station Masters – A Case Study of Indian Railways <i>Rinki Kumari</i>	88
15	To Study the Influence of OTT Subscription Pricing Strategies on Binge- Watching Behaviour Among Generation Z Viewers <i>Rekha Yadav &amp; Dr. Santosh Vadhrya</i>	100



16	To Study the Impact of Artificial Intelligence on Employee Productivity in the Corporate Sector <i>Rekha Yadav &amp; Dr. Santosh Vadhrya</i>	108
17	A Study on the Awareness and Perception of the Young Entrepreneurs Scheme (YES) among Gen-z in Mumbai <i>Neha Lalman Gupta &amp; Dr. Jyoti Thakur</i>	115
18	A Study on Awareness of Sovereign Gold Bonds among Investors in Mumbai <i>Jyoti Rajpurohit &amp; Dr. Jyoti Thakur</i>	122
19	A Study on the Use of Artificial Intelligence (AI) in Education Among Students in Mumbai <i>Shaikh Bisma Noor &amp; Dr. Jyoti Thakur</i>	131
20	A Comparative Study of Operations of E-Commerce Startups and Traditional Family Businesses <i>Khushi Purohit &amp; Dr. Jyoti Thakur</i>	139
21	A Study on Awareness and Usage of UPI Payments among Urban Citizens with Reference to Mumbai City <i>Sejal Pradeep Rajbhar &amp; Dr. Jyoti Thakur</i>	150
22	A study on Green Bond Investment among Citizens of Mumbai <i>Atira Shaikh &amp; Dr. Jyoti Thakur</i>	157
23	A Study on Financial Literacy Awareness among Self-Employed Women in Mumbai city <i>Shruti Muduli &amp; Dr. Jyoti Thakur</i>	164
24	A Study on the Awareness of Environmental Accounting among Commerce Students in Mumbai <i>Sejal Jha &amp; Dr. Jyoti Thakur</i>	174
25	A Study on Impact of Celebrity Endorsement on Buying Behaviour of Consumer <i>Iqra Irfan Thakur &amp; Dr. Jyoti Thakur</i>	180
26	A study on impact of artificial intelligence in investors' behaviour in Mumbai <i>Janvi Singh &amp; Dr. Jyoti Thakur</i>	186
27	A study on awareness and investment of tax saving schemes among service men of Mumbai <i>Ifrac Irfan Thakur &amp; Dr. Jyoti Thakur</i>	191
28	A Study on ICT in Teaching and Learning in colleges of Mumbai <i>Aashana Mehta &amp; Dr. Jyoti Thakur</i>	200
29	A study on awareness and satisfaction level on training and development programs of (SBI) among their employees in Mumbai <i>Ansari Arisha &amp; Dr. Jyoti Thakur</i>	203
30	A study on the usage of online banking among citizens of Palghar city <i>Ms. Vaishnavi Vinayak Govind &amp; Dr. Jyoti Thakur</i>	210
31	A Study on Work Life Balance of Working Women Employee in Mumbai <i>Khan Rehana Md Riyaz &amp; Dr. Jyoti Thakur</i>	217
32	A study on comparative financial analysis of Tata Motors Ltd. For F.Y 2023-24 and 2024-25 using ratio analysis <i>Jagruti Ghanekar &amp; Dr. Jyoti Thakur</i>	227



33	The impact of sustainability and ethical considerations on women's choices of cosmetic products in Valsad District <i>Minu Choudhary &amp; Dr. Nitin Songirkar</i>	231
34	A Study on Socio-Economic Characteristics, Government Support and Factors Influencing the Adoption of Organic Farming in Satara District of Maharashtra <i>Supriya C. Gaikwad &amp; Dr. Anita Jacob</i>	237
35	Socio-economic Empowerment of Urban Street Vendors through PM SVANidhi Scheme in Mumbai Region <i>Namrata Bhalerao &amp; Dr. Jyoti Thakur</i>	247
36	CSR Funds as a Supplementary Mechanism of Green Finance in India: A Conceptual Framework <i>Trupti Vichare &amp; Dr. Jyoti Thakur</i>	256
37	An Empirical Analysis On Travellers' Preferences Towards Online Travel Agencies Versus Traditional Travel Agents in Relation to Travel Booking Behaviour <i>Aayushi Dedhia</i>	263
38	The Hybrid Resilience Model: Integrating Social Capital and Digital Efficiency among Retail Traders in Pune <i>Pranali Ingale &amp; Dr. Jyoti Thakur</i>	282
39	A Comparative Analysis of the Social Empowerment of Urban and Rural Women Entrepreneurs in Palghar District <i>Sayli Patil &amp; Dr. Jyoti Thakur</i>	292
40	A Study of the Comparison between the Compliance and Voluntary Carbon Market Mechanisms in India <i>Jyotsna Prasad Ware</i>	296
41	A Study on Work-Life Balance of Working Women in Government Hospitals of Beed District, Maharashtra <i>Asma Sherzada Pathan &amp; Dr. Nilendra Lokhande</i>	300
42	Adoption of Food Delivery Apps: A Study Using Tam and Utaut Framework in Mumbai Region <i>Mrs. Tehseen Shaikh</i>	309
43	Role of PMEGP in Generating Employment Opportunities: A Primary Data Analysis from Palghar District <i>Bhavana Jadhav &amp; Dr. Jyoti Thakur</i>	315
44	A Study on Consumer Perceptions and Satisfaction with Food Hygiene Practices and Hygiene Training in the Fast Food Sector <i>Manisha R. Bhosale</i>	325
45	Impact of Digital Marketing Usage on the Financial Performance of SMEs: A Survey Study in Suburban Mumbai <i>Kausar Iliyas Shaikh &amp; Dr. Nitin Bhatu Songirkar</i>	333



46	Study on the impact of a green lifestyle on the purchasing habits of Generation Z in Palghar District with regard to handmade bamboo products <i>Jinal Shah &amp; Dr. Jyoti Thakur</i>	341
47	Impact of Biophilic Interior Design on Employee Productivity and Well-being <i>Ashwini wani &amp; Dr. Avi Gupta</i>	348
48	A Comparative Study on Determinants of Retail Investor Preferences between Gold ETFs and Gold Mutual Funds <i>Eswari Balasubramaniam Maruthuvar</i>	354
49	Role of Microfinance for the empowerment of Fisherwomen in Palghar District <i>Pushpa Barve &amp; Dr. Santosh Vadhrya</i>	358
50	Digital Transformation of Financial Services in Public Sector Banks: A Comparative Study of Bank of India And Bank of Maharashtra <i>Miss. Komal Bhatia &amp; Dr. Ganatra Kashyap</i>	365
51	Impact of Financial Literacy and Digital Platforms on Investment Decisions of Young Investors in Thane region <i>Ms. Shruti Kadam</i>	370
52	A Study on Consumer Awareness of Security Risks in Digital Payment Systems <i>Ms. Prachi Narayan Jadhav</i>	379
53	A Study on the Rise of Quick Commerce in Mumbai <i>Ms. Jahanaraa Siddiqui</i>	384
54	A Study on Consumer's Impulse Buying Behavior in Quick Commerce in Vasai City <i>Jinal Nilesh Chohan &amp; Dr. Shaili Gala</i>	389
55	A Study on Consumer Buying Behaviour towards Naykaa Online Shopping App for Skincare <i>Ms. Pankti Gosalia</i>	394
56	The study on Social Commerce Influence towards College Students in Mumbai City <i>Sneha Srinivas Ambati, Shital Vitthal Langhi &amp; Saadiya M. Mustakeem Khan</i>	404
57	A Study on Changing Consumer Payment Preferences and the Shift From Cash Transactions in Thane Retail Markets <i>Prachi Bhosale &amp; Vidya Khamkar</i>	414