



Index

Sr. No.	Title & Author	Page no.
1	To Study the Green Accounting and its Impact on Product Lifecycle Costing in FMCG Companies in India <i>Asst. Prof. Surendar Paulpandi Nadar</i>	1
2	A Study on Artificial Intelligence-Based Innovations in Green Finance and Investment for Sustainable Development <i>Asst. Prof. Pooja Gupta</i>	5
3	A Comprehensive Review of Eco-Friendly Technologies for Sustainable Development <i>Asst. Prof. Alamelu Parameswaran Iyer</i>	12
4	A Study on the Impact of Artificial Intelligence Driven Digital Marketing on E-Commerce <i>Asst. Prof. Neha Barnwal</i>	16
5	A Study of How Artificial Intelligence will Shape the Future of Recruitment and Selection <i>Asst. Prof. Karishma Vinayak Patil</i>	22
6	Environmental Sustainability and Human Wellbeing: Exploring the Relationship between Sustainable Urban Design and Public Health : Qualitative Study <i>Asst. Prof. Prashant Pralhad Bhujang</i>	27
7	To Study the Overview of E-Commerce and Digital Marketing <i>Purva Yogesh Patil</i>	30
8	To Study the Role of Green Finance in Promoting Sustainable Development <i>Vishal Prajapati</i>	34
9	To Study the Challenges in Green Bond and Green Renewable Energy <i>Siddhesh Sangale & Amit Jadhav</i>	40
10	A Study on Customer Awareness and Adoption of Green Banking Practices with Special Reference to Thane <i>Palak Vishwakarma & Sejal Bandre</i>	47
11	A Study of AI-Driven Waste Management Practices in Mumbai and Pune <i>Anupam Dubey & Bhumit Gupta</i>	54
12	To Study the Role of AI in Promoting Eco-Friendly technologies for A Green Economy <i>Neha Santosh Gupta & Rohan Surendra Gupta</i>	59
13	To Study the Role of Paperless Economy in Building A Green Future <i>Aditya Ramrao Wankhede & Tanuj Vijay Thakur</i>	65
14	The Future of Digital Commerce: A Study on Transitioning to Sustainable AI- Drive Business Models <i>Tejal Dilip Pate & Vaishnavi Ankush Chavan</i>	69



15	The Role of Artificial Intelligence in Promoting A Green Economy through Sustainable E-Commerce and Digital Finance <i>Aryan Dhamne & Raj Chavan</i>	72
16	To Study Green Economy & Artificial Intelligence: Sustainable Development <i>Gayatri Mohite & Pratiksha Kamble</i>	79
17	A Study on Human Resource Management with the Application of AI Tools <i>Ankita Mohanty & Sejal Gupta</i>	84
18	Green Marketing & Branding – Green Branding as A Competitive Advantage in Modern Markets <i>Asst. Prof. Murugeshwari Samuthirapandian</i>	89
19	Green Startups: A New Generation of Entrepreneurial Ventures for Sustainable Development <i>Harsh Ganesh Mishra & Nikhilkumar Sanjaykumar Gupta</i>	94
20	To Study Human Resource Management With AI Tool <i>Omkar Kotak & Sandeep Singh Chauhan</i>	98
21	Role of Artificial Intelligence in Enhancing Resource Efficiency and Sustainability <i>Ayushkumar Sunilkumar Bind & Om Ganesh Gole</i>	102
22	AI Powered Environmental Monitoring for Sustainable Development <i>Abhijeet Ramkishan Gutte & Harsh Machindra Fulsundar</i>	105
23	A Study on the Role of Eco-Friendly Technology in Promoting Sustainable Development <i>Miss. Diksha Devidas Patil & Miss. Mansi Shankar Gaikwad</i>	109
24	To Study the Impact of Sustainable Investment on Corporate Performance <i>Akash Prajapati</i>	113
25	AI-Enabled Green Human Resource Management for Sustainable Organizational Development <i>Asst. Prof. Mamta B. Bharambe</i>	120
26	Implementation of Smart Water Energy System in Water Scarcity Areas of Ulhasnagar <i>Asst. Prof. Soni David</i>	124
27	AI for Green Economy Transition: Green Economy & Artificial Intelligence in Sustainable Development <i>Suraj Chaudhary & Shivendra Pandey</i>	127
28	To Study the Role of Green Finance in Supporting Eco-Friendly Investment <i>Shraddha Prajapati & Vanjati Kumawat</i>	131
29	Green Banking: A Study of Sustainable Banking Practices <i>Yash Vilas Waghmare & Smeet Pandya</i>	137
30	Study on Consumer Awareness and Perception towards Green Marketing in Thane Region <i>Mr. Swapnil Anil Sagvekar</i>	140
31	Ethical Challenges in Artificial Intelligence for Sustainable Development <i>Asst. Prof. Anurag Ishwarlal Chandramore</i>	143



32	The Study of AI-Enabled ESG Analytics and its Impact on Sustainable Financial Decision-Making <i>Asst. Prof. Ms. Ruby S. Kamble</i>	148
33	A Study on the Impact of Artificial Intelligence on Green Economy Practices in E- Commerce and Digital Marketing <i>Ansh Nagda</i>	154
34	The Role of Artificial Intelligence in Strengthening Green Finance and Sustainable Investment Practices <i>Manthan Ghadshi & Abhishek Yadav</i>	161
35	The Role of Artificial Intelligence in Advancing Green Economic Growth through Sustainable <i>Ruchi Gupta & Shilpa Pandey</i>	167
36	The Role of Artificial Intelligence, Green Finance, and Institutional Governance in Achieving the SDGS through Renewable Energy <i>Asst. Prof. Monali Mahesh Phirke</i>	175
37	To Study the Role of Banks in Encouraging Eco-Friendly Investment <i>Asmi Rawal & Krutika Sail</i>	180
38	A Study on the Opportunities and Challenges in Green Finance <i>Nikhil Bharati & Dhruv Bhanushali</i>	186
39	Role of Artificial Intelligence in Green Economy Transition <i>Jyoti Choudhury & Pranjal Kadam</i>	192
40	Artificial Intelligence Impact on Consumer Behavior in Online Shopping Platforms <i>Krish Varma</i>	196
41	A Study on AI-Powered Digital Finance: Promoting Sustainability in the Green Economy through E-Commerce <i>Vishakha Arunkumar Acharya</i>	201
42	Artificial Intelligence in the Green Economy: Ethical and Environmental Challenges <i>Nyasa Pramod Vishwakarma & Tejasvi Vishal Pise</i>	208
43	Role of Artificial Intelligence in Advancing Green Commerce within Digital Markets <i>Aman Dubey & Soham Bane</i>	212
44	The Impact of Artificial Intelligence on Green Innovation and Sustainable Growth in India <i>Shrewaan Sonawane & Shweta Tiwari</i>	217