

Index

Sr. No.	Title & Name	Page no.
1	A Study on How Health and Quality Narratives Influence Consumer Preference for Domestic and Foreign FMCG Products in India <i>Prajakta Bapat, Shobith Ramesh, Rishi Ramesh, Shashwat Brahma & Neel Patel</i>	1
2	Impact of GST on Small and Medium Enterprises (SMEs) <i>Dr. Monali Ray, Mr. Aditya Shetty, Ms. Riya Thale, Mr. Kanhaiya Singh & Mr. Mandar Warik</i>	7
3	Edtech and Artificial Intelligence: A Bibliometric Analysis of Research Trends in Educational Technology <i>Dr. Heena Ganatra & Dipika Pandey</i>	11
4	A Study on Machine Learning Applications in Stock Market Price Prediction Using Secondary Market Data <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Mr. Jishan Biju Karmokar</i>	21
5	Fintech Innovations in Educational Financing: Opportunities for Expanding Access to Higher Education in the Digital Era <i>Mrs. K. D. Shara</i>	30
6	Context-Aware Ambient Intelligence Framework: A Privacy-Preserving Voice-Actuated Zero-Interface Paradigm for Cognitive Human-Computer Interaction <i>Khushi Manas Kunti & Dr. Ujwala M. Sav</i>	35
7	A Study on Algorithmic Trading and its Influence on Stock Market Efficiency <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Mr. Kishan Singh</i>	51
8	A Study on Cybersecurity in Digital Financial Transactions <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Ms. Krishnaveni Ramchandran</i>	60
9	A Study on Digital Investment Platforms and their Impact on Portfolio Diversification <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Ms. Kristina Diamonds V.</i>	65
10	A Study on Consumer Satisfaction towards Services of D-Mart Retail Stores. <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Krushi Mavji Bera</i>	73
11	A Study on the Role of Fintech Platforms in Increasing Retail Participation in Stock Markets <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Mr. Kunal Sawale</i>	82
12	A Study on Customer Satisfaction towards Products and Services of Zudio <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Maaz Zakaria Sorathia</i>	91

13	A Study on Digital Lending Platform and Customer Borrowing Behavior <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Mr. Manav Gaikwad</i>	98
14	An Analytical Study on Insurance Awareness and Investment Behavior with Special Reference to Star Health Insurance <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh, Ms. Mansi Anand Dsouza</i>	103
15	To Study the Effects of Technological Advancements Brought about by Bank Mergers on Employee Satisfaction and Productivity <i>Medhavi Bali Chakraborty & Dr. Balaji. B Kamble</i>	111
16	A Study on Mobile Banking Primary Usage among Senior Citizens <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Ms Mitali Prabhakar Bhovad</i>	117
17	Digital Health, Data Sovereignty and the Sdgs: A Framework for Sustainable Practices with Mobile Healthcare Applications <i>Mr. Mayur Kanhaiyalal Solanki & Dr.(Mrs.)Varsha Ganatra</i>	122
18	Consumer Psychology as A Catalyst for Ethical Branding, Digital Trust, and Sustainable Customer Engagement <i>Ms. Sukhvindar Kaur Chadda</i>	138
19	A Study on the Impact of Financial Literacy Program on Investment Decision with Reference to Initiative by Reserve Bank of India Preference <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh, Neha Ganesh More</i>	151
20	A Study on Binge Watching Behaviour of Users on OTT Platforms <i>Ms. Pooja Goswami & Prof. (Dr.) Tejashree Patankar</i>	157
21	Digital Tools in Entrepreneurship <i>Pro. Pooja Tiwari</i>	163
22	A Study on Cyber Security and Data Protection in Digital Banking <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Prabhat Ramsingh Kuril</i>	168
23	Effects of Over-Reliance on Generative AI on College Students' Critical Thinking Skills: A Qualitative Study of Student and Faculty Perspectives <i>Preshita Eknath Parab</i>	174
24	A Study for ESG Investing Trend in India <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Ms. Priyanka Gautam</i>	177
25	Public Vs. Private Sector Banks: A Camel Comparative Analysis and its Implications for PPP-Based Educational Financing <i>Mr. Dipesh Patel</i>	181
26	A Study on Financial Challenges Faced by Startups in the Education Sector <i>Mr. Manohar Vinod Pathre, Ms. Subhaangi Koshlesh Bharti Singh & Ms. Rakhi Shripat Name</i>	186

27	Real Estate as An Alternative Investment Asset: A Study on Risk–Return Characteristics and Investor Perception <i>Dr. Jennie Prajith, Mr. Sarthak Bhilare, Mr. Rakesh Choudhary, Mr. Muzzamil Sayed & Mr. Aman Shaikh</i>	191
28	Online learning platforms as emerging educational enterprises : An Empirical Study of Academic Outcomes Among Undergraduate and Postgraduate Students in Mumbai <i>Ashna Bharani</i>	195
29	Reconceptualizing Public Health Systems: Integrating Policy, Education, and Enterprise Collaboration <i>Dr. Jagdish Rajaram Kale</i>	200
30	An Analytical Study of the Impact of Online Food Delivery Services on the Restaurant Businesses in India <i>Mr. Mayur Subhash Shelke & Dr. Deepak Raverkar</i>	204
31	Financial Inclusion through Financial Literacy: Recent Initiatives in India <i>Miss. Swapnaja Savalaram Chandekar</i>	211
32.	Reskilling for the Future of Finance: Analyzing the Curricular Gap Between Current College Finance Programs and the Demands of An AI-Driven Industry <i>Dr. Bhavana Parab, Puliparambil Sriya Devadasan, Gaikwad Bhakti Laxman, Joshi Purva Gopal & Kunnekattu Pavithra Shibu</i>	219