



MARIAN COLLEGE  
KUTTIKKANAM

(AUTONOMOUS)

MAKING COMPLETE



Think Ahead

PROCEEDINGS OF

INTERNATIONAL CONFERENCE ON  
SUSTAINABILITY AND PROFESSIONAL  
DEVELOPMENT: SKILLS AND  
COMPETENCIES FOR THE DIGITAL ERA

19th January 2024

**scaps** School of Commerce  
and Professional Studies

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Marian College Kuttikkanam (Autonomous)



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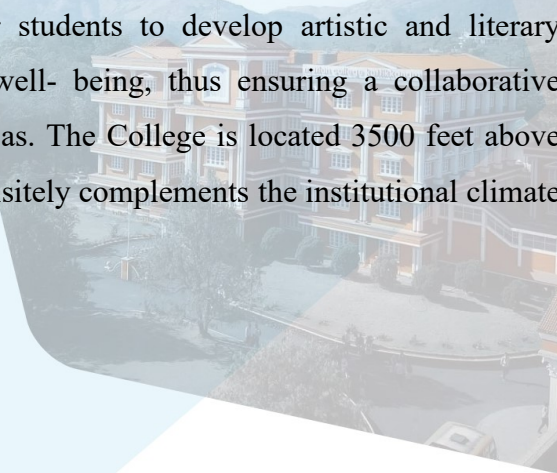
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**SCHOOL OF COMMERCE AND PROFESSIONAL STUDIES,  
MARIAN COLLEGE KUTTIKANAM (AUTONOMOUS)**

## About the Host Institution

Marian College Kuttikkanam (Autonomous) was founded in 1995 and is affiliated to Mahatma Gandhi University, Kottayam, Kerala. It is owned and managed by the Catholic Diocese of Kanjirapally through the Peermade Development Society. Marian at present offers 13 programmes, including doctoral programmes with a total student strength of about 2440. Marian holds the enviable distinction of being the youngest accredited College in India in 2003 and currently holds a re-accreditation with a CGPA of 3.71/4 by the National Assessment and Accreditation Council (NAAC). The College also won the prestigious status of the College with Potential for Excellence (CPE) from the University Grants Commission (UGC) twice. It was conferred autonomous status in May 2016. The College has academic tie-ups with several renowned international Universities like Hong Kong Baptist University, Chinese University of Hong Kong, Lincoln University College Malaysia etc. Marian imparts information with the intention of the right character formation of the students, eventually achieving their holistic transformation. Marian is a happening campus creating transformative opportunities for students to develop artistic and literary talents, life skills, personal health and well-being, thus ensuring a collaborative environment open to free exchange of ideas. The College is located 3500 feet above sea level, in a misty location. Nature exquisitely complements the institutional climate of Marian.



## **About scaps**

The School of Commerce and Professional Studies (formerly known as Research and PG Department of Commerce) started her voyage on 11 August 1995. At present the department offers B Com, M Com and PhD and has about 650 students. SCAPS now offers the largest number of professional accounting qualification (CA, CMA (Ind),

ACCA (UK), CIMA (UK), CMA (UK), CMA (US), CPA (US) under one roof in direct tie up with the respective professional bodies. Flexibility, abundance of choices to grow according to one's own interest, enriched up to date curriculum, greater opportunities for extracurricular activities, tie ups and collaboration with professional bodies and industries etc., are some of the highlights that attracts students to Marian from all over the country and abroad.



## **About the Conference**

International Conference on Sustainability and Professional Development: Skill and Competencies for the Digital era In today's fast-paced world, digital technology has become an integral part of our daily lives, reshaping industries and creating new opportunities. This conference aims to explore the dynamic intersection of sustainability, professional development, and digital innovation. At this conference, you will have the opportunity to engage with leading experts, academics, and professionals who will share insights, strategies, and best practices for achieving sustainable success in the digital age.

## **Sub Themes of the Conference**

Environmental, Social, and Governance (ESG) principles into professional development  
Digital Skills for Sustainability Leadership and Sustainable Business  
Sustainable Supply Chain Management Sustainable Finance and Investments  
Sustainable Marketing and Consumer Engagement Data Analytics for Sustainable  
Decision Making Sustainable Entrepreneurship and Innovation Collaboration and  
Partnerships for Sustainable Success Sustainable HRM Practices Education and  
Sustainability



**INTERNATIONAL CONFERENCE ON SUSTAINABILITY AND PROFESSIONAL DEVELOPMENT:  
SKILLS AND COMPETENCIES FOR THE DIGITAL ERA  
JANUARY 19TH, 2024**

**PROGRAM SCHEDULE**

- 10.00-10.05 am - **Invocation Dance**  
**1Mcom Students**
- 10.05-10.10 am - **Welcome Speech**  
**Dr Thomas KV, Head of Department - SCAPS**
- 10.10-10.15 am - **Introduction to the Guest**  
**Dr Rupa R, Head : BCom Programme - SCAPS**
- 10.15-10.45 am - **Inaugural Address &**  
**Keynote Address - Sustainability – evolving landscape and the Indian scenario**  
**INDRA GUHA,**  
BDO India, Sustainability - evolving landscape and the Indian scenario
- 10.45-10.50 am - **Felicitation and Release of the Conference Proceedings**  
**Prof. Dr Ajimon George, Principal - Marian College Kuttikkanam (Autonomous)**
- 10.50-10.55 am - **Vote of Thanks**  
**Dr Emilda K Joseph, Assistant Professor, Conference Convener - SCAPS**
- 11.05-11.15 am - **Break**

**Technical Session 1**

- 11.15-11.20 am - **Welcome and Introduction to the Guest**  
**Dr Shinta Sebastian, Assistant Professor - SCAPS**
- 11.20-11.50 am - **Keynote Address - Digital skills for sustainability**  
**Linu Merlin Mathews, MCom, PGDBA, ACMA, CGMA, CPA(Aust.)**
- 11.50-11.55 pm - **Concluding Remarks**  
**Ms. Meritta M Johnson, Assistant Professor - SCAPS**
- 11.55-01.00pm - **Concurrent Paper Presentation**
- 01.00-02.00pm - **Lunch Break**

**Technical Session 2**

- 02.00-02.05 pm - **Welcome & Introduction**  
**Ms. Remya Krishna, Assistant Professor - SCAPS**
- 02.05-02.30 pm - **Keynote Address**  
**Evelyn Isioye,**  
ACCA, Regional Lead, Policy & Insights – India and Africa
- 02.30-02.35 pm - **Concluding Remarks**  
**Ms. Bincy Binu, Assistant Professor - SCAPS**
- 02.35-03.35 pm - **Concurrent Paper Presentation**
- 03.35-03.45 pm - **Best Paper Announcement**  
**Dr Thomas KV, Head of Department - SCAPS**
- 03.45-04.00 pm - **Vote of Thanks**  
**Dr Emilda K Joseph, Assistant Professor, Conference Coordinator - SCAPS**

## CONFERENCE COMMITTEE

### PATRONS



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Chairman on BoM



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**Prof. Dr Ajimon George**  
Principal

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**Dr. Thomas K V**  
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SCAPS



**Dr. Rupa R**  
Head, BCom Programme,  
SCAPS



**Dr. Shinta Sebastian**  
Assistant Professor,  
SCAPS



**Dr. Emilda K Joseph**  
Assistant Professor,  
SCAPS



## CONFERENCE CONVENER



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MCom Student,  
SCAPS

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## *Message from*

## *Patron*

It is with great pleasure and a sense of pride that I extend my warmest greetings to all of you, on the occasion of the International Conference on Sustainability and Professional Development. It is truly heartening that brilliant minds and experts in various fields are coming together to share knowledge, exchange ideas, and pave the way for groundbreaking advancements.

Conferences play a crucial role in promoting collaboration, fostering Innovation, and expanding the boundaries of knowledge. They create a space for discussion, bring up diverse perspectives to tackle contemporary challenges and discover possibilities for a better future.

I commend the diligent efforts of the organizing committee, speakers, and participants for their commitment to intellectual excellence and the pursuit of cutting-edge research. Your contributions will surely enrich our academic community and society at large.

As we navigate through the intricacies of Sustainability and Professional Development, may this gathering be marked by stimulating discussions, insightful presentations, and meaningful connections. Let the collective wisdom of this assembly propel us towards new horizons of discovery and understanding

I extend my gratitude to the coordinators who made this conference a reality and wish each of you a fulfilling and inspiring experience. May the knowledge exchanged here today reverberate far beyond these walls, leaving an enduring impact on the pursuit of learning.

Thank you for your commitment to the advancement of knowledge, and I eagerly anticipate observing the positive impact that will undoubtedly emerge from the outcomes of this conference.

Best wishes for a successful and enriching event.

Sincerely,



Mar Jose Pulickal  
Patron,  
Marian College Kuttikkanam (Autonomous)





## *Message from*

## *Principal*

International Conference on Sustainability and Professional Development, impeccably orchestrated by the esteemed School of Commerce and Professional Studies department, evokes a profound sense of pride and heralds a transformative journey along the path of knowledge enrichment and enlightenment. It is with immense joy and pride that I observe the collaborative spirit and unwavering dedication displayed by our exceptional faculty and students in spearheading this significant event.

The International Conference on Sustainability and Professional Development stands as a testament to our collective commitment to fostering a culture of intellectual excellence, knowledge exchange, and progressive discourse. This conference serves as a distinguished platform where scholars, seasoned professionals, and budding students converge to engage in profound discussions, share invaluable insights, and explore innovative ideas within the expansive domains of sustainability and professional growth.

At the heart of our institution's ethos lies a dedication to cultivating a culture of continuous learning and knowledge dissemination. The International Conference epitomizes this commitment, offering a rich tapestry of sessions, workshops, and presentations meticulously curated to deepen your understanding of the subject matter. I encourage each and every one of you to actively partake in these intellectually stimulating opportunities, fostering an environment where transformative ideas can flourish.

My sincere gratitude extends to the dedicated organizers, distinguished presenters, and enthusiastic participants whose unwavering commitment has undoubtedly paved the way for the success of this event.

May this conference serve as a source of inspiration, learning, and profound growth for each participant. I eagerly anticipate witnessing the impactful outcomes that will undoubtedly emerge from the collective brilliance and dedication of the Marian College community.

Wishing you all a truly fruitful and enlightening International Conference on Sustainability and Professional Development!

Sincerely,



Prof. Dr. Ajimon George  
(Principal)





*Message from*

*Head of  
Department*

In an era characterized by rapid technological advancements and global challenges, the need for sustainable practices and continuous professional development has never been more crucial. This conference serves as a platform for us to come together, share insights, and explore innovative solutions that will shape the future of our industries and professions. I am honoured to witness the gathering of brilliant minds, thought leaders, and experts from diverse backgrounds, all converging to discuss and deliberate on topics that are not only relevant but imperative for the sustainable growth of our fields. The theme, " Sustainability and Professional Development : Skills and Competencies for the Digital Era," underscores the necessity for us to adapt and thrive in an ever-evolving landscape.

I extend my deepest appreciation to the organizing committee, speakers, sponsors, and all those who have worked tirelessly to make this conference a reality. Your dedication is commendable, and I am confident that the event will be a resounding success under your guidance. The ability of SCAPS Department to come together as a cohesive unit and deliver a world-class event reflects the strength of our teamwork and the values we uphold. The International Conference has not only showcased the expertise within our department but has also enhanced our reputation on the global stage.

May this conference be a source of inspiration, knowledge, and fruitful connections for all. I look forward to the enlightening discussions and the positive impact that will undoubtedly result from our collective efforts. Wishing you a productive and fulfilling experience at the International Conference on Sustainability and Professional Development.



Dr Thomas KV  
Head of Department  
School of Commerce and Professional studies



*Message from*

*Head BCom  
Programme*

We are delighted to present the proceedings of the Conference on Sustainability and Professional Development: Skills and Competencies for the Digital Era. We at the School of Commerce and Professional Studies constantly strive for continuous learning and capitalises the challenges and opportunities. One such initiative is this International conference.

I am proud to witness the culmination of insightful discussions and research shared by our esteemed presenters. These proceedings encapsulate the diverse perspectives and expertise that define our program and contribute to our commitment to excellence in commerce education.

I extend my heartfelt appreciation to all participants, speakers, and authors for their meaningful contributions.

May this proceeding serve as a valuable resource, fostering continuous learning, and inspiring new avenues of exploration within the realm of commerce and professional studies.

Sincerely,



Dr. Rupa R  
Head, BCom Programme







*Message from*

*Conference  
Convener*

It gives me immense pleasure and a sense of pride to extend my warmest greetings to all of you on this momentous occasion of the International Conference on Sustainability and Professional Development. This conference brings together experts from across the globe to collaborate and exchange ideas to promote sustainable practices and professional development.

Your presence at this conference is a testament to your commitment to making a positive impact on our world. I am confident that the insightful discussions and shared knowledge during this conference will pave the way for innovative solutions and lasting partnerships.

May this conference inspire you to explore new avenues, challenge existing norms, and work together towards a more sustainable and professionally enriching future. Let us build bridges that unite us in our shared commitment to sustainability and professional advancement.

I hope that the proceedings of this conference will serve as a valuable resource for researchers, educators, practitioners, and policymakers alike. The diverse perspectives and cutting-edge research presented in this book will contribute to the advancement of sustainable practices and professional development, and inspire future generations to continue the quest for a better world.

Congratulations to all the contributors for their hard work and dedication in putting together this remarkable publication.

Sincerely,



Dr. Emilda K Joseph  
Conference Convener  
Sustainability and Professional Development: Skills and competencies for the Digital Era.



## TECHNICAL SESSION 1 (11:15 am to 1:00 pm)

### Breakout Room A

- 1 Dr. Ruby S  
Unveiling the Entrepreneurial spirit: Factors influencing women in their pursuit of Entrepreneurship
- 2 Celin Mary Joseph & Fathima Basheer  
Change in demand for electric vehicles in India with reference to union budget 2023-24
- 3 Suzanna Oommen & Dr T V Muralivallabhan and Dr K V Thomas  
Spiritual Capital for Sustainable Behaviour: A Study Among the Educators of a Higher Education Institute
- 4 Sona Rose & Nandhu krishna K  
:Corporate Social Responsibility and Sustainable Development: Evaluating Business Contributions to Environmental and Social Goals.
- 5 Muhammed Sahl MS  
The current trends in education and its development through AI and the sustainability for education

### Breakout Room B

- 1 Ms. Elizabeth Biji K.J  
Seating styles and arrangements in a secondary school classroom can contribute in strengthening the social emotional behavior of secondary school students.
- 2 Devika R Nair  
Assessing the Efficacy of Sustainability Education Programs in K-12 Schools.
- 3 Dr.D Shahanaz  
Sustainability Practices to Overcome Challenges in Experiential Learning
- 4 Jinu Joy  
Factors affecting career choice among students: A conceptual review
- 5 Sreeja V  
Education for Sustainability
- 6 Aparna Madhu  
Youth Migration from Kerala: An Analysis of Study-Work-Life Balance

### Breakout Room C

- 1 Reshma Suresh  
Assessing the Ethical Dimensions of Ambush Marketing and Its Influence on Consumer Behavior in the Context of Sustainable Development."
- 2 Helen Sara George  
Factors that influence and hinders sustainable shopping bags purchase behaviour of consumers
- 3 Anu Prize  
Embeddedness And Entrepreneurial Growth In Social Entrepreneurship: An Empirical Study On Its Effect On Sustainability In Society
- 4 Shaheera Banu Z & Dr.V.Vimala  
Exploring the Rising Demand for ESG Experts in Corporate Decision-Making and Sustainable Investing
- 5 Lirin Varghese  
Impact of COVID -19 Pandemic on Online Consumer Purchasing Behavior A Study among Teenagers in Kattappana Municipality
- 6 Gowri Narendra  
Reviving Style: Student's Awareness of the Sustainable Second-Hand Clothing Revolution

## TECHNICAL SESSION 2 (2:00 pm to 3:35 pm)

### Breakout Room A

- 1 Jibil kaniyampampil jacob  
A Study on the private employees perception towards mutual fund with special reference to changanacherry taluk
- 2 Arya S  
Adoption Behaviour of students Towards Unified Payment Interface (UPI) At Marian College Kuttikkanam Autonomous
- 3 Jisha J & Dr.K Kumara Pillai  
Topic- A study on the various factors that promote the usage of digital transactions with special reference to UPI payments
- 4 Hansia J Hansen , Mariyamol Jhon,Athira binu  
A Study On The Impact Of Social Media Influencers' Endorsements On The Purchasing Behavior Of Teenagers Towards Cosmetic Products In Idukki District
- 5 Anaswara Roby & Sreelekshmi R  
A study on lenskart's physical ecosystem and its influence on customer experience and loyalty.
- 6 Reshma Mathew & Dr. Sajoy P.B.  
"Navigating the Nexus: Unveiling Possibilities for Sustainable Transformation in the Gig Economy"

### Breakout Room B

- 1 Jerin Eapen  
A study on the role of self help group(SHG) in empowering women
- 2 Arathy Unnikrishnan  
"Examining the Sustainable Financial Empowerment of Women in Kuttanad Taluk through the Implementation of Self-help Groups."
- 3 Jibil K Jhon  
Farmer producer organization and sustainable development: An Agricultural entrepreneurship scheme
- 4 Dr. Gayathri M. P.  
Working Style of Millennial Women in Breaking the Glass Ceiling: An Exploratory Analysis
- 5 Ashwin S  
Collaboration and Partnerships for Sustainable Success

### Breakout Room C

- 1 Akhildev.P & Prof. (Dr.) Reshmi R Prasad  
Role and Intervention of technology in workforce Management in the Hospitality Sector
- 2 Jasmine Thomas & Chanchal Correya  
A study on the level of CG compliance in the Indian companies with reference to automobile industry
- 3 Irin Micheal  
Fostering Environmental Awareness through Massive Online Open Courses
- 4 Chinmayi Sankar  
Role of accessible and fair education in advancing Sustainable Development Goals
- 5 S Seethalakshmi  
Role of Intrinsic Motivation in Professional Development: A Self-Determination Theory Perspective on ESG Integration

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## **NAVIGATING THE NEXUS: UNVEILING POSSIBILITIES FOR SUSTAINABLE TRANSFORMATION IN THE GIG ECONOMY**

Reshma Mathew\*

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Dr. Sajoy P.B.

Assistant Professor, Sacred Heart College (Autonomous), Thevara

\*Corresponding author : [reshmamathew248@gmail.com](mailto:reshmamathew248@gmail.com)

### **Abstract:**

The on-demand and flexible employment arrangements that define the gig economy have significantly influenced the nature of work in the future. Social, environmental, and economic sustainability concerns have become necessary as the gig economy develops. This conceptual paper examines the various approaches that could promote sustainability in the gig economy and thoroughly examines viable paths for constructive change.

The study explores the effects of gig employment on the environment, particularly emphasizing the transportation industry. It looks into how green practices might be integrated, such as encouraging eco-friendly transit options, implementing sustainable packaging solutions, and embracing electric vehicles. To reduce the carbon footprint connected with gig activities, the article examines how technical innovation and environmental responsibility meet.



The study investigates how the gig economy might encourage constructive community involvement by examining the social aspects of sustainability. It looks at how gig workers help local economies and suggests ways platforms might encourage and enable this. Furthermore, the research delves into the possibility that gig labor could provide equitable access and flexible opportunities for a broad spectrum of people, thereby aiding inclusive economic growth.

The study also emphasizes how crucial fair labor practices are to maintaining the long-term financial viability of gig labor. It talks about improving gig workers' financial stability and general happiness by creating living wages, perks, and well-being initiatives. Additionally, it looks at how regulatory agencies and gig platforms might work together to develop a framework.

This conceptual paper offers a roadmap for stakeholders, including platforms, politicians, and the general public, to navigate the changing gig economy landscape and move towards a more sustainable future by combining these alternatives.

**Keywords:** Gig economy, Environmental Sustainability, Social responsibility, Economic sustainability, Green practices, Well-being programs.

## **ROLE AND INTERVENTION OF TECHNOLOGY IN WORKFORCE MANAGEMENT IN THE HOSPITALITY SECTOR**

Akhildev.P\*

Research scholar, Loyola college of social sciences, Kerala university

Prof. (Dr.) Reshmi R Rasad

Principal, All Saints' College Thiruvananthapuram

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### **Abstract**

The current research paper examines the impact of technology on workforce management (WFM) in the hospitality sector. The study explores the complex world of advanced reservation and booking systems, revealing a tapestry of roles and interventions and analysing their critical role in revolutionary staffing level calibration to meet the ebb and flow of guest numbers and predict demand. Incorporating a cutting-edge Point of Sale (POS) system is examined not only for transactional effectiveness but also as a model of data-driven decision-making, offering priceless insights into sales patterns that direct tactical staffing optimizations during peak operational periods. It also delves into the ethereal world of Electronic Customer Relationship Management (E-CRM) systems, showing how technology uses data to create customized visitor experiences by staffing numbers and services according to personal

preferences. In conclusion, the study shows how technology has transformed workforce management in the hospitality industry and the abilities and competencies required of employees to use digital technologies with unprecedented precision, efficiency, and adaptability. A standardised five-point Likert scale questionnaire is used to collect data for the study from 185 samples. Statistical tools like correlation, regression, chi-square, and Principal component Factor Analysis were used for analysing the collected data.

**Keywords:** technology, workforce management(wfm), hospitality, point of sale (pos), electronic customer relationship management (e-crm), efficiency and adaptability.





## **A STUDY ON LENSKART'S PHYGITAL ECOSYSTEM AND ITS INFLUENCE ON CUSTOMER EXPERIENCE AND LOYALTY**

Anaswara Roby, Sreelakshmi R\*

Research Scholar, Department of Commerce, Sacred Heart College,  
Thevara

\*Corresponding author : [sreelakshmir371@gmail.com](mailto:sreelakshmir371@gmail.com)

### **Abstract**

Phygital ecosystem seamlessly integrates physical and digital elements for an enhanced and interconnected user experience. The study understands how the integration of physical and digital elements may shape consumers' commitment towards the brand. This study examines Lenskart's innovative phygital ecosystem, exploring its impact on customer experience and loyalty. The research paper analyzes Lenskart's physical retail presence and digital interface to uncover synergies and disparities. The study focuses on customer experience, by analyzing various factors that lead to investigating the influence of the phygital ecosystem on product accessibility, personalized service, and overall satisfaction. Examining the impact on customer loyalty metrics,

repeat purchases, and retention rates to gauge the effectiveness of Lenskart's integrated approach. The measures were developed after extensive examination of existing literature. This study is based on quantitative and qualitative approaches. The questionnaire method is used to collect primary data from the Lenskart customers in Kochi. This study contributes valuable insights into how Lenskart's phygital ecosystem shapes customer experiences and loyalty. The findings offer actionable recommendations for Lenskart and other businesses towards the convergence of physical and digital channels, providing a route for enhancing customer satisfaction.

**Keywords:** Phygital ecosystem, Customer experience, Customer experience, Customer loyalty.



## **EMBEDDEDNESS AND ENTREPRENEURIAL GROWTH IN SOCIAL ENTREPRENEURSHIP: AN EMPIRICAL STUDY ON ITS EFFECT ON SUSTAINABILITY IN SOCIETY**

Anu Prize

Assistant Professor JPM Arts and Science College, Labakkada

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### **Abstract**

The modern world is in the path of development. So, there arises a need for attaining the needs of the present without compromising the future generation's needs. Thus, Social Entrepreneurship has gained attention in the recent period, meeting the needs of the society with a non-profit motive. This study provides insights into various areas like the reason for being a social entrepreneur, economic outcomes gained by social entrepreneurs, challenges faced by them, level of embeddedness between entrepreneurs, benefits gained by society from social entrepreneurs and factors that restrict their growth. The study concludes that there is a positive impact on social entrepreneurs for initiating entrepreneurship in a particular area and enhancing entrepreneurial growth.

**Keywords:** Social Entrepreneur, Social Entrepreneurship, Embeddedness.



## **YOUTH FROM KERALA MIGRATION: AN ANALYSIS OF STUDY- WORK-LIFE BALANCE**

Aparna Madhu

Mcom Student, Marian College Kuttikkanam (Autonomous)

aparna.23pmm108@mariancollege.org

### **Abstract**

This conceptual paper investigates the complex dynamics of balancing work obligations and academic studies among international students who work part-time jobs. Based on research by Richardson, Evans, and Gbadamosi (2014), Mahler (2020), and O'Mahony and Jeske (2019), among others, this study examines how temporal and spatial barriers affect the social experiences of foreign postgraduate students. It also explores the challenges experienced by overseas students in managing employment, education, and personal obligations, emphasizing the limitations placed on working hours by student visas. The study also looks at how full-time college students manage part-time jobs during the academic year, which helps to identify the areas that are most likely to be compromised in order to pursue part-time employment. The results highlight the necessity of sophisticated approaches to deal with these issues, and possible remedies for higher education establishments are explored. This thorough investigation adds to the body of literature by

shedding light on the complex issues surrounding work-life balance and addressing the particular difficulties faced by international students in various academic contexts.

**Keywords:** Migration, work-life balance



## **EXAMINING THE SUSTAINABLE FINANCIAL EMPOWERMENT OF WOMEN IN KUTTANAD TALUK THROUGH THE IMPLEMENTATION OF SELF-HELP GROUPS**

Arathy Unnikrishnan

Mcom Student, Marian College Kuttikkanam

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### **Abstract**

This paper examines the potential of Self-Help Groups (SHGs) to empower women in Kuttanad Taluk financially and sustainably. Drawing on literature from two studies, the paper emphasizes the role of SHGs in mitigating poverty and unemployment in developing and underdeveloped regions. The first paper, "Elevating the Financial Status of Women through Self-Help Groups: A Key to Socio-economic Development of Odisha," highlights the role of microfinance in improving the socioeconomic circumstances and entrepreneurial skills of women involved in SHGs. The second study, "Self-Help Groups as Financial Intermediaries in India: Cost of Promotion, Sustainability, and Impact," provides a comprehensive examination of the growth of SHGs in rural India, addressing NGO methods, promotion costs, and the effects of SHG-based microfinance programs. The study suggests donor support in the form of standardized SHGs, support for microfinance in extreme



poverty-stricken states, customized loan products, and ongoing funding for SHG development. The study aims to evaluate the effectiveness of these findings in Kuttanad Taluk and contribute to the conversation on sustainable financial empowerment.

**Keywords:** Sustainable Financial Empowerment, Self-Help Groups, Financial Empowerment



## **COLLABORATION AND PARTNERSHIPS FOR SUSTAINABLE SUCCESS**

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### **Abstract**

Collaboration and partnerships have become increasingly vital for long-term success in today's dynamic and correlated world. Companies have realized that they cannot fulfill their objectives on their own and are pursuing strategic alliances with other organizations to share resources, knowledge, and market opportunities.

This paper explains what sustainable success means, and how the partnership and collaboration of companies help to attain it. The findings suggest that collaboration and partnership have multidimensional benefits covering financial, social, economic, and environmental benefits. The paper also finds the challenges faced by the companies in collaboration and partnership, such as lack of trust and transparency, differing goals and priorities, cultural and geographical differences, and so on. It details the characteristics of successful alliances also. The paper substantiates the findings in light of the case studies of Apple and Google, Nike and UNICEF, and explains how they effectively collaborated and partnered towards the goal of sustainable success.

The paper also explains what companies should do for successful collaboration and partnership to attain sustainable success. It includes establishing clear goals and objectives, developing strong communication plans, building trust and transparency, being ready to compromise, effective management of conflict, regular review and assessment of collaboration, and so on.

The paper concludes that, if companies with different skills and attitudes come together, it will build value for their customers. Strategic collaboration and partnership are the most flexible and easy ways to access the diverse resources and skills of other companies and will act as a crucial weapon for achieving a sustainable competitive advantage.

**Keywords:** Sustainable Success, Financial, Social, Environmental Benefits





## **CHANGE IN DEMAND FOR ELECTRIC VEHICLES IN INDIA WITH REFERENCE TO UNION BUDGET 2023-'24**

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### **Abstract**

Electric Vehicles (EVs) represent a transformative shift in the automotive industry, offering a sustainable and environmentally friendly alternative to traditional combustion engine vehicles. The increasing global concern over climate change and air pollution has propelled the growth of EVs, driven by advancements in battery technology, government incentives, and a growing emphasis on renewable energy sources. This research investigates the dynamic landscape of the electric vehicle (EV) market in response to the policies outlined in the Union Budget of 2023-'24. Focusing on the fiscal measures and incentives introduced, we aim to discern the nuanced changes in consumer behavior and demand patterns within the EV sector. Employing a combination of quantitative analysis and market surveys, our study seeks to unravel the key factors influencing the adoption of electric vehicles post the Union Budget 2023-'24. The findings from this research will contribute valuable insights to

policymakers, industry stakeholders, and researchers alike, aiding in a comprehensive understanding of the evolving dynamics of the electric vehicle market in the context of government fiscal interventions.

**Keywords:** Electric Vehicles (EVs), Climate change, Air pollution, Union Budget, Fiscal measures and incentives



## **ROLE OF ACCESSIBLE AND FAIR EDUCATION IN ADVANCING SUSTAINABLE GOALS**

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### **Abstract**

This extensive research explores the pivotal role that education plays in accomplishing the Sustainable Development Goals (SDGs) in the particular context of India as well as on a global scale. It highlights education's critical role as a catalyst for societal change, equity, and sustainable development across numerous sectors and geographic locations by drawing from a wide range of scholarly works. The literature review demonstrates how education promotes innovation, civic engagement, and critical thinking—all of which are crucial for tackling the complex issues that the SDGs aim to address. The study examines efforts, obstacles, and tactics for incorporating sustainability into educational frameworks from both global and Indian viewpoints. It specifically addresses how education planning, with references to Indian schools and government initiatives, is essential to fostering sustainable growth within the country of India. it specifically addresses how education planning, with references to Indian schools and government



Initiatives, is essential to fostering sustainable growth within the country of India. The study also highlights how organizations such as the S M Sehgal Foundation can significantly improve the state of the educational infrastructure in rural areas. This thorough analysis emphasizes how important education is to achieving SDG 4, which is inclusive, equitable, and high-quality education.

**Keywords:** Planning for Education, Transformative Education, Sustainable Development Goals (SDGs), Accessible Education.



## **ASSESSING THE EFFICACY OF SUSTAINABILITY EDUCATION PROGRAM IN K-12 SCHOOLS**

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### **Abstract**

Sustainable development education in K-12 schools is critical for developing a generation capable of tackling sustainability concerns. This conceptual paper evaluates the efficacy of sustainability education programs by drawing on existing literature such as Arizona State University's "Continuing Professional Development in Sustainability Education for K-12 Teachers" and "Opportunities and Challenges for Integrating Sustainability Education into K-12 Schools: Case Study Phoenix, AZ." The former shows the design ideas and outcomes of a trailblazing program, exhibiting considerable increases in teachers' sustainability knowledge, self-efficacy, classroom practices, and personal behaviours. The study also combines findings from the study "Sustainability education: researching practice in primary schools," which emphasizes the difficulties teachers experience when incorporating sustainability into overcrowded curricula. In addition, "Sustainability in

"Higher Education" insights contribute by analysing instructional techniques in Malaysian higher education. The paper attempts to critically assess the influence of sustainability education on K-12 teachers by combining these sources, evaluating challenges and successful strategies.

The ultimate goal is to provide recommendations for the widespread implementation of good sustainability education programs, taking into account the numerous problems that instructors confront in different educational environments.

**Keywords:** Sustainability, Education.





## **WORKING STYLE OF MILLENNIAL WOMEN IN BREAKING THE GLASS CEILING: AN EXPLORATORY ANALYSIS**

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### **Abstract**

Over the past sixty years, five generations of the workforce evolved, and today's workforce is undergoing a dramatic change due to the growth of Millennials. In this context, the objective of this paper is to explore the working style of millennial women in breaking the glass ceiling. The study was conducted using primary data, which included self-structured and administered questionnaire that was floated among the 525 millennial women working in middle level in select IT companies in Karnataka, self-structured Interview was also conducted with 20 senior IT Professionals working in Bengaluru city. The researcher imported the 20 transcripts in the word frequency and captured top 70 frequently repeated words during the interview process. The result of word frequency query reveals that the most repeated words are Skills (28), Challenge (25), Update (24), Organisation (23), Learn (22). Overcome (22), Personal (22), Positive (22), Sometimes (21), Balance (20). Secondary data was gathered by going through existing and recent literature that focused on the context of millennial women breaking the glass ceiling. Sampling method such as convenience sampling is used to collect the data.

A statistical tool such as Exploratory Factor Analysis is used to retain the items with high factor loading. In order to analyse the data, SPSS software is used. The study has found three factors that contribute to breaking the glass ceiling: flexibility and career advancement, equality and recognition, and diverse work and collaboration.

**Keywords:** Diverse work and collaboration, Equality and recognition, Flexibility and career advancement, Glass ceiling, Millennials.



## **UNVEILING THE ENTREPRENEURIAL SPIRIT: FACTORS INFLUENCING WOMEN YOUTH IN THEIR PURSUIT OF ENTREPRENEURSHIP**

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### **Abstract**

This scholarly study examines the several complex elements that impact the propensity of young women towards engaging in entrepreneurial activities. In a period marked by fluid economic environments and changing professional ambitions, it is imperative to comprehend the factors that motivate young women to engage in entrepreneurial endeavours. This study seeks to provide a thorough analysis of significant variables in order to elucidate the complex dynamics between societal, educational, and personal factors that influence the development of entrepreneurial mind set in young women individuals.

**Keywords:** Youth Entrepreneurship, Determinants, Factors, Social Influences, Personal Motivations.



## **STUDY ON THE SEATING STYLES AND ARRANGEMENT IN A SECONDARY SCHOOL CLASSROOM CAN CONTRIBUTE IN STRENGTHENING THE SOCIAL EMOTIONAL BEHAVIOUR OF SECONDARY SCHOOL STUDENTS**

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### **Abstract**

The reason for this study is to understand and help students who have become aggressive, impatient, violent and in disciplined in post covid regular mode of class room behaviours. The Objective of this study is to determine if a specific classroom seating arrangement can contribute to students being on or off-task while completing independent work within the regular education setting of an inclusive secondary school class. In this study, I attempt to explain how 5 different classroom seating styles and arrangements can contribute to towards strengthening their self-confidence, thus in turn increase a healthy social emotional behaviour among students. Methods: Data were collected using questionnaire and observation. Data revealed the number of students who displayed off-task behaviours as well as the specific number of times these behaviours

happened during each seating arrangement. Findings of the Study indicates that, for students of secondary school classroom, we should use various seating styles while we conduct activities, projects, discussions, and paired learning which will boost the confidence of students who are introvert, shy, and build confidence and self-worth in them. Implications of differing seating arrangements will be discussed.

**Keywords:** Seating arrangement, Grid, Herringbone style, U-shaped arrangement, butterfly arrangements, Eye- formation arrangement.



## **THE CURRENT TRENDS IN EDUCATION AND ITS DEVELOPMENT THROUGH AI AND SUSTAINABILITY FOR EDUCATION**

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### **Abstract**

The research is focusing on the current trends in education and its development through AI, and the sustainability of education mostly recognizes the sustainable future of the growing generation. The AI is a main portion of education about sustainability. It will bring stability to the next generation. The researcher's perspective is that all humans will be civilized by education, but when they do not receive education, they will become cultureless. In the future, if all of the world will be devoted to education, then we can create a sustainable education very simply. Expected results are that education is not only about learning but also about digital skills and soft skills. Education is a human who studies not only the by hearting but also the digital skill and soft skill, which will make that human more educated for the future. Then humans will get education for a sustainable future. The soft skill it's will give is adapting. If adapting is solving problems, then it will face all problems, and they will solve the problems of society from the soft skill of adapting. The digital skills it will require will make literacy in information technology.

**Keywords:** Soft skill, Digital skill, Artificial Intelligence, Sustainability

## **REVIVING STYLE: STUDENT'S AWARENESS OF THE SUSTAINABLE SECOND-HAND CLOTHING REVOLUTION**

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### **Abstract:**

The acceptance of second-hand clothing (SHC) has gained global attention due to the shift towards sustainable fashion, particularly among younger consumers. This paper explores the changing landscape of sustainable fashion and its impact on student participation and awareness. It draws on three research studies: Galante Amaral and Spers (2022), which examines how the COVID-19 pandemic affects Brazilians' perceptions of SHC, and Persson and Hinton (2023), which examines the second-hand clothes industry in Sweden, highlighting the rise of for-profit companies and charity organizations, and the relationship between market forces and the circular economy. Farrant, Olsen, and Wangell's study explores the holistic impact of recycling clothing through charity resale channels, challenging traditional environmental assessments. It emphasizes the need for comprehensive evaluations considering social, economic, and environmental factors. The study aims to promote sustainable fashion among students, raising awareness and advocating for a socially and environmentally just fashion industry, facilitated by the growing Sustainable Fashion Movement (SHC).

**Keywords:** Student's Awareness, Sustainable, Hand Clothing Revolution



## **FACTORS AFFECTING AND PRECLUDING CONSUMERS FROM PURCHASING SUSTAINABLE SHOPPING BAGS: A CONCEPTUAL OVERVIEW**

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### **Abstract**

This conceptual paper, which draws conclusions from two well-known literature reviews, examines the complex factors influencing consumers' choices about the use of sustainable shopping bags. As demonstrated by Genoveva's empirical research in Indonesia, the study recognizes the critical role that environmental awareness, knowledge, concerns, attitudes, perceived effectiveness, and responsibility play in influencing green purchase behaviour. It also explores the complex relationship—highlighted by research conducted in the Egyptian market—between environmental concerns, subjective norms, perception of green products, and purchase intention. This paper attempts to create a thorough framework that illuminates the interrelated elements that influence or obstruct consumers' decisions to adopt sustainable shopping bags by combining these findings. By providing insights into practical tactics, policy implications, and interventions for encouraging consumer adoption of sustainable shopping bags, this conceptual framework will make a

substantial contribution to the promotion of environmentally conscious consumer behaviour.

**Keywords :** Complex relationship , Subjective norms, Environmental Concerns



## **A STUDY ON MOOCS AND ONLINE COURSES IMPACT: MOTIVATIONS, EMPLOYABILITY, SATISFACTION AND DROPOUT ANALYSIS**

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### **Abstract**

This conceptual study synthesizes findings from two extensive literature studies to examine the multidimensional effects of online courses and Massive Open Online Courses (MOOCs). The study uses university students' responses to Martin's Motivation and Engagement Scale (MES), building on the initial review's investigation of learner motivation and engagement in MOOCs. The results highlight the critical positive relationship that exists between motivation and engagement, highlighting good motivation as a major factor that contributes to a higher propensity to finish MOOCs. The second study offers information on participant characteristics, dropout rates, and terminal efficiency for a particular MOOC called "Educational Innovation with Open Resources." This study examines variables like as commitment, educational attainment, and technical constraints that affect completion and dropout rates. By utilizing these reviews, the conceptual paper seeks to provide a thorough knowledge of the opportunities and challenges in modern online

education by doing a complete analysis of the effects of MOOCs and online courses on motivations, employability, satisfaction, and dropout rates. Practical tactics from both studies serve as the foundation for recommendations for MOOC providers, which will inform future developments aimed at improving the quality and effectiveness of learning.

**Keywords:** Motivation Engagement, Open Resources





**A STUDY ON THE LEVEL OF CG  
COMPLIANCE IN THE INDIAN COMPANIES WITH  
REFERENCE TO AUTOMOBILE INDUSTRY**

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**Abstract**

Increased financial scandals associated to accounting and other frauds allegedly blamed to top company managers such as those involving Enron, WorldCom, Parmalat, and Satyam, have sparked ongoing debates about whether companies prioritize the best interests of shareholders and other stakeholders, including employees, creditors, and the broader community. This paper examines the adherence of Indian companies to Corporate Governance requirements. It develops a model to calculate Corporate Governance Scores, exploring their relationship with company attributes like size, profitability, and leverage. A sample of 10 companies is selected from the automobile industry in India which are listed in BSE. The corporate governance score is taken as dependent variable and several company attributes are considered as independent variables. Factor analysis of major sub-parameters of Corporate Governance Score, namely Composition of Board, Audit Committee, Number of Board

Meetings and Remuneration Committee is intended to conduct. To ascertain the impact of explanatory variables on dependent variables, regression equations have been constructed. Through this equation the research aims to provide insights into the level of CG Compliance in the Indian companies and its impact on the company's performance.

**Keywords:** Corporate Governance, Company's Performance.



## **A STUDY ON THE ROLE OF SELF-HELP GROUPS (SHGS) IN EMPOWERING WOMEN**

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### **Abstract**

The research project focuses on the role of Self-Help Groups (SHGs) in empowering women. The study was conducted in the Kanjirappally Taluk of Kottayam district in Kerala, India. The sample size of the study consisted of 80 respondents who were office bearers of SHGs in the selected area. The data collection was done using a questionnaire through direct enumeration and Google forms. However, there were limitations to the study, including time constraints, cost, limited access to information, and the illiteracy of some respondents. The report is divided into four chapters: Introduction, Review of Literature, Analysis of Data, and Findings and Recommendations.

The study used a sample size of 80 respondents, so the findings may not accurately depict the views of the entire population. Time was a major constraint, as more time was required to collect data from direct enumeration and as the locality of different SHGs was far off, time had a huge impact on our study. Cost was also a major limiting factor. Limited access to information and the illiteracy of respondents, as most of the women in SHGs belong to rural areas, was a limiting factor in our study.

**Keywords:** Self-help Groups, Women, Social Issue, Poverty, Cooperatives, Social

**A STUDY ON THE IMPACT OF SOCIAL MEDIA  
INFLUENCERS' ENDORSEMENTS ON THE PURCHASING  
BEHAVIOR OF TEENAGERS TOWARDS COSMETIC  
PRODUCTS IN IDUKKI DISTRICT**

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**Abstract**

This research explores the impact of social media influencers' endorsements on the purchasing behavior of teenagers regarding cosmetic products in the Idukki district. The study acknowledges the significant role social media plays in shaping consumer behavior, especially among the youth, and aims to contribute valuable insights to marketers and consumers alike. The research investigates the efficiency of influencer marketing in the region, shedding light on the motivations and preferences of teenagers in Idukki. The study aims to fill the existing knowledge gap and examines factors such as the authority of influencers, the perceived authenticity of endorsements, and their influence on purchasing decisions. By delving into these aspects, the research provides a nuanced understanding of the dynamics between social media, influencers, and consumer behavior within the cosmetics sector. The findings suggest that while teenagers frequently encounter



influencer endorsements, their actual purchase and usage of the products may be influenced by various factors, including price and product quality. The study also highlights the specific cosmetic product categories that are most frequently endorsed by influencers, with skincare products being the most prominent. Additionally, the research explores the effects of consumer characteristics, such as age and gender, on the impact of influencer endorsements. The majority of respondents believe that age is a significant factor in being influenced by these endorsements. The study concludes with recommendations for businesses, emphasizing the importance of ethical marketing practices, transparency, and authenticity in influencer relationships. Overall, the research contributes to the evolving understanding of the intersection between social media, influencers, and consumer behavior in the cosmetics industry

**Keyword:** Social media, Influencers, endorsement.



## **A STUDY ON THE VARIOUS FACTORS THAT PROMOTE THE USAGE OF DIGITAL TRANSACTIONS WITH SPECIAL REFERENCE TO UPI PAYMENTS**

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### **Abstract**

In the present era of digitization, there is a surge in the number of individuals who use the various digital payment modes for making online transactions. With the active support of the Indian government, e-payment system helps the country to grow economically as well. Though there are a number of people who have yet to use the various payment modes for transactions, UPI (Unified Payment Interface) transactions is viewed as the easiest, fastest and the most preferred mode for making digital payments. The people who use the various payment modes are of different gender and age groups, occupying various professions and residing in different locations of the country. This study focuses on the demographic characteristics of the citizens who use the various payment modes for transferring the cash. Most of the people who are using the payment modes are young adults. There are still a large number of

factors that prohibit some from using the transactions. It is better to be aware of those aspects that promote and inhibit the usage of the payment modes for transactions of different users.

**Keywords:** Digital payments, UPI transactions, Demographic characteristics and Ease of transactions.



**IMPACT OF COVID -19 PANDEMIC ON ONLINE CONSUMER  
PURCHASING BEHAVIOR  
A STUDY AMONG TEENAGERS IN KATTAPPANA  
MUNICIPALITY**

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**Abstract**

This presents a research report on the impact of COVID-19 pandemic on online consumer purchasing behavior among teenagers in Kattappana Municipality. The study aimed to investigate how the pandemic has affected the buying habits of young consumers in the area, including their frequency of online purchases, types of products purchased, and factors influencing their decisions. The report provides a detailed analysis of the data collected through a survey of 100 respondents and a review of relevant literature. The findings suggest that the pandemic has led to a significant increase in online shopping among teenagers, particularly for essential items such as groceries and personal care products. The study also highlights the importance of factors such as price, quality, and convenience in shaping the purchasing behavior of young consumers. The report concludes with recommendations for businesses and marketers



targeting teenage consumers in the post-pandemic era, emphasizing the need to adapt to the changing consumer preferences and expectations.

**Keywords:** COVID-19 pandemic, Online consumer purchasing behaviours, Price, Quality, Convenience, Post-pandemic era, Consumer preferences.



## **INCLUSIVE SUSTAINABLE EDUCATION MODEL TO PROMOTE QUALITATIVE EDUCATION.**

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### **Abstract:**

This paper tries to explore the sustainable educational model for the capacity building in the higher education system. It explains the sustainable capacity among school children and college students with the help of community leaders for a progressive togetherness and well being through DREAMS educational model. The three year long intervention DREAMS programme is a personal , interpersonal and leadership development programme to improve performance,wellness and holistic growth in unity with community-university collocation for the middle school adolscents. After functioning throughout years the DREAMS model perspicuously complements the sustainable goals of UN(SDGS) which are an urgent call for action by all countries developed and developing in a global partnership.The very essence of the LUD's DREAMS model in higher education institutions serve as integral

pathway for the implementation of UN SD goals. Every discipline is interconnected, intertwined and interacted with each other in the arena of the education process. The DREAMS model is a learner centered approach with sustainability element with constructive pedagogy in the post covid era of teaching and learning process. The DREAMS community in schools, colleges and society serves an ultimate purpose of enhancing the capabilities and potentials of students in both schools and college where as it also ignite the community leaders as well. DREAMS adapts a phenomenon based learning from single entity to phenomena, concepts and events like music, media, leadership learning programmes, summer camps for an effective and sustainable well being. Hence it is evident that DREAMS education model can help in raising sustainable worthy citizens. Keeping in mind the five pillars of sustainable development- People, Planet, Prosperity, Partnership, Peace. Our model satisfies most of SD Goals.

**Keywords:** Sustainable education, DREAMS, UN SD goals, constructive pedagogy.

## **FACTORS AFFECTING CAREER CHOICE AMONG STUDENTS: A CONCEPTUAL REVIEW**

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### **Abstract**

A person's employment choice is an important life decision, particularly for students, as it entails balancing a number of variables. Interestingly, all such decisions may not be the right ones in the case of many students. The present study is intended to identify the factors influencing the career choices of students and the various theories associated with career choice. Conducted a detailed review of the literature to better understand the determinants of career. 40 research papers were identified and reviewed. The thematic analysis result explored four themes, such as personal factors, social factors, employment factors, and economic factors, that can be considered major determinants of career choice decisions among students. Details of different subthemes are also identified. Suggestions for selecting the right career choice are also included in the paper.

**Keywords:** Career choice, Students



**ASSESSING THE ETHICAL DIMENSIONS OF AMBUSH  
MARKETING AND ITS INFLUENCE ON CONSUMER  
BEHAVIOR IN THE CONTEXT OF SUSTAINABLE  
DEVELOPMENT**

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**Abstract**

In the framework of sustainable development, this conceptual paper investigates the moral implications of ambush marketing and how it affects consumer behaviour. The paper aims to improve our understanding of this practice by incorporating insights from a variety of literature reviews, such as studies on consumer attitudes toward ambush marketing in various industries and the identification of brands associated with events. The study, which was carried out in New Zealand after the Rugby World Cup in 2011, polled a sample of people who fit certain demographic criteria (n=514). The study found no substantial evidence to support the expectation that consumers hold banks to a higher standard than beer companies when it comes to dubious promotional practices, despite the general perception that ambush marketing is unethical. Furthermore, an analysis of football-focused consumers in the United Kingdom emphasises the distinction between sponsor and ambush brands and suggests redefining ambush marketing as "parallel event marketing."

This paper adds to the current conversation about ambush marketing by highlighting consumer responses and advocating for a reexamination of the term in light of major sporting events' changing context.

**Keywords:** Sustainable Development, Consumer Behaviour, Ambush Marketing



## **SUSTAINABILITY PRACTICES TO OVERCOME CHALLENGES IN EXPERIENTIAL LEARNING**

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### **Abstract**

In India, over three thousand institutions offer postgraduate management programs, graduating more than 4.2 lakh students annually. However, the employability rate of management graduates stands at a mere 54%. Various factors contribute to this situation, one being the underutilization of experiential learning methods in management education. Consequently, this paper endeavors to assess the extent of implementation of diverse experiential learning methods within different management domains (such as marketing, finance, and HR). It aims to delve into the reasons behind the limited utilization of specific methods by faculties, elucidate their encountered challenges in employing experiential learning. Additionally, this paper proposes a framework designed for regulatory bodies and educational institutes to advance the adoption and promotion of experiential learning methodologies.

**Keywords** : Experiential learning, Management education, Faculty challenges.

## **EXPLORING THE RISING DEMAND FOR ESG EXPERTS IN CORPORATE DECISION-MAKING AND SUSTAINABLE INVESTING**

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### **Abstract**

In recent years, there has been an apparent shift in corporate landscapes towards sustainable practices, with Environmental, Social, and Governance (ESG) considerations gaining unprecedented prominence. This research article delves into the escalating demand for ESG experts in corporate decision-making and sustainable investing, aiming to unwrap the factors driving this surge and its implications for businesses and the broader financial system. Through an extensive review of corporate practices, investor behavior, and regulatory landscapes, the research identifies key catalysts boosting organizations to prioritize ESG factors in their strategic decision-making processes. Furthermore, it explores the



role of ESG experts in facilitating this transition and the impact of their involvement on corporate performance and investor relations. Additionally, the article examines how investors increasingly consider ESG metrics as critical indicators of long-term value and risk management. The study investigates the integration of ESG criteria into investment strategies, exploring the correlation between sustainable practices and financial returns. By synthesizing findings from diverse sources, this research article contributes to the growing body of knowledge on ESG practices, offering valuable insights for corporate leaders, investors, and policymakers.

**Keywords:** ESG Parameters, Sustainability, ESG Expert, Responsible investment, Greenwashing.



## **EDUCATION FOR SUSTAINABILITY**

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### **Abstract**

The thematic paper on sustainability for education encompasses the meaning of sustainability in the present context. The paper begins with an introduction that focuses on the statistical data of population details of Sensex India 2011 and highlights the need for sustainability. The meaning of the concept of sustainability and its three core components such as sustainable yield, sustainable society and sustainable development are described. According to U.S. Partnership for Education for Sustainable Development, education for sustainability is defined as a combination of content, learning methods, and outcomes that helps students develop a knowledge base about the environment, the economy, and society, in addition to helping them learn skills, perspectives, and values that guide and motivate them to seek sustainable livelihoods, participate in a democratic society, and live in a sustainable manner. It involves the core concepts of awareness on sustainability, learning and enhancing sustainability among students. United Nations Decade of Education for Sustainable Development (2005-2014) and the Global Action Programme (GAP) on ESD (2015-2019) focused on five main areas like advancing

policy, transforming learning environments, building capacities for educators, empowering and mobilizing youth, accelerating local level action are listed in the article and also the six core competencies for sustainability are sorted. Finally the author personally focuses on the classroom initiatives and institutional level initiatives for promoting sustainability in education.

**Keywords:** Education, Sustainability



## **CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT: EVALUATING BUSINESS CONTRIBUTIONS TO ENVIRONMENTAL AND SOCIAL GOALS**

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### **Abstract**

This conceptual paper explores Corporate Social Responsibility (CSR) within the context of sustainable development, focusing on the environmental and social impacts of the top 5 Indian companies. Leveraging solely secondary data, the research aims to assess the CSR initiatives of these companies, examining their effectiveness in benefiting the environment. Key objectives include evaluating stakeholder engagement strategies and elucidating policy implications arising from the analysis. Through a comprehensive review, the paper contributes insights into the role of major corporations in fostering environmental sustainability and engaging with diverse stakeholders. By centering on the CSR endeavours of the top 5 Indian companies,



this conceptual paper not only assesses their impact on sustainable development but also scrutinizes the specific ways in which these initiatives contribute to environmental betterment. Relying solely on secondary data, the research methodically evaluates the efficacy of CSR measures while placing a keen focus on stakeholder engagement strategies. Moreover, the study aims to unravel the broader policy implications arising from these corporate practices.

**Keywords:** Sustainable Development, CSR



## **SPIRITUAL CAPITAL FOR SUSTAINABLE BEHAVIOUR: A STUDY AMONG THE EDUCATORS OF A HIGHER EDUCATION INSTITUTE**

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### **Abstract**

There is no question about the fact that there is need for sustainability in business strategies. But the question is, how can this be brought about? The latest entrant in the sustainable development model is the concept of spirituality. The theory of Spiritual Capital is only being evolved. Though there are several attempts to define Spiritual Capital there is no consensus on its definition. There is also no universally accepted tool developed for measuring Spiritual Capital. This paper is an earnest attempt to find out if there is any relation between Spiritual Capital and Sustainability-promoting Behaviour of individuals using a self-prepared questionnaire. Here, Spiritual Capital is taken as the political, religious, or philosophical ideologies, values and practices of individuals. Their social, environmental and economics dimensions of sustainability behaviour are also assessed. The pre-test, validation and reliability tests of the tool are carried out during the process. Five dimensions namely Political ideology

(Polity), Religious ideology (Religiosity), Philosophical ideology (Spirituality), Values of individuals and Sustainable Behaviours were obtained. These latent variables were measured using 5, 8, 7 and 9 items each. For the Sustainable Behaviour 35 items were taken. The tool was administered to 80 employees of a higher education institute. Items with eigenvalue  $>1$  were taken. Descriptive analysis was done to see the mean and standard deviations. Cronbach's Alpha and Dimension reduction were done using Exploratory Factor Analysis and reached at four factors for Spiritual Capital and three for sustainability behaviour with 27 items in total. It is expected that the tool developed can be used for understanding the Spiritual Capital of the stakeholders of various business concerns, NGOs, institutions that contributes to environmental, social and economic sustainability after due testing.

**Keywords:** Spiritual capital, sustainability-promoting behaviour, sustainability, tool, questionnaire









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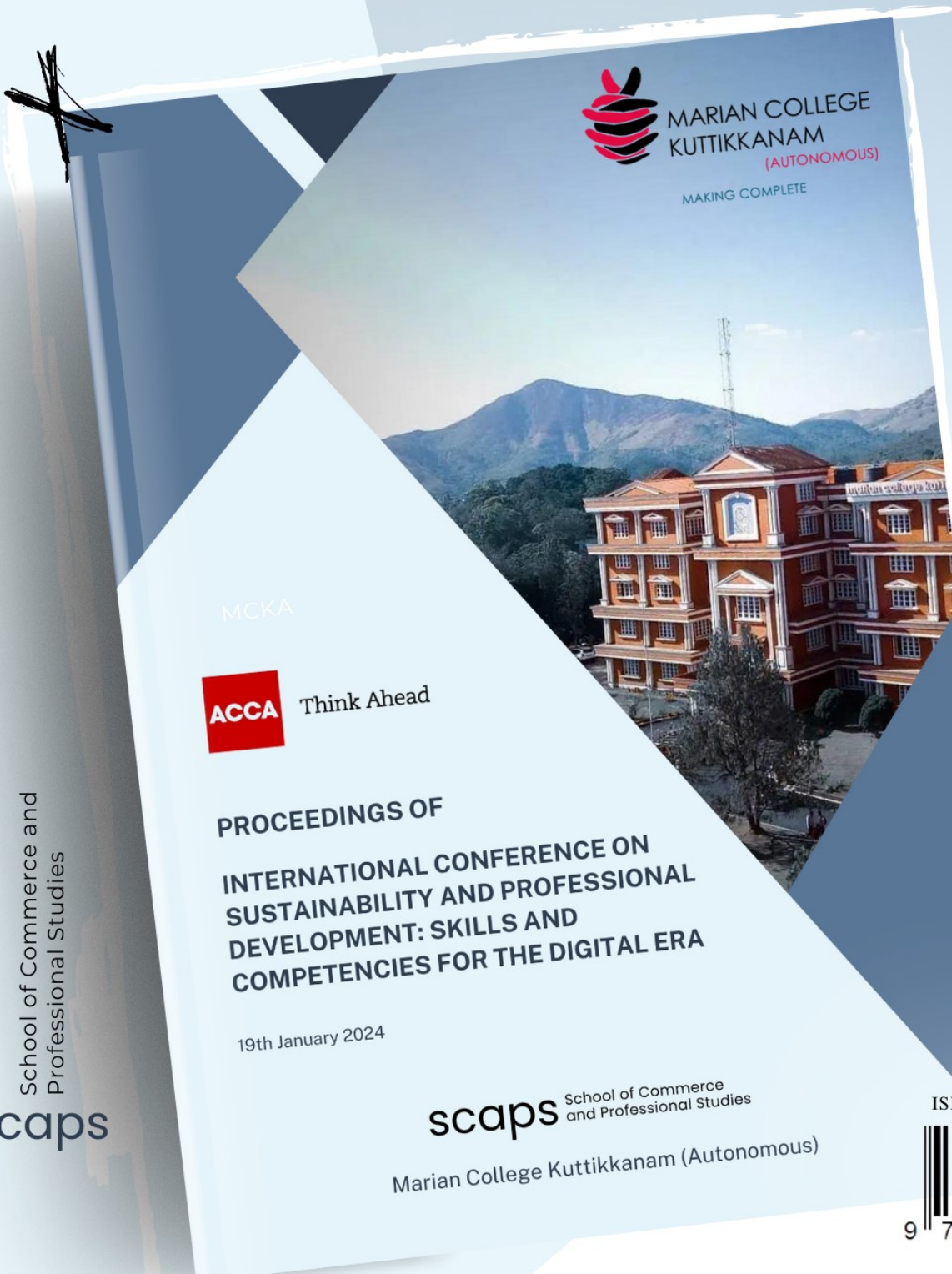
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