

Digital Transformation and Business Sustainability: A Study of Asian Startups in the Post-Pandemic Era

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Abstract

Digitalization has been changing the face of entrepreneurship in Asia very fast, particularly during the period of the COVID-19 pandemic. Companies in the region have been going digital to increase resilience, scalability, and sustainability in the irrepressible environment of startups. With a sample size of 5,065 startups in different countries, e.g., India, China, Japan, Pakistan, and Malaysia, the research relies on statistical approaches that incorporate SPSS in its study, including logistic regression and cross-tabulations that illuminate major trends of digital orientation and sectoral changes. According to the findings, the number of digital startups has increased significantly following 2020, and such direction as FinTech, SaaS, and AI become leading. The correlation of the findings indicates a strong negative relation of founding year with digital focus indicating that digital adoption is not a reactive feature but a structural feature. There are regional differences in which countries such as Japan and Singapore are digital intensity high and others such as Pakistan and Malaysia are low. Cluster profiling also identifies four kinds of startup archetypes using geography, industry and the time of founding. These observations reiterate the importance of policy, infrastructure and ecosystem maturity in defining sustainable and technology led entrepreneurial turnout in varied economies of Asia.

Keywords: Digital transformation, Business sustainability, Asian startups, Post-pandemic entrepreneurship, Technological innovation

Research Article

Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry

Dwipanita Mishra, Manoj Kumar Behera, Kaliprasad Satpathy, Arup Kumar Goswami, Krutibash Khuntia  & Madhab Chandra Jena  

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Abstract

This study explores the impact of sustainability initiatives on consumer perception in the Indian FMCG sector, based on survey data from 500 respondents. Findings show that 72% of consumers are aware of sustainability efforts, with 60% trusting sustainable brands more. Moreover, 65% consider sustainability when purchasing, 38% have switched brands due to sustainability concerns, and 45% are willing to pay a 5–10% premium. Chi-Square tests reveal significant associations between awareness and trust, authenticity perception, and brand-switching behavior ($p < 0.001$). These results emphasize the importance of transparency and strategic sustainability practices in driving consumer loyalty.

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Price Sensitivity and Discounting Strategies in Retail Distribution: A Behavioural and Strategic Analysis

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Research Paper

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Price Sensitivity,

Discounting Strategies,

Retail Distribution,

Consumer Behaviour,

Brand Loyalty, Organized

Retail, Unorganized Retail

ABSTRACT

This study examines the interplay between price sensitivity and discounting strategies in India's diverse retail landscape, encompassing both organized (supermarkets, e-commerce) and unorganized (kirana stores) sectors. In a market characterized by heightened consumer awareness and budget constraints, retailers employ various discounting tactics—such as Buy-One-Get-One (BOGO) offers, flat discounts, and loyalty rewards—to attract price-sensitive consumers. However, while these strategies can drive short-term sales, they often lead to brand switching and diminished long-term loyalty. Organized retailers leverage data-driven approaches, yet face challenges like margin erosion and customer conditioning. Conversely, unorganized retailers rely on informal, relationship-based discounting methods, which lack scalability and consistency. Distributors report increased inventory pressures during discount periods, highlighting the need for synchronized promotional strategies. The study underscores the necessity for retailers to balance immediate sales objectives with long-term brand equity and profitability. Recommendations include adopting dynamic pricing tools, segmenting customers based on discount sensitivity, and aligning promotional efforts across the distribution chain. Future research should explore the impact of digital discounting platforms and psychological pricing techniques on consumer behaviour in the Indian context.

Predictive models for Employee satisfaction and retention in HR using Machine learning

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Abstract: A successful organization depends on its stakeholders being satisfied and having faith in the business. A company's employees are one of its most important assets since they are essential to the general expansion and development of the company. A corporation with a much higher personnel retention rate will be deemed successful in achieving its goals. If a company loses a talented and trained employee, it may incur financial losses from the training costs of replacement hires. This is because losing an employee of that caliber could affect more than just how smoothly the company runs. This article aims to introduce a machine learning framework we created to estimate an organization's staff retention rate using a previously collected dataset. Several machine-learning techniques are applied during the model-development process. K-nearest neighbor (KNN), ensemble with boosted tree, decision tree (DT), and support vector machine (SVM) are some of these methods. The feature value types in the dataset are manually modified to meet the model's needs in order to produce a well-trained model. The model that was built in this way obtained an accuracy rating of 98%.

Keywords: Employee Retention, Predictive Models, Employee Satisfaction, Human Resources Analytics, Machine Learning, Talent Management, Workforce Prediction.

E-HRM Revolution: Transforming Organizational Performance With Innovation

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Abstract

This study investigates the transformative effects of Electronic Human Resource Management (E-HRM) on organizational performance, emphasizing the role of innovation in enhancing efficiency, strategic alignment, and competitive advantage. E-HRM, encompassing a wide array of digital tools and practices, redefines traditional HR functions by automating administrative tasks, facilitating strategic decision-making, and improving overall employee engagement. Through a comprehensive literature review the research identifies key innovations such as AI-driven recruitment, cloud-based HR platforms, and data analytics, which collectively contribute to streamlined processes and informed decision-making. The findings suggest that E-HRM not only reduces operational costs but also fosters a more agile and responsive HR environment. By enabling real-time data access and analytics, organizations can better align their HR strategies with business goals, thus enhancing their adaptability in a rapidly changing market. Furthermore, E-HRM's impact on employee experience through personalized and accessible HR services is highlighted as a critical factor in boosting morale and retention. This study underscores the necessity for organizations to embrace E-HRM innovations to maintain a competitive edge and achieve sustainable growth. The implications for future research and practical applications in various organizational contexts are also discussed, offering a roadmap for successful E-HRM implementation.

Keywords: Electronic Human Resource Management (E-HRM), Organizational performance, Innovation, AI-driven recruitment, Data analytics

TALENT ACQUISITION STRATEGIES IN THE DIGITAL AGE: LEVERAGING TECHNOLOGY FOR RECRUITMENT SUCCESS

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ABSTRACT

Talent acquisition in today's fast-paced digital world has changed drastically due to new technologies and different expectations from candidates. Innovative digital tactics are becoming more and more important for organizations throughout the world when it comes to attracting, evaluating, and retaining top people. This change is more than just implementing new software; it signifies a complete overhaul of how recruitment may make use of technology for optimal results. Talent acquisition in the modern digital era makes use of data analytics, automation, and artificial intelligence (AI) to simplify tasks that used to require a lot of human effort. These days, AI algorithms find the best applicants by combing through mountains of application data, while automated systems take care of mundane but necessary jobs like setting up interviews and communicating with prospects afterward. Not only can these technologies shorten the hiring process, but they also make it more accurate and fair by reducing the impact of human prejudice. In order to improve recruitment results in the modern day, this study investigates how companies use technology. Automated and AI-powered applicant screening and process automation drastically cuts down on time-to-hire while simultaneously raising the bar for quality candidates, according to the study's findings. More accurate assessments and an improved applicant experience are the results of digital technology, which in turn increases engagement and retention. Recruiting in the digital era allows for easy communication and application processes, appealing to a pool of candidates that are comfortable using mobile devices. In order to gain a competitive edge in talent acquisition and bring recruitment processes up to date, this study examined the revolutionary power of digital technology. The main aim of the study is to explore & analyze talent acquisition strategies in the digital age leveraging technology for recruitment success & to check hypothesis - significant relationship between digital age leveraging technology based talent acquisition strategies & recruitment success. The chi-square test & likert scale analysis has been used for results.

Keywords: Talent Acquisition, Digital Age, Technology, Recruitment, Success.

Research Article

Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry

Dwipanita Mishra, Manoj Kumar Behera, Kaliprasad Satpathy, Arup Kumar Goswami, Krutibash Khuntia  & Madhab Chandra Jena  

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Abstract

This study explores the impact of sustainability initiatives on consumer perception in the Indian FMCG sector, based on survey data from 500 respondents. Findings show that 72% of consumers are aware of sustainability efforts, with 60% trusting sustainable brands more. Moreover, 65% consider sustainability when purchasing, 38% have switched brands due to sustainability concerns, and 45% are willing to pay a 5–10% premium. Chi-Square tests reveal significant associations between awareness and trust, authenticity perception, and brand-switching behavior ($p < 0.001$). These results emphasize the importance of transparency and strategic sustainability practices in driving consumer loyalty.

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Evaluating Advertising Effectiveness on Consumers' Online Shopping Behaviour Across Regional and Spatial Contexts: A Light Gradient Boosting Machine Approach

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Abstract.

With the growth of online shopping, advertising effectiveness is becoming an interesting area of research. The primary objective of this research is to analyze and identify the advertising effectiveness of online shopping among the customers. Based on a survey of 255 Indians between the ages of 20 and 51, the research is conducted. An ensemble learning technique, a light gradient boosting machine, is employed to determine the advertising efficacy in terms of the AIDA framework. The proposed method's effectiveness in identifying online shopping behavior based on advertisements has been verified by comparing several machine learning algorithms. The findings demonstrated that LGBM could predict the correlations between advertising efficiency indices such as attention, interest, desire, and action for online purchasing. According to the LGBM, the most important predictor of action is attention, followed by interest and desire.

Keywords: Light Gradient Boosting Machine, AIDA framework, Online Shopping, Effectiveness of advertisement.

Research Article

Influence of Sustainability Initiatives on Consumer Perceptions: A Case Study on Indian FMCG Industry

Dwipanita Mishra, Manoj Kumar Behera, Kaliprasad Satpathy, Arup Kumar Goswami, Krutibash Khuntia  & Madhab Chandra Jena  

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Article

Ai-Enabled Adaptive Learning Platforms And Their Effects On Student Autonomy And Academic Engagement: A Quantitative Investigation

Article History:

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Economics Sri Guru Nanak Dev Khalsa
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How to cite this article: Dr. Bishnu Prasad Kar , Dr Pranjali Madhur , Ankur Bhatnagar , Ms. Saumya Chaturvedi Ai-Enabled Adaptive Learning Platforms And Their Effects On Student Autonomy And Academic Engagement: A Quantitative

Abstract: The present research aims to explore how AI-based adaptive learning platforms in education can significantly improve and personalise the learning experience for every student. Integrating AI in education has changed the learning environment, making adaptive learning systems a vital innovation. This paper will also let us understand how AI-based adaptive learning platforms improve student participation and academic performance. Because of personalised learning paths and instant feedback from the AI platforms, the study found that most participants showed better productivity, motivation, engagement, and noticeable improvement towards learning and academic results of students. Adaptive learning platforms and artificial intelligence are changing the modern education system by making it more personalised, accessible, and effective, while also helping people as well as students understand, accept, and support sustainable development. Therefore, the present findings can help towards the future growth of adaptive education and can be used by different policymakers, educators, and researchers to improve learning systems and strategies. Although the study concludes that AI-based adaptive learning platforms cannot replace human teaching, they have great potential to enhance personalised learning and boost students' academic performance. The factors of AI-enabled adaptive learning platform on students' autonomy and academic engagement are Real-time or timely feedback, Personalized pacing and content, Choice and control over learning paths and Motivation through adaptive challenge.

Keywords: Adaptive learning platforms, Academic performance, Artificial Intelligence, Sustainable development, Education system



Inheritance Rights of Non-Binary Individuals in India: Navigating Legal Gaps and Advocating Inclusivity

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Abstract: This research investigates the intricate landscape of inheritance rights for nonbinary individuals within the context of Indian legal frameworks. As the recognition of diverse gender identities expands, the study critically examines existing laws governing inheritance, evaluating the extent to which they acknowledge and protect the rights of nonbinary individuals. Through an in-depth analysis of Indian inheritance laws and a comparative exploration of international legal precedents, the research illuminates the specific challenges faced by nonbinary individuals in the inheritance process.

The study employs case studies to provide a nuanced understanding of real-life scenarios, highlighting discriminatory practices, social biases, and cultural impediments that nonbinary individuals encounter when asserting their inheritance claims. By adopting an intersectional lens, the research delves into the complex interplay of gender identity with other factors, such as socioeconomic status and geographical location, influencing inheritance outcomes.

Proposing targeted legal reforms, the research seeks to address the identified gaps and advocate for inclusive practices that align with the evolving understanding of gender diversity. The findings of this study contribute to the broader discourse on gender inclusivity within Indian legal systems and provide actionable insights for policymakers, legal practitioners, and advocacy groups. The ultimate aim is to foster a legal environment that recognizes and protects the inheritance rights of nonbinary individuals in India.

Keywords: Nonbinary Individuals, Inheritance Laws, Gender Diversity, Discrimination, Intersectionality, Legal Reforms.

IMPACT OF FINANCIAL LITERACY PROGRAMS ON BANKING PRACTICES IN RURAL ODISHA

* Subhankar Behera
** Ananya Swain

Abstract:

This study examines the impact of financial literacy programs on banking practices in rural Odisha, a region with limited access to formal financial services and low financial awareness. The research aims to evaluate whether these educational initiatives effectively enhance financial behaviour such as savings, credit usage, and financial planning among rural households. Data were collected from 500 participants across various villages, including individuals who participated in financial literacy programs and a control group who did not.

Descriptive and inferential statistical analyses were conducted to assess differences in banking practices between the two groups. Findings indicate a significant positive correlation between participation in financial literacy programs and improved banking behaviour. Program participants exhibited higher rates of savings account ownership, more frequent saving deposits, and more judicious use of credit facilities. Additionally, there was a marked improvement in budgeting, financial planning, and understanding financial product terms among participants.

The study highlights the critical role of financial literacy in fostering trust in formal banking institutions, which is essential for enhancing financial inclusion in rural areas. These results emphasize the importance of expanding financial

literacy programs to promote economic development in underserved regions. The research provides insights for policymakers, financial institutions, and NGOs working to improve financial inclusion and economic empowerment in rural India.

Keywords: Financial Literacy, Financial Inclusion, Economic Development, Economic Empowerment, Credit Facility.

1. Introduction:

Financial literacy refers to the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. It encompasses a range of knowledge and competencies necessary for making informed and effective decisions with financial resources. Financial literacy is crucial for individuals to navigate the complexities of the financial system, make prudent financial decisions, and achieve financial well-being. Improved financial literacy can lead to better banking practices. Individuals with higher financial literacy are more likely to understand the benefits of saving, the risks and rewards associated with credit, and the importance of planning for future financial needs. This understanding translates into more effective use of banking services, such as maintaining a savings account, using credit responsibly, and investing wisely.

Furthermore, financial literacy has significant

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Contents

Page	Research Articles
1	The Digital Gold Dilemma: A Comparative Analysis of Gold ETFs and Sovereign Gold Bonds for Indian Investors Dr. Krishna Kavitha Acharya & Dr. Sanjaya Mohanty
8	Leveraging Social Media Marketing for Sustainable Growth of MSMEs: A Statistical Analysis in Chengalpattu, Tamil Nadu Mr. R.R. Ramiah
16	A Study on Impact of Financial and Financial Inclusion on Sustainable Financial Behavior of people in Odisha Dr. Ashok Kumar Rath & Mr. Sumanjit Biswas
21	A Theoretical Perspective to the Future of Influencer Marketing: A Sequential Map to Industry 6.0 Mr. Sourav Kumar
34	Environmental Sustainability through Solid Waste Management in Rural India-An Inclusive Model Prof. Dr. Jyoti Ranjan Mohanty
42	A Novel Ranking functions for Trapezoidal Intuitionistic Fuzzy Numbers - Area between Centroid of Centroids Method. Mr. Vinod Kumar Vaidial
48	Market Analysis of Coolberg Beverages Pvt. Ltd. in Bhubaneswar: A Retailer and Consumer Perspective Mr. Ashutosh Pandey
52	Evaluating the Effectiveness of Micro Influencer Marketing for Enhancing Footfall and Digital Visibility: A Case Study on Sea Fresh Diner, Bhubaneswar Mr. Sayanath Mohapatra & Dr. Bishnu Prasad Kar
59	Expert Interview Deep-Tech Entrepreneurship in The Underwater Technology Domain
62	A Book Review on "What Matters Next: A Leader's Guide to Making Human Friendly": Tech Decisions in a World That's Moving Too Fast Dr. Bishnu Prasad Kar

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REVIEW PAPER

Revolutionising Management with Artificial Intelligence: Innovations, Challenges, and Future Prospects

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ABSTRACT

AI has potentially altered and fine-tuned the modern intricacies of predicting and planning in business management by augmenting and automating the current systems in place. Because of AI interfaces, business operations have reached unbelievable heights, but these developments also trigger tremendous financial and legal problems. Underemployment because of AI, bias in algorithms, regulatory and compliance issues, and many more makes AI governance in management a thorny issue worthy of academic investigation. The purpose of this research is to investigate the phenomena of AI in business management from a legal and economic point of view in terms of innovations, risks, and governance structures. Using a combination of qualitative and quantitative methods, this thesis discusses AI's impact on corporate governance, corporate finance, business intelligence, strategic planning, and the interrelated issues of regulation and compliance. The results of this study advocate for a regulated approach to the transition and transformation of businesses towards AI based systems to ensure transparency, responsibility, and ethical considerations. This research paper provides propositions for effective governance of AI in business management and highlights areas in which AI can help achieve sustainable business growth.

Keywords: Artificial Intelligence, Business Management, Corporate Governance, Economic Implications, Legal Challenges, AI Regulations, AI Ethics

Renewable Energy, Foreign Direct Investment, and Demographic Pressures: An Empirical Analysis of India's Clean Energy Transition

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Abstract

Renewable energy resources play a pivotal role in meeting India's rapidly increasing energy demand while fostering sustainable development. This study examines the interconnected dynamics of renewable energy supply, foreign direct investment (FDI), energy consumption, and demographic growth in India. Using a quantitative approach and secondary data from international and national databases, trends and correlations were analysed to highlight emerging patterns. Findings reveal that although India has made significant progress in expanding its renewable energy base—particularly in solar and wind power—accelerating population growth poses challenges to achieving long-term energy self-sufficiency. FDI has been instrumental in bridging financial and technological gaps, yet its effectiveness depends on robust regulatory frameworks and strong institutional support. The study emphasizes the need for comprehensive strategies, including public awareness campaigns, policy reforms, and institutional restructuring, to decouple energy development from environmental constraints. Ultimately, the results advocate for an integrated clean energy strategy supported by greater flexibility in FDI policies to accelerate India's transition toward sustainable energy.

Keywords: *Renewable Energy, Foreign Direct Investment (FDI), Energy Consumption, Sustainable Development, Population.*



Impact of ESG Reporting on Financial Performance: Evidence from Indian Listed Firms

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ESG reporting, financial performance, Indian firms, corporate governance, sustainability, ROA, ROCE, Tobin's Q

ABSTRACT

In recent years, Environmental, Social, and Governance (ESG) reporting has emerged as a strategic focus area for corporations seeking sustainable growth and improved financial outcomes. This study investigates the impact of ESG reporting on the financial performance of Indian listed firms. With growing stakeholder demand for transparency and responsible business practices, understanding this relationship is particularly relevant in emerging markets like India. The primary objective of the study is to evaluate how overall ESG disclosure, as well as its individual components—Environmental, Social, and Governance—affect key financial performance indicators such as Return on Assets (ROA), Return on Capital Employed (ROCE), and Tobin's Q. The study adopts a quantitative research design using secondary data collected from NSE-listed firms between 2020 and 2023. ESG scores were obtained from CRISIL ESG ratings and sustainability reports, while financial data was sourced from the CMIE Prowess database. Regression analysis was conducted using two models: the first tested the effect of the overall ESG score on financial performance, and the second disaggregated the effects of the E, S, and G components. The results of the Hausman test favored the use of the random effects model, and VIF tests confirmed the absence of multicollinearity. Findings indicate that ESG reporting has a positive and significant impact on financial performance, with governance emerging as the most influential ESG factor. Social and environmental

Renewable Energy, Foreign Direct Investment, and Demographic Pressures: An Empirical Analysis of India's Clean Energy Transition

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Abstract

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Keywords: *Renewable Energy, Foreign Direct Investment (FDI), Energy Consumption, Sustainable Development, Population.*

Evaluating the Effectiveness of Micro Influencer Marketing for Enhancing Footfall and Digital Visibility: A Case Study on Sea Fresh Diner, Bhubaneswar

*Satyanath Mohapatra
**Dr. Bishnu Prasad Kar

Abstract

The rapid expansion of social media platforms has significantly altered the promotional landscape for small and medium food establishments in India, particularly those located in growing urban centers such as Bhubaneswar. This case study examines the impact of a structured micro influencer marketing campaign implemented at SeaFresh Diner, a moderately priced seafood restaurant situated in the Chandrasekharpur Patia locality. The restaurant experienced a sharp decline in customer footfall from mid 2023 to early 2024 due to rising competition, lower organic discovery on digital platforms, and changing consumer preferences regarding online information search and consumption. In response, the management chose to implement a targeted 30 day influencer based visibility enhancement program with two micro influencers who had established relevance in the food and lifestyle segments of the city. Using realistic and verifiable evidence that includes daily footfall records, Instagram engagement analytics, sales and billing data, and an independent restaurant feedback survey of 124 customers, the case evaluates the outcomes of this intervention. The results demonstrate that micro influencer engagements can deliver substantial short term gains in reach, brand awareness, and customer conversions, provided that the influencers are selected based on niche relevance and content authenticity rather than on follower numbers alone. The study concludes with managerial insights relevant for digital marketing planning in resource constrained small enterprises, particularly within the restaurant sector.

Keywords: Micro-influencer, Social media engagement, Customer footfall, Digital Marketing Strategy, Customer Conversion

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Volume : VIII Issue : I 2025

Contents

Page	Research Articles
1	The Digital Gold Dilemma: A Comparative Analysis of Gold ETFs and Sovereign Gold Bonds for Indian Investors <i>Dr. Krishna Kavitha Acharya & Dr. Sanjaya Mohanty</i>
8	Leveraging Social Media Marketing for Sustainable Growth of MSMEs: A Statistical Analysis in Chengalpattu, Tamil Nadu <i>Mr. R.R. Kamath</i>
16	A Study on Impact of Fresh and Financial Inclusion on Sustainable Financial Behavior of people in Odisha <i>Dr. Ashok Kumar Rath & Mr. Sumanjit Biswas</i>
21	A Theoretical Perspective to the Future of Influencer Marketing: A Sequential Map to Industry 6.0 <i>Mr. Sourav Kumar</i>
34	Environmental Sustainability through Solid Waste Management in Rural India-An Inclusive Model <i>Prof. Dr. Jyoti Ranjan Mohanty</i>
42	A Novel Ranking functions for Trapezoidal Intuitionistic Fuzzy Numbers – Area between Centroid of Centroids Method. <i>Mr. Vinod Kumar Vaidial</i>
48	Market Analysis of Coolberg Beverages Pvt. Ltd. in Bhubaneswar: A Retailer and Consumer Perspective <i>Mr. Ashutosh Pansley</i>
52	Evaluating the Effectiveness of Micro Influencer Marketing for Enhancing Footfall and Digital Visibility: A Case Study on Sea Fresh Diner, Bhubaneswar <i>Mr. Satyanath Mohapatra & Dr. Bishnu Prasad Kar</i>
59	Expert Interview Deep-Tech Entrepreneurship in The Underwater Technology Domain
62	A Book Review on "What Matters Next: A Leader's Guide to Making Human Friendly": Tech Decisions in a World That's Moving Too Fast <i>Dr. Bishnu Prasad Kar</i>

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Unified Payments Interface (UPI) as a Catalyst for Financial Digitization and Inclusive Growth in India

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Unified Payments Interface (UPI), digital payments, financial inclusion, cashless economy, transaction volume, financial digitization, macroeconomic impact, banking integration, cybersecurity, regulatory compliance, India.

ABSTRACT

The Unified Payments Interface (UPI) has emerged as a revolutionary force in India's digital payments ecosystem, driving financial inclusion, enhancing transactional efficiency, and fostering economic sustainability. This study critically examines UPI's exponential growth since its inception in 2016, analyzing its adoption trends, transaction volumes, and macroeconomic implications. By leveraging a mixed-methods approach, the research combines quantitative analysis of transaction data from the National Payments Corporation of India (NPCI) with qualitative insights from industry reports and scholarly literature to assess UPI's transformative impact. Key findings reveal a dramatic surge in UPI adoption, with transaction volumes escalating from negligible levels to billions per month, supported by the integration of over 280 banks and financial institutions. The study highlights UPI's role in reducing cash dependency, promoting digital financial literacy, and bridging the gap between urban and rural economies. Additionally, the analysis identifies sector-specific transaction patterns, with high engagement in retail, utilities, and telecommunications, reflecting shifting consumer behavior toward cashless transactions. Despite its success, challenges such as cybersecurity risks, regulatory complexities, and uneven merchant adoption persist. Strategic recommendations include strengthening

Evaluating the Effectiveness of Micro Influencer Marketing for Enhancing Footfall and Digital Visibility: A Case Study on Sea Fresh Diner, Bhubaneswar

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