

3.2.2

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during the year		Title of the paper		Title of the proceedings of the conference		Name of the conference		National / International		Year of publication		ISBN/ISSN number of the proceeding		Affiliating Institute at the time of publication		Name of the publisher	
Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher							
BOOK	1	Dr Shikha Pathreja Performance Management	NA	NA	NA	NA	2023	978-93-92407-387-2	Trinity Institute of Professional Studies	Thakur Publication Pvt Ltd.							
BOOK	2	Dr Shikha Pathreja Entrepreneurial Resource Management					2023	978-93-92407-95-6	Trinity Institute of Professional Studies	Wisdom Press							
BOOK	3	Dr Neha Arora Entrepreneurial Resource Management					2023	978-93-92407-95-6	Trinity Institute of Professional Studies	Wisdom Press							
BOOK	4	Dr. Deepali Saluja Business Policy and Strategy					2023	9789357553865	Trinity Institute of Professional Studies	Thakur Publication Pvt Ltd.							
BOOK	5	Dr Ashutosh Agarwal Intelligent HR: Transforming human resources management with Artificial Intelligence					2023		Trinity Institute of Professional Studies								
BOOK	6	Dr Ashutosh Agarwal Entrepreneurial Finance					2023	978-93-92407-99-7	Trinity Institute of Professional Studies	Wisdom Press							
BOOK	7	Dr Neha Arora Entrepreneurial Finance					2023	978-93-92407-99-7	Trinity Institute of Professional Studies	Wisdom Press							

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8	Dr. Neha Arora Sethi	Journalism Ethics & Mass Communication	NA				2023	978-93-5111-214-3	Trinity Institute of Professional Studies	Random Press
9	Dr. Neha Arora Sethi	Global Economic Crisis	NA				2023	978-93-50012-75-6	Trinity Institute of Professional Studies	Amiga Press
10	Dr. Shashi Bala	Indian Bar: Review, Status of the children born out of live-in-relationship					2023		Trinity Institute of Professional Studies	
11	Dr. Mukta Sharma	Edited BOOK on CREATING A BETTER TOMORROW- INNOVATIVE PRACTICES FOR SUSTAINABILITY							Trinity Institute of Professional Studies	Kindle, Amazon
12	Ms. Shruti Gaur	Before 29 Temples of India : It influence and Impact on Indian Economy					2023	9789357741125	Trinity Institute of Professional Studies	BookLeaf Publishers
13	Dr. Rajesh Agarwal						2023	978-9592-519-89-2	Trinity Institute of Professional Studies	Khama Publications


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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
BOOK	Dr Neha Arora	Marketing Analytics					2023	978-93-5755-393-3	Trinity Institute of Professional Studies	Thakur Publication Pvt.Ltd.
BOOK	Dr Sourmya Singh	Holistic and Sustainable Education: Transition from New to Normal					2023	978-8196430890	Trinity Institute of Professional Studies	Integrity Education India
BOOK	Dr Shikha Pathreja	Performance Management					2023			
BOOK	Dr Deepali Sahija	Economic Sociology					2024	978-89395-577706	Trinity Institute of Professional Studies	Paradise Press
BOOK	Ms. Shruti Gaur	Before 29					2023	9786112	Trinity Institute of Professional Studies	BookLeaf Publishers
Chapters	Ms. Priyanka Nagar	Digitalization and TV Journalism: Navigating the New Media Landscape	Television Chronicles				2023	978-61-996029-3-2	Trinity Institute of Professional Studies	First Impression, 2023
Chapters	Ms. Kumari Jyoti	Language and communication barrier in social education	Language and Communication barriers in Higher education				2024	978-9391681999	Trinity Institute of Professional Studies	Bharti Publications

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
3	Dr. Koshna	Recommendations Systems Using AI and ML: Future of Sales and Marketing	Artificial Intelligence and Machine Learning for Business				2024	978-6081081999	Trinity Institute of Professional Studies	CRC Press/Taylor & Francis Group
4	Dr. Mukta Sharma	Recommendations Systems Using AI and ML: Future of Sales and Marketing	Artificial Intelligence and Machine Learning for Business				2024	9781774917237	Trinity Institute of Professional Studies	CRC Press/Taylor & Francis Group
5	Ms. Shruti Gaur	"Sundays to Remember"	Yaadon: A Tapestry of Timeless Memories				2024			
6	Dr. Manjari Agarwal	The Influence of AI on Research: A Transformative Paradigm								
7	Dr. Manisha Gupta	Building Resilience in Global Business During Crisis					2024	9781033930800		Routledge India
8	Dr. Manisha Gupta	Content Generated by Netflix: Scoping Review and Analysis					2023			
9	Dr. Manisha Gupta	Artificial Intelligence, Blockchain, Computing and Security Volume 1					2023	9781003393080		Proceedings of the International Conference on Artificial Intelligence, Blockchain, Computing and Security

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
Paper 4	Dr. Mukta Sharma	N/A	Blockchain-Powered Smart Homes: A comprehensive Review and Outlook in the International Conference on Advances in Computing, Communication and Intelligent Systems organised by Banaridas Chandiwala Institute of Information Technology, held on 30th Mar, 2024	Banaridas Chandiwala Institute of Information Technology.	International Conference on Advances in Computing, Communication and Intelligent Systems	International Conference	30th Mar, 2024			Elsevier
Paper 5	Dr. Aparna Chaturvedi	N/A	Mathematical Modelling in Cyber Security and Cyber Defense	None		National	2023	ISSN: 2320-6470	TIPS	ACS Publications
Paper 6	Dr. Aparna Chaturvedi	N/A	The Significance of Mathematics in Machine Learning Proceedings of International Conference on Applied Mathematics & Nanoscience 2024	Vidya Academy of Science & Technology Thiruvir - 680501, INDIA.	International Conference		23-25, Jan, 2024		TIPS	
Paper 7	Dr. Priya Agarwal	N/A	A Study on Innovation and Development in Education for Sustainability	National Conference: "MARKETECH 2023"	Optimizing Technology for Sustainable Quality	National	2023	978-93-04530-49-9	CPJ	
Paper 8	Ms. Kanika Mehra	N/A	Antecedents of Intention to use CBOD in India: An Empirical Investigation	International Finance and Accounting Conference organised by IIM Jammu	International Finance and Accounting Conference organised by IIM Jammu	International				

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher	
	Dr Manjari Agarwal	N/A	Mapping the Landscape of Sustainable Resource Management in Commerce and Management: A Bibliometric Analysis		Tips Con		2024		TIPS		
9	MS. NIKITA ANAND	N/A	THE IMPACT OF FINANCIAL INCLUSION ON SOCIAL AND ECONOMIC DEVELOPMENT IN BIHAR				2024	2259-2718	TIPS	INTERNATIONAL JOURNAL OF APPLIED SCIENCE AND TECHNOLOGY RESEARCH EXCELLENCE	PEER REVIEWED
10	Ms. Ashwarya	N/A	Balancing Act: Ethical Legal Challenges in Digital Era Protecting Human Rights Data Privacy in the Indian Banking System		KLE LAW Journal	International	2024	ISSN: 243482834			
11	Ms. Ashwarya	N/A	Enhancing the sustainability banking in Indian Banking Center pathway to responsible Finance		Trinity Law Review		2024	ISSN: 2583-3588			
12	Dr Sonika Ahlawat	N/A	Deforestation: Mapping the impact on wildlife		Trinity Law Review	2024	ISSN: 2583-3588				
13	Ms. Richa Tyagi	N/A	Digital Shadows: A study of cyber incursions and Human rights breaches			National	2023	ISSN: 2320-6470	TIPS	ACS Publications	Applied for UGC Care

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher	
Paper 15	Dr Sonika Ahlawat	N/A	Children as domestic worker: Legal Challenges			National	2023	2320-6470	TIPS	ACS Publications	Applied for UGC Care
Paper 16	Dr Sonika Ahlawat	N/A	Empowering domestic workers: A call for fair minimum wages and Dignified labour Conditions			International	2024	1939-0264	TIPS	Journal of Interdisciplinary research	UGC Care
Paper 17	Dr Sonika Ahlawat	N/A	Impact of Social Movement on Indian Legal System Challenges & Prospects								
Paper 18	Dr Neha Arora	N/A	Decoding Carva SEO Case Study - The SEO Strategy that Led Carva to a \$40	SUSTAINABLE INDIA INTERNATIONAL CONFERENCE SIIC III	Future Innovation and Sustainable Development for Asian Countries	International	2023	978-93-5811-401-0	TIPS	E-Proceedings	
Paper 19	Dr Shreya Pathreja	N/A	Decoding Carva SEO Case Study - The SEO Strategy that Led Carva to a \$40	SUSTAINABLE INDIA INTERNATIONAL CONFERENCE SIIC III	Future Innovation and Sustainable Development for Asian Countries	International	2023	ISBN 978-93-5811-401-0	TIPS	E-Proceedings	
Paper 20	Dr Neha Arora	N/A	The Intersection of Social Media and Social Enterprises		International Conference		2024		TIPS		SCOPUS
Paper 21	Dr Anubhuti Hajela	N/A	The new Education Policy 2020 and SDG 4 Goals-Challenges of Fulfilling the Dream of Holistic Education	None	None	National	2023	ISSN 2231-6310	NDIM	Researcher's Voice (Journal)	Peer Reviewed

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher	
22	Dr Anubhuti Hajela	N/A	Maximum Marketing Effectiveness In Economic Standard: Strategies For Driving Business Growth And Market Adaptation	None	None	International	2023	ISSN 2324-7648	NDIM	The International Journal of Interdisciplinary Organizational Studies	Scopus
23	Dr Anubhuti Hajela	N/A	The Impact of Digital Marketing on Business Growth and Branding	None	None	International	2023	ISSN 2083-5346	NDIM	European Chemical Bulletin	Peer Reviewed
24	Dr Anubhuti Hajela	N/A	Issues and Challenges In The Use Of Information Communication Technology (ICTs) In Education In India	None	None	International	2023	2083-5346	NDIM	European Chemical Bulletin	Peer Reviewed
25	Dr Ashutosh Agarwal	N/A	Key Indicators of Financial Inclusion: An Empirical Study in the Context of Rural Murshidabad of West Bengal	None	Int. J. of Accounting, Auditing and Performance Evaluation	National	2023			Inderscience Publishers: IJAAP-166698	
26	Ms Kirti Tanwar	N/A	AI Applications for Talent Acquisition and Employee Retention in Human Resources				2024	1526-4726 Vol 4 Issue 3 (2024)	TIPS	Journal of Informatics Education and Research	ABDC
27	Dr Priya Agarwal	N/A	Role and importance of Technological Innovation in Growth and Development of Educational Sector	TIPSCON International Conference held on 17th June 2023 at Trinity Institute of Professional Studies		International	2023	ISSN No 2320-8470	TIPS		

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				TIPSCON International Conference held on 17th June, 2023 at Trinity Institute of Professional Studies		International	2023	ISSN No 2320-6470	TIPS	
28	Dr. Priya Agarwal	N/A	Short Selling and Corporate Innovation: Impact on Market		NEP 2020 APARDIGM Shift in Media education and ensuring Quality					
29	Dr. Manjari Agarwal	N/A	THE INFLUENCE OF AI ON RESEARCH: A TRANSFORMATIVE PARADIGM	NEP 2020 APARDIGM Shift in Media education and ensuring Quality	Exploring the Essence: Indian Economic thought in Contemporary Perspectives	NATIONAL	2024	ISSN 979-93-99033-59-6	TIPS	AK PUBLICATIONS
30	Ms. Namita Agarwal	N/A	Government Health Insurance Schemes in India: A review of their Contributions to the Economy				2024		GGSIJU	
31	Dr. Anil Bajaj	N/A	A Study on Wireless Communication	TIPSCON International Conference held on 17th June, 2023 at Trinity Institute of Professional Studies	TIPSCON International Conference held on 17th June, 2023 at Trinity Institute of Professional Studies	International	2023	ISSN No 2320-6470	TIPS	Applied for UGC Care
32	Dr. Neha Arora	N/A	weather derivatives		Council for Innovative Research		2023	ISSN 2278-5612	TIPS	

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Paper 33	Ms. Ashwarya	N/A	Justice Beyond The principle Offender A critical Analysis of Accomplice Liability in Criminal Cases		Trinity Law Review	2023	ISSN: 2583-3588		TIPS	
Paper 34	Mr. Eshaan	N/A	Digital Misconduct: Challenges and perspectives and Regulating social Media Crimes		TIPS, CON				TIPS	
Paper 35	Ms. Rashmi Mathija	N/A	Protecting Brands in the virtual age: A comprehensive Analysis of Trademark Protection in the Metaverse		TIPS, CON				TIPS	
Paper 36	Ms. Richa Tyagi	N/A	Navigating the Digital Abyss : As A Formidable Challenge To Indian Governance		Emerging Trends Of Indian Politics : Challenges & Possibilities				TIPS	
Paper 37	Ms. Richa Tyagi	N/A	Navigating Realm of Refugee Rights in International Law		National Conference of Social Sciences, Law Fiesta				TIPS	
Paper 38	Ms. Richa Tyagi	N/A	Protecting the Human Rights in Digital Age-The Menace of Cyber crimes"		International Conference				TIPS	

Continued

Trinity / Title of Proceedings of the
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					International Conference on Advances in Computing, communication and Intelligent Systems	International Conference	30th Mar, 2024			Elsevier
39	Shweta Sharma	N/A	Diabetes Prediction Model	Banarsidas Chandiwala Institute of Information Technology.						
40	Dr. Neha Arora	N/A	Lean Manufacturing: A Sustainable Manufacturing Technique to help Indian Textile and Apparel Industry achieve circularity economy and attract investor bharat		TIPSCON	International	17th June, 2025		TIPS	
41	Dr. Neha Arora	N/A	A review of fashion E-commerce retailers		TIPSCON	International	17th June, 2026		TIPS	
42	Dr. Anubhuti	N/A	Empowering through education		TIPSCON	International	17th June, 2027		TIPS	
43	Dr. Neha Arora	N/A	Unravelling the Web of Cyber Threats		TIPSCON	International	17th June, 2028		TIPS	
44	Dr. Manju Pathania Biswas	N/A	A Study on Innovation and Development in Education for Sustainability	National Conference: "MARKETECH 2023".	Optimizing Technology for Sustainable Quality	National	2023	878-93-04630-49-9	CPJ	
45	Dr. Manju Pathania Biswas	N/A	"Impact of IoT on Sustainable Development: A Study using IoT to Monitor Energy Resources at Telecom Sites/Resources at Telecom Sites	TIPSCON International Conference held on 17th June, 2023 at Trinity Institute of Professional Studies	CREATING A BETTER TOMORROW WITH INNOVATIVE PRACTICES FOR SUSTAINABILITY	International	2023	2320-5470	TIPS	

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Sl. No.	Name of the teacher	Title of the book / chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
Paper 46	Dr. Soumya Singh	N/A	Disclosure of Intellectual Capital: Evidence from Indian Annual Reports	FORE International Finance Conference 22	FORE International Finance Conference 22	International	2023		TIPS	
Paper 47	Dr. Parvinder Kaur	N/A	Recovery Marketing for Conflict Sensitive Destination: Stakeholders Perspectives on Tourism Revival in Kashmir Valley (India)	None	Conflict Resolution Quarterly	International	2023	ISSN 15411506	Lovely Professional University	John Wiley & Sons
Paper 48	Dr. Parvinder Kaur	N/A	INDIAN HIMALAYAN ECOLOGY FOR HUMAN WELLBEING: ANALYSIS OF TOURISTS' DESTINATION IMAGE, SATISFACTIONS AND REVISIT INTENTIONS	None	Ecology, Environment and Conservation	International	2023	ISSN: 0971-785X	TIPS	EM International
Paper 49	Dr. Deepali Saluja	N/A	Impact of Technological Innovation on Employment	2nd National Conference on Excellence Through Multidisciplinary Inclusive Approach	2nd National Conference on Amaninbhar Bharat: Vision for Excellence Through Multidisciplinary Inclusive Approach	National	2023		DONBOSC O Inst of Management	Ishaan press
Paper 50	Dr. Deepali Saluja	N/A	Covi-19: A dilemma for Indian Economy	5th Research Convention	Economic Resat: An Agenda for 2030	National	2023	978-81-95928-0-5	ITS Institute of Management	Ishaan Arts & Production

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			Trends & Challenges in Marketing Management : Role of Artificial Intelligence in shaping consumer demand	none	none	National	2023	0974-0666	Kr. Mangalam University	Madhya Bhatti Peer Reviewed
51	Ms. Rita Salodiya	N/A		NEP-2020: A Paradigm Shift in Media education and Ensuring Quality with the Global Framework of the G-20	NEP-2020: A Paradigm Shift in Media education and Ensuring Quality with the Global Framework of the G-20	National	2024	978-93-99033-59-6	TIPS	A.K. PUBLICATIONS
52	Ms. Samru Bhatta	N/A	THE INFLUENCE OF AI ON RESEARCH: A TRANSFORMATIVE PARADIGM	NEP-2020: A Paradigm Shift in Media education and Ensuring Quality with the Global Framework of the G-20	NEP-2020: A Paradigm Shift in Media education and Ensuring Quality with the Global Framework of the G-20	National	2024	978-93-99033-59-6	TIPS	A.K. PUBLICATIONS

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About the Book

This book of "Business Policy and Strategy" presents a detailed analysis of business policies and strategies management. The material in this book is designed to provide maximum flexibility of use for teachers and students alike. Each topic has been started with fundamental introduction and developed gradually up to the standard level. Case studies and exercises are also provided in this book. This book is useful not only for students who are pursuing their studies but also for those working in the administrative institutions and corporate world.

About the Author



Dr. D.C. Agrawal (Ph.D., M.Phil., M.A. (Economics), MBA & PGDCA) is Director, Sarda Institute of Management Studies (SIMS), New Delhi affiliated with GGS Indraprastha University, Delhi. Earlier, he was associated with Sarda Deep College of Management Studies, Ghaziabad, as Director. He has over more than 25 years of vast experience in teaching and research. He has published/presented more than 60 papers in National and International journals and conferences.



Dr. Deepali Saluja is HOD and Associate Professor in the Management and Commerce Department of Trinity Institute of Professional Studies affiliated from GGS Indraprastha University. Her academic experience is more than 19 years. She is a NET qualified and Ph.D. Degree since 2005. During her journey, she has authored and presented more than 24 research papers in National and International conference. Her research papers have also been published in reputed National and International journals. Her keen interest area is Economic Environment, Business Policies-Strategies, Indian Economy and Business Research. Apart from her academic journey, she is also active in Social Welfare Activities. She has also been awarded by the Ex-President of India, Shri Shankar Dayal Sharma, in guiding and scoring at her college time.



Dr. Anur Budhiraja holds a vast experience of 17 years in teaching management students at the undergraduate and post graduate levels. He has a great passion for this noble professions and derives his energy from students and content delivery. His main domain in teaching and research include General Management and Marketing. He is UGC-NET qualified in Management (A National Level Eligibility Test in India) and completed his MBA from the Guru Gobind Singh Indraprastha University, an 'A' grade State Level University, Delhi, securing the position of the batch topper. He has completed his Ph.D. from the School of Management Studies, IGNOU, New Delhi in Marketing discipline. He has been a firm division holder throughout his education and has published papers and articles in UGC-CARE, SCOPUS Indexed and ABDC Journals.

Guru Gobind Singh Indraprastha University, BBA 5th Semester

Subject Name	Author Name
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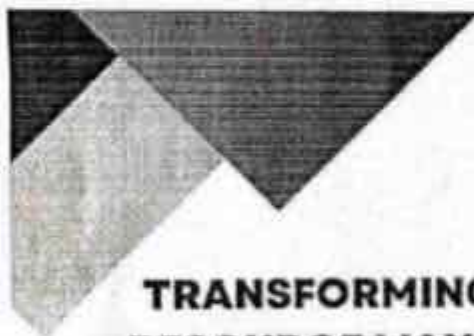


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About the Book



Dr. Neha Arora, Ph.D. is a Postgraduate in Management & post graduate Gold Medalist from IIT Bombay Institute of Management & Technology with in-depth knowledge in various subjects like Organizational Behaviour, Psychology, Sociology, Marketing of Services, Economics, Human Resource Accounting, Business Communication etc. Presently she is working as an Asst. Professor in Shri Ram Murli Sanskrit College of Engineering & Technology. She has also been into mentorships, corporate attachments and teaching for about 10 years and so far has provided Quality leadership and direction to the project management and team members and has been responsible for managing quality related operations with key focus on enhancing efficiency and effectiveness of the work. At the same time she encouraged system utilization of resources and achieved with performance metrics. An active key member in implementing ISO 9001 performance appraisal system at Organizational level. She has also been recognized by IIT Bombay for her contributory work on analyzing the team metrics for new product growth. She has also published several research papers and articles in various journals and magazines. She has also published several research papers in various journals and magazines. She has also published several research papers in various journals and magazines.



Dr. Ashutosh Agarwal, Ph.D. is a Postgraduate in Management & post graduate Gold Medalist from IIT Bombay Institute of Professional Studies, Delhi. Dr. Agarwal possesses more than 15 years of experience in teaching, Research, Training, Consultancy and Administration. As an administrator he believes in teamwork, providing innovative solutions and creative applications. Multitasked experience has enabled him to develop keen insights about various psychological, behavioral, organizational management, his abilities in integrating technology with curriculum development with a singular objective of enhancing employability and instilling work ethics and professionalism. As a Trainer/Teacher he has 20+ Research publications of National and International repute. He had worked with various premier institutions at a leading position and had been actively involved in different activities viz. Institutional building, ISO process, Assessment, HR process, Innovations, Academic Planning, monitoring - Implementation, Review, Journal Publications, Contact of Candidates, Seminars, Workshops, EOP etc. His areas of interest include Behavioural Finance, Entrepreneurship, Investment Analysis & Portfolio Management and Organizational Research.



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Sector-8, Dwarka, New Delhi-110075

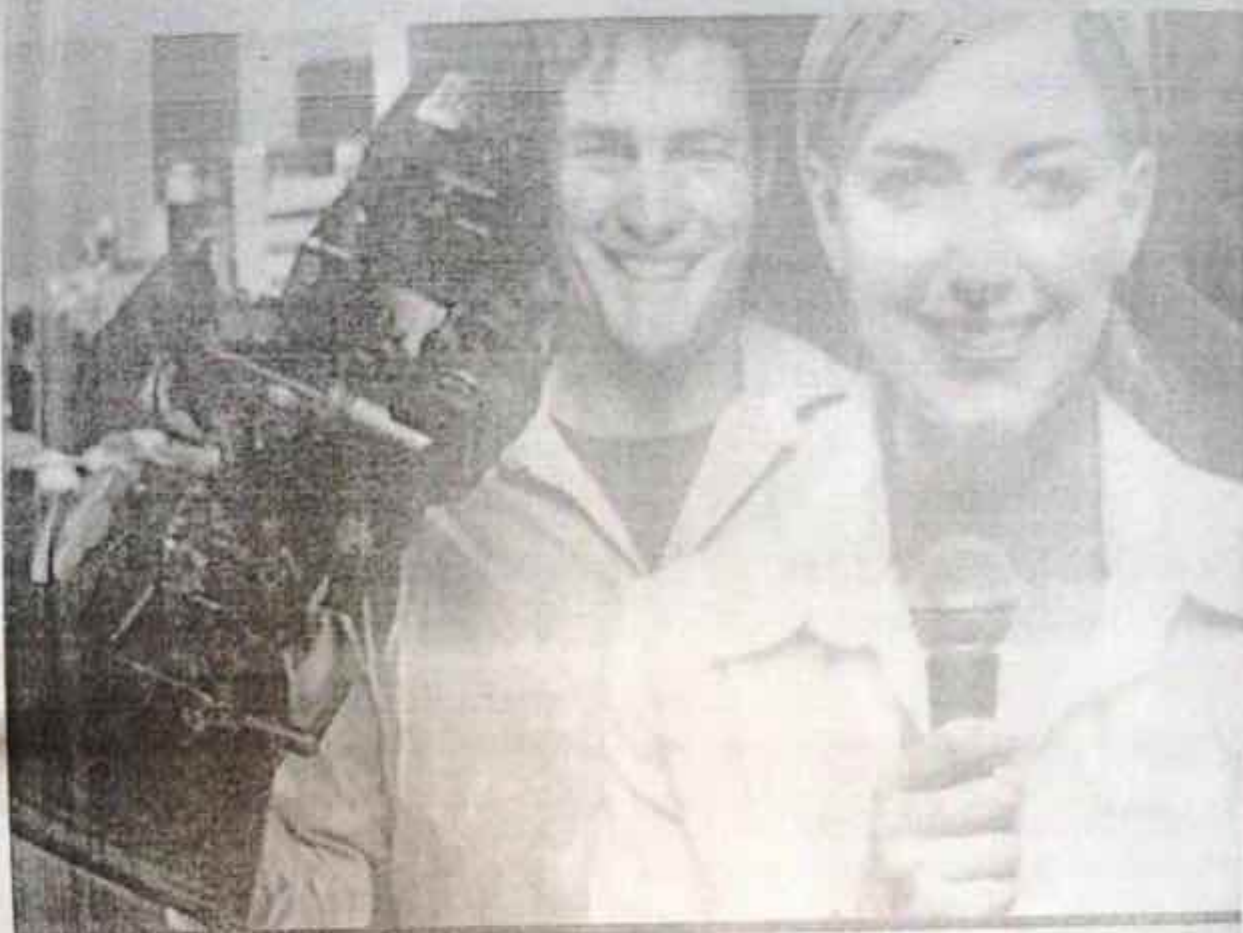
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Journalism Ethics and Mass Management



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Journalism Ethics and Media Management

Dr. Neha Arora

The book brings forward before the reader a compilation of the different views, which, around media ethics and pragmatism. Journalism ethics give a process by which journalistic mistakes and excesses are corrected without jeopardizing the freedom of the media—to give a healthy check on the centers of power in order to maintain a free and enlightened society. They also serve to re-acquaint journalists with the purpose behind the formation of the media and journalism, and hopefully instigate better, more insightful journalistic endeavors. Journalists everywhere have a very important role to provide the public with knowledge and understanding. But as they practice their craft in a world that is both technologically and geographically changing, systematic standards must guide their work. Only in that way will journalists serve their society in an ethically responsible and constructive fashion. It is hoped that the astute and the compendious nature of the book serves well for all those concerned in journalism.

Contents : • Issues in Journalism Ethics • The Free Press and Democracy • Journalistic Ethics and Ordinary Morality • Professionalization and Journalistic Education • Freedom of Speech and Press • Right of Access to the News Media • Right of Access to Information From Government • Codes of Journalism Ethics • Constructing Alternative Press Themes • Interaction of Reader and Reporter • Role Convergence of Press and Media • Social Responsibility of Media



Dr. Neha Arora, Ph.D. & M.Phil in Management & post graduate (Gold Medalist) from Lal Bahadur Institute of Management & Technology with in-depth knowledge on various subjects like Organizational Behavior, Psychology, Sociology, Marketing of Services, Economics, Human Resource Accounting, Business Communication etc. Presently she is working as Asst Professor in Sri Ram Murti Samarak College of Engineering & Technology, Bareilly. She has also been into recruitments, corporate attachments and teachings for seven years and has also published couple of books and has also authored for articles and researcher papers in various journals-nationally and internationally and is also a content writer for various revolutionary topics both in-house and outhouse. She has been into an editorial board for journals and an active participant for paper setting for universities.



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₹ 1595.00

ISBN 9788181511123



Size : Royal
Pgs : 292 (Approx)

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Global Economic Crisis

Challenges and Opportunities

Dr. Neha Arora Sethi



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The global economic crisis has been a major challenge for the world economy. It has led to a sharp decline in economic growth, a rise in unemployment, and a loss of confidence in financial institutions. The crisis has also led to a loss of faith in the free market system and a rise in protectionist measures. However, the crisis has also created opportunities for reform and innovation. It has led to a re-evaluation of the role of government in the economy and a focus on social and environmental issues. It has also led to a rise in green technology and sustainable development. The crisis has shown that the world economy is interconnected and that a crisis in one part can affect the whole. It has also shown that the world economy is resilient and that it can recover from a crisis. The crisis has led to a new era of global cooperation and a focus on sustainable development. It has led to a new era of innovation and a focus on green technology. The crisis has led to a new era of reform and a focus on social and environmental issues. The crisis has led to a new era of global cooperation and a focus on sustainable development. It has led to a new era of innovation and a focus on green technology. The crisis has led to a new era of reform and a focus on social and environmental issues.



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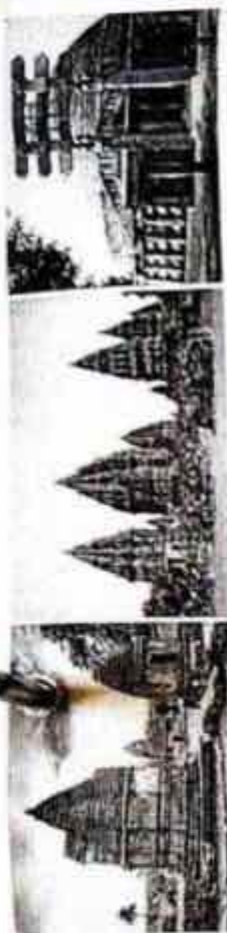
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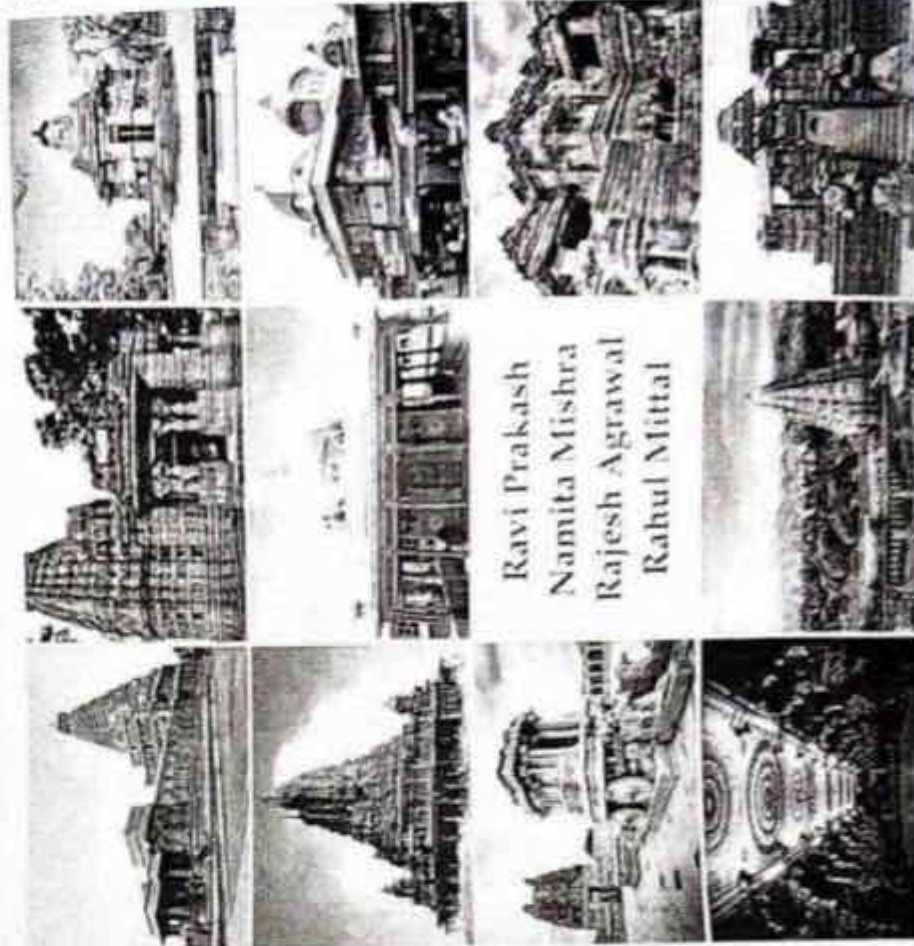
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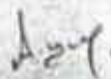
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Dr. Neha Arora is currently working as an Associate Professor in Trinity Institute of Professional Studies, Delhi. She holds the Gold Medal in MBA, from Lal Bahadur Shastri Institute of Management. She has completed her Ph.D. and M.Phil. she is versed with the knowledge on various subjects like Organization Behavior, Marketing of Services, Business Communication, Digital Marketing, Accounting, and Economics. She is an Internationally

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Printed at: Sovereign Printing Press, Connaught Place, New Delhi-110007

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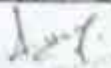
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Digitalization and TV Journalism: Navigating the New Media Landscape

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Abstract

As the digital age forges ahead, TV journalism finds itself amidst a transformative phase. With the surge of online platforms, real-time news feeds, and interactive technologies, the traditional dynamics of news broadcasting are being reshaped. This article delves into the implications of digitalization on TV journalism, exploring both the immense opportunities and the challenges it presents.

From the rapid dissemination of news on social media to the integration of augmented reality in broadcasts, the boundaries of TV journalism are expanding. However, with these advancements come concerns about misinformation, audience fragmentation, and evolving revenue models. The overarching aim is to present a holistic understanding of the new media landscape and the future trajectory of TV journalism within it.

Key words: TV Journalism, digitalization, digital age, opportunities, and challenges.

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In production
Pub Date: Forthcoming July 2024
Hardback Price: \$200 US | 150 UK
Hard ISBN: 9781774917237
Pages: Est. 288pp w/index
Binding Type: Hardback / ebook
Series: AAP Advances in Artificial Intelligence and Robotics
Notes: 6 color and 80 b/w illustrations

Artificial intelligence and machine learning are integral parts of every business today, in areas ranging from finance, strategic decision-making, HR operations, and sales and marketing to manufacturing and more. However, there is a general perception that artificial intelligence and machine learning are only used in the IT sector by large companies with extensive research teams. This new book, *Artificial Intelligence and Machine Learning for Business*, demonstrates how artificial intelligence and machine learning can be used in every aspect of business and as a foundation for complex decision-making.

This book offers an overview of artificial intelligence (AI) techniques that are used in business. Covering such topics as use of AI in employee training, in stock market prediction, in traffic detection, in opinion mining, in fraud detection, for retail purchase predictions, in online customer support interactions, and more. The book proves the diverse ways AI can be used in many facets of a business. The use of AI is also explored in fields such as garbage systems, agriculture, precious metals, banking, HR hiring, and so on. It provides an overview of the most popular and frequently used methods, procedures, and models to control business activity. This book explains in a simplified manner AI standards and concepts for management students and executives. Overall, the book emphasizes the potential business prospects of AI, machine learning, and the derived benefits of using these innovative technologies.

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- Leverages AI for managerial tasks as one of the most promising areas of development and data analysis.

This volume will be of benefit to researchers, academicians, business and industry professionals, and well as faculty and students in the fields of business management, business analytics, social sciences, and data informatics.

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The Influence of AI on Research: A Transformative Paradigm

Dr. Renu Sharma¹, Dr. Manjari Agarwal²,
Mr. Ashu Monga³ & Ms. Simnu Bhatia⁴

ABSTRACT

Artificial Intelligence (AI) has become a disruptive force in various fields, revolutionizing traditional practices and opening new possibilities. This summary explores the profound impact of AI on research and reveals the transformative paradigm it has established. Using machine learning, data analysis, and automation, AI technologies have accelerated progress in multiple disciplines and redefined the research landscape.

This study examined the impact of AI on research methods and highlighted how it increases efficiency, accuracy, and scalability. Artificial intelligence algorithms enable automated data collection, processing, and analysis, enabling scientists to sift through vast amounts of information in a fraction of the time previously required. In addition, AI-powered analysis tools facilitate pattern recognition and enable researchers to extract meaningful insights from complex and heterogeneous data sets. In this way, AI enables scientists to explore interdisciplinary connections, uncover hidden connections and identify new research paths.

In addition to the ability to process data, artificial intelligence has greatly enhanced scientists' ability to generate new knowledge. For

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Edition	1st Edition
First Published	2024
eBook Published	20 March 2024
Pub. Location	London
Imprint	Routledge India
DOI	https://doi.org/10.4324/9781032719870
Pages	278
eBook ISBN	9781032719870
Subjects	Area Studies, Economics, Finance, Business & Industry
Accessibility Information	

([/books/edit/10.4324/9781032719870/building-resilience-global-business-crisis-suraksha-gupta-ashish-gupta-jitender-kumar/accessibility-information](#))

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Edition	1st Edition
First Published	2023
eBook Published	1 December 2023
Pub. Location	London
Imprint	CRC Press
DOI	https://doi.org/10.1201/9781003393580
Pages	1028
eBook ISBN	9781003393580
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Smart homes devices and services are being increasingly adopted globally in view of Industry 4.0. Thus, it becomes imperative to investigate the factors that lead to their adoption. The trust heuristic and technology acceptance model were used in the study to examine a technology adoption model to account for adoption of smart home services.

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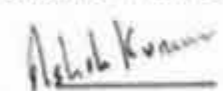
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Mathematical Modelling in Cyber Security and Cyber Defense

Aparna Chaturvedi

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ARTICLE INFO

Key word: Cybersecurity, Cryptographic methods, Data and information security, mathematical modeling, Network security, Privacy and anonymity, Software safety, System security.

ABSTRACT

Cybersecurity is a technical field and one that at its core, requires strong quantitative skills. This paper is all about how mathematics is used in cybersecurity. Most cybersecurity studies generally require basic mathematics concepts that are used in binary, cryptography, or some minimal programming tasks.

This paper gives an introduction to a realistic problem of current cyberspace i.e. cyber-attacks and defense. Description of the objects used for cyber-attacks and tell the means of spreading them such as secondary memory, e-mail attachments, instant messages or malicious bots. Roll of mathematical modeling and simulation to solve the problem with an extensive literature review. A cyber defense architecture and possible elements of cyber defense model are also studied for finding the research gaps.

After surveying a wide range of cyber security issues, I come to the conclusion that the field of cyber security gives rise to a rich set of new and exciting research opportunities for the mathematical and statistical techniques.

Introduction

Cyber-attacks are a reality of modern life. There has been a wide range of techniques proposed to catalog and analyse various attacks. The current approach presented in this paper is to apply various mathematical techniques to cybersecurity processes. Cybersecurity analysis would be enhanced and improved by integrating these methods into cybersecurity analysis. I highlight some of the mathematical opportunities that arise as researchers

have studied these areas, including recent advances using statistical techniques. [1].

I wish to stress the importance of using a science-based approach. Our first and most important assumption is that, as in other scientific fields, access to real-world data is necessary to understand large and complex systems. Applying mathematical models and advanced algorithms to this real-world data, it should be possible to develop validated predictive models that can then be used to develop more robust applications for workable cyber security.

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Received 01-11-2022; Accepted 01-12-2022

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The Significance of Mathematics in Machine Learning

Aparna Chaturvedi¹ and Karishma Singhal²

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Abstract

This study examines the integral role of mathematics in machine learning, emphasizing the fundamentals, algorithms, and techniques necessary for the development of machine learning models. Deep Learning is a subset of Machine Learning, the above holds true for Deep Learning, Shallow Learning, Optimization, and all other Data Science methods. These algorithms assist us in extracting information from the data. We write these algorithms in a programming language (typically libraries are available), and the computer machine that executes them on the data set seems to be intelligent. Machine learning provides a model that can learn from data and make predictions using an algorithm. It's used to figure out how something works and why one model is superior to another. Machine learning comes with a built-in mathematical stipulation. It is a field that combines probability, statistics, linear algebra, computer science, and algorithms to develop intelligent software. Focusing on mathematical concepts such as Linear Algebra, Calculus, Probability Theory and Statistics, the study sheds light on their practical applications in shaping the machine learning landscape. The study delves deeper into the importance of Linear Algebra for Matrix Operations, Transformations and Dimensionality Reduction through eigenvectors and eigenvalues. It explores the role of computation in optimization algorithms, especially gradient descent, and highlights the application of probability theory and statistics in modelling uncertainty and making decisions insight.

This research is relevant to emerging trends, such as the integration of mathematics into quantum machine learning and ethical considerations in machine learning applications. By comprehensively understanding these mathematical foundations, the article aims to contribute to the development, optimization and evaluation of machine learning models in an informed manner, thereby promoting progress in the field.

Keywords:

Mathematics Of Machine Learning, Statistics, Calculus, Linear Algebra, Probability, Mathematical Model.

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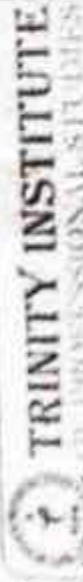
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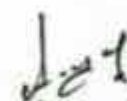
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Trinity Law Review

Year 2024, Volume-4, Issue-1 (January-June)

Deforestation: Mapping the Impact on Wildlife

Sonika Ahlawat

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ARTICLE INFO

Key words: Wildlife, extinction, habitat, climate change, ecosystem.

ABSTRACT

In the era of globalization, countries are making significant progress for the benefit of their populations. Governments are taking necessary steps to advance and provide facilities for the comfort of their citizens. However, amidst this progress, the welfare of wildlife is often overlooked. From a legal standpoint, wildlife lacks rights against governmental actions, and there is no provision for them to appeal against decisions, as they are not recognized as human beings.

This article explores the multifaceted impact of deforestation on wildlife, emphasizing the profound consequences of habitat loss, disruption of food chains, and the subsequent decline in biodiversity. As forests are systematically cut down, the intricate ecosystems that support various species face severe challenges, leading to number declines and, in some cases, species extinction. The article underscores the interconnectedness of ecosystems and the far-reaching implications of deforestation on climate change. In response to these challenges, conservation strategies such as sustainable forestry practices, habitat protection, and the creation of wildlife corridors are discussed. In conclusion, the article calls for heightened awareness and collective action to preserve biodiversity and foster a harmonious coexistence between human activities and the natural world.

Introduction

Deforestation, the extensive clearing of forests for various purposes, has significant implications for the delicate equilibrium of ecosystems. One of the most alarming outcomes is its severe impact on wildlife. Despite widespread recognition of the effects of deforestation on climate change and ecosystems, the profound consequences for wildlife often receive less attention in public discussions. As trees are

cut down and habitats destroyed, numerous species confront displacement, loss of shelter, and disruptions to their natural behaviors. As the worldwide demand for timber, agriculture, and urban expansion grows, extensive areas of invaluable forest ecosystems are undergoing rapid conversion or depletion. This process not only alters the physical appearance of the land but also brings about significant and frequently irreversible consequences for wildlife. Annually, approximately 13 million hectares of forest are converted

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Received 05-06-2023; Accepted 14-07-2023

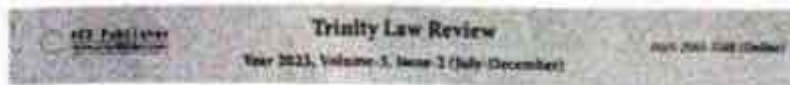
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Digital Shadows: A Study of Cyber Incursions and Human Rights Breaches

Richa Tyagi

Research Scholar, Department of Political Science and Public Administration, Rawatbhali Vidyapeeth, Rajasthan

ARTICLE INFO

Key words: Information and Communication Technology (ICT), Cybercrimes, Cybercriminals, Cyber-stalking, Cyber-bullying, UDHR.

ABSTRACT

The progress of any society depends upon the fact that how their rights are protected and nourished. In the era of digital transformation where ICT is becoming a dominant factor for governing the individuals across the world, to protect the basic rights of the individuals becomes a prime important objective of this generation. The intrusions in the cyberspace have not only challenged the integrity of public authorities or the private organisation but have deeply impacted the realization of human rights at the individual level. The article is an attempt to bring forth the concept of cyber-crimes, the motives which lead to the mutilation of cybercrimes against individuals and the human rights which are violated by these forms.

Introduction

The innovations and inventions in the field of Information and Communication technologies have evolved the very construct of human civilization. Specifically after the budding onset of Covid-19 the global pandemic the sustainability of personal and professional life inevitably depends on digitalization. As an outcome of this dependency the nexus between human factor and application of Information and Communication Technologies have led to emergence of new variant of incursions in cyberspace which are also known as cybercrime.

In common terms cybercrime can be described as criminal activities in which either digital technologies, computer system or network system are used as an instrument to conduct offences. Cybercrimes can take various forms computer network system can become a victim as

well as a tool to commit any kind of illicit activity. The person who is engaged in these kinds of unlawful acts is known as "cybercriminals". The complexities in the nature of cybercrime are born out of the fact that the victim remains alien from the assailant as there is no physical interaction between them but it has detrimental effect on personal security and confidentiality of an individual.

There are number of other substantial factors which have accelerated the rate of cybercrimes in recent years. One of the prominent reasons is lack of awareness amongst the public regarding the cyber security and cybercrimes this ignorance exposes them more to such crimes, above this as the victims remain anonymous too cybercriminals as latter might be operating from any corner around the globe, this remains accessibility to access the system creates challenge for law enforcement agencies to trace and apprehend the offenders.

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Received 18-04-2023; Accepted 05-05-2023

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Digital Shadows: A Study of Cyber Incursions and Human Rights Breaches

Secondly in the era of globalization, where the inter-connected digital ecosystems of all the state entities create a global network, a security breach in one region can extend its consequences globally. Expanding this internationality, cybercriminals have given rise to cyber terrorism and cyber warfare. Non-state actors have also joined this landscape, becoming participants in this evolving scenario. Another factor which has acted as catalyst in aggravating this menace is the misuse of social engineering techniques in the age where validation of social media has become essential part of the individual life the cyber offenders employ techniques to psychologically manipulate the individuals and exploit their vulnerabilities.

Moreover, there is lack of codification at international level regarding the legal framework for such crimes which further creates dilemma regarding jurisdiction and cybercriminals take advantage of this. As the crimes are multi-faceted similarly the approach to deal with such variant of crimes also need to be multifaceted.

Concept of Human Rights and its Protection

Human Rights is an umbrella term given to wide range of civil, political, economic, social and cultural rights which are awarded to humans by law from their birth onwards. The

life worth living, such as the rights to food, education, work, health, and liberty."

There are two international instruments adopted in 1948 "International Covenant on Civil and Political Rights (ICCPR)" & "International Covenant on Economic, Social and Cultural Rights (ICESCR)" which are legally binding on the ratifying states. These two covenants comprehensively address the significance of respective kind of rights for the well-being and growth of the individuals. ICCPR do not specifically focuses on cyber crimes, but it enumerates the principles such as the right to privacy and freedom of expression which are relevant to the concept of cybercrimes and human rights.

"Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment (CAT)" is a document which forbids any kind of torture and cruel treatment to an individual and it binds state parties to prevent, investigate and punish acts of torture. Another important convention is "International Convention on the Elimination of All Forms of Racial Discrimination (ICERD)" which was established in the year 1965 to eliminate racial discrimination and protect them against an egalitarian society with rule of law.

These legislative frameworks focus on the protection and implementation of Human Rights norms of state specifically talks about cybercrime directly but covers all

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Children as Domestic Workers: Legal Challenges

Dr. Sonika Ahlawat

Assistant Professor, Trinity Institute of Professional Studies

ARTICLE INFO

Key words: Children, Constitution, domestic help, legal rights, legislative framework.

ABSTRACT

The involvement of children in the domestic work which is categorised under unorganised sector of labour is an extensive and growing worldwide phenomenon. Specifically in the case of India, the preamble of the Constitution embarks on the word 'We' and imparts equal rights to all the citizens of the country without any discrimination. Some special provisions were cautiously incorporated in the Constitution for protection of the children like, Articles 21A (Right to Education), 23 (Protection against trafficking & other forms of forced labour), 24 (prohibition of employment of children in factories etc.), 39(e) (Protection from abuse) etc. In this unorganised sector almost 40 per cent work is performed by the children who mostly migrate from rural to urban areas. To meet the basic necessities of life, these children are forced to work in private households under severe conditions such as long and unregulated working hours, employment subject to employer's mercy, and high level of insecurity. They remain vulnerable as they work in unorganised sector that is constituted mainly by the marginalised people, living mostly in slums in shabby conditions, and remain subject to exploitation in the absence of specific legislative frameworks to regulate their working conditions. These working conditions impinge on the fundamental rights of the children guaranteed by the Constitution of India. Recently, some measures have been initiated to bring this sector in the legislative ambit, under the Code on Social Security which defines the term "wage worker", including the domestic workers. A reality check indicates there is not a single provision in this Act to assure social security to the children working as domestic help; instead, it excludes them from the various provisions of labour laws. This paper attempts to outline the legislative provisions at national as well as international level for the protection of children, challenges faced by the children working as domestic workers, role of judiciary to curb the problem and outline the policy postures required to adopt an inclusive approach to afford social justice and facilitate their economic and social inclusion as per the spirit of the Constitution.

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Received 10-04-2023; Accepted 05-05-2023

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Volume 19, Issue 01 Jan 2024

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IMPACT OF SOCIAL MOVEMENTS ON INDIAN LEGAL SYSTEM: CHALLENGES AND PROSPECTS

Dr. Sonika Ahlawat*

Dr. Jyoti Rani**

ABSTRACT

Social movements have played a vital role in India since independence in 1947. These movements have proved instrumental in not only leading to major shifts in the society but also contributed to amendments in the legal system. In a sense, the movements act as facilitators to reflect on social, economic and political aspects of society to sensitize the government about the popular perceptions. In the current context, issues such as the rebellious mood of the youth, marginal farmers, educated Dalits, tribal population and industrial working classes have their own grievances that need to be channelized through social movements within the spirit of the constitutional.

The primary objective of the paper is to outline select social movements and critically analyze them in the Indian legal context. Of recent, several legal issues have come to fore, such as revocation of Article 370, repealing of three farm laws after a year-long agitation by farmers, amendment to the Citizenship Bill, unconstitutionality of instant Triple Talaq, etc. These politico-legal issues have become a battleground for the culture versus modernity debate. After attempting a critical analysis of these issues, this paper will make sound recommendations for harmonization of social movements, popular public demands and legal framework.

Keywords: Article 370, Constitution, legal system, social movements.

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The Intersection of Social Media and Social Enterprises



Abstract

In today's digital world, social enterprises—businesses with a mission to address social, environmental, or community-based challenges—are increasingly leveraging social media to amplify their impact. Unlike traditional businesses, where the primary focus is on profit generation, social enterprises prioritize positive change, with profits being a means to further their cause. Social media, with its vast reach and interactive nature, offers an unparalleled opportunity for these enterprises to connect with a global audience, build communities around their missions, and drive meaningful action. Understanding how to use social media effectively is not just beneficial—it's essential. From raising awareness to engaging supporters and even generating revenue, social media can be a powerful tool in the arsenal of any social enterprise. This guide explores how social enterprises can strategically harness social media to fulfil their missions, offering practical steps and insights along the way.

Introduction

Why Business Planning Matters for Social Enterprises Using Social Media Just like any other business, a social enterprise requires a solid business plan to succeed. This plan serves as a blueprint, outlining the enterprise's goals, strategies, and the resources needed to achieve them. When social media is integrated into this plan, it becomes a vital channel for communication, marketing, and community engagement. The strategic use of social media can amplify the reach of a social enterprise, helping it to connect with supporters, attract volunteers, and even secure funding. However, social media is not a one-size-fits-all solution. The effectiveness of social media strategies can vary significantly depending on factors like the target audience, the nature of the mission, and the platforms used. This is why a thoughtful approach is necessary—one that considers the unique needs of the enterprise and the potential of social media to meet those needs.

Step 1: Assessing the Feasibility of Your Social Media Strategy

Before diving into the world of social media, it's crucial for a social enterprise to evaluate the feasibility of its social media strategy. This step ensures that the time, effort, and resources invested in social media are likely to yield positive results.

1. Audience Analysis:

The first step in assessing feasibility is understanding the audience. Who are they? What social issues do they care about? Which social media platforms do they use? For example, if the target audience consists of young adults, platforms like Instagram and TikTok might be more effective, whereas LinkedIn might be better suited for reaching professionals and potential partners. Conducting surveys or analysing existing data can provide valuable insights into the preferences and behaviours of the audience.

2. Content Strategy:

Social media thrives on content, but not all content is created equal. It's important to determine what type of content will resonate with the audience. Will they engage more with videos, infographics, or written posts? For instance, a social enterprise focused on environmental conservation might find that short, impactful videos showcasing their work in the field resonate well with their audience, while a community-focused enterprise might benefit from user-generated content that tells the stories of those they help.

3. Resource Availability:

Effective social media management requires resources—time, money, and skills. It's essential to assess whether the social enterprise has the necessary resources to maintain a consistent and engaging social media presence. If resources are limited, the enterprise might consider focusing on one or two platforms where they can make the most impact, rather than spreading themselves too thin across multiple platforms.

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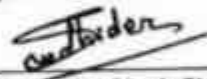
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Volume-12, Issue-2, Jan. 2023- Jun. 2023, pages 11-19.


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MAXIMUM MARKETING EFFECTIVENESS IN ECONOMICS STANDARD: STRATEGIES FOR DRIVING BUSINESS GROWTH AND MARKET ADAPTATION

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Abstract: The process of creating, delivering, exchanging, and communicating offerings that are valuable to customers, clients, partners, and society at large is known as marketing. It is a crucial responsibility of companies of all sizes and it contributes significantly to economic growth.

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Ai Applications for Talent Acquisition and Employee Retention in Human Resources

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Balagouda Patil, Varsha Choudhary, Kirti Tamekar, Anurag Bhatnagar, T.J.Arun

Abstract

The research emphasizes that AI has a substantial positive influence on HR practices, with a particular emphasis on employee retention and talent acquisition. AI applications have the potential to improve the quality of hires, reduce employee turnover, streamline recruitment processes, and improve decision-making in HR. Nevertheless, these advantages are accompanied by obstacles, such as the necessity for human supervision, ethical concerns, and the potential for bias. In order to ensure that these technologies complement, rather than replace, the human element of HR, it is imperative that organizations implement them thoughtfully and responsibly as AI continues to evolve. This study offers valuable outcomes for organizations contemplating the integration of AI into their HR processes by conducting a structured analysis of how AI can be utilized in HR to enhance talent acquisition and retention.

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Unregulated Cryptocurrency: Need for Legal Regulation in Digital Economy

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ARTICLE INFO

Key words: Economic, Bank, Currency, Cryptocurrency and Government

ABSTRACT

This research paper explores the intricate relationship between cryptocurrency law and the broader economic payment landscape. Cryptocurrencies, powered by blockchain technology, have emerged as a transformative force in financial systems globally. The regulatory frameworks governing this non legal tender virtual currency play a pivotal role in shaping their adoption, market dynamics, and impact on traditional economic structures. This article also delves into the diverse approaches taken by governments worldwide in regulating cryptocurrencies. It examines the challenges and significances presented by this decentralized financial paradigm. Furthermore, the paper explores the economic implications of cryptocurrency regulation. It explores how regulatory clarity or ambiguity affects investor confidence, market liquidity, and the ability of these digital assets to serve as alternative forms of currency or investment. The interplay between taxation policies, anti money laundering measures, and the growth of the cryptocurrency ecosystem is examined to understand their combined impact on economic development. Through an interdisciplinary lens, this research article aims to contribute insights into the evolving dynamics of cryptocurrency law and its influence on the broader economy which can lead to heavy scams. By addressing both legal and economic dimensions, this article seeks to offer a comprehensive perspective on the role of regulation taken by Indian legislation and judiciary and challenges faced in shaping the trajectory of cryptocurrencies in the contemporary financial landscape.

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Received 03-05-2023; Accepted 04-07-2023

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CURRENT ISSUE

Vol. 4 No. 1 (2024): Trinity Law Review (Jan-Jun) 2024

DOI: <https://doi.org/10.48165/>

PUBLISHED: 2024-07-16

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