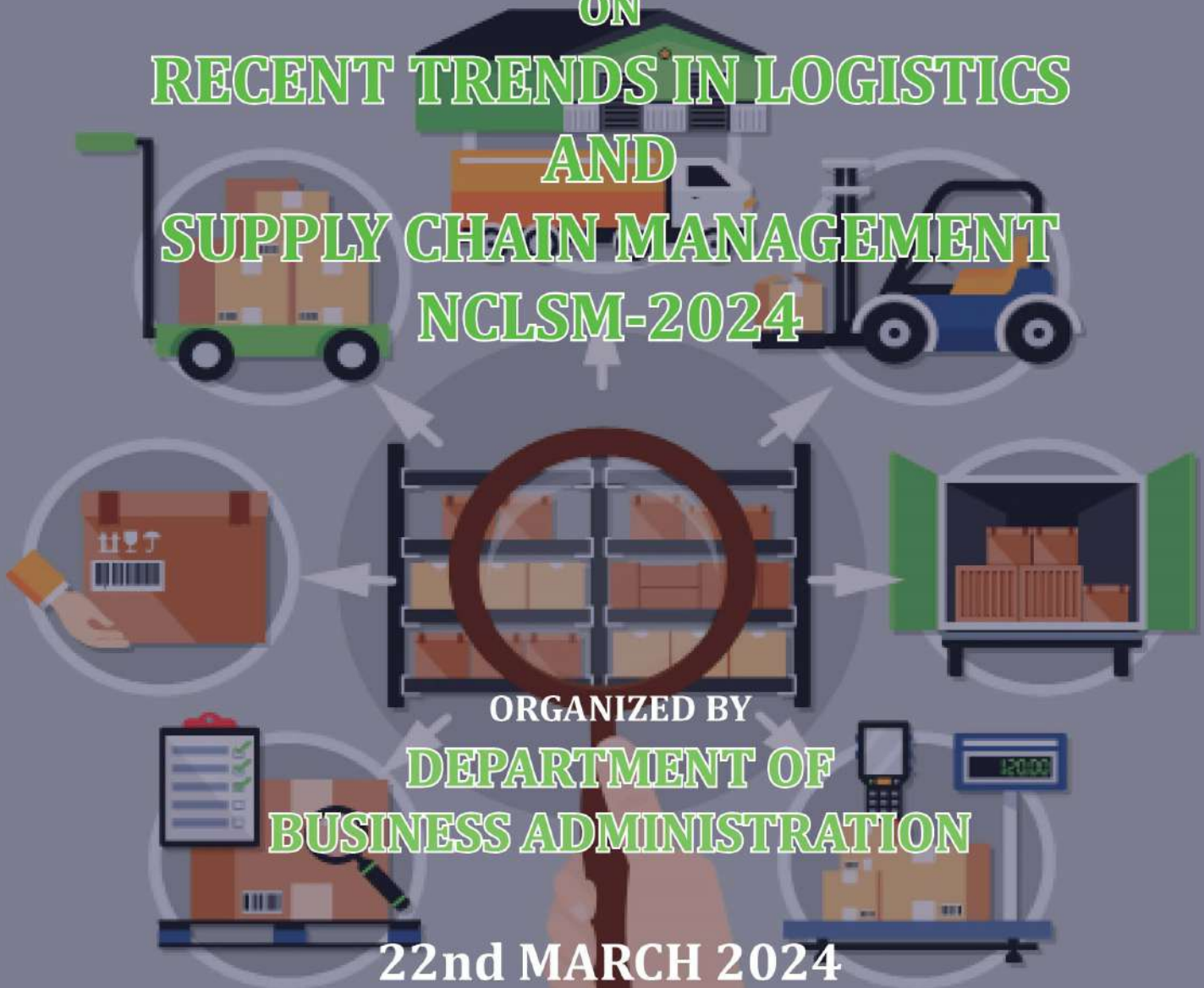




APOLLO ARTS & SCIENCE COLLEGE

**NATIONAL CONFERENCE
ON
RECENT TRENDS IN LOGISTICS
AND
SUPPLY CHAIN MANAGEMENT
NCLSM-2024**



**ORGANIZED BY
DEPARTMENT OF
BUSINESS ADMINISTRATION**

22nd MARCH 2024

PROCEEDINGS

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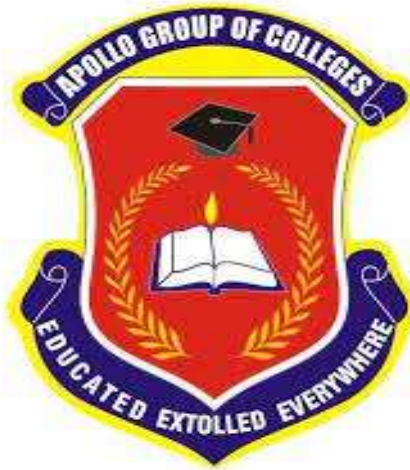
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National Conference
on
RECENT TRENDS IN
LOGISTICS AND SUPPLY CHAIN ANAGEMENT
NCLSM-2024
22nd MARCH 2024

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STUDIES

The abstracts in this book were submitted by participants of the National Conference. They were reviewed, evaluated by the editorial board committee and were accepted for Oral Presentations.

Organized by

Department of Business Administration
Apollo Arts and Science College, Chennai



APOLLO ARTS & SCIENCE COLLEGE

(Approved by the Government of Tamil Nadu and Affiliated to the University of Madras)
Mevalooruppam, Kattagaram, Valarpuram Post, Sriperumbudur (T.K.) Kanchipuram - 602 105.

PRINCIPAL MESSAGE



Warm and Happy greeting to all. I am immensely happy to note that our Department of Business administration organizing a National Conference on Recent Trends in Logistics and Supply Chain Management scheduled on 22nd March 2024.

The Conference aims to bring different ideologies, innovation, and excellence in field of Management. Under the Guidance of Our Management of Apollo Groups, we Continues to march on the way of Success with Confidence.

The Sharp, clear-sighted vision and precise decision-making powers of our Management has benefited our college to say Competitive. I am happy to congratulate the respective Department Head and Faculties for making available yet another platform for the interested students, Faculties under research scholars to learn and discuss about the information during the Conference.

I wish the National Conference a GREAT SUCCESS.

Principal

Apollo Arts and Science College
Poonamallee

Government First Grade College

MESSAGE FROM KEYNOTE SPEAKER

Prof. Abhigyan Bhattacharjee

Head, Department of Management, North-Eastern Hill University, Tura Campus, Tura:

794002, Meghalaya, India

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In recent times, the global supply chain and logistics industries have seen significant difficulties, particularly due to the imbalanced supply and demand, as well as the resulting geopolitical uncertainty. These factors have further disrupted the already fragile global supply chain. Supply Chain Management (SCM) involves a wide array of tasks and necessitates exceptional precision. That is the reason why the majority of enterprise resource planning software is specifically created with modules and features that are focused on supply chain management (SCM). The program enables managers to improve supply networks, ensuring their efficient operation and minimizing disruptions that may impact customer service. Merely possessing these software solutions is insufficient to obtain a competitive advantage over rivals. Amidst the recent COVID pandemic, a significant proportion of supply chain management (SCM) experts have reported encountering disruptions that compelled them to modify their strategy (RetailNext, 2020). These challenges encompassed the need to modify

their supply chain for electronic commerce, re evaluating contracts, and exploring alternate sourcing alternatives. Therefore, staying updated on industry trends will enable to respond promptly and make well-informed business decisions. Due to the significance of supply networks, it is not unexpected that numerous trends in supply chain management focus on enhancing the supply chain itself, with emerging business models gaining popularity. The current advancements in supply chain technology prominently include robotics, Internet of Things (IoT), and block chain. These technologies are expected to enhance the speed and resilience of the supply chain, as reported by Supply Chain Management Review in 2018.

If we see the trends in logistics and supply chain, green logistics is a trend that impacts storage, among many others. Eco-friendly warehouses are equipped with sophisticated energy management systems that employ timers and gauges to monitor the consumption of electricity, heat, water, and gas across the facilities. These systems aid in the prevention of unnecessary depletion of resources. Electric and solar-powered vehicles are increasingly being utilized in supply networks, contributing to the reduction of the overall carbon footprint associated with these supply chains. In the coming times and beyond, climate-smart supply chain planning is anticipated to have a greater impact on supply chain management (SCM). The impact of climate change on the environment can lead to changes in the availability of materials and resources, which can potentially disrupt supply chains. Companies must take these concerns into consideration and seek more resources if needed. In addition to contributing to environmental preservation, businesses that implement sustainable practices also have the potential to increase their profitability and foster consumer loyalty. Over 60% of buyers are willing to pay a higher price for sustainable products. As the popularity of green consumerism increases, it is anticipated that more companies will adopt environmentally friendly supply chain practices in the future. 3PL (third-party logistics)-based technologies are another trend that enable supply chain managers to seamlessly integrate numerous management systems using Application Programming Interfaces (APIs) and link them to the cloud. These linkages will empower supply chain managers to surpass the constraints of internal technological solutions. For example, an increasing number of enterprises will incorporate and begin providing domestic services, hence decreasing total transportation expenses and making the supply chain more efficient. Integrations are especially beneficial for shippers who frequently utilize a blend of maritime and terrestrial transportation for their goods. By incorporating integrated services, the duration of delivery is reduced, leading to enhanced customer service.

The Amazon Effect compels enterprises to maximize the efficiency of their supply systems. Consequently, an increasing number of supply chain managers will collaborate with third-party logistics providers (3PLs) and utilize 3PL-based solutions. Third-party logistics (3PL) providers offer comprehensive services for managing both inbound and outbound freight, as well as handling order fulfilment across several channels. Companies can leverage these services to effectively structure and optimize their supply chains.

With human error accounting for 80% of supply chain disruptions, the pursuit of enhanced efficiency became a prominent focus in the logistics sector trends of 2024, led by enhanced productivity with the implementation of AI-driven automation.

AI-powered automation solutions are a trend that have experienced significant demand in the logistics industry due to their ability to provide several crucial enhancements to supply chain management:

- **Forecasting demand:**

Implementing AI-driven predictive analytics in supply chain management (SCM) obviates the necessity for repetitive computations and facilitates the optimization of supply chain planning. A machine learning model has the ability to identify patterns in the purchasing habits of customers and offer significant insights. This enables businesses to forecast demand and efficiently handle their inventory without relying on guessing. As a result, demand prediction has become one of the most useful trends in the logistics sector.

- **Enhanced multitasking capabilities:** Utilizing AI-driven automation in logistics enables firms to equip their personnel with the ability to complete a greater number of activities at an accelerated pace. Furthermore, intelligent automation enables the conversion of error-prone manually controlled procedures into efficient, streamlined activities that offer a centralized perspective of data. One instance of this is Sage Freight, a brokerage firm located in the United States, which underwent a similar change by substituting its human method with an automated solution. This new system handled a greater number of freight quotations from all of its portals, resulting in the provision of comprehensive data for more precise decision-making and bidding. Sage Freight has the potential to advance its technology to the point where it can handle automated bidding without any human involvement. This would create new possibilities for growth.

- **Enhance time Management:** AI-based systems can enhance time management by automating supply chain tracking, inventory management, and controlling transportation routes for items. Smart algorithms not only handle simple, repetitive activities but can aid with very complicated jobs, provided that they are provided with a sufficient amount of relevant data.

The significant potential for enhanced precision provided by intelligent automation solutions ensures substantial investments in this technology. In 2024, AI-powered platforms are predicted to become prominent in the supply chain industry. Consequently, we can anticipate a surge in technologies and businesses focusing on enhancing the logistics sector.

Prof. Abhigyan Bhattacharjee

MESSAGE FROM KEYNOTE SPEAKER

Dr. M. Sumathy

Professor & Head Of The Department Of Commerce,
Bharathiar University
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Recent Trends in Logistics and Supply Chain Management

The growth of e-commerce has led to a fundamental shift in the way goods are bought and sold, driving significant changes in logistics and supply chain management. E-commerce companies are seeking faster delivery times, more flexible delivery options, and greater visibility into the status of their shipments. This has led to the development of new logistics solutions, such as crowd shipping, autonomous delivery vehicles, and drone delivery, to meet these evolving demands.

The adoption of digital technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), and block chain is revolutionizing logistics and supply chain management. IoT devices are being used to track goods in real time, monitor conditions like temperature and humidity, and optimize route planning. AI is being applied to improve demand forecasting, warehouse management, and predictive maintenance. Block chain technology is enhancing transparency and security in supply chains by enabling secure, tamper-proof transactions and tracking of goods from the source to the consumer. Customer expectations are driving changes in logistics strategies, with companies focusing on providing a seamless shopping experience across multiple channels. Personalization, fast delivery, and

transparency are key priorities for companies looking to meet the evolving needs and expectations of their customers. This trend is leading to the development of new delivery models, such as same-day delivery and click-and-collect, to provide customers with more choice and convenience.

The COVID-19 pandemic highlighted the importance of supply chain resilience, as companies struggled to cope with disruptions caused by lockdowns, travel restrictions, and supply chain failures. Companies are now focusing on building more resilient supply chains by diversifying their supplier base, increasing inventory levels, and improving visibility into their supply chains to identify and mitigate risks proactively. The disruptions caused by the pandemic and rising labour costs in traditional off shoring destinations are driving a trend toward re shoring and near shoring. Companies are seeking to bring manufacturing closer to home to reduce supply chain risks, improve responsiveness, and reduce lead times. This trend is leading to changes in sourcing strategies, with companies looking to build more agile and resilient supply chains.



APOLLO ARTS & SCIENCE COLLEGE

(Approved by Govt. of Tamil Nadu & Affiliated to University of Madras)

NATIONAL CONFERENCE

on

Logistics And Supply Chain Management

ORGANIZED BY

Department Of Business Administration

DATE: 22th MARCH 2024

KEY NOTE SPEAKERS



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PROFESSOR & HEAD
DEPARTMENT OF MENAGEMENT
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UNIVERSITY, TURA CAMPUS,
MEGALAYA



DR.M. SUMATHY

PROFESSOR & HEAD OF
COMMERCE
BHARATHIAR UNIVERSITY,
COMBIATORE

Dr.S. SUTHAKAR
(PRINCIPAL)

Mr.P. GANESH
(VICE PRINCIPAL)

ORGANIZED BY
(Hed Of The Department)

PROGRAM AGENDA

TIMING	PROGRAM
10.00 am	Tamil Thai Vazhthu
sss10.05 am	Inauguration by Lightening the Lamp
10.10 am	Welcome Address Dr.Suthakar.S Principal Apollo Arts and Science college
10.20 am	Felicitation of Chief Guest Dr.Suthakar.S Principal Apollo Arts and Science college
10.25 am	Release of Proceedings Principal & Chief Guest
10.30 am	Introduction of Chief Guest –Dr.AbhigyanBhattacharjee Ms.Vidhyasree H.O.D –BBA
10.35 am	Key Note Speaker Address Dr.AbhigyanBhattacharjee Professor & Head Department of Management Studies Nehu, Tura campus Meghalaya
11.15 am	Introduction of Chief Guest –Dr.M.Sumathy Ms.Vidhyasree HOD, BBA
11.20 am	Key Note Speaker Address Dr.M.Sumathy Director Professor & Head Department of commerce Bharathiyar University,Coimbatore
12.15 pm	Student Paper Presentation
1.15 pm	Certification Distribution
1.30 pm	Vote of Thanks
1.35 pm	National Anthem

ABOUT APOLLO GROUP OF COLLEGES

Apollo educational group is a prestigious group which made a significant contribution to impart education for our students. Apollo arts & science college is affiliated to the university of madras and offers 20 courses across of 9 streams, namely science, medical, paramedical, education, vocational, IT, commerce and Banking. The college imparts higher education with integral formation which involves academic excellence and spiritual growth. The college boasts with good infrastructural and has 3300 students guided by more than 120 faculties. Education extolled everywhere – true to this motto of our college the students of our group institutions have placed in respectable and lucrative jobs in various esteemed establishments.

CONFERENCE OBJECTIVE

The main objective of this conference is to bring the Students, Research scholars, Professors, to present their research ideas in Management. This conference is an endeavour to bring together the Students, Academicians, Researchers on Management in national level to share their professional opinion, knowledge, innovations, and visualization on dealing with digital flow of Business in this modern era.

ABOUT DEPARTMENT OF BUSINESS ADMINISTRATION

The Departments of Business Administration were established in the year 2005. The Department has an exclusive facility which is endowed with excellent infrastructure and a dedicated team of faculty members to train the students to meet the growing needs of the society. The Department follows a multidisciplinary approach to provide the necessary knowledge, skill and training to the students. The activities of the Department are directed towards the all-round development of the individual keeping in mind the expectations of the recruiters and challenges of the environment.

CHIEF PATRONS**CHAIRMAN &****VICE CHAIRMAN****APOLLO GROUP OF COLLEGES**
-----**PATRONS****Dr.S.Suthakar****Principal****Mr.K.Ganesh****Vice Principal**
-----**KEY NOTE SPEAKERS****Dr.AbhigyanBhattacharjee**

Professor & Head

Department of Management Studies

Nehu, Tura campus

Meghalaya

Dr.M.Sumathy

Director

Professor & Head

Department of commerce

Bharathiyar University, Coimbatore

PROGRAM CONVENORS**MRS.S. VIDYASHREE****Head of the Department
Business Administration****ORGANISZING COMMITTEE****MR. D. DEVANATHAN**
ASSISTANT PROFESSOR
BUSINESS ADMINISTRATION**MS. R.TAMILVANI**
ASSISTANT PROFESSOR
BUSINESS ADMINISTRATION**MR.V.JEEVARATHINAM**
ASSISTANT PROFESSOR
BUSINESS ADMINISTRATION

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28.	Marketing <i>Ms.R. Madhumitha</i>

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32.	Employee Motivation Ms.V. Swetha
33.	Digital Marketing Strategies for small business <i>Ms.S . Ashwini</i>
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1. The Effect Of Csr Practices In Fashion Industry With Reference To Chennai

Mrs.S.Vidhyashree

Abstract: CSR describes a company's efforts to better the environment or society. This entails creating environmentally friendly guidelines and standards for the whole textile supply chain. It makes businesses more liable to their shareholders, suppliers, customers, and workers. Companies can improve their image, lower risk, and increase productivity by implementing CSR programs. One of the biggest sectors in the world, the fashion industry is a complex phenomenon that is fueled by the creative spirit of architecture and design as well as desires for a symbolic lifestyle. Because of mass production and a low cost structure that drives consumerism overall, it exhausts natural resources. The purpose of the study was to examine the impact of corporate social responsibility (CSR) practices on the fashion industry with a focus on Chennai. Purposive sampling was employed in conjunction with statistical tools such as one way ANOVA and the independence sample t-test. The findings of the study indicate that a considerable number of reputable fashion companies implement CSR practices. It is also widely acknowledged that companies should aim to achieve sustainability by implementing more CSR practices rather than limiting them with written company policies.

Keywords: Fashion Industry, CSR Practices, Environmental Benefits

Abbreviations : Corporate Social Responsibility (CSR)

2. Factor Influencing Service Quality Provided To The Electrical Two Wheeler User In Cuddalore District

Mr.D.Devanathan , Assistant Professor

Abstract One of India's rising businesses is the production of electric 2-wheelers. There are challenges to be overcome, such as a lack of charging infrastructure, a high initial cost, and a lack of electricity produced from renewable sources, even though the country stands to benefit significantly from switching its transportation from internal combustion engines to electric motors. Cuddalore levels of noise pollution are higher than those of other large cities. The adoption of electric 2-wheelers may help to lower noise pollution levels in urban areas. The focus of this study is electric car service quality. Data were gathered via a

questionnaire, and a convenience sampling procedure was used to choose a sample of 100 electric 2-wheeler users. To determine the respondents' opinions on the level of service provided for electric 2-wheelers, descriptive statistics are employed. The elements affecting the service quality of electric 2-wheelers are found using exploratory factor analysis. In order to assess the study's reliability, Chronbach's alpha is used. The data analysis is carried out using SPSS v23. This study's reliability was determined to be 0.834 (83.4%). To determine the respondents' opinions on the level of service provided for electric 2-wheelers, descriptive statistics are employed. The factors influencing the service quality of electric 2-wheelers are found using exploratory factor analysis. The study comes to the conclusion that the factors influencing the service quality of electric 2-wheelers include features, advertising, performance and sales after service. This study concludes that the respondents are satisfied with the level of service quality offered to them towards electric 2-wheelers.

Keywords : Service quality, Electric 2-wheelers, noise/air pollution.

3. A Study Of Challenges And Opportunities Of E – Marketing

Ms. Tamilvani, Assistant Professor

Abstract Dueto globalization, not just countries are drawing nearer to one another yet additionally unique area goes through into massive changes. What's more, advertising area is additionally impacted by this and encountering such countless changes persistently. To sell our item through the web or computerized media is known as E-advertising. E-Showcasing is the method involved with promoting a brand utilizing the Web. It incorporates both direct reaction showcasing and roundabout promoting components and utilizations a scope of innovations to assist with interfacing organizations to their clients. E-promoting implies utilizing advanced innovations to assist with selling your labour and products.

In the beyond couples of years, the web and online business exercises have become quite possibly of the quickest developing innovation that assuming a critical part in the day to day routine of people. Today, E-promoting is quite possibly of the most arising innovation in the IT and Web based business area. The extent of E-Advertising is considered to be wide in scope it doesn't just use to advance showcasing over the web yet in addition helps in promoting also through email and remote media.

The motivation behind the review is to underscore the idea of e-promoting. The exploration technique for this study utilized the optional information recorded in various data sets of books, research papers, and related articles of e-advertising accessible on the Web. The current review has been attempted to depict the current status of e-promoting in India and look at the difficulties and chances of e-showcasing in India.

Keywords : E – marketing, E - Promoting

4. A Study on Port Logistics Integration: Challenges and Approaches

Mr.V. Jeevarathinam , Assistant Professor

Abstract The competitiveness of a seaport highly depends on its efficiency especially in terms of logistics practices, functions and activities and how all that is integrated with those of the other players in the supply chain. Despite the well-articulated importance of ports and terminals in integrated logistics, research on the success factors of port logistics integration is scattered. The objective of this paper is to provide a review of the literature and based on this; provide an insight into how seaports and terminals may improve their logistics integration. A structured analysis of 78 papers published in Scopus indexed journals in logistics, supply chain and port management during the period 2000-2018 is conducted. A multidimensional conceptual framework for port logistics integration is proposed to incorporate the role of the three infrastructural variables emerging from the recent developments in the port logistics environment. The literature review has found the logistics process and operations, information integration, value-added services, and logistics practices, organisational activities, resource sharing and institutional support being influential factors in logistics integration. Based on the research discussion and conclusion which is drawn from the literature review offer a basis for future research, both in respect of research approaches, concept definition and the select of theoretical foundation. The framework could be more detailed on each factor and consider actors perspective. Further testing and examination of the framework are needed for the validity of the results. This study questioned current literature in port logistics integration, highlight role infrastructural factors and the actor's role in the port logistics chain.

Keywords: maritime logistics, port integration, logistics integration.

5. A Study On Impact Of Logistics And Supply Chain Management

Mr. S. Harikrishnan , Assistant Professor

Abstract: This Article outlines the impact of integration in supply chain management (SCM) by interlink with the functions of logistics. generally, business processes are developed at the strategic level but are never identified specifically in logistics and SCM. Strategic level of business like adoption of technologies and tools and techniques usage for improving the Customer value, New market penetration and for Growth and development of logistics and SCM. This articles explains what are all the techniques and tools used in Logistics and SCM, new technology that is AI and cloud platforms are also used for SCM is clearly explained.

Key Words: Logistics, Supply Chain Management, Artificial Intelligence, Cloud Platform.

6. Exploring Effective Strategies For Stress Management

P. Yokesh III YEAR

Abstract: Stress management is a crucial aspect of maintaining overall well-being in today's fast-paced world. This abstract explores various techniques employed for effective stress Management, encompassing practices such as deep breathing exercise, mindfulness meditation, regular physical activity, strategic time management, social support networks, and cultivating a positive mindset. understanding and implementing these approaches can contribute significantly to mitigating the impact of stress, promoting mental resilience, and fostering a healthier and more balanced lifestyle.

Keywords: Stress management, resilience, mindfulness, deep breathing, physical activity, time management, social support, positive mindset, well-being, proactive strategies.

7. Advertising management and sales promotion

G. Arun BBA III YEAR

Abstract: This abstract delves into the realms of advertising management and sales promotion, exploring the intricacies of effective strategies in the contemporary business landscape. Through an examination of theoretical frameworks and practical applications, the study investigates how advertising campaigns and sales promotion activities synergize to maximize consumer engagement and drive revenue. By analysing industry trends, consumer behaviour, and case studies, the research aims to unravel the nuanced relationship between advertising management and sales promotion, providing insights into optimizing promotional efforts. The findings contribute to a holistic understanding of these marketing practices, guiding businesses in developing integrated and impactful campaigns that resonate with target audiences and yield tangible results in today's competitive markets.

Keywords: advertising management, sales promotion, effective strategies, contemporary business landscape.

8. Unleashing Entrepreneurial Potential

S. Kathioli BBA III YEAR

Abstract: An entrepreneur abstract typically summarizes the key aspects of a business venture, including its purpose, target market, unique selling proposition, and potential for success. It serves as a concise overview of the business idea, often used in pitches, presentations, or business plans to quickly convey the concept to potential investors, partners, or stakeholders. An entrepreneur abstract is a succinct yet comprehensive summary that encapsulates the essence of a business venture. It distils the core elements of the entrepreneurial endeavour, including its objectives, target market, value proposition, and competitive advantage. This concise overview serves as a strategic tool for effectively communicating the business idea to various stakeholders, such as investors, partners, or potential customers. By providing a snapshot of the venture's vision, market opportunity, and potential for growth, the entrepreneur abstract lays the groundwork for further exploration and engagement with interested parties. Additionally, it helps entrepreneurs articulate their vision and differentiate their business concept in a crowded marketplace, ultimately positioning the venture for success.

Keywords: Entrepreneur, Business, Marketing, Vision, Investors, Idea, Partner, Stakeholders, Target.

9. Production Design

V. Sathiya BBA III YEAR

Abstract: Production design in operations management refers to the process of creation and optimizing the layout, work flow, and resources within a production system to maximize efficiency and effectiveness. The production design is the process which involves the transformation of knowledge and needs into a form is appropriate and expedient for manufacturing the input are used for making output which satisfy the customer's requirements. The main aim of the product design process as per the production manager is to yield product specifications once such specifications are clearly determined these helps the production manager in making several decisions such as purchase decision, equipment selection, worker assignment and production facility layout. the objectives of the production design is to be to maximize the quality while minimizing the cost and to make product more efficient. The conclusion is the production design helps to give quality product in less cost.

Keywords: Maximize efficiency and effectiveness, quality product

10. GORILLA MARKETING

B. Girija BBA III YEAR

Abstract: Gorilla marketing, a playful twist on “gorilla marketing” introduces a novel approach to promoting products or services. In this imaginative strategy, the primal strength of a gorilla metaphorically symbolizes the powerful impact businesses aim to achieve with their marketing campaigns. Gorilla marketing embraces creativity, unconventional tactics, and resourcefulness to captivate audiences and leave a lasting impression. Similar to gorilla marketing, it thrives on surprise, innovation, and out-of-the box thinking, often utilizing social media, viral content, and experiential activations to engage consumers. Through clever storytelling and memorable experiences, gorilla marketing to break through the noise of traditional advertising and forge authentic connections with target audiences. This abstract explores the essence of gorilla marketing, highlighting its evolution, key principles, and the potential it holds for brands seeking to make a memorable mark in the ever-evolving landscape of marketing. Marketing represents a paradigm shift in traditional marketing approaches, emphasizing creativity, innovation, and unconventional tactics to capture

audience attention and generate buzz. This paper explores the principles, strategies, and impact of Gorilla Marketing in today's dynamic business landscape. By leveraging grassroots initiatives, social media platforms, and experiential campaigns, Gorilla Marketing disrupts traditional Marketing.

Key word: Gorilla marketing, Consumer, Audiences, Strategies Advertising, Technology, Business.

11. Digital Marketing

P. Lokesh BBA III YEAR

Abstract: Digital marketing encompasses a vast array of online strategies and tactics aimed at doing products or services through digital channels. It leverages the internet and various digital neologise to reach and engage target fences effectively. This includes optimizing websites for search engines, running paid versing campaigns, engaging with audiences on social media platforms, sending targeted emails, creating valuable content, analysing data to measure performance, and automating repetitive tasks. Digital marketing provides businesses with opportunities to connect with potential customers in a more personalized and interactive way, driving brand awareness, generating leads, and ultimately, increasing sales and revenue. It's a dynamic and ever-evolving field that requires a deep understanding of consumer behaviour, technology trends, and the ability to adapt to changes in algorithms and platforms. Digital marketing encompasses a range of online tactics aimed at promoting products or services. Key components include search engine optimization (SEO), pay-per-click tiding (PPC), social media marketing, email marketing, content marketing, and analytics to measure performance and adjust strategies. Effective digital marketing strategies involve understanding target audiences, creating engaging content, leveraging data insights, and adapting to evolving trends and algorithms. Successful campaigns often integrate multiple channels for maximum reach and impact.

Keywords: Digital Marketing, Audiences, Strategies, Technology, Advertising, Online, Target.

12. Human Resource Management

S. Vidhya Sri BBA III YEAR

Abstract: Human resource management (HRM) plays a vital role in organisations by focusing on Managing the workforce effectively to achieve the organisational goals. Human resource management Including recruitment, selection, training, performance management, compensation and employee Relations. Human resource is both exclusive as well as important. It is obvious that an organisation would Try to obtain and make the best use of this resource. Human resource management, the task concerned with managing the people resources is the most crucial and challenging task of the organisation. It was Previously referred to as personnel management. The organisation can cultivate a motivated skilled and Productive workforce, contributing to their overall success and competitive advantage in the dynamic Business environment. organisations are made up of people and functions through people. Without People organisations cannot exist. Among the various factors of production like money, material, men And machines in an organisation, human resource is considered to be the most important factor .

Keywords: Human resource management, Achieve organisation goals.

13. Strategy planning

A. Jessi Sherli Mary BBA III YEAR

Abstract: The planning process encompasses a series of systematic steps designed to guide organizations towards their desired outcomes. Beginning with the establishment of a clear mission and vision, it progresses through comprehensive environmental analysis to identify strengths, weaknesses, opportunities, and threats. Goals are then set with precision, utilizing the SMART criteria to ensure they are specific, measurable, achievable, relevant, and time-bound. Strategies are formulated to achieve these goals, followed by detailed implementation planning to define actions, timelines, and responsibilities. Continuous monitoring and evaluation enable organizations to track progress, make informed decisions, and adapt strategies as necessary. Effective communication ensures alignment and engagement across all levels of the organization, fostering collective commitment towards achieving success. This abstract highlight the structured approach of planning, emphasizing its role in guiding organizations towards sustainable growth and success.

Keywords: Planning Mission, Growths , Evaluation, Decision.

14. Credit Card Landscape

K. Kalaiselvam BBA III YEAR

Abstract: The use of credit cards is closely connected to how well someone is doing financially. It has been associated with behaviours like excessive shopping and materialism. In India, there has been a recent increase in the number of credit cards issued. This research aims to study how Indian consumers use credit cards and how it affects their debt. The study focuses on three factors: power-prestige, credit card features, and ease of use. By understanding these factors, we can gain insights that will help both consumers and credit card issuers improve their financial well-being. The study identified three different groups of consumers based on their motivations for using credit cards. The first group is driven by a desire for power and prestige, while the second group is influenced by credit card features. The third group, which finds credit cards easy to use, has a negative impact on credit card usage. The research discovered several variables that affect how people use credit cards. By classifying consumers based on their motivations, the findings can provide a starting point for both consumers and issuers to better understand their financial well-being.

Keywords: Usage of credit card, how it affects financial status

15. A Study On The Level Of Employee's Stress

S.Mukesh BBA III YEAR

Abstract: This study aims to analyse the level of employee stress within the organization, with a primary objective of understanding the extent of stress experienced by employees. Additionally, the research seeks to uncover the underlying reasons contributing to stress in the day-to-day working lives of employees and to evaluate the impact of stress on job performance. Furthermore, it aims to identify the expectations of stressed employees from both their families and the organization. The study also endeavours to suggest techniques for managing stress and alleviating managerial challenges, as well as to measure the actions taken by employees to relieve stress within the organization. Lastly, it seeks to explore the various tools utilized by the organization to mitigate stress levels among employees. Through a comprehensive examination of these objectives, this research intends to provide insights and recommendations for effectively managing stress in the workplace, ultimately fostering a healthier and more productive organizational environment.

Keywords: Employee stress analysis, stress management techniques, job performance, organizational tools, Stress Relief action, Employee Expectations, workplace wellness, productivity.

16. Customer Behaviour

B. Udhayakaviya BBA III YEAR

Abstract: Customer behaviour, aiming to provide a holistic understanding of its various dimensions and determination. By synthesizing existing literature and employing empirical research methods, this paper investigates the multifaceted aspects influencing customer decision-making processes across diverse industries. Such as psychological, social, cultural, age, occupation, income, and situational influences are examined, shedding light on their intricate interplay and impact on consumer choices. Consumers often buy products not because of their benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. When the consumer status increase then automatically purchasing of product method will also change. An individual buying habits, including social trends, frequency patterns, and background factors influencing their decision to buy something. Consumer behaviour also investigates the roles of emotions, motivations, lifestyles, and the self-concepts that have largely been absent from the neoclassical view of the consumer. A market comes into existence because it fulfils the needs of the consumer. consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decision are based on assumption about consumer behaviour.

Keywords: Customer behaviour, dimension and determination, psychological, decision making, purchasing of product.

17. Customer Satisfaction

M. Mohamed Rafi BBA III YEAR

Abstract: Customer satisfaction is where an individual or group of individuals at one point reach a stage of fulfilment, that in return helps them acquire a particular product or service. This fulfilment can be acquired through various stages that will be explained in deep through descriptive research method. Moreover, a short survey was conducted to see the total percentage of consumers who were satisfied and the remaining who weren't gave feedback that can be looked into by organizations for absolute customer satisfaction.

Keywords: Price, Persuasive, Customer Satisfaction, Fulfilment, Service, Ai

18. Employee Motivations

M .Deepika BBA III YEAR

Abstract: Employee motivation at work place is an important area in human resource management that contributes to the performance of the employees. Many organizations are planning new strategies and ways in order to safeguard their employees. In today's business environment as it is true with high job losses due to layoff and retrenchment to create a lean organization, it is also noteworthy for organizations to stop loses of performing employees due to decreasing job satisfaction and lack of motivation to continue with the organization for long. Motivated and satisfied employees will have committed approach towards organizational objective; in turn organizations will also have to show similar commitment towards employee objectives. Most employees want to feel proud of the work they complete and themselves as members of an organization. Team leaders can create a work environment that offers employees opportunities to feel proud of their work on a regular basis, which can ultimately promote increased motivation and productivity. Job satisfaction or employee motivation is studied not just to handle the turnover but also there are other adverse effects of dissatisfaction like absenteeism, low performance, lower morale, low contribution to the team, less coordination, less orientation towards organizational objective these could affect the organization capacity to compete in the highly competitive business environment.

Keywords: Employees motivation, satisfaction, new opportunities

19. Study Of Customer Relationship Management

E. Sasi Rekha BBA III YEAR

Abstract: Customer Relationship Management (CRM) is a business strategy that aims to build and maintain strong Relationships with customers by understanding their needs, trust and preferences taste. It involves using Technology and data analysis to effectively manage interactions throughout the customer lifecycle, from Acquisition to retention and beyond. CRM systems help businesses organize customer information, Satisfaction track interactions, and personalize communication to enhance customer satisfaction and Loyalty. There primary aim of Customer Relationship Management (CRM) is to foster long-lasting and Mutually beneficial relationships between a business and its customers like buyer and seller Gathering Relevant customer data from various sources such as transactions, interactions, feedback, and

social mediator understand customer behaviour, preferences, trends and satisfaction Using customer data to customize Communication, products, to services the meet the individual needs and preferences of customers, Enhancing their overall experience. Interrelation CRM systems with other business tools and processes, such as sales, marketing, and customer service platforms, to ensure seamless coordination and Collaboration across departments. By understanding customer needs and preferences and providing.

Keywords: customer relationship management, customer satisfaction, preferences, interactions , Customer data.

20. Marketing Management And Planning

M. Santhosh BBA III YEAR

Abstract: Marketing management refers to the extensive process of planning, organizing, monitoring, and executing your marketing programs, policies, and strategies to achieve your business objectives. It helps to generate greater profits by effectively bringing in more potential consumers to your base. The purpose of marketing planning and its principal focus are the identification and creation of competitive advantage. Marketing planning is the planned application of marketing resources to achieve marketing objectives. Marketing refers to all activities a company does to promote and sell products or services to consumers. Marketing makes use of the “marketing mix,” also known as the four Ps—product, price, place, and promotion. Marketing management refers to the extensive process of planning, organizing, monitoring, and executing your marketing programs, policies, and strategies to achieve your business objectives. It helps to generate greater profits by effectively bringing in more potential consumers to your base. Marketing management is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers’ demands. The purpose of marketing planning and its principal focus are the identification and creation of competitive advantage. Marketing planning is the planned application of marketing resources to achieve marketing objectives.

Keywords: Marketing management, marketing planning, marketing mix

21. Women's Empowerment

G. Ashwathi Pooja BBA III YEAR

Abstract: Women's empowerment (or female empowerment) may be defined in several ways, including accepting women's viewpoints, making an effort to seek them and raising the status of women through education, awareness, literacy, and training. Women's empowerment equips and allows women to make life-determining decisions through the different societal problems. They may have the opportunity to re-define gender roles or other such roles, which allow them more freedom to pursue desired goals. Women's empowerment has become a significant topic of discussion in development and economics. Economic empowerment allows women to control and benefit from resources, assets, and income. It also aids the ability to manage risk and improve women's well-being. It can result in approaches to support trivialized genders in a particular political or social context. While often interchangeably used, the more comprehensive concept of gender empowerment concerns people of any gender, stressing the distinction between biological and gender as a role. Women empowerment helps boost women's status through literacy, education, training and awareness creation. Furthermore, women's empowerment refers to women's ability to make strategic life choices that were previously denied them. It ensures gender equality, fosters economic growth, promotes education, safeguards health, and enhances political participation. Achieving this empowerment requires strategies like education, economic opportunities, legal reforms, healthcare access, and gender sensitization.

Keywords: women's empowerment, training, education, political, skills

22. Operation Research make Better Decision Making

K. Pavithra BBA III YEAR

Abstract: This project explained about operation research. Operation research is very helpful for decision making and it's predetermined of works and operations research is part of mathematics. Operation research major techniques such as stimulation, queuing theory, game theory, mathematical & network analysis these things are part of operation research are acknowledge as major supporter in the decision-making procedure. Improves productivity, Enhanced control, Decision-making, Risk analysis, Project scheduling, better coordination,

defining problems, provides a more detailed analysis, Validating the model and output analysis this are beneficial activity in operation research. Time consuming, expensive and required expertise knowledge it's all those things is limitations of operations research. This project evaluation of descriptive and analysis methodology in this research. This research conclusion is operational research can be making better decisions making its proven and then this project about exploring of operation research.

Keywords: Operation research, decision making

23. Logistics and supply chain management

S. Narmadha BBA III YEAR

Abstract: This research is explained about logistics and supply chain management. Logistics is not only transportation; transportation is part of logistics and logistics have many services. Supply chain management also part of logistics. Customer satisfaction, Risk management, Boost business profitability, Management, intelligence, Scalability, Supply chain, Logistics can save time and effort, Ensure seamless delivery, Logistics planning challenges, Quality Assurance, Reduce carbon footprint, Automate operations Forecasting, Planning etc., these are the importance of logistics. Logistics and supply chain management including history, evolution, implication in modern business. Logistics and transportation they are many way to transport the goods (roadway, air way, railway, water way, pipeline) and the role of logistics insuring the efficient movements of goods. The project analysis methodology is descriptive and method. The conclusion is unknown knowledge know about logistics and logistics is important for country economy.

Keywords: logistics and supply chain management, transportation

24. Building Brand Awareness In The Modern Marketing Environment

N.R.Hariprasad BBA III YEAR

Abstract: Building brand awareness in competitive markets can play an active role in the modern marketing environment. It is now widely acknowledged by companies that strong brand awareness will create a competitive advantage in the market place that will enhance their overall reputation and credibility. Indeed, recent trend in modern marketing has been changed enormously and study of brand awareness is increasingly becoming popular to keep pace with this change. In this conceptual paper, we have summarized the exiting literatures on currently prevailing concepts and approaches on brands, which will allow us to identify the imperative components of brand awareness and therefore will assist companies to enhance their marketing efficiency. Based on earlier works, here we propose a plausible framework for building brand awareness in sequential order namely, positioning the brand, sponsorship, event marketing, sports marketing, advertising of the brand and integrated marketing communications. In this review, we put forward the notion that brand-building attempt need to be associated with organizational processes that will assist in bring the comprehensive knowledge about brands to the consumers through organizational awareness programs. We suggest that these activities could play an essential role in creating awareness about brands among consumers. As a whole, based on existing literatures, we have tried to provide a comprehensive view on the imperative components of brand awareness for building brand awareness in the modern marketing environment.

Keywords: Marketing communications, overall reputation, creditability, Sponsorship, Event marketing.

25. The Impact Of Strategy Planning Organisation

J. Dhanalakshmi BBA III YEAR

Abstract: Strategy planning plays a pivotal role in organizational success by providing a roadmap for achieving objectives and responding to dynamic environments. It encompasses analysis, goal-setting, resource allocation, and implementation tactics to align efforts toward a common vision. Effective strategy planning fosters adaptability, enabling organizations to navigate uncertainties and capitalize on opportunities while mitigating risks. It fosters collaboration, enhances decision-making, and facilitates resource optimization. Moreover, it fosters a culture of accountability and performance measurement, ensuring that actions align with strategic priorities. Ultimately, strategic planning empowers organizations to anticipate change, innovate, and sustain competitive advantage in a complex and evolving marketing landscape.

Keywords: Strategy planning, Organizational impact, Analysis

26. Sales Promotion

S. Mohammed Younis BBA III YEAR

Abstract: This project aims to investigate the activities that contribute to effective sales promotion within a company. By employing a methodology focused on identifying the top activities for promoting sales, we sought to gain insights into the strategies and tactics that drive successful sales outcomes. Through a comprehensive analysis of various sales promotion activities, including but not limited to discounts, incentives, advertising campaigns, loyalty programs, and product demonstrations, our research has provided a deeper understanding of the most impactful approaches to boost sales. The findings of this study offer valuable insights for companies seeking to optimize their sales promotion efforts and achieve higher sales growth, ultimately contributing to improved business performance."

Keywords: Effective sales promotion, top activities for promoting sales, higher sales growth.

27. Stress Management

M. Nithya BBA III YEAR

Abstract: Effective techniques for stress management are varied. They are including behaviour that improve physical health, such as nutrition and exercise, but may also incorporate strategies that improve cognitive and emotional functioning. The stress reduction approach based on mindfulness practices has recently enjoyed an explosion of interest from a variety of health care and epidemiological researchers. The concept of mindfulness which originates from practices of Buddhism, is defined as a focused awareness of one's experience, and focus on the present moment. Mindfulness Based stress reduction program, provide participants with the opportunity to learn breathing meditation, body scanning techniques, and gentle, yoga inspired physics with practice, individuals learn to process emotions and thoughts. Some individuals have a greater innate, or trait, Capacity for mindfulness. Better physical health, report fewer physiological symptoms such as pain, and utilize health care resources. These data substantiate the utility of mindfulness training, even for high –trait individuals.

Keywords: stress management

28. Marketing

R. Madhumitha BBA III YEAR

Abstract: Marketing is an activity of selling and purchasing of goods and services. Marketing is the creation and delivered of standard of living to the society. The process involves identification of consumers needs and wants and fulfilling it to extent till the customer and pleased and content. Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to the present and potential customer. Marketing comprises of all activities like producing, interacting, distributing and exchanging service which offer value to the public.

Keywords: Marketing, Goods and services, product

29. Employer And Employee Relationship

R. Mohanraj BBA III YEAR

Abstract: A Good Relationship is necessary for the smooth running of any business. The term "Industrial Relations" means the relationship between employers and employees, A good communication between an employer and its employees is imperative for building a positive work place culture. In order to improve the work performance, an employee must receive feedback, both positive and critical. Gratitude and Appreciation is very important. Discipline that benefits the company and the employees, Employers will treat their employees with respect and vice versa if they all want to succeed and achieve goals. Spending a time with the employees, listening to employees is important. The negative effects of employer employee relation, an employer who fails to understand issues concerning his employees might not achieve long-term success in his enterprise. Some business fears in giving their employees to much buying in power.

Keywords: Employer relations, importance of maintaining good relationship, Employee interest.

30. Personality development

J. Sneha BBA III YEAR

Abstract: Personality development involves all of the factors that influence how our personalities form and change over time. This can include our genetic background and the environment where we are raised. While personality tends to be pretty stable, it can change over time, especially as people get older time. Personality development helps you develop an impressive personality and makes you stand apart from the rest. Personality development also plays an essential role in improving one's communication skills. Individual sought to master the art of expressing their thoughts and feelings in the most desired way. The Personal Development Methodology is a 10-step framework to guide personal growth. It allows individuals to address their limitations, increase their ability to handle challenges, and result in significant change over time, especially with guidance from an effective mentor. Personality development helps an individual to gain confidence and high self-esteem. Personality development is said to have a positive impact on one's communication skills and

the way he/she sees the world. Individuals tend to develop a positive attitude as a result of personality development. In conclusion, improving personality development is a lifelong process that requires commitment, self-awareness, and continuous learning. By following these steps, you can enhance your personal and professional growth, build better relationships, and lead a more fulfilling life.

Keywords: Attitude, improvement, inspection, mentor, practice, identity, knowledge, talents, Goal setting, communication, awareness, self-help , behaviour.

31. Artificial Intelligence In Business

I. Shellina BBA III YEAR

Absytract : Artificial Intelligence (AI) in business refers to the integration of advanced algorithms and technologies to automate processes, analyse data, and make intelligent decisions. Businesses utilise AI across various functions such as customer service, marketing, operations, and finance to enhance efficiency ,drive innovation , and gain competitive advantage. AI applications include predictive analytics, natural language processing, computer vision, and machine learning, enabling organisations to optimise resource allocation, personalise customer experiences, and anticipate market trends. While AI offers significant opportunities for growth and efficiency gains, businesses must also address challenges such as data privacy, ethical considerations, and talent acquisition to effectively harness the power of AI in their operations. By automating processes and optimising resource allocation, AI helps businesses reduce operational costs and improve profitability.AI fosters innovation by enabling businesses to uncover new opportunities, develop innovative products and services, and explore untapped markets. Overall, the integration of AI in business not only drives operational efficiency and cost savings but also empowers human employees to focus on tasks that require creativity, critical thinking, and emotional intelligence, ultimately leading to greater job satisfaction and professional fulfilment.

Keywords: Artificial intelligence, Business opportunities, challenges, Productivity, Decision making, Ethics, Data privacy.

32. Employee Motivation

V. Swetha BBA III YEAR

Abstract: Management basic job is the effective utilisation of human resources for achievements of organisational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organisation context a manager includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs in direction that is satisfying to the talent needs in employee and harness then in a manner that would be functional for the organisation. Employee Motivation is one of the major issues faced by every organisation. A manager has to make appropriate use of motivation to employees to follow them.

Keywords: Employee Motivation

33. Digital Marketing Strategies For Small Businesses

S. Ashwini BBA II YEAR

Abstract In the fast-evolving digital landscape, small businesses must strategically leverage digital marketing to enhance their visibility and competitiveness. Establishing a strong online presence is foundational, involving the This project will through a light on DIGITALMARKETING, its trend in past and present and

its future in the globalised world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what is the right medium for marketing. As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. This project will cover digital marketing trends and its future, general problem faced and few suggestion to overcome it along with few case This project will through a light on DIGITAL MARKETING , its trend in past and present and its future in the globalised world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what is the right medium for marketing. As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. This project will cover digital marketing

trends and its future, general problem faced and few suggestion to overcome it along with few case action of a user-friendly website optimized for search engines. This ensures that potential customers can easily discover and engage with the business. Simultaneously, social media platforms offer cost-effective avenues for building communities, engaging with audiences, and promoting products or services.

Targeted digital advertising is a crucial component of the strategy, allowing small businesses to reach specific demographics efficiently. Platforms such as Google Ads and social media advertising provide flexibility in defining and controlling advertising budgets while reaching highly relevant audiences. Complementing this, a robust content marketing strategy involving blog posts and videos helps position the business as an industry authority, driving organic traffic and fostering customer trust.

Key words : Digital Marketing , Social Media Advertising ,strategically leveraging

34. Stockmarket

S. Bhavatharini BBA II YEAR

Abstract The stock market is a dynamic financial platform where investors buy and sell shares of publicly traded companies. It serves as a barometer for economic health, reflecting investor sentiment and corporate performance. Key factors influencing stock prices include company earnings, economic indicators, geopolitical events, and central bank policies. Investors employ various strategies such as fundamental analysis, technical analysis, and algorithmic trading to make informed decisions.

Volatility is inherent in the market, leading to fluctuations in prices and risk exposure. Notable stock market indices include the S&P 500, Dow Jones Industrial Average, and NASDAQ Composite. Market participants range from individual retail investors to institutional investors like pension funds and hedge funds. The stock market plays a crucial role in capital formation, enabling companies to raise funds for growth and expansion through initial public offerings (IPOs) and subsequent stock offerings. Overall, it serves as a vital engine driving economic growth and wealth creation.

KEYWORDS : Risks, Earnings, Investments

35. Stressed And It's Management's

D. Swathi BBA II YEAR

Abstract Stress is a fact of everyday life, we've all felt. It usually happens when wear any situation that we don't feel we can manager control. If you experience stress over a prolonged period of time, it could become chronic, till you take some action. About 500 million people worldwide are believed to be suffering from neurotic, stress related and psychological problems .

This article highlights the causes, effects and management of stress and therefore could be helpful for people who want to learn how to react to stress in a more constructive or proactive way.

Keywords : Neurotic , psychological problem, stress.

36. Supply Chain management

V. Kavyajothi BBA II YEAR

Abstract Supply Chain Management is primarily concerned with the efficient integration of suppliers , factories , warehouses and stores so that merchandise is produced and distributed in the right quantities , to the right locations and at the right time , and so as to minimize total system cost subject to satisfying the customer service requirement. The key components of Supply Chain is Planning, Sourcing, Production, Inventory Management and Logistics.

Supply Chain Management (SCM) is management of the flow of goods, data and finance related to a product or service , from the procurement of raw materials to the delivery of the product at its final destinations.

“The Management of the flow of goods and services and includes all processes that transform raw materials into final products”.

Keywords: Planning , Production and Logistics.

37. The Power Of Story Telling In Marketing Campaigns

V. Charushree BBA II YEAR

Abstract This study investigates the profound impact of storytelling on marketing campaigns, exploring how narratives shape consumer perceptions and drive brand engagement. Through an examination of successful case studies and theoretical frameworks, the paper highlights the emotional connection and authenticity that storytelling cultivates among audiences.

By weaving compelling narratives, brands can transcend traditional advertising tactics and resonate with consumers on a deeper level. The study analyzes the elements of effective storytelling, including character development, conflict resolution, and thematic consistency, and explores how brands utilize storytelling across various marketing channels, from social media to television commercials.

Furthermore, the paper discusses the role of storytelling in building brand loyalty, fostering customer trust, and influencing purchasing decisions. Ultimately, by harnessing the power of storytelling, marketers can create memorable and impactful campaigns that leave a lasting impression on consumers, driving long-term success for their brands.

Key words :- Narrative, Emotional Connect, Memorable

38. Learning The Ropes : Navigating Business Terrain With Skill And In Sight

K. Priyadharshini BBA II YEAR

Abstract: In the dynamic landscape of business, mastering the fundamentals is essential for success. This abstract explores the concept of "learning the ropes" in the context of business, emphasizing its significance in equipping individuals with the skills, knowledge, and insights necessary to navigate the complexities of entrepreneurship and corporate environments.

Drawing on a synthesis of literature from management, psychology, and education, this abstract delves into key components of learning the ropes, including mentorship, experiential learning, and continuous improvement. It highlights the role of mentors and

seasoned professionals in guiding novices through the intricacies of decision-making, problem-solving, and relationship-building.

Additionally, it underscores the importance of experiential learning opportunities, such as internships and apprenticeships, in providing hands-on exposure to real-world challenges and fostering skill development.

Further more, it discusses the value of a growth mind-set and adaptability in foster in silence and innovation amidst uncertainty and change. By embracing a proactive approach to learning the ropes, individuals can enhance their capabilities, broaden their perspectives, and ultimately, thrive in the competitive landscape of modern business.

Keywords : Learning the Ropes, Decision - Making, Problem - solving

39. International Marketing

S. Leelavathi BBA II YEAR

International marketing involves the promotion and selling of goods and services across national borders. It requires an understanding of diverse cultures, languages, and economic systems. One key aspect is market research to identify opportunities and assess consumer behaviour in different countries. Adaptation is crucial, as products, pricing, distribution channels, and promotional strategies may need to be tailored to suit local preferences and regulations. Companies must navigate various challenges such as cultural differences, legal constraints, political instability, and currency fluctuations. Building strong relationships with local partners, suppliers, and distributors is essential for success. International marketing also involves strategic decisions regarding market entry modes, such as exporting, licensing, joint ventures, or direct investment. Maintaining a global brand image while remaining sensitive to local customs and norms is a delicate balance. Technology and digital platforms have transformed the landscape, offering new opportunities for reaching international audiences. Overall, successful international marketing requires agility, cultural competence, and a deep understanding of global markets

Keywords: International marketing, global markets, digital platforms.

40. Consumer Buying And Decision Process

V. Mythili BBA II YEAR

Abstract The consumer decision-making process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The 5 steps are problem recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation.

Problem recognition. The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or by externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can full fill that want, which leads to step two. **Information search,** When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews. **Alternative evaluation.** At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives.

Purchase decision. This is the moment the consumer has been waiting for: the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase. **Post-purchase**

Keywords: Problem Recognise, Information Search, Alternative evaluation, purchase decision, Post Purchase evaluation.

41. Functions Of Marketing System

J. Abinaya BBA I YEAR

Abstract Marketing is the process that comprises of all the activities involved from all the concept of the Product all the way till it reaches the final consumer. So, there are a lot of activities in this process, which we call the functions of marketing. Gathering And Analysing The Marketing Information is an important function of marketing. Under it, an effort is made to understand thoroughly. All the relevant information about the consumer is collected and analysed. Marketing Planning is the next basis of marketing. In order to achieve the objectives, planning plays a major role in an organisation. Product plays a vital role in product selling. The company whose product is better and attractively designed sells more than the product of a company whose design happens to be weak and unattractive. Standardization refers to determining of standards regarding size, quality, design, weight, colour, raw materials to be used in respect of a particular product. By doing this, it is ascertained that the given product will have some peculiarities. The fifth stage is packaging and Labelling. Packaging aims at avoiding breakage, damage, destructions, etc of the goods during transit and storage. Packaging facilitates handling, lifting, conveying the goods. Label is a slip which is found on the product itself or on the package providing all the information regarding the product and its producer. This can either be in the form of cover or a seal. The next process is Branding. The objective is to show that the products of a company are different from those of the competitors, so that it has its own identity. Pricing also plays a significant role in the marketing system. The marketing manager has the power to fix the price for the product. Promotion means informing the consumers about the product of the company and encouraging them to buy the product. The last stage is transportation and warehousing, storage. Production, sale and consumption all the three activities need not to be at one place. Had it been physical distribution, it will be irrelevant. There is a time lag between the purchase and their sales. Time utility is thus created by storage activity.

Keywords : Marketing, planning, Product, designing, Grading, Packaging, Branding, Pricing, promotion, Transportation, Warehousing And Storage.

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