

INDEX		
Sl. No.	Paper Title	Page No.
1.	HEALTH INSURANCE IN THE DIGITAL AGE: INSURTECH ADOPTION, BARRIERS, AND POTENTIAL	1-11
2.	AN ANALYSIS OF COST AND PROFITABILITY OF ARECANUT CULTIVATION IN SHIVAMOGGA DISTRICT AT KARNATAKA	12-23
3.	ROLE OF DIGITAL PATHWAYS IN RURAL DEVELOPMENT THROUGH PANCHAYATH RAJ INSTITUTIONS	24-30
4.	A STUDY ON THE EFFECTIVENESS OF THE EXISTING PERFORMANCE APPRAISAL SYSTEM IN THE IT INDUSTRY.	31-36
5.	FEMINISATION OF AGRICULTURE AND SUSTAINABLE RURAL EMPOWERMENT: A STUDY OF WOMEN IN MANDYA DISTRICT, KARNATAKA.	37-52
6.	CONTRIBUTION OF ANIMAL HUSBANDRY TO THE RURAL LIVELIHOOD – WITH SPECIAL REFERENCE TO PERIYAPATNA TALUK OF MYSURU DISTRICT.	53-66
7.	A STUDY ON IMPORTANCE OF ETHICAL VALUES IN BUSINESS	67-71
8.	A STUDY ON THE ROLE AND IMPACT OF WOMEN EMPOWERMENT AND SOCIAL SECURITY SCHEMES FOR RURAL SUSTAINABLE DEVELOPMENT.	72-80
9.	MARKETING MIX AND PURCHASE INTENTION IN THE HOME APPLIANCES SECTOR IN RAMANAGARAM	81-85
10.	SOCIAL RESPONSIBILITY FOR SUSTAINABLE RURAL DEVELOPMENT	86-89
11.	CYBER CRIME & FINANCIAL FRAUDS IN DIGITAL BANKING	90-102
12.	A STUDY OF THE CURRENT STATUS OF GREEN BANKING IN INDIA	103-109
13.	DIGITAL BANKING AND FINANCIAL INCLUSION IN RURAL KARNATAKA: A PATHWAY TOWARD SUSTAINABLE ECONOMIC EMPOWERMENT	110-129
14.	THE IMPACT OF ARTIFICIAL INTELIGENCE ON SOCIAL MEDIA	130-138
15.	A STUDY ON IMPACT OF TRAINING AND DEVELOPMENT ON ENHANCING EMPLOYEE PERFORMANCE	139-145
16.	POLICY AND INFRASTRUCTURE REQUIREMENTS FOR FOSTERING AN ENABLING ECOSYSTEM FOR RURAL DIGITAL COMMERCE IN KARNATAKA	146-155
17.	LAND TO CLOUD: DIGITAL PATHWAYS FOR SUSTAINABLE RURAL EMPOWERMENT	156-164
18.	IMPORTANCE OF POSTAL SERVICES IN RURAL DEVELOPMENT	165-168
19.	A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING AND OFFLINE SHOPPING	169-176
20.	AN ANALYSIS OF THE EFFECTIVENESS OF FINANCIAL PRODUCTS AND SERVICES OFFERED BY MUTHOOT FINANCE	177-184
21.	A STUDY ON EMPLOYEE MORAL AND ITS EFFECTS ON ORGANAISATION	185-190
22.	A STUDY ON CYBER CRIMES IN DIGITAL BANKING	191-199
23.	THE CONCEPTUAL MIGRATION FOR ASPIRATIONS ON SOCIO-ECONOMIC ASPECTS IN INDIA	200-205

24.	DRIVING CHANGE: E-VEHICLES AS DIGITAL CATALYSTS FOR SUSTAINABLE RURAL EMPOWERMENT	219-230
25.	GREEN CONSUMPTION BEHAVIOR AMONG HIGHER EDUCATION FACULTY: A COMPREHENSIVE SYNTHESIS OF MOTIVATORS, BARRIERS, AND THE ATTITUDE-BEHAVIOR GAP	231-255
26.	DIGITAL PATHWAYS IN EMPOWERING WOMEN THROUGH PANCHAYATI RAJ INSTITUTIONS	256-263
27.	TOWARDS SUSTAINABLE RURAL EMPOWERMENT: EXAMINING THE ROLE OF DIGITAL PATHWAYS	264-268
28.	FROM LAND TO CLOUD: THE ROLE OF DIGITAL PAYMENTS IN SUSTAINABLE RURAL ECONOMIC EMPOWERMENT	269-274
29.	EMERGENCE OF QUICK COMMERCE AND ITS IMPACT ON BUSINESS OPERATIONS	275-280
30.	THE ROLE OF GOVERNMENT SCHEMES IN ADVANCING WOMEN'S FINANCIAL INCLUSION IN INDIA	281-285
31.	DIGITAL INCLUSION AS A CATALYST FOR SUSTAINABLE RURAL EMPOWERMENT IN INDIA	286-292
32.	A STUDY OF BUYER'S ATTITUDE TOWARDS ONLINE SHOPPING IN TUMAKURU DISTRICT	293-301
33.	MULTIDISCIPLINARY APPROACHES TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN INDIA: A GLOBAL PERSPECTIVE	302-307
34.	STUDY ON MEDICINE PLANTS OF KANAKAPURA TALUK, SRAMANAGARA DISTRICT AND THEIR USES IN DIABETER	308-313
35.	PHYTOCHEMICAL ANALYSIS AND ANTIMICROBIAL ACTIVITY OF MENTHA SPICATA, MENTHA PIPARITA, MENTHA CITRATE, RAMANAGAR DIST, KARNATAKA.	314-321
36.	SPATIO-TEMPORAL ANALYSIS OF LAND USE AND LAND COVER CHANGES IN MYSURU USING GEO-INFORMATICS: 1991-2024	322-331
37.	UNDERSTANDING MIGRATION TRENDS OF TIBETAN REFUGEE IN INDIA: A STUDY OF TIBETAN REFUGEE IN KARNATAKA	332-343
38.	EVOLUTION OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT AND SELECTION OF INFORMATION TECHNOLOGY COMPANIES WITH SPECIAL REFERENCE IN BANGALORE	344-355
39.	THE ROLE OF PRIVATE INSURANCE COMPANIES IN RURAL EMPOWERMENT	356-361
40.	RURAL WOMEN : EMPOWERMENT FOR SUSTAINABLE DEVELOPMENT	362-370
41.	FROM SOIL TO SKYLINE: LITERARY REPRESENTATIONS OF URBAN AND RURAL CONFLICTS	371-377
42.	ಸುಸ್ಥಿರ ಗ್ರಾಮೀಣ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ಡಿಜಿಟಲ್ ಮಾರ್ಗಗಳು: ಕೆ. ಪಿ ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ ಅವರ ಚಿಂತನಧಾರೆಗಳು.	378-381