# 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. | POTENTIAL DEGRADATION OF HARMFUL SYNTHETIC DYES USING ISOLATED AND PURIFIED LACCASES EXTRACTED FROM TRIGONELLA FOENUM GRACEUM | 206-218 |
| 25. | DRIVING CHANGE: E-VEHICLES AS DIGITAL CATALYSTS FOR SUSTAINABLE RURAL EMPOWERMENT | 219-230 |
| 26. | GREEN CONSUMPTION BEHAVIOR AMONG HIGHER EDUCATION FACULTY: A COMPREHENSIVE SYNTHESIS OF MOTIVATORS, BARRIERS, AND THE ATTITUDE-BEHAVIOR GAP | 231-255 |
| 27. | DIGITAL PATHWAYS IN EMPOWERING WOMEN THROUGH PANCHAYATI RAJ INSTITUTIONS | 256-263 |
| 28. | TOWARDS SUSTAINABLE RURAL EMPOWERMENT: EXAMINING THE ROLE OF DIGITAL PATHWAYS | 264-268 |
| 29. | FROM LAND TO CLOUD: THE ROLE OF DIGITAL PAYMENTS IN SUSTAINABLE RURAL ECONOMIC EMPOWERMENT | 269-274 |
| 30. | EMERGENCE OF QUICK COMMERCE AND ITS IMPACT ON BUSINESS OPERATIONS | 275-280 |
| 31. | THE ROLE OF GOVERNMENT SCHEMES IN ADVANCING WOMEN'S FINANCIAL INCLUSION IN INDIA | 281-285 |
| 32. | DIGITAL INCLUSION AS A CATALYST FOR SUSTAINABLE RURAL EMPOWERMENT IN INDIA | 286-292 |
| 33. | A STUDY OF BUYER'S ATTITUDE TOWARDS ONLINE SHOPPING IN TUMAKURU DISTRICT | 293-301 |
| 34. | MULTIDISCIPLINARY APPROACHES TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT IN INDIA: A GLOBAL PERSPECTIVE | 302-307 |
| 35. | STUDY ON MEDICINE PLANTS OF KANAKAPURA TALUK, SRAMANAGARA DISTRICT AND THEIR USES IN DIABETER | 308-313 |
| 36. | PHYTOCHEMICAL ANALYSIS AND ANTIMICROBIAL ACTIVITY OF MENTHA SPICATA, MENTHA PIPARITA, MENTHA CITRATE, RAMANAGAR DIST, KARNATAKA. | 314-321 |
| 37. | SPATIO-TEMPORAL ANALYSIS OF LAND USE AND LAND COVER CHANGES IN MYSURU USING GEO-INFORMATICS: 1991–2024 | 322-331 |
| 38. | UNDERSTANDING MIGRATION TRENDS OF TIBETAN REFUGEE IN INDIA: A STUDY OF TIBETAN REFUGEE IN KARNATAKA | 332-343 |
| 39. | EVOLUTION OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT AND SELECTION OF INFORMATION TECHNOLOGY COMPANIES WITH SPECIAL REFERENCE IN BANGALORE | 344-355 |
| 40. | THE ROLE OF PRIVATE INSURANCE COMPANIES IN RURAL EMPOWERMENT | 356-361 |
| 41. | RURAL WOMEN : EMPOWERMENT FOR SUSTAINABLE DEVELOPMENT | 362-370 |
| 42. | FROM SOIL TO SKYLINE: LITERARY REPRESENTATIONS OF URBAN AND RURAL CONFLICTS | 371-377 |
| 43. | ಸುಸ್ಥಿರ ಗ್ರಾಮೀಣ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ಡಿಜಿಟಲ್ ಮಾರ್ಗಗಳು: ಕೆ. ಪಿ ಪೂಣಗಚಂದ್ರ ತೇಜಸ್ವಿ ಅವರ ಚಿಂತನಧಾರೆಗಳು. | 378-381 |
| 44. | A STUDY ON EMPLOYEE STRESS MANAGEMENT IN PRIVATE AND AIDED COLLEGES | 382-386 |
| 45. | RURAL EMPOWERMENT IN K.P. POORNACHANDRA TEJASWI'S KARVALO | 387-396 |