

Table of Contents - IJRISS Vol. 10 Issue 19

SN	Title	Authors Name	Page No.
1	Quick Commerce in India: Trends, Challenges, and Growth Opportunities	Sonika Siwach	10-13
2	The Impact of Supportive Leadership and Work-Family Conflict on Nurses? Well-Being and Job Performance: A Mediated Model	Dhharini S., Satheesh Kumar S.	14-25
3	The Corporatization of Health Services: An Analysis from the Perspective of Application Theory in the Implementation of Accrual Accounting in Public Hospitals in Mozambique.	Criscêncio Luís Sande Botão	26-40
4	The Golden Window: Entrepreneurial Venture Creation as a Superior Mode of University Learning	Dr. Sudha Singh	58-63
5	A Study on the Influence of Instagram Marketing Strategies on Consumer Purchase Intention of Cosmetic Products	Tisha Biswas, Dr. Surjadeep Dutta, Anindita Sinha	64-72
6	Beyond the Black Box: An Analytical Study of AI-Generated Content's Impact on Consumer Engagement and Ethical Co-Creation Issues in Maharashtra, India	Swarnalata Bambhore, Ravindra Gharpure, Rahul Mohare	73-82
7	Navigating Digital Transformation in Talent Acquisition: Impact of AI Screening Tools on Engineering Freshers' Entry into Industry 5.0 Workplaces A Case Study of Nagpur, India	Chitrika Nare, Ravindra Gharpure, Rahul Mohare	83-97
8	An Evaluation of State-Led Initiatives for Women Entrepreneurs in Karnataka	Kavitha M L	98-112
9	Metal Hydride Hydrogen Compressors for Industrial-Scale Green Hydrogen: A Techno-Economic Analysis and Market Readiness Assessment	Aaryan Patil, Manoj Dahake, Priya Gajjal	113-137
10	AI-Enabled Digital Twins for Low-Carbon Logistics in Emerging Markets: A Human-Centric Framework for Cold-Chain Energy Efficiency and CBAM-Ready Supply Chains in India ?A Human-Centric Framework for Energy-Efficient and Sustainable Cold-Chain Supply Chains?	Syed Eirfan Atthar	41-57
11	Green Consumerism in the Digital Era: Opportunities and Challenges	Prof. Ashly Lynn Joseph	138-154

Table of Contents - IJRIS Vol. 10 Issue 19

SN	Title	Authors	Page
12	Designing A Data Warehouse for Healthcare Analytics Using Snowflake ? To Store and Analyze Healthcare Analytics	Trupthi S., Irum Madiha, Nikitha B., Mohammad Aamir, Ambika V.	1-9
13	?Bridging the Information Gap: Corporate Governance, Transparency, and Firm Value in Global and Emerging Capital Markets?	Avinash M A, Dr. R Mahesh	155-167
14	Exploring Sustainable and Ethical Marketing in the Age of Disruption: Evaluating Brand Credibility and Consumer Trust	Dr Chandana. H. S	168-180
15	Improved Supervised Machine Learning Classification Approach For Heart Disease Detection	Michael Funskin	370-379
16	Social Entrepreneurship and ESG: Challenges and Opportunities	Dr Seema Devi, Dr Menka	181-198
17	?Innovative Digital Marketing Practices for Driving Consumer Growth in Emerging Markets?	Kavya K M	199-207
18	Machine Learning Based Optimization Techniques for 5G Networks	Ponnaganti Rama Devi	380-388
19	Impact of Digital Entrepreneurship on Small and Medium Enterprises (SMEs) in India	Prajwal Gurunath Badiger, Paul Zebulon Clayish Anicxon, Himanshu Raj	208-221
20	Self-Healing Service Operations: An AI-Driven Causal Process-Mining Control Layer for SLA-Optimized Ticket Workflows	Arunraju Chinnaraju	222-249
21	Nexus Finance: AI-Powered Financial Goal Planner for Personalized Budgeting & Investment	Sangita Patil, Khushi Bhadangkar, Tanmay Kshirsagar, Divya Thakur, Atharva Borate	250-259
22	India?s Emerging Solar PV Market	Rahul Kumar	260-263
23	Recent Developments in Transportation Problem and Solution Techniques	A. Sneha Prabha, K. Bharathi, T. Sundar	264-274
24	Woven Identity: The Evolution and Cultural Significance of Santali Textile Traditions	Ahana Majumder	275-287
25	Deep Models against Deep Threats: A Review of Deep Learning for Cyber Attack Mitigation	Mr. Shashi Maurya, Dr. Neha Gupta, Dr. Rahul Kumar	298-308
26	Industry- Integrated Curriculum Model for New Age Skills: Insight of Industry Survey	Dr. Manasi Atitkar, Dr. Anil Swami	288-297
27	Srikalahasti Kalamkari in Marriage Mandap Décor: A Sustainable and Innovative Business Model for Cultural Heritage Crafts	Shoba Uppe, Dr Meenakshi Gupta	309-312

Table of Contents - IJRISS Vol. 10 Issue 19

SN	Title	Authors	Page
28	Fintech and Digital Banking Transformation in Emerging Markets	Harshit Sahay	313-324
29	Tribal Displacement in Mining Centric Zones in Jharkhand: A Need for Policy Interventions to Protect the Rights of Tribal People	Abhimanyu Chhibber, Manan Singh, Nandini Arya, Deepali Padhy	325-344
30	Community-Based Tourism and Social Cohesion: Evidence from Chakrasila Wildlife Sanctuary and the Rise?Loop?Star?Seed Integrated Model	Moitreyee Das, Dr. Pranti Dutta	345-353
31	Navigating the Nutritional Maze A Case for the Food Insight Scanner for Personalized Health	Abhishek Agarwal, Aanand Modi, K. Ramya	354-369
32	Biodiversity Restoration and Allied Green Marketing Opportunities on Higher Education Campuses: A Seven-Year Service-Learning Model from Union Christian College, India	Justin R. Nayagam	389-400
33	ESG in Emerging Technologies and Corporate Governance	P. Uma Ashitha	401-404
34	A Study on Technology Adoption and Change Management in Emerging Firms	Rithika T., Logesh G.	405-407
35	Best Practices for Analysis of Human Resource Communication Based Information Flow in Supply Chains to Optimize the Product Marketing Performance	Pankaj Kumar	408-419
36	AI-Based Bankruptcy Prediction for Strategic Decision-Making in Emerging Market Firms	Saian Datta, Saiam Datta	420-425
37	A Case Study on Consumer Behavior, Supply Chain Sustainability and Logistics Localization	Dr. Shyam Shukla, Dr. K. Raghuram, Ms. Debopriya Ghosal	426-440
38	Case Study: Uncovering Tenant Preferences for Homes in Bangalore - A Marketing Mix Approach	Dr. Shyam Shukla, Dr. Vijay Kumar Thota	441-459
39	An Empirical Study of Trust Formation through Emerging Technologies in Bangalore, India	Dr. Shyam Shukla, Mr. Jatin Arora, Ms. Priyanka Arora	460-472
40	Start-Ups as Drivers of Inclusive and Sustainable Growth in Emerging Economies	Dr. Preethi K. A., Ms. Padmashree P., Dr. M. Thamizhselvi	473-481
41	Revolutionizing Horticultural Supply Chains Through AI and IoT: A Bibliometric Analysis and Study of Organized Marketing Systems	Jadala Shankaraswamy	482-487
42	A Green Support System Framework for Energy-Efficient Cloud Computing	Mrs. Prangya Prachi Samantaray, Dr. Sanmati Jain	488-495

Table of Contents - IJRIS Vol. 10 Issue 19

SN	Title	Authors	Page
43	Tech-Powered Dreams: Unveiling Women's Aspirations in Technology Entrepreneurship in India	Dr. Veena Tewari, Dr. Amal Sulaiman Al Alawi, Dr. Anna Dokukina	496-506
44	Fintech Rise: Investment Trends, Business Revenue Evolution, and Goldman Sachs Fintech Investments	Dr. Mohana Kumari Lankalapalli, Dr. Nagendrakumar Turaga ²	507-515
45	Generative Artificial Intelligence Adoption in Emerging Economies: A Technology-Organization-Environment Framework Analysis of Large Language Model Integration in Small and Medium Enterprises	Dr. Veena Tewari, Dr. Amal Sulaiman Al Alawi, Dr. Swapnil Morande	516-528
46	A Deep CNN-Based Framework for Real-Time Gujarati Sign Language Character Recognition Using Transfer Learning	Mr. Ronak Jitendrabhai Goda, Prof. Dr C.K. Kumbharana	529-535
47	Music Entrepreneurship in the Digital Age: Opportunities and Challenges for Performing Artists	Renu Gupta, Dr. Ravjot Kaur Malhi	536-542
48	Psychological Trust and Human-Centric Security in Biometric Authentication: A Multi-Factor Face-Based Voice Assistant System	Dr. Harwinder Kaur	543-547
49	Influence of Sustainable Branding on Environmentally Conscious Purchase Decisions of Electric Vehicle Consumers: Evidence from Bengaluru	Mrs. Deepashree S., Mr. Karthik N.	548-562
50	Green Finance and Sustainable Investment Trends in Indian Capital Markets	Syed Muskan, Jasmine Sandhu, Rohit Kumar Sankhua	563-577
51	Role of UPI and Mobile Wallets in Promoting Cashless Economies	Christina Gorumuchu, Manishka Kamble, Mahi Singh	578-592
52	Technology and Digital Transformation in Higher Education Sector	Mandava Radha Krishna Murthy, Dr. Shyamasundar Tripathy, Dr. B Vamsikrishna	593-600
53	Self-Help Groups as Gendered Institutions in Emerging Rural Markets: An Institutional Capability Perspective from Jharkhand, India	Ankita kumara	601-604
54	Querywise Prompt Routing for Large Language Models	Pankaj Singh	605-611
55	Real-Time Object Detection & Monitoring	Dr. Nazia Tabassum, Chirag Garg, Lakshay Verma	623-627

Table of Contents - IJRIS Vol. 10 Issue 19

SN	Title	Authors	Page
56	Digital Marketing Strategies Influencing Consumer Buying Behaviour in Emerging Automobile Market in Gujarat.	Mr. Mittal Zarkhandi	612-622
57	Internships and Campus Recruitment Training as Predictors of Employability: Evidence from Indian Higher Education Institutions	Dr. Anuradha Duvvuri, Ms. Roshan Jameer MD	628-641
58	The Tri-Phasic Symbiosis: A Network-Centric Business Model for the Standardization and Global Integration of Ayurvedic Research Labs	Dr. Pratiksha Gujar, Aditya Ladvikar, Aachal Nagdeo	642-652
59	A Case Study on Egypt and Africa's Economic Transformation Its Strategic Leadership, Regional Integration, and Future Prospects	Dr. Shyam Shukla, Saurav Mustauphey, Yash Patre	653-665
60	Deep Web Guard ? AI Powered Security Platform	Dr. Ramesh Koppar, Prof Poornima Gowda H. S., P. Vaishnavi, Spandana S. M., Varshitha N., Nikita	666-681
61	Gold's Effectiveness in Reducing Risk for Asian Stock Investments During the Russia-Ukraine Conflict	Ms. Nandini Anup Nair, Dr. Ram Raj, G.	682-691
62	Exploring Sustainable and Ethical Marketing in the Age of Disruption: Evaluating Brand Credibility and Consumer Trust	Dr. Chandana. H. S.	692-703
63	Entrepreneurship and Innovation as Drivers of Sustainable Economic Growth: An Empirical Study	Shivangi Singh, Dr. Ravindra Bhardwaj	704-711
64	Sustainable Start-Up Ecosystems in Emerging Economies	Dr. E. Karthika, T. Maheswari, E. Sanmitha, G. Shanmugapriya	712-718
65	Financializing Climate Compliance: The Strategic Role of Derivatives in Carbon Portfolio Management Within the Indian Economy	Shaik. Nazeer	719-722
66	?Role of Folliculinum 1M as an Intercurrent Remedy in Case of Premenstrual Syndrome & Its Homoeopathic Management?	Dr. Manisha Boricha, Dr. Girish Patel	723-786