

**CONTEMPORARY ISSUES IN GLOBAL  
CONTEXT  
A MULTIDISCIPLINARY PERSPECTIVE**

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## **Acknowledgement**

We thank our almighty God for blessings towards our work on this proceedings that brings together people from various parts of the world. The authors and editors have undoubtedly worked and strived to contribute their knowledge in a multidisciplinary perspective. There of numerous contributions in management perspective. The problems and discussions to solve them would be a matchless contribution to the existing literature review.

We take this opportunity to thank the authors and all the stakes that facilitated in bringing out this proceedings. We appreciate the students who contributed in form of contemporary issues in the management scenario. The students have shared their immediate findings from the current projects undertaken by them in Industries. The Industry delegates have contributed their time and knowledge by guiding the students in every step by handholding them towards their research destiny.

Finally, we the Team from Global Learners Academy of Development have facilitated the knowledge creation to get its full form by its dissemination to the related stakes across the globe.

**-Team, Global Learners Academy of Development**

# **ABOUT GLOBAL LEARNERS ACADEMY OF DEVELOPMENT**

Global Learners Academy of Development is operating with the focus of promoting International Collaboration, Global networking between Academicians and Industry Delegates across the world. Knowledge creation and Dissemination is the Global focus of Global Learners Academy of Development. It is abbreviated as GLAD.

## **MISSION OF GLAD**

- The focus of GLAD is to lead people globally towards Sustainability.
- GLAD Network strives for comprehensive scientific development and professional development through Knowledge Creation, and Dissemination globally.
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- GLAD facilitates to cope up with Higher education at Global level and also to have an easy go with Global Institutions Worldwide.
- GLAD fulfills its Social Responsibility through Free Certification Courses, Training activities, Counselling and Consulting.
- Appreciates and awards worldwide talents appropriately at Global Gatherings.

## **PRINCIPLES OF GLAD**

- Promotion of Global networking between professionals across Industries across Countries.
- GLAD Network appreciates everyone with respect, fairly and equally.
- GLAD Network appreciates talents from all over the world and awards them appropriately.
- GLAD Network strives for inclusive growth of all in Teaching, Industry, Research, Consultancy and the Leaders from various Industries.
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- Preparing students to cope with social, behavioural and personal problems.



- Enhancing student's personal, social and academic growth through effective counseling methods.
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- Providing career guidance for students.

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- Academic Webinars - 1250 (Inspired due to Covid-lockdown)
- Consultancy - 50
- Institute - Institute Interaction – 500 Institutions worldwide
- Industry- Institute Interaction – 100 Organizations

## **FOUNDER & DIRECTOR - DR.K.R.SOWMYA**



Dr.K.R.Sowmya is an International academic consultant with twenty two years of experience as Professor-organizational behavior in various reputed universities in India and abroad. She holds expertise in Teaching, Research, Publications, International Collaboration, Industry Institute Interaction and consultancy. She has to her credit International publications in form of monographs & edited volumes, Publications in National , International Journals and Proceedings. She has Participated in more than 100 national and international conferences, workshops and seminars across countries. She has Addressed as Resource Person, Chaired sessions for several Workshops, Faculty Development Programmes and seminars. Has attended, coordinated and conducted several training programmes in industries, educational institutions and training institutions. Has organized and co-organized several developmental Programmes like Conferences, Seminars, Training Programs, Industrial Visits, Guest Lectures, Students Competitions, Symposiums, Workshops, Institutional functions, Celebrations, etc. She is also a member in various Professional Bodies and reviewer in reputed National & International Journals. She has visited USA, Srilanka, Singapore, Dubai, Malaysia, Nairobi, Egypt, and Africa for remarkable academic assignments. She is a Fellow of World Business Institute, Australia, and has received several reputed national and International awards for Teaching excellence, Academic Leadership, etc.

## **BRIEF PROFILE OF THE SPEAKERS AT THE CONFERENCE**



**Dr. Balakrishnan Muniapan**  
**Associate Professor in Human Resource Management**  
**Wawasan Open University, Malaysia**

**Assoc. Prof. Dr. Balakrishnan Muniapan** [BEcons (UKM), CIWT (AUST), MSc (HRM) (Portsmouth), DBA (Philippines), HRDF Certified Trainer (TTT via Exemption), Certified Practitioner of NLP from ABNLP, USA, a Certified NLP Coach (ABNLP), and a Certified Trainer, Speaker and Coach with the John Maxwell Team (USA)] is a HRM specialist, and was conferred the “Best Professor in HRM” award at the World Education Congress, Asia’s Education Excellence Award 2014 in Singapore, and at the World HRD Congress 2017 in Mumbai. He has also been a Visiting Professor in HRM and has served as an external examiner for DBA/PhD thesis in HRM for several universities within Asia, Africa and Europe. Dr Bala is frequently honored as an invited speaker in HRM at numerous national and international conferences, and has presented papers at conferences and delivered talks in several countries within Asia, the Middle East, Australia, USA, South Pacific, Africa and Europe. As a HRM trainer and consultant, Dr Bala has vast experience in conducting training and consultancy programmes in HRM and related areas such as Practical Industrial Relations Skills for Managers, Misconduct and Domestic Inquiry Procedures, Laws of Termination and Dismissal, Performance Management, and Transformational Leadership. He has contributed tremendously towards HRM effectiveness for hundreds of organisations within Malaysia and worldwide. His trainings are interactive, thought provoking, engaging and with practical insights, that helps to transform participant’s strategic and critical thinking skills. Email: bala.hrm@gmail.com



**Prof. Dr. (Eng.) KWJP Wijesundara,**  
PhD (Germany), MSc (Arch),  
PG. Diploma (ACOMAS), BSc (BE),  
FIA (SL), MSLIUD, MITP (SL), MCIP (Canada)

Prof. Janaka Wijesundara is a Senior Lecturer and the current head of the Department of Architecture at the University of Moratuwa in Sri Lanka. He is the founding director of the Masters program in Urban Design and currently leads this program in the same department. He is also the founding director of UOM research urban lab- Centre for Cities. He is an architect, urban planner, urban designer, and conservator. He is a Fellow member of the Sri Lanka Institute of Architects, a Corporate Member of the Sri Lanka Institute of Urban Designers, a Corporate Member of the Town Planners Institute of Sri Lanka, and a full member of the Canadian Institute of Planners.

He has obtained a PhD from the University of Aachen in Germany in 1999 with a specialization in renewal of urban design, and urban conservation. He also has obtained a Post Graduate Diploma in Architectural Conservation, a Master of Science Degree in Architecture, and a Bachelors Degree in Built Environment from the University of Moratuwa.

He has a professional work experience of more than 30 years in the fields of architecture, urban design, and planning. He has previously worked in Germany and Canada involving with conducting research in the areas of urban design and urban heritage and also involved with urban design and

planning project implementation working as an urban designer in the City of Toronto and as a senior urban designer and urban planner in City of Clarington in Ontario. He also has contributed with his expertise in many national development projects in Sri Lanka.

He has won a Research Fellowship (1995) and a Publishing Grant from the Federal Republic of Germany (2000), Sri Lanka Institute of Architect's Architect Award (2013), and Sri Lanka Institute of Architect's Architectural Research Publication Award (2013), Sri Lanka Institute of Architects Design Award (2017).

**Research Interests:**

Urban architecture, Urban Design, Sustainable design, urban and community planning; people's places and cities, urban architecture, heritage and cultural identity, urban re-generation, eco-cities, Urban Planning and urban design in South Asia



**Dr.Saikumari.V., M.B.A., PGDCS., Ph.D., PDF  
(USA)., D.Litt.,**

Holding to her credit 26+ years of experience in teaching, training, mentoring, administration and research in engineering college, B-School & university, 14+ years of experience in overall administration in software development company , 15+ years of experience in content development - educational cd roms in a software development company , and 12+ years of experience as Consultant to B-Schools, Educational service organizations. Has Handled Organisational Behaviour subject to MS Collaborative program of BITS for Ashok Leyland employees. Is associated with Grand Canyon University (USA) as faculty, Guided MBA projects, M.Phil & Ph.D Research scholars. Has Authored Organizational Behavior for ICICI – CBS, Authored computer science topics for HSC State board text book – Tamil Nadu Government, Authored more than 20 Multimedia Computer Based Tutorials, and 9 Books, and E-published articles in several websites. Has Papers Published/ Presented in several international, national conferences & journals. 17+ years of experience as Guide / Supervisor for Ph.D , Post doctoral research . Associated with few Indian and Foreign universities. Subject expert for Anna University online course content development. Advisory board member in COTPOT. Editor-In-Chief and Editor, Reviewer in various reputed journals. Academic Outreach Advisor - UREKA –UK and Career Advisor – LinkedIn.



**Dr. Asha Bhatia**

Dr. Asha Bhatia is currently working as the Dean of Research at the Universal AI University Mumbai. She comes with more than two decades of experience as an academician, researcher, an ESG expert and a mentor in the development sector. She is on the Board of Directors, SIFE India. She is the Chairperson of the ENACTUS Global Faculty Research Network which has representation from 38 countries. She is also a member of the Institute of Directors, India. She holds a dual MBA degree in HRM & Finance and a Ph.D. in management studies. Her area of expertise is ESG, research, change management, higher education, entrepreneurship, CSR & sustainability. She has worked on several collaborative research projects with academia and industry. To promote entrepreneurship, she has launched an incubation center at the university. As a certified trainer she has conducted numerous training programs for corporate and government organizations like Mumbai Police & the Indian Navy amongst others. Her contribution to social and economic development through education has been recognized on several global platforms. She is a member of the Harvard Business Review Advisory Council. Asha has published more than 74 research papers, case studies, edited books and book chapters in quality journals and has been invited to present her work at various international conferences in countries such as U.A.E.,



China, Singapore, Switzerland, and Australia. Under her leadership the research team created a microsimulation in strategy which was adjudged amongst the top 5 globally by GBSN. Asha is also an inventor and has been granted an international patent by the Government of South Africa for developing an IoT based accessible health care system.



**Dr Vijayakumar M**

An astute professional with 24 years of experience in handling various roles specializing in Teaching, Research, Placement and related activities. He is currently working as Associate Professor in the Department of Management Studies in SRMIST.

He holds expertise in Teaching, Research, Publications, International Collaboration, Industry Institute Interaction and consultancy. He has to his credit International publications in form of Publications in National, International Journals and Proceedings. He has participated in more than 50 national and international conferences, workshops and seminars across countries. He has Addressed as Resource Person, Chaired sessions for several Workshops, Faculty Development Programmes and seminars. Has attended, coordinated and conducted several training programmes in industries, educational institutions and training institutions. Has organized and co-organized several developmental Programmes like Conferences, Seminars, Training Programs, Industrial Visits, Guest Lectures, Students Competitions, Symposiums, Workshops, Institutional functions, Celebrations, etc. He has visited international countries for various academic accomplishments. His latest accomplishment having Organised an International HR Summit in Dubai in January 2024 holds another all-time passion of placing non-eligible students in companies. He also headed the Placement and

Training Department in the past years. . He is also very fond of training students in how to face interviews, stress and work life balance. His area of research interest includes HRM, Competency, Employee retention, etc



**Mr.Akash Vikram Elumalai, Carnegie Mellon University,  
USA**

Hi all, I'm Akash- born in Azhagusenai, hamlet in Tiruvannamalai District, secured Bachelor's in Computer Engineering and a PG Diploma in Data Science from IIT Madras. At age 19, I founded TwoArk, a boutique tech and marketing consultancy catering to Micro, Small & Medium Enterprises. My role involved handling various business aspects like budget estimation, sales funnel planning, and managing international B2B contracts. I also consulted on digital transformation projects and provided Go-to-Market and Commercialization strategies for over 50 E-Commerce & SAAS startups.

Driven by my passion for product development, I am pursuing an MBA at Carnegie Mellon University, after I have scored in the top 1 percentile worldwide on the GMAT with a Tepper Merit Scholarship. At Carnegie Mellon, I focused on understanding how successful companies identify market gaps and develop profitable products and sustainable businesses.

During my time at CMU, I worked as a Senior Product Consultant at Home Depot (9th Largest Retail firm in US), devising social media & pricing strategies to retain Gen Z customers. Currently, at PNC(6th Largest Bank in US), I'm dedicated to improving banking accessibility for the aging population. I find immense joy in delivering value across diverse customer segments, from Gen Z to the elderly. I also got an opportunity to work for growing startups in Silicon Valley for my internship. I am so delighted to share my journey with you in this amazing event.

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# **Beyond Shadows: Mystical Journeys to Liberation in "Nagamandala" and the "Bhagavad Gita"**

***Dr.S.Priya\****

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The paper examines the profound theme of liberation through mystical encounters, centering its exploration on the characters of Rani in Girish Karnad's "Nagamandala" and Arjuna in the "Bhagavad Gita." Employing a comparative analysis, the study scrutinizes how these characters confront societal threats, undergo transformative experiences, and liberate themselves from oppressive structures, ultimately leading to a profound self-discovery.

The narratives of Rani and Arjuna, originating from distinct cultural and literary backgrounds, interweave around a shared core—their quests for liberation through mystical encounters. This study endeavors to analyze and draw parallels between their experiences, shedding light on the transformative prowess of mystical elements within the realm of literature.

Rani's narrative unfolds within the constraints of her marriage, emblematic of the struggles faced by women in patriarchal societies. Simultaneously, Arjuna, a warrior prince, grapples with moral and existential crises on the battlefield, torn between his duty and personal conflicts. Both characters traverse transformative journeys, redefining their understanding of self and purpose. Rani's mystical encounter with the Naga and Arjuna's profound dialogue with Lord Krishna serve as pivotal moments, acting as catalysts for spiritual discourse and personal growth.

In the exploration of parallel themes of liberation in "Nagamandala" and the "Bhagavad Gita," this paper brings out the transformative potential embedded in mystical encounters within literature. The journeys of both Rani and Arjuna stand as compelling illustrations of breaking free from societal constraints, leading to the revelation of a deeper, more authentic self through encounters with the mystical and divine.

## **Enhancing Employee Well-being and Mental Health: Strategies for a Healthy Workplace.**

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In today's fast-paced and demanding work environments, employee well-being and mental health have emerged as critical concerns for organizations. This presentation explores the multifaceted nature of employee well-being and mental health within the workplace context. It begins by discussing the prevalence and impact of mental health issues on individual employees and organizational performance. Drawing from social science research and management literature, this presentation examines the factors contributing to poor mental health among employees, including work-related stress, job insecurity, and poor work-life balance. It also highlights the significance of organizational culture, leadership support, and social support networks in fostering employee well-being. Furthermore, the presentation outlines evidence-based strategies and interventions that organizations can implement to promote mental health and well-being among their workforce. These include initiatives such as employee assistance programs, mindfulness training, flexible work arrangements, and destigmatizing conversations around mental health. Moreover, the presentation emphasizes the role of HR professionals and organizational leaders in championing mental health initiatives and creating a supportive work environment where employees feel valued, respected, and empowered to prioritize their well-being. By addressing the intersection of employee well-being, mental health, and organizational effectiveness, this presentation aims to provide valuable insights and practical recommendations for cultivating a healthier and more resilient workforce in the modern workplace. **Keyword:** Workplace, Workforce, Empowered



## **Invitro Anti Inflammatory properties of *Kappaphycus alvarezii* and AgNps**

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Inflammation is a complex physiological response of the body to harmful stimuli, often associated with various chronic diseases such as arthritis and cardiovascular diseases. While synthetic anti-inflammatory drugs are commonly used for management, their long term use can lead to adverse effects. Natural products, particularly seaweeds like *Kappaphycus alvarezii*, have gained attention for their potential anti-inflammatory properties due to their rich bio active compounds. Silver nanoparticles (AgNPs) have also emerged as promising candidates for their therapeutic effects. This study aims to investigate the in vitro anti-inflammatory activities of different extracts of *Kappaphycus alvarezii* and AgNPs compared to Diclofenac sodium, a standard anti-inflammatory drug.

### **Background:**

*Kappaphycus alvarezii*, a red seaweed commonly found in tropical regions, is known for its diverse bio active compounds, including polysaccharides, polyphenols, and carotenoids, which possess various pharmacological properties, including anti-inflammatory effects. Silver nanoparticles have attracted attention in the medical field due to their unique physicochemical properties, including high surface area to volume ratio and enhanced reactivity, making them suitable candidates for drug delivery and therapeutic applications.

### **Methodology:**

Four different in-vitro assays were conducted to evaluate the anti-inflammatory activities of *Kappaphycus alvarezii* extracts and AgNPs:

1. **Bovine Serum Albumin assay:** This assay measures the inhibition of protein denaturation, a hallmark of inflammation.
2. **Membrane Stabilizing Activity assay:** This assay evaluates the ability of test substances to stabilize cell membranes, which are disrupted during inflammation.
3. **Lipoxygenase inhibitory activities:** Lipoxygenase is an enzyme involved in the inflammatory pathway, and inhibition of its activity is indicative of anti-inflammatory effects.
4. **Protease Inhibition method:** This assay assesses the inhibition of protease enzymes involved in inflammatory processes.

The assays were performed at various concentrations of the extracts and AgNPs, and the results were compared with those of Diclofenac sodium.

### **Findings:**

The results of the assays showed dose dependent inhibition of inflammation by all extracts of *Kappaphycus alvarezii* and AgNPs. However, Diclofenac sodium consistently exhibited higher inhibition percentages compared to the extracts and AgNPs in all assays. Among the extracts, ethanol extract showed the highest anti-inflammatory activity, followed by aqueous and chloroform extracts. AgNPs also demonstrated significant anti-inflammatory effects, although slightly lower than the ethanol extract.

### **Conclusion:**

This study highlights the potential anti-inflammatory properties of *Kappaphycus alvarezii* extracts and AgNPs, suggesting their possible use as natural alternatives or supplements to conventional anti-inflammatory drugs. Further research is needed to elucidate the specific bio-active compounds responsible for the observed effects and to explore their potential therapeutic applications in vivo.

**Keywords :** *Kappaphycus alvarezii*, Anti-inflammatory activity, Silver nanoparticles, Diclofenac sodium, Bovine Serum Albumin assay, Membrane Stabilizing Activity assay, Lipoxygenase inhibitory activities, Protease Inhibition method.

## **A Study on Competitive Analysis on the Automobile Industry In India**

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The Paper presents a customer-centric competitive analysis of the automobile industry in India, shedding light on the preferences, perceptions, and experiences of consumers within this dynamic market. Recognizing the pivotal role of customer feedback in shaping industry dynamics, the study leverages survey data collected directly from automobile consumers. The automobile sector in India stands as a pivotal pillar of the economy, witnessing rapid evolution spurred by technological advancements, regulatory changes, and shifting consumer preferences. Through a rigorous competitive analysis framework, this study dissects the market structure, competitive forces, and strategic positioning of leading automotive companies operating in India. The survey data provides a comprehensive understanding of the factors influencing consumer decision-making processes, spanning vehicle features, pricing considerations, brand reputation, and post-purchase experiences.

### **KEYWORDS**

*Customer-Centric Market Analysis, Automobile sector,  
Consumer decision-making process*

# **Elements of Urban Form Evoking Human Consensus on Neighbourhood Environment: A Case from Wellawatta, Primary Residential Area in Colombo, Sri Lanka.**

***Jeeva Wijesundara\****

**\*Professor in Architecture, University of Moratuwa,  
Sri Lanka**

Human perception of space; how they sense it, and its' changes, is the most important consequence of the built environment at any of the resolutions. It imprints the degree to which the settlement can be perceived as mentally differentiated and structured in time and space by its inhabitants. In this paper, the inquiry into both architectural and environmental behaviour, is a growing body of qualitative, descriptive research, focusing on the genuine responsiveness of a place, particularly the neighbourhood as a built environment, a social space, and the environmental experiences of residents. In return, they are the non-physical sensual component of built forms and spaces that mould the built environment inscribing a living quality into it. Neighbourhoods are the most local communities of human habitat. Inhabitants sense that they intuitively realize what a 'good neighbourhood' means, with the degree of neighbourly interactions; mutual support, gathering places and appealing environment, or in a 'bad neighbourhood'; danger, anti-social interaction, exclusiveness, isolation, and dereliction. The research is built on structured observations and interviews with inhabitants who are the living measure of the neighbourhood. The study reveals the degree, to which the neighbourhood space is sensed from the viewpoint of inhabitant engagement, and how it affects people's quality of life as a physical body, engraving social, economic as well as cultural identification of its inhabitants, which are essential experiences in modelling or remodelling neighbourhood space.

## **Keywords**

*Neighbourhood environment, Urban form, perception, inhabitant, neighbourhood form.*

## **A Study On Green Hrm - An Emerging Trend In HR Practices**

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Green HRM is the use of Human Resource Management policies to promote the sustainable use of resources within business organizations and more generally, promotes the cause of environmental sustainability. Objective of the Study is to Explore Green Human Resource Management practices of organizations and to promote the ideology that is important for proper alignment of human resource management principles with objectives of green management in an organization. It is a descriptive method based on both primary and secondary data. Green HRM encompasses all activities aimed at helping an organization carry out its agenda for environment management to reduce its carbon footprint in areas concerns on boarding and acquisition of human resources, their induction, performance appraisal & management, training and development and pay and reward management. This is only possible by the effective implementation of green HRM within the organization. These practices would result in improving employee attitudes and behaviors within the organization.

### **Key words**

*Human Resource Management, Green HRM, Environment, Organization, Corporate Image.*

# **Global Talent Management: Navigating challenges and opportunities in recruiting, retaining, and developing a diverse global workforce**

***Dr.P.KAnjani\****

\*Professor & Head, Department of Management Studies,  
Sona College of Technology, Salem.

In today's interconnected and diverse global economy, effective talent management has emerged as a critical priority for organizations seeking to thrive in a competitive landscape. This paper explores the multifaceted realm of "Global Talent Management," focusing on the challenges and opportunities inherent in recruiting, retaining, and developing a diverse workforce across borders. Through a conceptual lens, the paper delve into the complexities of navigating cultural differences, legal and regulatory compliance, talent shortages, and the management of remote and virtual teams.

The central theme of our analysis is the recognition of talent management as a strategic imperative for organizations aiming to harness the full potential of their global workforce. By understanding the nuances of global talent management, organizations can unlock access to diverse talent pools, foster innovation, and gain a competitive edge in the marketplace. Drawing from scholarly literature and real-world examples, the paper elucidate strategies for effective talent management, including tailoring recruitment practices to local markets, developing cross-cultural competencies among managers, and investing in continuous learning and development initiatives.

Through critical analysis and reflection, this paper evaluates current global talent management practices, identifying gaps and areas for improvement. By synthesizing insights from both successes and failures in talent management, the paper offer practical recommendations for organizations seeking to enhance their talent management strategies. Moreover, the paper explore the implications of global talent management for practitioners and policymakers, emphasizing the need for adaptive and forward-thinking

approaches in a rapidly changing global landscape.

The outcomes of this paper extend beyond academic discourse, offering actionable insights for practitioners and policymakers alike. By embracing the principles of effective global talent management, organizations can foster inclusive and innovative workplaces, driving sustained growth and success in an increasingly interconnected world. Furthermore, this paper underscores the importance of collaboration and knowledge-sharing among stakeholders in addressing the challenges and maximizing the opportunities presented by global talent management.

In conclusion, this paper provides a comprehensive framework for understanding and navigating the complexities of global talent management. By illuminating the challenges, opportunities, and best practices in recruiting, retaining, and developing a diverse global workforce, the paper aims to contribute to the ongoing dialogue surrounding talent management in the contemporary global context. Ultimately, the insights presented in this paper have far-reaching implications for organizations, policymakers, and society at large, emphasizing the transformative power of effective talent management in driving organizational success and societal progress.

## **A STUDY ON EMERGING TRENDS AND INNOVATION IN BUSINESS**

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This study presents an overview of the current state of emerging innovations and ideas in business, encompassing various sectors and domains. The rapid evolution of technology has catalyzed disruptive innovations, reshaping traditional business models and practice. From artificial intelligence and machine learning to blockchain and the Internet of Things (IoT), businesses are exploring new avenues to enhance efficiency, productivity, and customer experiences. Moreover, the integration of sustainability practices and ethical considerations has emerged as a pivotal focus, reflecting changing consumer preferences and global concerns. Remote work, e-commerce, and virtual collaboration tools have become indispensable, fostering new paradigms of work and customer engagement. The businesses seem to have a positive outlook on this ever-changing trends and innovation. Embracing change, fostering creativity, and cultivating a culture of innovation are imperative for businesses to thrive in an ever-evolving global economy. Key words: Emerging innovation, technology, sustainable practices, collaboration



## **Application of Protecting Patient Credentials using Secured Authentication Protocol – An Approach**

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Medical Credentials form an important measure of the management of a patient. It is highly important for the Doctors and Medical establishments to properly maintain the Credentials of patients for two reasons. The first one is that it will help them in the scientific assessment of their patient profile, helping in analyzing the treatment results, and to plan treatment procedures. Second one is that it will help in planning governmental stratagems for future medical care.

Confidentiality is an important element of the privileges of the patient. The hospital is legitimately bound to maintain the confidentiality of the personal medical records. The patient can claim slackness beside the hospital or the doctor for a breach of confidentiality. The doctor is the prime person who has to oversee this process of the patient and is primarily responsible for history, physical examination, treatment plans, operative records, consent forms, medications used, referral papers, discharge records, and medical certificates. Keeping up of confidentiality is an important problem in the era of electronic data storage. There should be inspectors in place so that only those who are legitimate can access the patient data. In regard to the above concern, patients' credentials are to be maintained confidentially in the following aspects: a. Patients with chronic diseases b. Patients' disease is not unblemished c. Patients may be in harassment and got recovered from the disease/s d. Patients indulge with the drugs e. Eminent / Popular Personalities' treatment f. Perpetrator Personalities' treatment details. An approach of maintaining the patient's credentials using Secured Authentication Protocol mechanism is proposed.

***Keywords: Confidentiality, Patient, Authentication Protocol, Medical records, Medical Negligence.***

# **Gendered Perspectives on Quality of Life: A Cross-Cultural Examination among Elderly Individuals in China and India**

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## **Abstract**

The study explores the complexities of Quality of Life (QoL) by examining various factors such as biological, psychological, and socio-economic influences, particularly focusing on the gender dimension among elderly individuals in China and India. The research aims to analyze the differences in self-perceived QoL between genders in different socio-economic and health contexts, as well as to identify the factors affecting QoL and the role of gender in this regard. Results show that females in both countries tend to report lower QoL compared to males, with age, daily activity level, mood, and health conditions significantly impacting QoL. Additionally, females have a lower likelihood of experiencing poor QoL compared to males when controlling for socioeconomic characteristics.

***Keywords: Quality of life, QOL, Cross cultural, India, China***

## **A Study on Contemporary Challenges of Business in Current Scenario**

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Innovative ideas and flexible strategies are necessary to navigate the obstacles of business development in the ever-changing business landscape of today. This paper examines the various obstacles that businesses must overcome in order to grow and expand. The modern corporate environment is full of challenges, ranging from disruptive technologies to changing consumer behaviors. It looks at major issues including sustainability, globalization, and digital transformation and provides useful advice on how companies may get over roadblocks and seize new chances. This study offers a practical application and theoretical framework synthesis to create a road map for successful business development in a dynamic environment.

Other domains considered as an obstacle for the development of the business are also discussed in detail like managing cybersecurity risks, navigating global economic uncertainties, addressing supply chain disruptions, and meeting evolving customer expectations amidst changing demographics and preferences. The paper concludes with the possible remedies, recommendations and future enhancements

***Keywords : Business development, challenges, innovative approaches, adaptable strategies, disruptive technologies, shifting consumer behaviors,***

## **Basics Of Animation**

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Crafting an animated persona and a film demands a blend of imagination, technical expertise, and narrative prowess. Initiate by conceiving a captivating persona with a distinct personality, backstory, and visually unique characteristics. Ensure coherence between the character's design and the overarching tone and motif of your film. Next, develop a meticulously planned narrative with a coherent storyline, character progressions, and compelling conflicts.

Establish the universe in which your personas inhabit, furnishing a lush and immersive setting for the story to unfold. Maintain a keen eye on pacing to sustain audience engagement throughout the journey. Invest ample time in pre-production preparations, encompassing storyboarding and the creation of animatics to visualize sequences and refine pacing prior to animation commencement. Select an appropriate animation style that harmonizes with the narrative, be it 2D, 3D, stop-motion, or a fusion thereof. Collaboration stands as the linchpin in animation production. Assemble a skilled team versed in animation, sound design, and musical composition.

While sound effects can augment visuals, exercise caution in their implementation to avert unintended repercussions. Moreover, any music employed must be original for this endeavor. Effective communication ensures alignment with the project's overarching vision.

During animation, prioritize seamless motions and expressive gestures that convey emotions authentically. Infuse details that bolster the believability of the characters. Experiment with varied camera angles to craft dynamic and

visually captivating scenes. Finally, allocate time for post-production to refine and polish details, incorporating a fitting soundtrack and sound effects to enhance the cinematic experience. Ultimately, crafting an animated persona and film is an iterative process necessitating commitment, ingenuity, and an ardor for storytelling.

***Key words – Animation, Universe, Communication, Animated Persona***

## **A Study on Untapped Potential of Indian Gaming Industry**

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The Gaming industry stands as a multifaceted domain, continually evolving with technological advancements and shifting consumer preferences. This paper delves into the depth of this dynamic landscape, aiming to uncover the vast reservoirs of untapped potential within. Through an extensive analysis of market trends, consumer behaviour, and technological innovations, this study sheds light on the myriad opportunities awaiting exploration and exploitation, beyond mere entertainment, examining its potential applications in education, healthcare and simulations giving out versatile opportunities for entrepreneurs to excel in this gaming spectrum and monetise their creation reaping a chunk in the Indian gaming market share and flourish globally and sustain in the market for the upcoming decades.

***Keywords: Entrepreneur, Gaming, market trends, monetization***

**Study On Talent Management And Its Practices  
In The It Industry With Reference To  
Coimbatore District  
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Talent management involves the process of attracting, selecting, developing and retaining highly skilled employees in the organization. It could be a positioning among the right employees in the right work. It ensures that the employees utilize their maximum effort for the success of any organization. The effective perspective and practices of talent management strive to develop and retain potential work forces and improve organizational performance. The present study would assist to identify the suitable actions for reducing labour attrition. The identification of different factors in talent management can contribute the overall performance of it industries in Coimbatore district. The objectives of the study includes to study the demographic profile of the respondents with respect to talent management perspective and practices in it industry and to study the factors responsible for talent management and the impact of management perspective and practices on organizational performance.

The present study could conclude that success of any organization is largely a matter of attitude of the employees irrespective of its scale of operations. Motivated employees will definitely be treasure for the organization. So the focus has to be on how to motivate employees and enhance their moral towards their organization which turn outs better performance.

***Keywords: Role, Talent Management, Organisation Performance, Information Technology.***

## **A Study on the Impact of Digital Marketing on Consumer Behavior**

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In today's digital era, where technological advancements have transformed the landscape of marketing, digital marketing has become a key factor in influencing consumer behavior across various industries. This paper offers a comprehensive analysis of the intricate relationship between consumer behavior patterns and digital marketing strategies. The analysis will delve into the transformational effects of digital marketing channels such as social media, search engine optimization, content marketing, and email marketing on consumer perceptions, attitudes, and purchasing patterns. It will also look into how engagement, personalization, and interactivity work in digital marketing initiatives and how it influences the customer loyalty and engagement. Furthermore, this study will scrutinize the challenges and opportunities presented by digital marketing in shaping consumer behavior.

***Keywords: Digital Marketing, Consumer behavior, Social media, Content marketing and Personalization.***



## **A STUDY ON THE IMPACT OF PRODUCT QUALITY AND ITS CUSTOMER SATISFACTION IN MINISO**

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This study examines the relationship between product quality and customer satisfaction within the context of MINISO, a rapidly growing international retail brand known for its affordable yet stylish products. Using a mixed-methods approach, data was collected through surveys and interviews with MINISO customers to gauge their perceptions of product quality and satisfaction levels. Given the right circumstances, the word "quality" can mean a variety of things. Generally speaking, it means either: 1) a product or service's qualities that affect how well it can meet explicit or implicit needs; or 2) a product or service without flaws. In that aspect Retention of customers is greatly influenced by customer satisfaction through the Product quality. In this essay, we focus on the connection between the quality of the items supplied by the MINISO Company and the degree of client happiness and the buying process.

***KEYWORDS: Product quality, customer satisfaction,  
Retention of customers, International Retail Brand.***