



International Management Perspective Conference 2025

30th January 2025 – 1st February 2025

Program Schedule – Offline Sessions Tracks



Offline Track Session 1		Date: 30 th January 2025
Sub Track-Track 1- Marketing Practice and Research/Track 6 - Strategic Management		Time: 4.45 PM to 6.15 PM
Total Presentations: 5		Session Venue: A03 (TAKSHILA-1)
Paper ID	Paper Title	Authors
1	An Empirical Study on the Marketing Excellence Practices in Small Food Business	Pratyush Sinha, Satyajit Mahato
428	Sustainable Banking Practices: A Study on the Role of Artificial Intelligence in Shaping Customer Perception and Satisfaction	Prabhakar Bethapudi, Adit Jha, Jitin Kumar, Shivam Shukla
75	Turning Impulsive Consumers into Mindful Buyers: Enhancing Consumer Engagement for Craft Store	Harleen Sahni, Komal Karemore
462	Evolution of Distribution Channels for Life Insurance in India	Sumesh Sheth, Balagopal V
488	Using Cultural Capital for Sustainable Urban Development in India: Insights from Khon Kaen Municipality	Shrutkriti Paliwal
Offline Track Session 2		Date: 30 th January 2025
Sub Track - Track 2 - Human Resource Management		Time: 4.45 PM to 6.15 PM
Total Presentations: 8		Session Venue: B01 (TAKSHILA-2)
198	Acceptance & Adaptability of AI among HR	Falguni Hanswal, Sanika Durgude
546	High-Performance HR Practices in the Age of AI: Empowering the Workforce for Success	Manisha Seth, Sheetal Sharma
72	Assessing the Socio-Economic Conditions of Delivery Workers in The Gig Economy: A Qualitative Approach in Champaran District Bihar.	Nandan Kumar
226	Predictors of Moonlighting Intention among IT Employees	Devi Soumyaja
255	Empowerment and Exploitation: A Study of Female Gig Workers in the Food Delivery Industry	Parvathi Vivek
271	Diversity and Inclusion in Indian Workplaces: A Bibliometric Analysis Using Bibliometrix R Tool and Future Research Agenda	Syed Ahamed Suban
76	Vocational Training for Women Gig Workers: A Systematic Review	Vicky Raaz, Ravish Chandra Verma, Nandan Kumar

Offline Track Session 3 Sub Track - Track 3 - Finance & Accounting Management Total Presentations: 10		Date: 30 th January 2025 Time: 4.45 PM to 6.15 PM Session Venue: B03 (TAKSHILA-2)
268	Factors Affecting the Organizational Adoption of Block Chain in the BFSI Sector	Prasanth Mk
487	Risk Transmission Between Spot and Future Prices of Agricultural Commodity Market- An Econometric Approach	Ananya Mohanty, Pradipta Sanyal
498	Evaluating the Effectiveness of Digital Banking and E-Wallet in University	Srikanth Akondi, Rahul Kumar Chinta, Naga Phanindra Kumar Jonnakuti
141	The Impact of Fintech Investment on the Profitability of Indian Banks	Satpreet Kaur, Rajeev Panda
341	The Impact of Central Bank Digital Currencies (CBDCs) on Financial Inclusion and Monetary Policy: Potential Benefits and Risks in India. (A REVIEW STUDY)	Pratima Jain, Shalu Kotwani, Arpit Loya
352	The Rise of E-Wallets: A Bibliographic Insights into Digital Banking Trends	G Rao, Ratan Behera, Monalisha Pattnaik
475	Sustainable Finance in India: The Role of ESG in Banking and Investments	Ajay S Mahajan, Anupama Kar
101	Do Green Indices Show Co-Integrating Relation with Crude and Broader Market Indices During Shocks: Empirical Evidence from India Using Quantile ARDL Approach	Rakesh Shahani, Yash Maurya
171	Comparative Analysis of Green Financial Models - Lessons from Different Countries.	Tejas Shinde, Indrajeet Rajeshirke
206	Green Financing in India: Insights from NIFTY 100's Top 5 Companies and Their Role in Financial and Sustainable Growth	Abhishek Punde, Srushti Agrawal
Offline Track Session 4 Sub Track - Track 4 - Production and Operations Management/ Track 5 - Information Systems Management Total Presentations: 11		Date: 30 th January 2025 Time: 4.45 PM to 6.15 PM Session Venue: B05 (TAKSHILA-2)
178	Impact of Gender Dynamics on Decision-Making in Operations and Supply Chain: A Behavioral Study in Indian Industry	Namitha Avvaru, Aditi Gupta, Komal Chaudhari
95	Strategic Planning for Circularity in a B2B Firm using Digital Technology	Ishita Bera, Subhasis Bera, Sujata Bera, Tohit Sk
407	Leveraging Digital Technologies for Lean and Green Manufacturing: Enhancing Operational Efficiency for a Sustainable Circular Economy	Jeremiah Polimetla, Joel Polimetla, James Polimetla
73	Prioritization of Challenges in Waste Management Systems using Interpretive Structural Modelling (ISM): A Strategic Approach for Sustainable Solutions	Subhashree Pradhan, Debendra Mahalik
284	Factors Inhibiting Implementation of Green Healthcare Initiatives in India's Healthcare Sector	Manas Sahoo
318	Environmental Sustainable Practices among 'Thattukadas'	Dipu Varghese
234	Role of Cloud Computing in Enterprise Systems	Sunil Samantaraya

62	Leveraging Artificial Intelligence for Business Analytics: A Comprehensive Review	Kajal Kansal, Kriti Sharma
336	A Study on the Impact of Investor Sentiments on Indian Stock Market	Aakruthi Alarnkar, Kg Sankaranarayanan, Gaurav Sawant, Gandharv Sawant
340	Visualizing Business Values of IT from the Literature of the Last Decade and Evolving a Model of Digital Transformation Plan	Nirmalendu Mohapatra
373	Digital Literacy and its Role in Enhancing Financial Access for Sustainable Economic Growth	Bhuteswar Patra, Mallha Tudu, Anita Pareek
Offline Track Session 5		Date: 31 st January 2025
Sub Track - Track 4 - Production and Operations Management		Time: 9.00 AM to 10.30 AM
Total Presentations: 8		Session Venue: A03 (TAKSHILA-1)
524	Way Forward Sustainable Public Procurement – Vital Need of Future in Bharat	Rabi Padhi
207	Investigating How Digital Technology Integration is Helping Businesses to Grow Towards Sustainability.	Divij Sanduja, Shreyashi Chakraborty, Shreyansh Shukla
361	Generative AI and Logistics 5.0: A Synergistic Approach to Roadblocks in Sustainable Logistics Transformation	Himanshu Gupta, Pramit Khatua, Rishabh Sharma, Barsha Nivedita
397	Analyzing Decarbonization of Indian Manufacturing Sector: Exploring Digital Transformation in Energy Transition	Sambit Dash, Sourabh Saini
465	Exploring the Strategic Drivers Influencing Blockchain Technology Implementation in Port Logistics	Binay Rajak
200	Sustainable Supply Chain and Scope 1, 2, and 3 Emissions reduction in an Academic Institution	Gokul Krishnan
286	Macroeconomic Impact of Remittances on Economic Growth: Evidence from India	Seemarani Meher, Dr. Lopamudra Mishra
523	Next-Generation Technology Enabled Digital - Logistics Supply Chain 5.0 Tailing in India.	Rabi Padhi
Offline Track Session 6		Date: 31 st January 2025
Sub Track - Track 2 - Human Resource Management		Time: 9.00 AM to 10.30 AM
Total Presentations: 9		Session Venue: B01 (TAKSHILA-2)
254	Addressing Workplace Stress in Bengaluru's BPO Sector: HR Strategies and Key Stress-Influencing Factors	Roshni Naidu
155	From Pressure to Power: The Role of Mental Wellbeing as a Pathway to Employee Satisfaction and Organizational Success	Nidhi Bansal, Aditya Chauhan, Taniya Mittal, Nitika Singh, Vishakha Srivastava
448	Culture or Numbers: Which Drives Success First?	Rashmi Ranjan Mohapatra

515	The Effect of Psychological Empowerment on Personal Growth Initiative and the Role of Demographics among IT Employees	Karen Cherian, Smitha Philip
257	A Study on the Impact on Effectiveness of Work Place Spirituality on Employee Productivity	P Prasad
396	The Rising Cases of Employee Turnover in Organisations: A Comprehensive Review	Sanjeevani Bakale
513	Role of Psychological Empowerment on Psychological Well-Being with a Mediating Role of Pride in Work and Employee Sustainability Orientation amongst Hotel Employees.	Shishira Thairani, Kerwin Nigli
455	The Retention Puzzle: A Comprehensive Review of Non-Profit Employee Dynamics	Pratibha Jain, Pallavi Pandey
256	A Study on the Impact of Green Human Resource Management Practices on Brand Image of the Hotels	Bhargavi Ragala
Offline Track Session 7 Sub Track - Track 3 - Finance & Accounting Management Total Presentations: 6		Date: 31 st January 2025 Time: 9.00 AM to 10.30 AM Session Venue: B03 (TAKSHILA-2)
165	Unveiling Financial Development, Research & Development, and Natural Resource Rent for Environmental Quality: Evidence from BRICS Nations	Mousumi Ghosh
263	An Empirical Study on Interdependence of Clean Energy Equity and Overall Equity Market: Evidence from the Indian Stock Exchange	Praveen Sahoo
393	Green Finance: A Step Towards Sustainable Finance and Development.	Ayush Kansal, Swati Sharma
55	An Impact of Financial Literacy and Behavioral Biases on Share Market Investment Awareness	Paranichandran D, Ilankadhir M
91	Social Media Influence on Investment Decisions: The Mediating Effect of Risk Tolerance, with Personality Traits and Emotional Intelligence as Moderators.	Ravi Shankar, Shelly Srivastava
162	Capital Budgeting Techniques Used by MSMEs (Micro Small Medium Enterprises) of Jajpur	Trinath Majhi
Offline Track Session 8 Sub Track - Track 6 - Strategic Management Total Presentations: 6		Date: 31 st January 2025 Time: 9.00 AM to 10.30 AM Session Venue: B05 (TAKSHILA-2)
233	Factors Influencing Entrepreneurial Success: A Study of Small-Scale Enterprises in Chittoor District, Andhra Pradesh	N.G.A Prasad, Dr Shaik Syed
473	Business Model Innovation of Physics Wallah: Disruption in the EdTech Market	Madduri L Sri Krishna Anjana, Sathi Stithi Pragyana Nayak, Faiz Ahamad
518	Democratizing Circular Economy: Exploring Decentralized Business Models for Sustainable Value Creation and Micro-Entrepreneurship	Vinoth Gunasekaran, Preethi Balasubbarayalu, Chandrasekar Yadav

403	Navigating Startup Success: The Startup Ecosystem Navigation Framework (SENF) for Efficient MVP Development	Nimish Pandey, Harshali Shinde
474	Mergers & Acquisitions in Indian Banking: The Case of HDFC and HDFC Bank Merger	Ajay Mahajan
203	A Systematic Review on the Role of Financial Inclusion in Women Entrepreneurship Development: Future Research Agenda for Sustainable Entrepreneurial Strategies Formulation in Emerging Economies	Nayan Samantray
Offline Track Session 9 Sub Track - Track 1- Marketing Practice and Research Total Presentations: 9		Date: 31 st January 2025 Time: 9.00 AM to 10.30 AM Session Venue: A02 (TAKSHILA-1)
309	Effectiveness of Codebasics and Dataprofessor: A Comparative Study of Chosen Edutech Companies	Madineni Vineela, Rajagiri Jyothish Naga Vara Prasad, Akondi Srikanth
459	Persuasion for Anti-Consumption of Clothing “A Case Study Using Behavioural Marketing	Nithya Venkataraman
339	Customers Purchase Intention of Plant-Based Cosmetics in India: Empirical Validation Using Theory of Planned Behavior	Berchmans B, Deepa Ittimani Tholath
307	The Role of YouTube Tech Review Channels in Shaping Fitness Technology Adoption: A Netnographic and Data Driven Analysis	Subhadip Dutta
353	Engage, Connect, and Co-Create: The Role of Social Interactivity, Support and Self- Construal in Driving Value Co-Creation in Live-Stream Shopping	Claber Minj
289	Barriers of Eco-Tourism in India: A TISM Approach	Manmaya Tripathy
23	The Role of Digital & Social Marketing in Sport Tourism Destination	Ajay Yadava
317	Sustainable Tourism Promotion: Implication of Stakeholders’ Behavioural Change	Jagadish Mishra
408	The Digital Shift: Exploring Non-Human Influencers in Organic Food Marketing	Joel Joy Polimetla, James Joy Polimetla, Jeremiah Sunadh Polimetla
Offline Track Session 10 Sub Track - Track 2 - Human Resource Management Total Presentations: 8		Date: 31 st January 2025 Time: 4.00 PM to 5.30 PM Session Venue: A02 (TAKSHILA-1)
454	Green Human Resource Management: Methods and Views for Promoting Sustainability	Midde Chandana
51	Conscious Organisations Finally important: A study of Green HRM	Akash Sharma, Richa Agarwal
117	A Benchmarking Study of CSR Initiatives in Western Odisha	Debendra Mahalik, Sharmistha Sahu
70	Green HRM and Associated Sustainable Practices: A Case Study from India’s Steel Sector	Ashish Kumar, Chandan Sahoo
114	Assessing the Factors Influencing Intellectual Capital Management in Educational Institutions- A Study in Sambalpur University	Manasee Behera, Rohita Mishra
368	Systematic Literature Review of Sustainable Human Resource Management	Rajesh Sarangi

133	The Impact of Talent Management on Organizational Performance: A Study Related to Service Sectors in India	Pawan Tiwari, Anand Sinha, Ravindra Bhagat
240	A Hybrid Review on Neurodiversity in the Workplace: Implications for HRM	Padmaja Sha, Deboshree Roy
Offline Track Session 11 Sub Track - Track 3 - Finance & Accounting Management Total Presentations: 8		Date: 31 st January 2025 Time: 4.00 PM to 5.30 PM Session Venue: B05 (TAKSHILA-2)
229	The Role of Entrepreneurship in Emerging Economies: A Case Study of the Tribal Entrepreneurship among the Tribals of Dumri Block in Gumla District of Jharkhand Towards Creating Sustainable Economic System	Claber Minj
281	Financial Inclusion: A Comparative Analysis of India, Pakistan & Bangladesh	Priyanka Seth, Dr. Lopamudra Mishra
391	Understanding the Impact of Behavioral Biases and Demographic Factors on Purchase Intention for Life Insurance	Alok Bhardwaj, Jaskiran Arora, Jaya Ahuja
442	Assessing Stock Market Price Prediction Models: A Deep Dive into the Effectiveness of ARIMA, ARCH, GARCH, and Machine Learning	Dr. Akondi Srikanth, Oruganti J S A Muralidhar, B Jamalayya
5	Case study on Sovereign Green Bonds (SGBs) Impact on Sustainable Green Public Sector Infrastructure: For Reducing Green Finance Gap.	Mahesh K M, Lakshman K, Dinesh N, P S Aithal
40	Foreign and Domestic Institutional Investors: Their Role in Shaping Volatility in Indian Stock Market	Ravi Ranjan Mishra, Shirish Mishra
123	Role of FinTech in Enhancing Financial Inclusion Among Street Vendors of East Champaran District: An Empirical Study	Kumari Tripti, Shirish Mishra, Avneesh Kumar
138	Social and Financial Performance of Microfinance Institutions: Evidence from India	Amit Bardhan, Sudipta Nanda
Offline Track Session 12 Sub Track - Track 6 - Strategic Management Total Presentations: 9		Date: 31 st January 2025 Time: 4.00 PM to 5.30 PM Session Venue: B03 (TAKSHILA-2)
230	Social Work and Strategic Human Resource Management (SHRM): A Collective Approach to Enhancing Organizational Performance and Social Responsibility	Badusha V
238	Empowering Sustainability: The Role of Emerging Economy Startups in Advancing the Circular Economy	Rajitna Balakrishnan
369	Transforming Seafood Waste into Gold: Innovative Solutions for Sustainable Aquaculture in India	Subrahmanya Vellala
127	Behavioral Biases and Socially Responsible Investment Decision: Through the Lens of Prospect Theory	Debopriya Kar, Binoti Patro
250	Does Sustainability Disclosure Matter? Analyzing its Moderating Effect on the CSR-Financial Performance Link	Kamal Sharma, Dr. Sanjay Kumar

277	Lessons from Indian Study for Sustainable Economic Growth through Insurance	Deepali Garge, Sandeep Moghe
2	Corporate Social Responsibility and Sustainable Development in the Context of Climate Change	Soham Bardhan, Rajeev Panda, Sagar Behera
235	Building Sustainable Competitive Advantage Through Entrepreneurial Orientations Exploring the Influence of Financial and Social Capital in Women Micro-Entrepreneurs	Sagar Behera
Offline Track Session 13 Sub Track - Track 2 - Human Resource Management Total Presentations: 8 Session Chairs: <ol style="list-style-type: none"> Name (Affiliation): Prof. Padmavathy Dhillon, IIM Sambalpur Name (Affiliation): Prof. Atri Sengupta, IIM Sambalpur 		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: B01 (TAKSHILA-2)
468	Kamani Tubes: A Story of Resilience, Revival, and Female Entrepreneurship	Sakshi Soy, Shreya Samal, Faiz Ahamad
337	Barriers to the Implementation of Sustainable Green Human Resource Management Practices: Insights from Indian Small and Medium Enterprises.	Jasmine Bhuyan
69	Empowering Performance: Evaluating Diversity and Inclusivity Training in Private Banks of India	Sharanika Dhal, Pritidhara Hota, Rajat Baliarsingh, Deepti Sabat
355	Gender Diversity on Corporate Boards: From Conceptual Framework to Practical Implementation for Indian Small and Mid Cap Companies	Pritha Das
494	Beyond Boundaries: Mapping the Ripple Effects of Work-Family Enrichment	Nancy Bhandari
362	Assessing the Role of Digital Strategy over the Determinants of Work-Family Balance and Employee Performance – An Empirical Analysis with Reference to Higher Educations in the State of Andhra Pradesh	Kumbha Anjana, Koneru Kalpana, Manukonda Siva Koti Reddy
556	Exploring Leader-Member Exchange and Inclusion: The Experiences of Transgender Employees	Deepanshu Wadhwa, Prof. Chetan Joshi
549	Talent Development for Sustainable Adventure Tourism: A Conceptual Approach	Nurtria Rendi Rahmadi, Usha Lenka
370	For a Few Penny More-The Real Fragrance of Gig Employment in the Indian Labour Market	Rana Bandyopadhyay, Aniruddha Banerjee
Offline Track Session 14 Sub Track - Track 3 - Finance & Accounting Management Total Presentations: 6		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: A03 (TAKSHILA-1)
394	Preference of LIPOR Approach to Analyze the Current FOREX Retail Trading as Comparative before COVID-19	Abhimanyu Gupta, Arpit Loya, K M Singh, Bijal Zaveri
65	Hybrid Approach to Tax Fraud Detection Using Machine-Learning	Harsh Choudhary
504	Role of Green Finance in Promoting ESG Initiatives with Industry 4.0 Technologies	Himanshu Gupta, Rakesh Kumar

348	Prioritizing the Determinants of Asset Pricing Bubbles in Indian Stock Market.	Yash Sodhi, Rohita Mishra
110	PMJDY is a Key Factor to Financial Inclusion	Rakesh Panigrahi, Tushar Das
341	The Impact of Central Bank Digital Currencies (CBDCs) on Financial Inclusion and Monetary Policy: Potential Benefits and Risks in India	Pratima Jain, Shalu Kotwani, Arpit R. Loya, Prayatna Jain
405	Access to Formal financial Services: A Case Study of Six villages in Keonjhar District	Mr. Ajay Kumar Mahanta, Dr. Lopamudra Mishra
Offline Track Session 15 Sub Track - Track 1- Marketing Practice and Research Total Presentations: 8		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: B01 (TAKSHILA-2)
545	Customer Usage Continuance Intention on Digital Apps	Rakhi Thakur
187	Effect of Learning Styles and Self-Regulated Learning on the Relationship between MOOCS Learners' Digital Learning Experience Quality (DLEQ) and Satisfaction	Jinasis Mohanty, Suvendu Pratihari
311	Driving Sustainable Consumption: Unveiling the Impact of Environmental Identity and Social Norms on Millennial's Organic Purchase Intentions	Gitanjali Shankarappa, Sumanjit Das, Sharik Ahamed S
34	The Effectiveness of Design Ethos and Ethical Practices on Online Sellers of Fashionable Products and the Paradigm Shift to Offline Stores or Manufacturing Units in India	Supriya Basu
450	The Opportunities and Challenges of Premium Vehicles as a Medium for Transit Advertising.	Tanmay Aggarwal
315	The Effect of Virtual Influencers on Purchase Intentions: The Mediating Role of Social Presence and the Moderating Role of Machine Heuristic	Ragu Prasadh Rajendran, Sakshi Ahlawat
330	FRUIT9	Moluguri Varshini, Maddala Vishnu Vihari
Offline Track Session 16 Sub Track - Track 4 - Production and Operations Management/ Track 5 - Information Systems Management Total Presentations: 7		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: B02 (TAKSHILA-2)
303	Decision Science by Using Multi Methods of Bibliometric Analysis	Polisetty Shanmukha Sai
172	Linking Public Sector Enterprises' CSR Funding to Indian Universities' Community Development Projects through Blockchain Framework	Avneesh Kumar, Kumari Tripti
466	Understanding the Factors Influencing Blockchain Adoption: Contextual Variations Across Freight Transport Modes	Binay Rajak
528	A Review of Trends and Applications of Big Data Analytics in it's Operations	Sreyas Lohi, Siddhartha Goutam
350	Role of FinTech Adoption and Future Perspectives in the Micro Enterprise Industry: A Comprehensive Analysis Using the SPAR-4-SLR Protocol	Deepak Kesarwani, Sandhya Rani, Rajesh Shastri, Simran Kesarwani

463	Mindful Consumption of Used Fashion Apparel Among Gen Z on Thrift Stores: Theorizing Relationship as a Construct	Jessy Nair, Rasmita Panda
395	Systematic Mapping of Breakbone Fever: A Scientometric Analysis	Monalisha Pattnaik, Deepti Pattanaik, Laxmi Panda, Sushanta Pradhan, Abhas Panigrahi
20	9Cs Digital Inclusion Assessment Framework: A Practical Tool for Digital Inclusion Studies	Abdul Kayum, Md. Abdin, Brajesh Mishra, Amaan Kayum
Offline Track Session 17 Sub Track - Track 6 - Strategic Management Total Presentations: 7		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: B03 (TAKSHILA-2)
463	Mindful Consumption of Used Fashion Apparel Among Gen Z on Thrift Stores: Theorizing Relationship as a Construct	Jessy Nair, Rasmita Panda
395	Systematic Mapping of Breakbone Fever: A Scientometric Analysis	Monalisha Pattnaik, Deepti Pattanaik, Laxmi Panda, Sushanta Pradhan, Abhas Panigrahi
310	Assessing the Efficiency of Supply Chain Management for Essential Drugs in Madhya Pradesh: An ANOVA Analysis of Post Covid Health Infrastructure	Akshat Mandloi, Sorabh Lakhanpal
390	Provisioning a Better Health Care Services to Ensure an Improved Quality of Life for the Community-A Case of OPGC's CSR Intervention, Odisha, India	Ashwini Patra, Tattwamasi Paltasingh
464	Critical Minerals for Sustainable Technologies: Strategic Implications for India	Naunidh Rao, Mudit Shukla
152	Corporate Social Responsibility and Sustainable Development to Mitigate Energy Poverty	Pradyut Mishra
58	Navigating the Consumer Mind: Unveiling Determinants of Purchasing Decisions of Sustainable Feminine Hygiene Products.	Diksha Bedekar, Balaji Abraham, Chinmoy Kumar Roy, Gaurav Das
Offline Track Session 18 Sub Track - Track 6 - Strategic Management Total Presentations: 6		Date: 1 st February 2025 Time: 9.00 AM to 10.30 AM Session Venue: B04 (TAKSHILA-2)
389	Empowering Health through Sustainable Entrepreneurship: A Case Study Approach to Advancing SDG 3	Ashutosh Tewari
298	AI-Driven Personalization in Education: Unlocking Individualized Learning Paths	Varalakshmi S
124	Sustainability Performance Measurement of Supply Chain 5.0	Sn Panigrahi, Shyam Panigrahi
382	Strategic and Entrepreneurial Decisions in the Emerging Era	Dr. Saurabh Singh, Divya Mittal
192	Role of NTFPs in Rural Livelihood and Environmental Sustainability: A Governance and Policy Approach	Bandana Pradhan
211	Advancing Sustainability through Technology: Challenges and Opportunities in a Global Context	Subhasri Garnaik, Sujit Patra