



Criteria 3.3.2 Cover Page

For Shri L.P. Rawal College of Mass Media
& Management Studies


Principal





IJARSCT

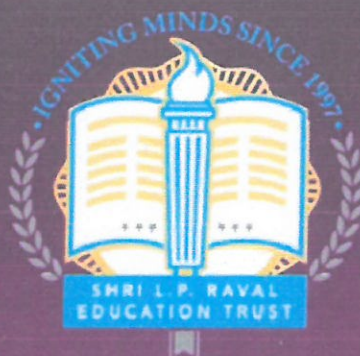
Impact Factor: **6.252**

ISSN No. : 2581-9429

EIT-2022



www.ijarsct.co.in



**Proceedings of
National Conference
on
Education & Information Technology
On
19th January 2022**



Organised by

**IQAC and Research Committee of Shri. L. P. Raval College
of Mass Media and Management Studies in Association with
Bunts Sanghas Ramanath Payyade College of Hospitality
Management Studies**

<https://www.ravalcollege.com/>

For Shri L. P. Raval College of Mass Media
& Management Studies

Principal





Criteria 3.3.2
CONTENT PAGE

For Shri L. P. Raval College of Mass Media
& Management Studies

[Signature]
Principal





Volume 2, Issue 4, January 2022

**International Journal of Advanced Research in Science,
Communication and Technology (IJARSCT)**



TABLE OF CONTENTS

A Study on Entrepreneurship in the Information Technology Sector <i>Ritu Trivedi</i>	1-4
A Study on Digital Marketing : The Use of Social Media and Artificial Intelligence <i>Ritu Trivedi</i>	5-8
Cause of Stress and Depression Because of Education During Covid <i>Ritu Trivedi</i>	9-11
Impact of Information Technology and Internet in Businesses <i>Suparna Roy</i>	12-14
To Study the Structure and Functions of Capital Market in India <i>Saurav Dalal</i>	15-20
Role of ICT in Teaching and Learning Process <i>Suparna Roy</i>	21-25
To Study the Impact of Gadgets on Human Life <i>Ritu Trivedi</i>	26-29

Impact Factor 6.252 (SJIF)

www.ijarsct.co.in

**For Shri L.P. Raval College of Mass Media
& Management Studies**

Principal





Volume 2, Issue 4, January 2022

The Role of Information Technology in Becoming Learning Organization <i>Ritu Trivedi</i>	30-32
A Study on the Influential Factors of the Last Mile Delivery Projects During Covid-19 Era <i>Ritu Trivedi</i>	33-39
A Study of Talent Management and Its Impact on Performance of Organizations <i>Soni Singh</i>	40-44
A Study on the Upcoming Future in Event Management <i>Soni Singh</i>	45-48
Managerial skills for Entrepreneurship Development <i>Soni Singh</i>	49-53
To Study the Essentials of a Business Plan in Entrepreneurship Development <i>Soni Singh</i>	54-57
Time Management for Entrepreneurship Development <i>Soni Singh</i>	58-63
Smart Practices by Entrepreneurs for Motivating Employees <i>Soni Singh</i>	64-70
To Study the Foreign Direct Investment in India <i>Soni Singh</i>	71-76
A Study on Positive and Negative Effects Of Social Media on Society <i>Sweta Singh</i>	77-80
A Study on "Current Scenario of Logistics Supply Chain & Distribution Management in India" <i>Sweta Singh</i>	81-82

Impact Factor 6.252 (SJIF)

For Shri L.P. Raval College of Mass Media
& Management Studies
Principal





Volume 2, Issue 4, January 2022

A Study on Conceptual Skills for Entrepreneurship Development <i>Suparna Roy</i>	83-86
A Study on Advertising's Impact on Consumer Behavior <i>Suparna Roy</i>	87-90
A Research Study on Rural Entrepreneurs for Economic Development <i>Suparna Roy</i>	91-92
To Study the Brand Manipulation Tactics that Marketers Use to Get More Clients <i>Aayush Singh</i>	93-96
A Study of Quality of Work-Life in MNC <i>Aayush Singh</i>	97-99
Ethical Issues in Modern Business Management <i>Shweta Jangid</i>	100-103
To Study Impact of Digital Marketing <i>Astha Sharma</i>	104-108
To Study on Factors Influencing the Consumer Buying Behavior with Respect to NYKAA <i>Isha Patil</i>	109-112
To Study Excessive Work Can Affect Business and Employees Life <i>Isha Patil</i>	113-117
To Study Marketing Strategy for Startup India (SI) <i>Pravesh Pipariya</i>	118-127
A Study on Security for Online Banking and Transactions <i>Aastha Sharma</i>	128-131

Impact Factor 6.252 (SJIF)

www.ijarsct.co.in

For Shri L. P. Rayal College of Mass Media
& Management Studies

Principal





Volume 2, Issue 4, January 2022

A Research Study on Women Switching from Employment to Entrepreneurship <i>Pravesh Pipariya</i>	132-135
A Research Study on Positive and Negative Effects of Social Media on Society <i>Shweta Jangid</i>	136-139
Is E-Business More Profitable Than Traditional Business <i>Ravina Soni</i>	140-144
Online Shopping: How Customers See IT <i>Ravina Soni</i>	145-148
To Study the Impact of Multiple Pricing Strategies on Consumer Purchasing Behaviour <i>Ravina Soni</i>	149-152
How Can Creative Marketing Increase Your Sales <i>Ravina Soni</i>	153-156
A Study on Positive and Negative Effects of Social Media on Society <i>Yash Yadav</i>	157-160
To Study the Structure and Functions of Capital Market in India <i>Rautela Saurav Deep</i>	161-166
A Study on Indian Users Perception Towards Electric Vehicles <i>Deepak Gupta</i>	167-171
Pros and Cons of Online Retail <i>Piyush Manna</i>	172-174
A Study on the Advertising Effectiveness <i>Hussain Kashif Liyakath Amina Begum</i>	175-177

Impact Factor 6.252 (SJIF)

www.ijarsct.co.in

For Shri L.P. Saxal College of Mass Media
& Management Studies
Principal





Volume 2, Issue 4, January 2022

A Study on Ragging and Bullying Issues Faced by Students in College	178-184
<i>Riya Singh</i>	
A Study on Successful Marketing Approaches that Helped Break through Strong Market Monopolies	185-188
<i>Jain Disha Madan Rekha</i>	
To Study about the Growth of Native American Gaming Industry	189-193
<i>Kadivala Saalim Soyab Shafiq</i>	
A Study on Social Media in Human Resource Management	194-197
<i>Kanojiya Jay Rajesh Vijaylaxmi</i>	
To Study the Internet Effects on Students' Lives	198-203
<i>Pandey Abhishek Anil Pratima</i>	
To Study the Role of FDI to Promote Economic	204-205
<i>Pinto Rolita Robert Violet</i>	
To Study How Can Social Media Impact the Buying Choices of Shoppers	206-209
<i>Rawat Sumit Satendra Seeta</i>	
To Study the Role of FDI to Promote Economic Growth in India	210-216
<i>Sweta Singh</i>	
To Study the Effectiveness of Social Media Marketing	217-220
<i>Sweta Singh</i>	
A Study on Marketing Strategies of Amul Products	221-226
<i>Sweta Singh</i>	

Impact Factor 6.252 (SJIF)

www.ijarsct.co.in

For Shri L. P. Rawal College of Mass Media
& Management Studies
Principal





Criteria 3.3.2
FIRST PAGE OF THE
PUBLICATION

For Shri L P Rajal College of Mass Media
& Management Studies


Principal





National Conference
on
Education & Information Technology
Wednesday
19th January, 2022.

Volume 2, Issue 4, January 2022

ORGANISING COMMITTEE

Mrs. Lizy Jose
Management Representative

Shri. Chandrabas K. Shetty
President



L a m b e r t P u b l i c a t i o n ' s

For Shri L.P. Rayal College of Mass Media
& Management Studies
Principal





First Impression 2022

Copyright © 2022 by Lambert Publication's

Proceeding of National Conference on Education & Information Technology
19th January, 2022

Disclaimer

The responsibility for opinions expressed in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the IJAR SCT, of the opinions so expressed in them.

Official website of the organization: www.ijarsct.co.in

@ Lambert Publication's

Organised by



**IQAC and Research Committee of Shri. L. P. Raval College of Mass
Media and Management Studies in Association with Bunts Sanghas
Ramanath Payyade College of Hospitality Management Studies**

For Shri L.P Raval College of Mass Media
& Management Studies

Principal

