

**INTEGRATED RESEARCH JOURNAL
OF
MANAGEMENT, SCIENCE AND
INNOVATION**



ISSN 2582-5445

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJMSI.com
www.isarasolutions.com

Published by iSaRa Solutions

Simulation Heat Transfer Enhancement in a Laminar Channel Flow with five Built-in Triangular Prisms.....	11
Pradeep Singh ¹	11
Tejpreet Singh Bedi ²	11
Auto Evaluation of OMR Answer Sheets Using Mobile Application.....	20
Shubham Kumar Sinha, PawanSrivastava, Peeyoosh Kumar Gupta.....	20
IMPACT OF THE FOREIGN INSTITUTIONAL INVESTMENT IN INDIA.....	26
Krishan Kumar, Dr. Mohender Kumar Gupta	26
Green Banking Practices and activities by Banks.....	36
SARATHKUMAR TS	36
DIFFICULTIES FOR STUDENTS WITH LEARNING DISABLILITIES	42
Baiaphira G. Lyngskor.....	42
CHALLENGES IN ADOPTION OF AGILE SOFTWARE DEVELOPMENT APPROACH...	49
Shabnam Arora, Dr Tarun Singhal	49
A STUDY OF SOFTWARE QUALITY DEVELOPMENT AND ITS SELECTION PROCESS	57
Shaik Ali Akbar, Dr. P.V. Siva Kumar.....	57
A STUDY ON THE EFFECTIVENESS OF USING SOCIAL MEDIA INFLUENCERS TO PROMOTE BRANDS	66
Mr. Harish Nayak N.....	66
A STUDY ON EVALUATING THE IMPACT OF VARIOUS LOYALTY PROGRAMS ON CUSTOMER RETENTION AND SALES IN THE RETAIL SECTOR.....	81
Mrs.SHASHIKALA K.....	81
A STUDY ON RISING INFLUENCE OF MOBILE MARKETING AND HOW APPS ARE CHANGING CONSUMER SHOPPING BEHAVIORS AND BRAND INTERACTIONS.....	96
Madhava.....	96
A STUDY ON STRATEGIES FOR RETAINING TOP TALENT, EMPLOYEE ENGAGEMENT, SUCCESSION PLANNING, AND THE IMPACT OF LEADERSHIP ON RETENTION	111
Mrs. Parameshwari N.....	111
Unmasking the Facades: Gender, Power, and Repression in Mahesh Dattani's <i>Bravely Fought the Queen</i>	127

Abhishek Bhaskarrao Banate	127
ROLE OF SPIRITUALITY AND MENTAL RESILIENCE IN INDIAN SPORTS.....	132
Kuldeep Singh.....	132
LEPIDOPTERAN (BUTTERFLY) DIVERSITY IN THE MERTA REGION.....	139
Dr. Rajkumar Samant.....	139
Article	146

