

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



**ISSN 2582-5445**

*An Internationally Indexed Peer Reviewed & Refereed Journal*

[www.IRJMSI.com](http://www.IRJMSI.com)  
[www.isarasolutions.com](http://www.isarasolutions.com)

Published by iSaRa Solutions

Marketability of Luxury Fashion Brand In Tier – Ii Cities – A Study in South Odisha Region..	11
Yadav Devi Prasad Behera <sup>1</sup> , Shibani Sharma <sup>2*</sup> .....	11
<b>A RESEARCH ON CYBER CRIME, CYBER TERRORSIM AND NATIONAL RESPONSE</b>	<b>25</b>
Mr. Sahil Midha .....	25
Dr. Pawan Pareek .....	25
Career pattern study of educated women and their attitude towards the employment and modernization .....	29
Dr. Arun Kumar .....	29
<b>IMPACT OF DIGITAL MARKETING TECHNIQUES ON CELL PHONE BUYING BEHAVIOUR OF CONSUMERS IN BILASPUR CITY</b> .....	<b>44</b>
<b>Prince Kumar Mishra</b> .....	<b>44</b>
कांग्रेस का गिरता ग्राफ: एक विश्लेषण .....	51
मनोज कुमार .....	51
John Dryden and All for Love .....	55
Dr. Kakasaheb Dhondiba Dhaygude .....	55
<b>IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEES PERFORMANCE</b> .....	<b>59</b>
<b>PRAGATI SRIVASTAVA</b> .....	<b>59</b>
<b>“INFLUENCE OF CUSTOMER LOYALTY PROGRAMS ON CUSTOMER SATISFACTION AND ON CUSTOMER LOYALTY”</b> .....	<b>67</b>
<b>DHIRAJ KUMAR MISHRA</b> .....	<b>67</b>
Effect of Jumping Exercises on the Performance of Standing Broad Jump of Cricket Male Players.....	72
*Dr. CP Singh.....	72
<b>An Evaluative Study on ICT Knowledge of Students in Schools of Socio-economically Disadvantage Areas of Rajasthan</b> .....	<b>76</b>
<b>Dr.Ranjan Kumar Biswas</b> .....	<b>76</b>
<b>STUDENTS’ PERSPECTIVE: COMPARING LEARNING INSIDE VIRTUAL CYBERSPACE AND ACTUAL CLASS ROOM</b> .....	<b>89</b>
R.SELVAMOZHANA.K, .....	89
DR.DEEPA.J,.....	89
<b>E-GOVERNANCE INITIATIVES AND ISSUES</b> .....	<b>97</b>

Dr. Nancee .....	97
CHALLENGES OF HIGHER EDUCATION IN INDIA .....	106
Dr. Nancee .....	106
<b>A STUDY ON TRENDS IN ADVERTISING.....</b>	<b>113</b>
<b>Prof. MUDDASIR AHAMED KHAN N .....</b>	<b>113</b>
<b>DR. RITIKA MOOLCHANDANI.....</b>	<b>113</b>
<b>Prof. RADHIKA J.....</b>	<b>113</b>
A Study on Employee Effectiveness in IT Sector With Reference To Tamil Nadu.....	119
Ms. R. Dhanya, .....	119
Mr. T. Karthikeyan, .....	119
Ms. R. Vasanthi,.....	119
Dr. S. Bhawiya Roopaa,.....	119
Abstract.....	119
1. ResearchMethodology .....	122
Interpretation.....	126
ENVIRONMENTAL CONSTITUTIONALISM ASPECT: AN ANALYSIS.....	131
<i>SUKHCHARAN SINGH CHAHAL .....</i>	<i>131</i>
EMERGING TRENDS IN COMPETITION LAW: AN ANALYSIS.....	137
<i>SUKHCHARAN SINGH CHAHAL .....</i>	<i>137</i>
IMPACT OF MARKETING OF FINANCIAL SERVICES: ISSUES AND CHALLENGES- WITH SPECIAL REFERENCE TO MUTUAL FUNDS.....	145
Mukesh Kumar Sharma.....	145
Ambaris Pratap Singh.....	145
<b>A Study on Socio-economic Impact on Educational Perspectives of Saharia Primitive Tribal Groups in Madhya Pradesh .....</b>	<b>150</b>
<b>Dr. Ranjan Kumar Biswas.....</b>	<b>150</b>
<b>“Prospects of Global Marketing of Indian Footwear –A critical analysis “ .....</b>	<b>163</b>
<b>Dr Subhash Kumar Verma .....</b>	<b>163</b>
<b>Indian Agriculture Economy Support Achieving \$5 Trillion Economy of India: Opportunities and Challenges .....</b>	<b>175</b>
<b>Dr. Harshali B. Gomase.....</b>	<b>175</b>

---

<b>INDUSTRIAL PROBLEMS AND LABOURS CONDITION IN INDIA</b> .....	186
<b>Dr.lalchand K.Ramteke</b> .....	186
<b>Challenges in the way of Financial Inclusion: A Study of Pradhan Mantri Jan Dhan Yojana</b> .....	191
<b>Ajay Pal Singh*</b> .....	191
BMW scenario of India during COVID-19 pandemic .....	198
Deepa Bhambhani, Sunder Lal Sharma .....	198
“Block-Wise Patronage of Science and Technology Towards Secondary & Higher Secondary Students’ of Purba Medinipur District in West Bengal.” .....	205
Mr. Mrinal Maity .....	205
Article .....	216













