RESEARCH JOURNAL

COMCORDE

2025

DEPARTMENT OF COMMERCE
Lady Shri Ram College for Women

Delhi University

COPYRIGHT DISCLAIMER

EDITOR'S NOTE

It is with immense pride and excitement that we present to you the latest edition of Comcorde, the annual research journal of the Department of Commerce at Lady Shri Ram College for Women. This edition is a testament to the spirit of academic inquiry and innovation that defines our student community, featuring some of the finest research contributions across diverse domains such as marketing, finance, entrepreneurship, corporate governance, sustainable business practices, and emerging technologies in commerce.

This volume reflects months of dedication, critical thinking, and collaborative effort by the Editorial Board, who worked tirelessly to not only curate and compile the journal but also to foster a vibrant research culture within the department. Through workshops, mentorship sessions, and peer reviews, we aimed to guide first-time authors and seasoned writers alike in refining their work and nurturing a scholarly spirit.

We were heartened by the overwhelming response from students across the college, with submissions that brought forth fresh perspectives and rigorous analyses.

We would like to extend our deepest gratitude to our faculty mentors, the Union, and the entire Department of Commerce, for their unwavering support, guidance, and encouragement throughout this journey. Their mentorship has been instrumental in making this edition a reality.

Research at the undergraduate level is a vital stepping stone to greater academic pursuits and professional excellence. We hope that Comcorde serves as a launchpad for our students to dive deeper into the world of commerce research, sparking curiosity, critical thought, and a passion for lifelong learning.

As you turn the pages of this journal, we invite you to immerse yourself in the vibrant ideas and innovative approaches that define the spirit of LSR's Commerce Department. May this edition inspire new questions, challenge existing frameworks, and illuminate new paths of exploration.

Signing off,
Shreya Rajput
Editor-in-Chief
COMCORDE 2025

EDITORIAL TEAM

EDITOR-IN-CHIEF
Shreya Rajput

ASSOCIATE EDITORS
Ananya Pandey

Aakriti Bassi

Tanisha Sharma

T. Varsha

SUB EDITORS
Angel Anand

Mansi Sharma

Jannat Thakur

DEPARTMENT ANNUAL REPORT 24-25

The CommerceDepartment of Lady Shri Ram College for Women demonstrated a vibrant and engaging academic year 2024-25,marked by a diverse range of academic,extracurricular, and industry-oriented activities. These initiatives were meticulously plannedand executed to provide students with holistic development, fostering their intellectual curiosity, practical skills, and professional networks.

The academic year commenced with an Orientation Session held on August 29, 2024. This crucial event served as a welcoming platform for the new batch of students,introducing them to the college environment, departmental ethos, faculty members, and available resources. It aimed to ease their transition into college life and set the stage for a productive academicjourney.

Building on the academic foundation, the department organized the Indian Business League on October 3, 2024. This intra-departmental competition provided a stimulating platform for students to test and hone their business acumen through engaging case studies, simulations, and strategic problem-solving exercises. The event fostered critical thinking, teamwork, and a deeper understanding of the dynamicbusiness landscape.

The department continued its effortsto bridge the gap betweenacademia and the professional world by hosting an Alumni Meet on October 19, 2024. This highly anticipated event brought together past and presentstudents, creating valuablenetworking opportunities. Alumni shared their experiences, career trajectories, and insights, offering invaluable guidance and inspiration to the current batch.

Further enriching the students' perspectives, a sessionon Resilience and CareerInsights was conducted on November 21, 2024, featuringMs. Smita Aggarwal, a distinguished professional in her field. Her insightful talk provided studentswith practical strategies for navigating challenges, building resilience, and making informed career choices.

The department also celebrated Teacher's Day with traditional enthusiasm on September 5, 2024. This event providedstudents with an opportunity to express their gratitude and appreciation for the dedication and guidance of their faculty members, fostering a strong sense of community and respect within the department.

To provideexposure to national-level policy and economicperspectives, the department organized an interactive session on February 6, 2025, featuring experts from NITI Aayog. The discussion centered on the economicrole of tourism, shedding light on its potential for growth, employment generation, and sustainable development in India. This session broadened the students'understanding of the macro-economic environment and its impact on various sectors.

Moving beyond classroom learning, the department organized an Industrial Visit to Himachal Pradesh from February , 2 to 5, 2025. This experiential learning opportunity allowed students to witness firsthand the operations and practices of businesses focusedon sustainable craftsmanship. The visit provided valuable insights into traditional industries, their challenges, and the importance of sustainable practices in today's context.

The department also expanded its outreach through The Matrix Decoded podcast series. A Women's Day special featured Ms. Deepti Beri (Founder, BizWise Advisors) who shared insights on finance, startups, consulting, and leadership. Another episode highlighted Ms. Khyati Behl, Digital Marketing Strategist at Google, who spoke about her journey from an English major to the tech industry via IIM Kozhikode, inspiring students to embrace diverse career paths.

Additionally, two Industry Reports were released:

"Sustainability in Healthcare" examined eco-friendly practices in the sector.

"Dark Patterns of Marketing" explored unethical digital marketing tactics and called for consumer-centric strategies. Di please check this once for changes Inspiring the entrepreneurial spiritamong students, Ms. Jyoti Sharma conducted a highly engaging talk on Entrepreneurship on March 10, 2025. Her session shared practical advice, real-world

examples, and motivational insights,encouraging students to explore theirown entrepreneurial potential and consider innovative career paths.

The academic year culminated with the grand annual departmental fest, Comquest, held on April 2nd and 3rd, 2025.This two-day extravaganza served as a vibrant platformfor students to showcase their talents, knowledge, and competitive spirit across various domains of commerce.

Day 1 of Comquest, held on April 2nd, 2025,witnessed a highlyanticipated Panel Discussion featuring an esteemed lineupof industry leadersand policymakers. The session was graced by the presence of:

▪ Mr. Indy Bannerjee, Partnerat McKinsey, who shared his expertise on strategic management and global business trends.

▪ Mr. Amit Khatri, Co-founder of Noise, who offered valuableinsights into the dynamic world of entrepreneurship and the consumer electronics market.

▪ Mr. Purushartha Baldeo, Joint Secretary of Finance at the Government of India, who provided perspectives on national economic policies and financial frameworks.

▪ Mr. DhanendraKumar, Former Executive Director of the World Bank, who shared his extensive experience in international finance and development.

▪ Mr. Subhashish Nath, Founder & CEO of GRMI, who highlighted the growing importance of governance, risk management, and compliance in the corporate world.

The session was expertly moderated by the department's esteemed alumna, Ms. Kavya Khurana, who skillfully guided the discussion and facilitated insightful exchanges between the panelists and the audience.

Furthermore, the Commerce Department, through its dedicatedcell, organized the FoundersForum on April 2nd, 2025, as an integral part of Comquest. This exclusive platform served as a dynamic space where leadership met innovation. It fostered meaningful conversations and collaborations between budding entrepreneurs, established business leaders, and investors, providinginvaluable mentorship and networking opportunities.

Day 2 of Comquest, on April 3rd, 2025, continued the momentum with a diverse range of competitions spanningkey areas of commerce, includingfinance, human resources, environmental, social, and governance (ESG) factors, and marketing. These competitions provided students with a practical application of their theoretical knowledge and encouraged healthy competition and skill development.

The academic year concluded with an insightful session organized under the YouTube Educator's Forum on April 3rd, 2025. This session featuredprominent YouTube educatorsMr. Sunil Panda and CA Parag Gupta, who shared their experiences and strategies in leveraging digital platforms for education and knowledge dissemination. This session provided valuable insights into the evolving landscape of online learning and content creation.

In conclusion, the Commerce Department of Lady Shri Ram College for Women had a highly productive and enriching academic year 2024-25. The diverse range of activities, from orientation programs and academic competitions to industry interactions and alumni networking, provided students with a well-rounded educational experience, equipping them with the knowledge, skills, and networksnecessary to excel in their future endeavors. The inclusion of esteemed panelistsand

the dedicated Founders Forumwithin Comquest furtheramplified the department's commitment to fostering leadership, innovation, and industry engagement.

Department Students' Union-
President- Stuti Jain
General Secretary- Ruhani Bakhru
Treasurer- Jiya Agarwal

ANNUAL DEPARTMENTAL ACTIVITIES

YEAR – 2024-25

INDEX

Research Articles

RESEARCH ARTICLES

1.

Digital Immorality : Can AI and tech preserve human consciousness for future generations?

BY ANUPRIYA WANI

Department of Data Science Oriental Institute of Science and Technology Bhopal, India
EMAIL ID :- wanianupriya@gmail.com

ABSTRACT:

The digitally immortal dream of the ability to maintain human consciousness beyond death has captivated humanity for generations. With advances in artificial intelligence (AI) and neuroscience, this once distant imagination is brought closer to reality. This paper examines the possibility of encoding thoughts, emotions and memories in digital systems using machine learning, neural networks, and brain computer systems using brain computer interfaces (BCIs). From AI-controlled memory storage to interactive digital avatars, we look at whether technology truly understands the true essence of an individual. Ethical concerns such as identity, data protection and the emotional weight of digital legacy have also been critically analyzed. While full replicating consciousness remains a challenge, current advances show that AI-driven memory expansion and virtual personas can interact with digital echoes of those who have passed quickly. This study deals with the digital, immortal emotional, technical and ethical landscape, what it really means to live beyond our biological boundaries, and how they remember what they had before us.

KEYWORDS:

Digital immortality, artificial intelligence, mind-uploading, brain-computer interface, consciousness preservation, AI ethics.

INTRODUCTION

For centuries, people have dreamed of dying, prolonging their lives, and looking for ways to leave a lasting impression. The immortal idea is fascinated and motivates innovation from the old myths of eternal youth to modern cryogenic temperatures. But what if you could maintain your mind rather than maintain your body? Advances in artificial intelligence (AI), neuroscience, and computer limits of the brain (BCIS) have transformed rural ideas into serious scientific debates. The concept of digital immortality, which preserves and repeats human consciousness, raises deep questions about the meaning of living and how our identity exists beyond biological boundaries. Deep learning and natural language processing (NLP) allow for the creation of highly developed digital personalities that can simulate human thoughts and interactions. But can a collection of data and algorithms actually reflect the depth of human experience? Digitally immortal emotional, ethical and technical challenges remain extremely strong. What happens when digital replicas develop further beyond the people they are based on? Who owns or controls this digital consciousness? And how does society adapt to a world where virtual versions of relatives can always interact with each other according to their physical self? Examining summoning, AI-controlled memory reconstruction and new technologies dealing with digital avatars, simultaneously dominating the risks, limitations and social impacts of digital form consciousness. Understanding these factors can help us understand future impacts where death does not mean the end of existence.

METHODOLOGY

A. Technical Framework Conditions To investigate the feasibility of digital immortality, this study checks the progress of artificial intelligence, neuroscience, and memory coding. Cognitive models with AI-powered brain computer interfaces (BCIS) and deep neural networks serve as the basis for conservation and simulation of human cognition. We analyze neuroimaging methods such as functional MRI (fMRI) and electroencephalography (EEG) to determine their effectiveness in mapping and conserving neural activity. Furthermore, breakthroughs in quantum computing and synthetic biology consider the potential role in improving memory storage and computing power.

B. Collecting and Personalizing Data Gathering a person's essence requires a wide range of data, including memory, thought patterns, language, and emotions. This study evaluates techniques such as direct EEG scans and autobiographical recordings of AI-supported real-time behavior. NLP systems (AI-driven natural language processing) are evaluated for their ability to create realistic, interactive digital personas that can simulate human responses. Additionally, ethical concerns related to databases, security and long-term retention are considered.

C. Simulation and Machine Learning Models This article reviews the effectiveness of generatively controversial networks (geese), transformer models, and learning enhancement in the development of AI control awareness of Interactive and development. The capabilities, personality traits, decision-making processes, and adaptive learning mechanisms of these models are analyzed over time to assess the feasibility of generating digital continuations of the individual's essence.

D. Ethical and Social Implications In addition to technical feasibility, the ethical dilemmas associated with digital immortality have been critically examined. Questions such as continuity of identity, moral responsibility for AI-replicated personality, and social consequences of interaction with digital units have been considered posthumously. The study also addresses legal concerns such as post-mortem data rights, AI autonomy, and regulatory framework conditions. This must be decided to regulate the development and application of this technology.

CHALLENGES & LIMITATIONS

A.Technical obstacles Despite advances in AI and neuroscience, the full replica of human consciousness remains difficult to grasp. The limitations of current brain technology and the complexity of neuronal networks are significant obstacles. Storage coding accuracy and loyalty for digital simulations requires further research.

B. Ethical Concerns Digital Immortality emphasizes traditional ideas of identity and personality. If the persona generated by AI develops independently, will she still represent the ex? Ownership and approval are a serious concern when dealing with posthumous digital companies. Furthermore, the potential misuse of such technologies raises questions about security and reliability.

C. Social Acceptance The integration of digital units into human society remains uncertain. Some assume the idea of interacting with AI versions of their deceased relatives, while others feel worried or ethically problematic. The cultural and psychological impacts of digital immortality require comprehensive research to determine long-term survival rates.

FUTURE IMPLICATIONS

A. Advances in AI and Neuroscience

1. Interbrain Technology The latest breakthroughs illustrate the potential of interbrain interfaces. In collaboration with the Basque Center for Cognition, Brain and Language, researchers at the Meta fair Institute successfully deciphered implicit sentences from externally recorded brain signals, achieving accuracy of up to 80%. This advancement eliminates the need for invasive procedures and opens up new opportunities for nonverbal communication.

2. Initiative to Maintain the Brain Efforts to maintain the structural integrity of the brain after the profits of the corpse. Techniques such as deep cryocirculation limiting and advanced fixation methods aim to maintain complex maps of neuronal connections that allow future technologies to reconstruct, reconstruct or emulate individual perceptions.

3. Upload and Digital Recognition The concept of a spirit shop where the human mind is transferred to a digital medium focuses on the discussion of the achievement of digital immortality. This process involves creating a detailed map of individual neuronal connections and simulations in a digital environment. In other words, one's consciousness may exist independently of the biological body.

4. 2045 Initiative Founded by Russian entrepreneur Dmitry Itkov, the 2045 Initiative aims to develop technologies that can transfer people to non-biological careers. Your roadmap includes creating an autonomous livelihood system for the human brain and developing an artificial brain that can communicate human consciousness.

B. Philosophical Task The rise of digital immortality forces humanity to redefine important philosophical concepts such as the nature of self, memory, and consciousness. If a digital replica learns and continues to change beyond the death of the original person, will it remain the same or is it new? Are the problems of continuity and transformation a digital unit that is constantly developing than its original self, or is it just a demanding imitation? Furthermore, the issue of existential institutions becomes relevant. Should AI people have the rights if they can think independently? Does society accept these digital units as living things or classify them as mere data simulations?

C. Potential application Regarding the preservation of personal memory, digital immortality, may have applications in education, historical preservation, and mental health therapy. AI-generated personas can serve as interactive historical archives or provide friendship to those mourners.

D. Regulatory and Ethical Framework To Ensure Responsible Development, Political Decisions - Manufacturers and researchers need to determine clear guidelines for digital immortality. Laws dealing with digital identity, postmortem data rights, and AI ethics are essentially important to the design of the technology's integration into society.

CONCLUSION

Digital immortality stands on the crossroads of technological innovation and profound moral debate. whilst contemporary advancements in AI and neuroscience endorse that elements of human cognition can be digitized, actual awareness replication remains elusive. The pursuit of retaining human identification in virtual shape raises fundamental questions about personhood, autonomy, and the very nature of life. As society navigates this rising frontier, it's far critical to establish clean ethical frameworks, prison systems, and technological safeguards to make certain accountable implementation. whilst digital immortality offers the capacity for historical renovation, emotional guide, and better AI-driven interactions, it also contains dangers of misuse, identity distortion, and philosophical dilemmas about what it method to be 'alive.' destiny studies must bridge the distance among technological feasibility and ethical responsibility to decide whether virtual immortality becomes an extension of human legacy or an phantasm of recognition. As we stand getting ready to this progressive shift, our collective alternatives will form the trajectory of human reminiscence, identification, and existence within the digital age.

ACKNOWLEDGEMENT

REFERENCES

[1] G. EASON, B. NOBLE, AND I. N. SNEDDON, "ON CERTAIN INTEGRALS OF LIPSCHITZ-HANKEL TYPE INVOLVING PRODUCTS OF BESSEL FUNCTIONS," PHIL. TRANS. ROY. SOC. LONDON, VOL. A247, PP. 529–551, APRIL 1955. [2]J. C. MAXWELL, A TREATISE ON ELECTRICITY AND MAGNETISM, 3RD ED., VOL. 2. OXFORD: CLARENDON, 1892, PP.68–73. [3] K. ELISSA, "TITLE OF PAPER IF KNOWN," UNPUBLISHED. [4] M. YOUNG, THE TECHNICAL WRITER'S HANDBOOK. MILL VALLEY, CA: UNIVERSITY SCIENCE, 1989. [5] D. P. KINGMA AND M. WELLING, "AUTO-ENCODING VARIATIONAL BAYES," 2013, ARXIV:1312.6114. [ONLINE]. AVAILABLE: HTTPS://ARXIV.ORG/ABS/1312.6114[6] "EU AI ACT 2023." EUROPEAN COMMISSION. [ONLINE]. AVAILABLE: HTTPS://DIGITALSTRATEGY.EC.EUROPA.EU

●●●

2.

Q-Commerce- While Speed Takes The Front Seat, Ethics Take The Back Seat

BY ANSHU BANGA

Department of Commerce, Gargi College, University of Delhi
LinkedIn Profile: www.linkedin.com/in/anshubanga

Q-Commerce: While Speed Takes the Front Seat, Ethics Take the Back Seat

It was a freezing night in January 2025. I had no plans to order anything, but as soon as this notification caught my attention, everything I wanted seemed so significant, so important. I placed an order. When the delivery arrived, I stepped outside. And, the cold was unbearable, the smog thick, and the road deserted. Yet, the rider delivered my order right on time in such extreme weather conditions. Guilt hit me hard. When I opened my bag, I realized that nothing I had ordered was truly necessary. I didn't need a single thing that night. This made me think—did I not consider, even once, that he is someone's family?

Q-Commerce: A Revolution:

Undoubtedly, Q-commerce has revolutionized the way we shop, offering unmatched convenience with just a few clicks. It has transformed consumer behavior, truly proving itself to be a game-changer. I often hear my parents say, "Blinkit par dekhna" or "Blinkit kar lo," reflecting how seamlessly quick commerce has become a part of our daily lives.

Intent-driven vs. Impulse-based Purchases:

However, this transformation has also blurred the lines between intent-driven purchases and impulse buying. Intent-based purchases are carefully planned—consumers research and buy products they genuinely need, such as smartphones, laptops, or washing machines. In contrast, Impulse purchases are driven by instant gratification, often influenced by discounts, flash sales, or cravings—like ordering ice cream at midnight. Quick commerce thrives on this impulsive behavior, making it easier than ever to buy things we don't need but feel tempted to get.

Why Do These Strategies Work Even When Consumers Are Educated?

Despite being aware of marketing tactics, consumers still fall for them. This is because quick commerce companies leverage psychological triggers—urgency, fear of missing out (FOMO), and personalized notifications—to boost sales. The offers and personalized messages create a sense of urgency that overrides rational decision-making. Even educated consumers, who may initially resist, eventually give in to these lucrative offers.

Delivery workers are the backbone of the Q-commerce Industry:

Delivery workers are the backbone of this industry ensuring that orders arrive within minutes, no matter the weather or time. Yet, behind this convenience lies a harsh reality. A report titled Prisoners on Wheels? A Study on the Working and Living Conditions of App-Based Workers in India, conducted by PAIGAM (People's Association in Grassroots Action and Movements) and the Indian Federation of App-Based Transport Workers (IFAT), exposes the alarming working and living conditions of delivery workers. The findings of this report have been sourced from a Quint article:

● 75 percent said that they work more than 10 hours a day.
● 48.24 percent said they couldn't afford to take even a single day off during the week.
● 34.4 percent earn less than Rs 10,000 a month after deducting all their monthly expenses (maintenance, EMIs, Challans etc.)
● 85.9 percent of the delivery persons said that the new policy of 10 minute-instant deliveries was completely unacceptable to them.
● 41.5 percent faced violence at work, and 64.3 percent complained of not getting any support from aggregator companies when faced with violence.
● 87 percent reported being affected negatively by the issue of ID blocking and deactivation in some way or the other.

Time to Redefine 10-Minute Delivery:

It's no secret that most late-night orders are driven by impulse purchases. That's why companies don't send notifications for essential items. As quick commerce continues to dominate, here's the critical question we must now ask: Are we willing to risk someone's safety for the sake of impulse buys? As much as quick commerce thrives on instant gratification, I believe there's room for a solution that benefits all stakeholders. One possible solution I propose is offering next-day delivery for non-essential items during winter nights, especially in harsh weather conditions. This would allow:
● Companies to maintain their sales.
● Delivery personnel to be protected from hazardous conditions.
● Companies to position themselves as ethical brands that value both employees and consumers.
Educating consumers about this shift could lead to a broader understanding of why this change is necessary. As consumers, we have the power to demand this change. A perfect example of this is how, during Navratri in India, people avoid onion and garlic. So, golgappa vendors don't add onion to their fillings out of respect for religious sentiments. This shift is driven by consumer demand and respect for Indian culture and traditions. If consumers can drive changes in food, we can do the same for ethical practices in quick commerce.

Conclusion & Call to Action:

Q-commerce thrives on speed, but a small shift—delivering non-essential items the next morning during winter nights—won't harm businesses. If we, as consumers, can influence businesses based on culture and traditions, why not for humanity? By demanding more ethical delivery practices, we can help reposition companies as responsible brands. The future of Q-commerce is not just about speed—it's about ethics. As reported by The Quint, one delivery worker shared: "We go to pick up food in a restaurant, but they tell us to wait outside. We miss our own meals to satisfy the hunger of the customers. Forget about offering water, the customers shout at us, make us climb many floors and disallow us from using their lifts! Dog bites are a serious issue in this field!" It's high time we begin a conversation about the future of Q-commerce. As this industry continues to dominate, we must prioritize the well-being of those who make it all possible—the delivery workers.

Sources:

The findings of the PAIGAM report are based on a Quint article. The delivery worker's statement is also sourced from The Quint.

•••

3.

Balancing Profitability with Sustainability and Ethical Considerations

BY MEDHANSH SETH

In today's fast-paced, profit-driven world, businesses are increasingly being asked to step up and address global challenges like climate change, resource depletion, and social inequality. But here's the catch: pursuing sustainability and ethical practices often feels at odds with the primary goal of most companies—making money. So, can businesses prioritize sustainability and ethics without sacrificing their financial success? The answer isn't simple, but it's possible. It requires understanding the challenges, finding creative solutions, and learning from companies that have already walked this path.

THE CHALLENGES: WHY IS IT SO HARD?

Short-Term vs. Long-Term Goals

One of the biggest hurdles is the tug-of-war between short-term profits and long-term sustainability. In a competitive market, businesses often feel pressured to deliver quick financial results to keep shareholders happy. This can lead to decisions that prioritize immediate gains over environmental or ethical considerations. For example, a company might cut costs by using cheaper, non-renewable materials or skimping on waste management. While these moves might boost profits in the short term, they can lead to bigger problems down the road—environmental damage, reputational hits, and even fines for non-compliance with regulations.

High Initial Costs of Going Green

Let's face it: sustainable practices often come with a hefty price tag upfront. Transitioning to renewable energy, adopting eco-friendly production methods, or sourcing sustainable raw materials can be expensive. For smaller companies, especially, these costs can feel overwhelming. And when the financial benefits aren't immediately visible, it's hard to justify the investment. Companies need to weigh the long-term benefits against the short-term strain on their budgets

Investor Expectations

Investors and shareholders typically care more about financial returns than environmental or social impact. This creates a dilemma for companies that want to go green but also need to meet investor demands for profitability. Bridging this gap requires a shift in mindset—both from investors and companies. Businesses need to show that sustainability isn't just about doing good; it's also about doing well financially in the long run.

Greenwashing and Consumer Skepticism

Then there's the issue of greenwashing—companies exaggerating or outright lying about their environmental efforts. This has made consumers skeptical of corporate sustainability claims. For businesses that are genuinely committed to sustainability, this means working harder to prove their authenticity. If companies don't back up their claims with real, measurable actions, they risk losing consumer trust and damaging their reputation.

Strategies for Success: How Can Companies Make It Work?

Despite these challenges, many companies have found ways to integrate sustainability into their business models without sacrificing profitability. Here's how they're doing it:

Innovation and Efficiency

Innovation is key to making sustainability work. By investing in new technologies and processes, companies can reduce waste, lower energy consumption, and improve efficiency. Take Interface, a global leader in modular flooring. They've embraced a closed-loop production system where materials are recycled and reused. Not only does this reduce their environmental impact, but it also cuts costs in the long run. It's proof that sustainability and profitability can go hand in hand.

Leveraging Government Incentives

Governments around the world are offering incentives to encourage businesses to go green. Tax breaks, grants, and subsidies for renewable energy projects can help offset the initial costs of sustainable practices. Companies that take advantage of these programs can reduce their financial burden while contributing to environmental sustainability.

Tapping into Consumer Demand

As consumers become more environmentally conscious, there's growing demand for eco-friendly products and services. Companies that prioritize sustainability can tap into this market, enhancing their brand image and increasing sales. Unilever is a great example. Their "Sustainable Living" plan focuses on reducing waste, cutting water usage, and sourcing raw materials responsibly. This approach has not only boosted their sales and market share but also strengthened their brand reputation.

Transparency and Accountability

Transparency is crucial for building trust with consumers and investors. Companies that are open about their sustainability efforts, challenges, and progress can demonstrate their commitment to responsible practices. Apple, for instance, publishes annual Environmental Responsibility Reports detailing their efforts to use 100% renewable energy and reduce their carbon footprint. This transparency not only enhances their reputation but also attracts environmentally conscious consumers and investors.

CONCLUSION: IT'S POSSIBLE, BUT NOT EASY

Balancing profitability with sustainability and ethical considerations is undoubtedly challenging, but it's not impossible. Companies that prioritize innovation, transparency, and long-term thinking can achieve both financial success and responsible practices. By learning from the examples of companies like Unilever, Interface, and Apple, businesses can navigate the path to sustainable profitability, ensuring a better future for both their bottom line and the planet.

In a world where consumers and investors are increasingly demanding ethical and sustainable practices, businesses that embrace these principles will not only survive but thrive in the long run. The key lies in recognizing that sustainability isn't just a cost—it's an investment. And when done right, it can yield significant financial, environmental, and social returns. By integrating sustainability into their core strategies, companies can create a win-win scenario where profitability and responsibility coexist harmoniously.

A Human Touch

At the end of the day, this isn't just about numbers or corporate strategies—it's about people. It's about the communities affected by climate change, the workers in supply chains, and the consumers who want to make ethical choices. Businesses have the power to make a real difference, not just for their shareholders but for the world. And while the journey isn't easy, it's worth it. After all, what's the point of profit if it comes at the cost of the planet or the well-being of others?

By taking small, meaningful steps—whether it's reducing waste, investing in renewable energy, or being transparent about their efforts—companies can show that they care about more than just the bottom line. And in doing so, they can inspire others to follow suit, creating a ripple effect that benefits everyone.

So, can businesses balance profitability with sustainability and ethics? Yes, they can. But it takes courage, creativity, and a commitment to doing what's right—not just for today, but for the future. And isn't that what true success is all about?

●●●

4.

Digital Horizons: Innovations Redefining Business in the AI Era

BY S. VASUDEVAN & YUTESH P.

With the advent of AI, it has become omnipresent across all businesses; there is no place in the business world that does not employ AI in its operations. And AI has become the top priority of business at all levels.

So, this research article dives deep into the key disruptions of AI in the business world.

AI-DRIVEN OPERATIONAL EFFICIENCY

Infographic Idea: Before vs. After AI Implementation
Create a comparative bar chart showing cost savings, error reductions, and time savings after deploying AI solutions in operations.

Starting with the use of robots powered by AI, they speed up the production process in industries by eliminating key bottlenecks. AI-powered robots have been a common sight across industries lately, and to add further, key tasks like payroll processing and supply chain management have been made cost-effective with the use of AI.

For example, Coca-Cola uses AI to monitor its supply chain, ensuring that bottling plants operate optimally, and that consumer demand is met without delays.

Predictive analytics offers another example. Companies like Asian Paints use AI to predict consumer demand and manage inventory levels with precision. To quote further, Asian Paints purchased supercomputers in the country even before the Government of India. It is the foresight and trust in AI that prompted Asian Paints to purchase a supercomputer in the 70s.

REVOLUTIONISING CUSTOMER EXPERIENCE

Infographic Idea: AI in Customer Engagement
A pie chart or flowchart illustrating how businesses allocate AI in customer service: chatbots (35%), recommendation systems (40%), and sentiment analysis (25%).

Of late, AI has been increasingly employed to enhance customer experience. Spotify has AI recommendations for playlists based on the user's taste and preferences; this move was positively received by its users, prompting many others to make use of this feature.
Let's quote an example of India as well: IRCTC, an Indian-owned PSU that provides ticketing and catering services for Indian Railways, has employed Ask Disha, an AI-powered chatbot that helps users book a ticket without any manual intervention.
So, steps like this help enhance customer experience, leading to customer delight.

FOSTERING CREATIVITY AND INNOVATION

Infographic Idea: Generative AI Applications Across Industries
A visual showing different AI applications: content creation in media, design in architecture, and R&D in pharmaceuticals.

AI has been becoming a partner in innovation rather than a competitor.
For instance, Nike has been using AI-driven tools to prototype and customise shoe designs, and this has drastically sped up production timelines while taking customer preferences into consideration.

BUILDING RESILIENCE IN A DYNAMIC WORLD

Post-COVID-19, businesses are building themselves to stay resilient, and with the use of AI, which is equipped with risk assessment tools, they can help companies ward off any threat of uncertainty and respond to them effectively.
This throws weight on the fact that AI's role is not just a tool but a strategic asset in navigating challenges.

Ethical Considerations and Challenges

Although there have been strong criticisms of the increasing popularity and choice of businesses to use AI in their functioning, one must accept the fact that AI has exponentially transformed everyone's lives.

Many sections of society have raised concerns such as data privacy and the threat of layoffs, but it is on the businesses to take a call on these issues and use AI responsibly by ensuring transparency and compliance with local laws and regulations.

Further, the governments must invest in upskilling the youth in the field of AI since it is the domain of the future; also, they must frame stricter laws that hold businesses accountable for any misuse.

Conclusion

In a nutshell, the next century is expected to be more exciting due to the constant change in technology and business. Innovations in AI are altering the functioning of businesses hugely, and their impact has been increasingly positive.

So, the onus lies on businesses and governments to embrace them and make use of AI ethically and efficiently.

Let's see AI as an opportunity that helps businesses and governments perform at a higher level and deliver services efficiently.

So, to end, "The good times of AI have just begun!"

●●●

5.

The Confluence of Indian Classical Music with Management- An Interdisciplinary Perspective

BY DHWANI

ABSTRACT

This paper explores the intersection between Indian classical music and management principles, demonstrating how the structure, discipline, creativity, and collaboration in classical music resonate with key theories in management by Henri Fayol, Frederick Taylor, and Elton Mayo. Concepts like raga, tala, and improvisation in music are paralleled with strategic frameworks, time management, and adaptability in organizations. Through examples of legendary musicians like Ravi Shankar and M.S. Subbulakshmi, the study illustrates real-life embodiments of leadership, team spirit, emotional intelligence, and structured efficiency. Ultimately, this interdisciplinary analysis advocates for applying music-based insights into managerial contexts to promote innovative, emotionally intelligent, and sustainable business practices.

A Unique Intersection: Indian Classical Music and Management

Indian classical music, built upon the foundations of ragas and talas, is a complex and expressive system that also reflects principles essential to effective management. This paper delves into how traditional practices and philosophies of Indian classical music align with established management theories.

Interdisciplinary Significance

As interdisciplinary thinking gains prominence, exploring parallels between music and management fosters innovative understanding. Music, which develops cognitive and emotional faculties, shares qualities with successful managerial practices, such as adaptability, teamwork, and leadership. Musicians, much like managers, must work within defined frameworks while responding to changing environments.

Structure and Flexibility in Indian Classical Music

Indian classical music is rooted in tradition, yet thrives on improvisation. Each raga offers a fixed melodic framework, but allows for creative expression within its boundaries. Similarly, management operates within organizational structures while relying on the innovation of leaders and teams to adapt to dynamic markets.

The Raga: Strategic Framework

Raga, the melodic base in Indian classical music, is analogous to a company's mission. It provides a structure that guides expression and evokes emotion. Musicians balance adherence with creativity—just as managers must work within organizational strategy while innovating to meet changing demands.

The Tala: Time and Discipline

Tala, the rhythmic framework, emphasizes timing and structured repetition. It mirrors the importance of time management and process discipline in organizations. The ability of musicians to remain creative within these cycles is akin to managerial adaptability within fixed timelines.

Improvisation: Creativity within Constraints

Improvisation in music requires extensive practice and understanding of structure. Similarly, managers must improvise when facing complex problems. Creativity within boundaries is crucial for effective leadership and strategic response to unexpected challenges.

Management Principles in Indian Classical Music

Henri Fayol's Principles: Structure and Unity:
- **Division of Work**: Indian classical performances demonstrate specialization—each artist (vocalist, tabla player, etc.) contributes their expertise, aligning with Fayol's call for role-based specialization in organizations.
- **Discipline**: Years of rigorous training, obedience to the guru, and adherence to the raga-tala framework illustrate the value of discipline, echoing Fayol's principle.
- **Esprit de Corps**: Mutual respect and teamwork among performers, especially in duet formats like jugalbandi, exemplify Fayol's focus on team spirit and organizational cohesion

Frederick Taylor's Scientific Management: Standardization and Efficiency:
- **Standardization:** Indian music is built on standardized structures (ragas and talas) that musicians master through practice. This reflects Taylor's push for optimizing work through standardized methods.
- **Time Management**: Tala cycles are meticulously followed, requiring precision and rhythm—akin to time optimization in Taylor's model of efficiency.

Elton Mayo's Human Relations Theory: Emotion and Connection
- **Group Dynamics**: Indian classical ensembles emphasize synchronicity and shared understanding. Like Mayo's workplace groups, mutual respect enhances performance.
- **Emotional Involvement**: Musicians aim to connect emotionally with their audience. This parallels Mayo's belief in motivation and engagement as productivity drivers.

Musicians as Managers: Real-life Examples

Ravi Shankar: Vision, Innovation, and Discipline

Ravi Shankar globalized Indian classical music through consistent collaboration and direction, demonstrating Fayol's principles of Unity of Direction and Division of Work. His structured approach in partnerships, especially with Western musicians, reflects efficient leadership and cross-cultural adaptability

M.S. Subbulakshmi: Discipline and Emotional Intelligence

Renowned for her commitment to rigorous practice and emotional depth, Subbulakshmi embodies Fayol's Discipline and Mayo's emotional engagement. Her ability to connect through devotional music like "Bhaja Govindam" highlights the transformative power of emotional intelligence in both music and management.

Implications for Management Practice

Lessons from Indian classical music offer management insights into structure, adaptability, emotional engagement, and teamwork:
- Discipline and Innovation: Rigorous training combined with space for creativity in music parallels effective business practices that balance control with freedom.
- Emotional Intelligence: The musician's goal of emotional resonance aligns with Mayo's humanistic management. Managers who connect emotionally with employees foster higher engagement and productivity.

Teamwork and Collaboration: Performances require deep mutual understanding, much like high-performing teams in organizations

CONCLUSION

Indian classical music, though ancient, aligns with modern management theories. Its disciplined structure, emphasis on teamwork, and deep emotional engagement mirror Fayol's, Taylor's, and Mayo's management principles. A synthesis of these fields highlights the possibility of applying musical philosophies to enhance managerial effectiveness.

By harmonizing creativity and control, organizations can cultivate cultures of innovation and empathy. Just as a musician combines structure and improvisation to produce beauty, a successful manager must balance planning with adaptability, and authority with emotional insight.

MY CONTRIBUTIONS

I explored the foundational elements of Indian classical music—raga, tala, and improvisation—and examined their relevance to management theories. I analyzed how music parallels the managerial concepts introduced by Fayol, Taylor, and Mayo. By drawing from examples of renowned Indian musicians, I demonstrated how musical discipline and emotional intelligence can serve as a guide for leadership, teamwork, and innovation in the modern business world.

●●●

6.

Game of Selections: A Game Theory Analysis of Club Selections

BY KAVYA GUPTA

INTRODUCTION

On college campuses, students often struggle to balance their studies with the pressure to secure leadership positions in clubs and committees. These roles are limited, so students must make tough choices about how to use their time. The selection process, which sometimes involves multiple rounds, means that one student's success can reduce opportunities for others. To succeed, students must focus on showcasing their achievements, building connections, and persuading peers, all while ensuring their academics don't suffer. This project looks at these challenges using game theory to understand better how students make smart decisions in such a competitive environment. In this study, we use game theory ideas like Nash equilibrium, minimax strategies, and linear programming to analyze the selection process. By treating the process as a two-player zero-sum game, we show how students can balance competition and collaboration to improve their chances. We also create a tool using the simplex method to help students manage their time wisely between studies, networking, and extracurriculars. This project not only sheds light on campus competition but also highlights how similar strategies can apply to workplaces, startups, and content creation. Our goal is to help students make better decisions and achieve success without creating unnecessary conflict.

PROBLEM STATEMENT

With so few spots available, club leadership positions and campus elections are extremely competitive, fostering a zero-sum mentality where one student's success comes at the expense of another's. Students must make calculated decisions in this situation, striking a balance between their academic obligations and the work necessary to prepare for the election.

They must choose between putting in time for campaign activities and doing well in their schoolwork. Students also have to choose between actively competing for jobs or forming alliances with their peers. Managing peer relationships, controlling academic achievement, and reducing the dangers of forgoing education in favor of leadership roles are the true obstacles.

LITERATURE REVIEW

A zero-sum game is any interaction in which one person's gain results in an equivalent loss by the other participant and no net gain is achieved (Investopedia et al., 2024). Nash equilibrium is a concept in game theory where the game reaches an optimal outcome and gives individual players no incentive to deviate from their initial strategy. The players know their opponent's strategy and will still not deviate from their initial chosen strategies (Chen et al., 2024). The study "Student Politics: A Game-Theoretic Exploration" by Soumyanetra Munshi models student elections where larger political parties influence campus politics through "extra-electoral" investments. It found that more popular student parties are likely to engage in greater conflict and violence, even if disliked by voters because they are confident of retaining their core supporters (Munshi, 2014). 3 Methodology This section outlines the approach used to analyze the strategic decision-making of students competing for campus leadership positions. The analysis models this scenario as a zero-sum game using game-theoretic tools, supported by primary data collected through a survey and processed into a structured payoff matrix.

Research Design: The study employs a quantitative approach to collect, analyze, and interpret primary data. The objective is to identify rational strategies adopted by students when balancing academics and campus election preparation. These strategies are modeled using a 3x3 payoff matrix in a zero-sum game, where one player's gain equals the other player's loss.

Questionnaire Design: The questionnaire consists of 10 targeted questions designed to quantify Effort Distribution, Strategic Choices, how students' perceived gains or losses in academics and elections, Impact of Competition. Each question allows for measurable, structured responses (e.g., multiple-choice or Likert scale), which are used to determine player strategies and payoffs.

Sample Selection: Simple random sampling was used among 30-40 respondents to ensure unbiased representation across the student population.

Game Theoretic Modeling: We modeled the competition for leadership positions as a 3x3 zero-sum game involving two rational players (Candidate A and Candidate B). The strategies were defined based on survey responses as follows: Strategies and Payoff Concepts and Tools for Analysis: Python for solving the payoff matrix and identifying equilibrium strategies.
Data Analysis Process :
Organize Responses → Assign Payoffs → Solve the Game Limitations :
The sample size may not fully represent all student behaviours across campuses.
Assumptions about payoffs may vary for individuals with differing priorities.

●●●

THANK YOU