

# International Research Journal of Management Science & Technology



**ISSN 2250 – 1959(Online)**  
**2348 – 9367 (Print)**

*An Internationally Indexed Peer Reviewed & Refereed Journal*

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

Published by iSaRa Solutions

---

Current Economic Scenario of BRICS Countries.....	11
Dr Vaibhav.....	11
Formulation And Evaluation of Aspirin by Using Natural Polymer( Okra ).....	19
Shinde Anjali Manik.....	19
Swapnali Zore.....	19
Chavan Pradeep Vijaykumar.....	19
<b>An approach for Improving partitioning quality and social trust.....</b>	<b>34</b>
<b>Dr. Sushil Kumar Sharma.....</b>	<b>34</b>
IMPACT OF COVID-19 ON THE INDIAN AVIATION SECTOR.....	43
Neelam Dahiya.....	43
An Analysis of Hangyo Ice Cream PVT LTD's Marketing Mix Strategy.....	53
Prof. Immaculate Mary.....	53
Dr. Jothimani K.....	53
Electronic waste Management.....	64
-Geetika.....	64
The Bitcoin: Journey and Legality in India.....	68
Shekhar Gehlot & Dr. Amit Dhall.....	68
The study of Behavioural Finance through AI and Social Media Analytics.....	77
Neha Chandra.....	77
Recent Advancement in Maize Production Technology: A Review.....	82
Kuldeep Kumar <sup>1*</sup> , Sanjeev Kumar Singh <sup>2</sup> and Jitendra Kumar Malik <sup>3</sup> .....	82
Introduction.....	82
Role of Plant-based nanomaterials in crop protection.....	94
Rakesh Kumar* and Ram Kumar.....	94
A Review Paper on Omnichannel Retailing, Its Scope and Challenges in India.....	108
Ms. Ishika Manjima.....	108
Ms. Mansi Singh.....	108
Dr. Sougata Banerjee.....	108
References.....	116
“A quasi – experimental study to assess the effectiveness of demonstration and video assisted teaching regarding endotracheal intubation and its long term complications among the students of B.Sc (N) 2 <sup>nd</sup> year of different nursing colleges of district Kangra, Himachal Pradesh.”.....	120
Ankita Sharma,.....	120
Guide Ms. Shalini Dhiman.....	120

Threat modeling, its role in analyzing security of an application – a study. ....	137
* Thyagaraju Guturu .....	137
**Prof. Mohan Venkataram.....	137
MUTUAL FUND V/S HEDGE FUNDS.....	149
DR.RICHA JOSHI.....	149
Emerging Effects Of Air Pollution on Leaf Properties of Some Plants Collected From Koradi Suburb of Nagpur. ....	154
Piyush kumar Rajendra Sharma.....	154
Punita Sarvesh Tiwari .....	154
Design & Fabrication of EV by using Lithium-ion Battery fed to PMDC Motor & a Comparative Study .....	161
<sup>1</sup> Suma Gurulingaiah Charantimath, <sup>2</sup> Raja Hatti, <sup>3</sup> Gousepeer, <sup>4</sup> Nithin H, <sup>5</sup> Shyamu .....	161
Mail id: sumasavita@gmail.com, rajahatti73@gmail.com, pgouse73@gmail.com nithinh332@gmail.com, shyamseenu7@gmail.com .....	161
<b>Real time application of deep learning at work .....</b>	<b>166</b>
<b>Dr. Latesh kanoujia .....</b>	<b>166</b>
Role of ICT in Transforming Higher Education in India .....	176
Dr. Ramesh, .....	176
NATIONAL EDUCATION POLICY 2020 (EXECUTION AND EFFECTIVENESS) TEST OF ACDEMIC LEADERSHIP.....	183
Manoj Shukla,.....	183
Green Computing: A Survey On Current Research Trends.....	187
Priyanka Balhara                      Rakhi Soni .....	187
ग्राफिक डिजाइन एक व्यवसायिक परिदृश्य .....	191
डा. राजेश कुमार निमेश.....	191
The Impact of Retained Earnings on The Growth Companies in Select Pharmaceutical Companies .....	200
Venkataramana Arangi .....	200
Senior Research Fellow, Dept. of Commerce and Management studies, Andhra University, Visakhapatnam, AP, India. ....	200
Prof. N. Kishore Babu,.....	200
Dr. G. Taviti Naidu, .....	200
<b>Innovative Leanings in Internet of Things: A Review .....</b>	<b>207</b>
<b>Sudesh Kumari.....</b>	<b>207</b>

Sustainable Financing: Evaluating the Environmental Impact of External Borrowings by Large Indian Public Sector Undertakings .....	211	
Author 1: CMA Mayank Bajpai* .....	211	
Author 2: Prof. (Dr.) Audhesh Tripathi .....	211	
Author 3: Dr. Anita Tiwari .....	211	
PBE-GGA method for Study of Structural, Electronics and Magnetic Properties of ErCdTi Alloy	220	
Dr Anjeli Garg* .....	220	
<b>Abstract</b> .....	220	
<b>COMPUTER VISION &amp; FACE RECOGNITION</b> .....	226	
<b>(DEEP LEARNING APPROACH)</b> .....	226	
<b>Author: Pulla Deepika,</b> .....	226	
Role of Behavioral Finance in Shaping Modern Marketing Campaigns .....	235	
Dr.Anchal Singh	Dr Vaibhav.....	235
Dr. Lal Baboo Jaiswal.....	235	
ARTICLE.....	245	













