



JOINTLY ORGANIZED BY

G H RAISONNI INSTITUTE OF MANAGEMENT AND RESEARCH, NAGPUR, INDIA
&
G H RAISONNI COLLEGE OF ARTS, COMMERCE & SCIENCE, WAGHOLI, PUNE, INDIA

NAAC Accredited B++ Grade

Khaperkheda, Nagpur. Ph. (0712) 6617181

W: ghrimrn.raisonni.net | E: ghrimrkha@raisonni.net

ZENITH ' 23

(EDITION - 4)

A Multidisciplinary Virtual International Conference

on

"Management, Entrepreneurship and Technology & Social Sciences:
Its advancements for innovation and its impact in the Digital Era".

Date : 26th & 27th June 2023
(Monday & Tuesday)



GLOBAL
EDUCATION
Always A Step Ahead

ISBN 978-81-946772-5-3

Engineering

Management

Law

Schools

Other Courses

■ NAGPUR ■ PUNE ■ JALGAON ■ AMRAVATI ■ CHHINDWARA



Table of Contents

Sr. No	Research Paper Title & Author Name	Page No
1.	A study of the Impulse Buying Behavior of Consumers for FMCG Products in Satna, M.P. Dr. Prashant Mishra Global Business School & Research Centre Dr. D. Y. Patil Vidyapeeth (Deemed to be University)Pune, Maharashtra	19
2.	A Study on Economic Development through Rural Entrepreneurship Special reference with the state of Madhya Pradesh Dr. Apurva Bhatnagar ¹ RahulVishwakarma ² Saloni Sharma ³ School of Management & Commerce, SAGE University, BHOPAL	19-20
3.	Technology And Innovation In Business Vijay Kumar Tiwari Deeppartment of Computer Science Chaitanya Science and Arts College Sasha Road, Pamgarh, Janjgir-Champa (C.G.)	20-21
4.	A study on consumer behaviour towards Digital payments in Bangalore City. ¹ Chandan Nandihal S, ² Dr. Atul Loomba ¹ Author and Research scholar, ² Co-Author and guide-RNTU ¹ Department of Management, ¹ Rabindranath Tagore University, Bhopal, Madhya Pradesh, India ² Department of Management, ² Rabindranath Tagore University, Bhopal, Madhya Pradesh, India	21-22
5.	Revolutionize your External Auditing with Computerized Accounting Information Systems: Insights from Karnataka's Commercial Banks Dr. Murlidhar S .V. Assistant Professor Department Of Commerce And Management Government First Grade College Kuvempunagar, Mysore, Karnataka	23

Zenith-23 (Edition-4)

A Multidisciplinary Virtual International Conference on “Management Entrepreneurship and Technology & Social Science : Its advancement for innovation and its impact in the Digital Era”

ISBN No: 978-81-946772-5-3

	<p>library research, and social media Dr.G. Anitha Rathna a* & Sneha Jayalakshmi. J a a* Assistant Professor, Department of Commerce, PSG College of Arts & Science, Tamil Nadu, India. Research Scholar, Bharathiar University, Tamil Nadu, India</p>	
53	<p>Promoting Innovation through the Development of Entrepreneurs and Business Incubation centre Priyanka Mahale Research scholar Bharatiya Jain Sanghatana Arts, Science & Commerce College ,Pune</p>	63-64
54	<p>Exploring Recent Trends in Civil Engineering: Shaping the Future of Infrastructure Mr. Manas Rathore Assistant professor, Department of Civil Engineering Kalinga University, Naya Raipur (C.G.)</p>	64-65
55	<p>Gender Equality Plans and Strategies in New Education Policy (NEP)-2020 Dr. Santosh Kumar Dipawalee Mishra F. Y. B. Tech Department Pune, India G H Raison College of Engineering & Management,</p>	65
56	<p>How has the Podcast Changed Society? Shreya Dwivedi (Research Scholar), ASCo Dr. K.N Kishore (Supervisor), ASCo Amity School of Communication Amity University Chhattisgarh, (ASCo)</p>	66
57	<p>A Study on Impact of ‘Intellectual Stimulation dimension of Transformational Leadership’ on Employee Job Satisfaction. 1. Author: Mr. Rajani Panchkaran Gaganmale Designation: Research Scholar – Management, RNTU Bhopal. 2. Co-Author / Supervisor: Dr. Shubhi Nigam Designation: Assistant Professor –Faculty of Management, RNTU Bhopal. 3. Co-Author / Co-Supervisor: Dr. Aditya Upadhyay Designation: Associate Professor –Faculty of Management, MGU Bhopal.</p>	66-67

Miss. Srushti Jain

Asst. Professor, Ashoka Center for Business & Computer Studies, Nashik

Email Id: srushtijain2512@gmail.com

Miss. Kashish Soni

Student, Ashoka Center for Business & Computer Studies, Nashik

Email Id: kashishsoni209@gmail.com

Miss. Foram Gadhiya

Student, Ashoka Center for Business & Computer Studies, Nashik

Email Id: foramgadhiya06@gmail.com

Abstract

Human can control everything except time. To be progressive enough, one must win over time by managing it efficiently. Managing time efficiently can bring quite noticeable changes in productivity and ultimate results. Along with this time management also helps in reducing stress and pressure and does not bring load all at once which prevents last minute work and prevents mishaps Because of being not able to manage time properly, a person may miss a life changing opportunity. Time management is important for every individual, for every task, every sector, every project, literally for everything. Time management is specially of more importance for people who study, majorly for college students. Hence, the aim of this research paper was to study how college students spend their day and how they manage their time and how time management plays an important role in career development of college students.

STUDENTS OPINIONS AND BEHAVIOR REGARDING THE USAGE OF MOBILE TECHNOLOGY, LIBRARY RESEARCH, AND SOCIAL MEDIA

Dr.G. Anitha Rathna a* & Sneha Jayalakshmi. J a

a* Assistant Professor, Department of Commerce, PSG College of Arts & Science, Tamil Nadu, India.

a Research Scholar, Bharathiar University, Tamil Nadu, India

Corresponding author Mail Id: anitharathna29@gmail.com

Abstract:

Today’s education and teaching system is based on technological advancement in the mobile application. Especially Gen Z students are using mobile applications for learning and as well for social media. There is beneficial communication between students and teachers are most essential. Nowadays, Gen Z students are facing numerous problems while using mobile phones with technology. Respondents are spending more time on the Internet, students are physically and mentally affected. Data was collected from the students; this study is based on the opinion of students on the use of mobile technology in education and also the usage of social media. The data was collected from 249 students based on random sampling techniques. Based on research findings, the problems faced towards internet usage on mobile do not vary significantly based on the age of the respondents and the opinions towards internet usage on mobile do not vary significantly based on the gender of the respondents.

Kew Words: Internet, Mobile, Students, Technology, Gen Z

**PROMOTING INNOVATION THROUGH THE
DEVELOPMENT OF ENTREPRENEURS AND
BUSINESS INCUBATION CENTRE**

Priyanka Mahale
Research scholar

Bharatiya Jain Sanghatana Arts, Science & Commerce College ,Pune
Address: Blgw No: 23B,Shantikiran Society, Lonikalbhor,Pune -412201

9545474474/9373365708
priyankamahale24@gmail.com

Abstract

Business incubation is a method used by institutions to foster an environment that encourages entrepreneurship and innovation for direct engagement between academia and business. Entrepreneurial start-ups are widely acknowledged as having a significant impact on economic growth, social equity, and technological innovation. The establishment of Technology Incubation Centers at institutions of higher education is necessary to foster the growth of young entrepreneurs there. This article covers the development of young entrepreneurs by assisting institutions of higher learning for the establishment of Business Incubation Centers, realising that innovation is the engine for the expansion of prosperity and national competitiveness. The paper also examines the best practices for incubators to use in order to meet their goals for product development, entrepreneurial growth, and job creation.

Key Word: Entrepreneurship education, Incubation centre, Incubation, Entrepreneur, Higher Learning, Innovation, Start-up, Best Practices.

Exploring Recent Trends in Civil Engineering: Shaping