

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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## ROLE OF CASHLESS MONEY AT THE TIME OF LOCKDOWN

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### ABSTRACT

*This study is based on the journey of paper money to cashless money as well as the stages through which money has passed from ancient times to the present time, and how the citizens have accepted these changes. Also, let people be informed about the availability of mobile applications for cash-less transaction.*

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**IMPACT OF COVID 19 ON THE INDIAN BANKING SECTOR**

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**SIVANAND SARMA MEMORIAL RV COLLEGE**  
**BANGALORE**

**ABSTRACT**

*The outbreak of pandemic is definitely the worst health and economic crisis witnessed across the globe in the last 100 years. It has dented the existing world order, global value chains, capital movements, and the socioeconomic conditions of large section of the world population. Decreased productivity and lockdown have taken a toll on the corporate sector due to the pandemic. Borrowers and businesses face job losses, slowed sales and declining profits as the virus continues to spread around the globe. The RBI has taken historic measures to protect the financial system and support the economy in coping with the crisis. As community spread of the virus multiplies, alternatives to personal banking and physical exchanges are looking more attractive. This will pave way for changes like shift towards digital banking, conduct of webinars to train banking staff, measures introduced by RBI and so on. The Indian Government and the RBI have already taken precautionary measures for the upliftment of the economy through its stimulus package. In this article the author has focused on the various banking areas coming under the impact of pandemic and the measures suggested by the RBI with portrayal on a variety of literatures.*

# ROLE OF CONTENT MARKETING IN THE MINDS OF DIFFERENT CUSTOMER AUDIENCE

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## ABSTRACT

*This study shows the state of minds in customer audience on Content marketing. This marketing is focused on creating, publishing, and distributing content for a targeted audience online. It is often used by businesses in order to achieve the following goals: attract attention and generate lead, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community of users. Content marketing attracts new customers by creating and sharing valuable free content. It helps companies to create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future. Content marketing starts with identifying the customer's needs. After that the information can be presented in a variety of formats, including news, video, white papers, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, question and answer articles, photos, blogs, etc. Content marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy. Though it has many years of history yet it is unknown to lot of people, reason is people are not used to this, but after this Covid it has taken more important place. still more awareness to be developed in the minds of people.*

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Thanking you profoundly

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