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**A STUDY ON EVALUATION OF A DECISION TREE MODEL FOR EDUCATIONAL INSTITUTES
(DIGITAL MARKETING STRATEGY - ARTIFICIAL INTELLIGENCE)**

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ABSTRACT

Marketing creates a convincing connection among the people who think about their product or services. It is a mutual exchange of value between the Seller and the buyer for a right product to meet the customers' requirements. Since the emergence of digital media & technology, digital marketing is being used as a technique which employs electronic or digital devices to promote products and services. Marketing involves to know the customers from the inside and outside and to know their enigma, if any. It offers the best proposition meeting the requirements of customers. At the core of innovation, digital marketing has an important attribute which incorporates both skill and knowledge. This paper aims at to study the nuances of digital marketing over traditional marketing.

**PRACTICES AND CHALLENGES OF TRANSFORMATIONAL LEADERSHIP IN PUBLIC ORGANIZATIONS
(THE CASE OF SELECTED PUBLIC SECTORS IN SULULTA TOWN)**

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ABSTRACT

The purpose of this study was to assess Practices of Public Organization in Applying Transformational Leadership: The Case of Sululta Town. Descriptive survey research design was employed to conduct the research. The study was carried out under purposively selected nine sectors of Sululta Town Administration. Simple random sampling and purposive sampling method were used to respondents. A total of 132 individuals were participated in the study. Among them 121 employees were included as a sample through simple random sampling technique especially lottery method. Additionally, 2 leaders and 9 process owners were included through purposive sampling technique. Questionnaire was the main instrument of data collection. Interview, FGD and document analysis were also utilized to substantiate the data gained through the questionnaire. The analysis of the quantitative data was carried out by using percentage and frequency. The findings of the study revealed the leaders in Sululta Town Administration lack setting of clear vision, the charismatic leadership character, fail to use the challenges as opportunity, unable to walk as they talk or promised and failure to be role model in registering result. Besides, the finding of the study revealed that the leadership lacks passion, unable to maintain the contribution of team members, unable to give attention to followers and elicit commitments; unable to use expertise power appropriately and being situational. Moreover, there was gap in knowledge to overcome challenges and lead effectively, in understanding policies, procedures, rules and regulations. Thus, it is recommended that Sululta Town administration should give emphasis to improve leadership styles like transformational leadership style of the assigned public sector's leaders through training and development program, selection criteria of the leaders should be based on their competence and their proficiency, the right peoples have to be searched and assigned to the right places, leaders should have to act according to the transformational leadership in their sectors so as to transform the overall activities of their organizations.

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