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IMPACT OF DIGITAL MARKETING ON STUDENTS' PERCEPTION IN SELECTING HIGHER EDUCATION INSTITUTES DURING COVID-19 PANDEMIC

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ABSTRACT

Digital Marketing has revolutionized the way students are inclined towards higher education and opting for these institutes. In the time of pandemic, studying this topic is of utmost relevance which can open up further research opportunities in this area. The objective of the given paper is to study the student's perception in selecting institutes for higher education. Also, the impact of digital marketing on student's perception in selecting higher education institutes during COVID pandemic has been analyzed. In this study, respondents were selected from various public higher education institutes in northern India undergoing courses from graduation until PhD. A total of 656 questionnaires (Male= 356 and Female= 300) were used to conduct the research and 32 responses were rejected because they were incomplete. The data which were collected has been organized and analyzed by using different statistical tools and techniques. On the basis of age, respondents have been classified into four categories i.e., ranging from 18-20 years, 20-22 years, 22-24 years and above 24 years. Out of the total respondents, majority of the respondents are in the age group between 18-20 and 22-24 years (29.3%), followed by those between 20-22 years (24.4%), and remaining respondents with age group above 24 years (17.1%). On the basis of data, most of the respondents were influenced by the Institutional website (81.1%), good social environment of the institution is the top most priority of the respondents (50%) in selecting the institution for higher education are some of the key findings of this study in addition to other sub findings.

IMPACT OF AI AND ML IN LEADERSHIP BEHAVIORS AND DECISION MAKING - DRIVING BUSINESS RESULTS

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ABSTRACT

Technology has changed the way business houses are approaching work. IT has penetrated most sectors, and we are experiencing dramatic changes in business models due to AI, ML, and Robotics implementation. Organizations are investing heavily in AI and ML tools and reaping benefits, thereby ensuring a competitive edge. The emerging technologies are substituting machines for human effort in information processing in a much faster, more accurate way, allowing business leaders to make quick and more consistent decisions by capitalizing on datasets. Artificial intelligence is changing the leadership and managerial profile landscape by using data analytics to drive superior performance. This study analyses the impact of AI and ML on leadership decision-making and business results. While the limitation of the study is that it focused only on leading Indian Corporate and MNCs. Various literature on the subject was reviewed, and scholarly conversations are recorded to understand the magnitude of change in leadership behavior and decision-making driving superior business results. The study's key objective is to collaborate evidence from the ground on leadership decision-making and analyze how technology is driving business results. Data collected from 50 participants by a simple random method using a Likert - 5 point scale, through a questionnaire comprising 20 questions proved the two hypotheses. They confirmed the findings of various empirical studies. Based on the study's findings, the research effort concluded by listing emerging trends in AI and ML in the business landscape.

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