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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;"><b>A STUDY ON ONLINE SHOPPING WITH IMPACT OF SOCIAL MEDIAS WITH SPECIAL REFERENCE TO KARUR CITY</b></p> <p style="text-align: center;"><i>Dr. V.KANNAGI, Dr. S. NAGARAJAN &amp; M. KIRUTHIKA</i></p>	1
2.	<p style="text-align: center;"><b>INDIA'S ESG REPORTING LANDSCAPE: DIVERSE APPROACHES AND INSTITUTIONAL FRAMEWORKS</b></p> <p style="text-align: center;"><i>PRAGATI SINGH &amp; DIVYANSHU PANDEY</i></p>	2
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	3

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# A STUDY ON ONLINE SHOPPING WITH IMPACT OF SOCIAL MEDIAS WITH SPECIAL REFERENCE TO KARUR CITY

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## ABSTRACT

*Internet shopping has become an effective way of boosting an economy by increasing demand, expanding consumption and promoting employment. It has improved operations through greater use of electronic book-keeping and records management. Despite this, e-retail sales are expected to account for only 4.4 per cent of all retail sales in India in 2019. One of the most visible changes that technology is bringing to people's lives is the manner in which they are going about their shopping. Consumers are globally and increasingly buying online. Progressive enhancements in internet technology, online payment security and rapid delivery systems have made internet shopping a flourishing global industry. US research estimates that internet shopping will account for 11 per cent of all purchases in 2018 in that country. Online sales have reached 15 per cent of total sales in the UK this year. The western developed countries, however, are left far behind in terms of the volumes of China's online shopping. In 2014, China's online retail market became the largest in the world, accounting for 34% of the world's internet retailing market share. To know about the people awareness in online marketing communication. To indicate the form of website resources to the people by online marketing. To available for convenient online marketing information throughout share with their society. To know the factors influencing the online marketing communication. To analysis the short info techniques easily reached for the people's awareness. Online shopping is more and more motivated by the ICT infrastructure development, online payment systems and the Internet saturation rate in Karur. Earlier studies showed that contrasting element and mortar shopping behavior, online shopping behavior is prejudiced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the consumer behavior of online shoppers in Karur.*

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# INDIA'S ESG REPORTING LANDSCAPE: DIVERSE APPROACHES AND INSTITUTIONAL FRAMEWORKS

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## ABSTRACT

*Environmental, Social, and Governance (ESG) reporting has become crucial to corporate sustainability and responsible investing worldwide. In response to substantial investor pressure for nonfinancial companies to enhance standardized disclosure, commercial businesses worldwide are transitioning from the short-term, myopic objective of profit maximization towards long-term sustainability goals, i.e., environmental, social, and corporate governance (ESG). This study examines the evolution and importance of ESG regulatory frameworks in India. According to the data, India improved in the ESG rankings. Furthermore, sustainability reporting and integrated reporting practices must be addressed to improve ESG practices. This research paper also examines India's ESG reporting landscape, analyzing the diverse approaches adopted by companies and the institutional frameworks that govern and promote ESG reporting practices. The study highlights the drivers behind the growing importance of ESG reporting in India and evaluates its impact on businesses, investors, and society. Through a comprehensive review of the literature, this paper sheds light on the progress made by India in integrating ESG factors into corporate decision-making. It identifies areas that require further development to strengthen the nation's sustainable and responsible investment ecosystem.*

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