

INDEX

Transforming Traditional Investment Practices: Adoption of AI Tools by Banks in Nepal	: 1
Abdul Rahman, Binay Shrestha, Sanjay Shrestha	
Impact of Technology, Job Complexity, and Mental Health in High-Stress Organizations: A Narrative Review on Security Services	: 12
Manish Negi, Dr. Abhinav Gaur	
How Important is Immunity? Using Goal Directed Behaviour in understanding Healthy Food Consumption	: 22
Dr. Rekha Attri, Sharad Chaturvedi	
Innovative Strategies for the Development of Agricultural Enterprises in a Transforming Business Environment	: 35
Nadiya Buletsa, Vitalii Erfan, Inna Sabadash, Iryna Porsiurova, Iryna Rykovanova	
The Advent of Total Quality Assessment and Financial Mortality in The Digital Era at The Retail Store for Consumer Durable Products	: 50
Akriti Singh, Raunit Raj, Singh D.B., Jaibeer Pratap Singh, Dr. Rajesh Singh	
Analyzing Consumer Behavior in Electronics Sales: A Study on Product Categories, Price Distribution, and Purchase Intent	: 61
Evgenia Breusova, Natalia Kolomoets, Andrey Novikov, Maria Vilisova, Evgeny Moskvitin	
Assessing Financial Sustainability of SHGs in Rajasthan: Reports of the Model Development and Its Instrument Testing	: 72
Ambali Jain, Dr. Avantika Singh	
Silver Start-Ups: Performance Evaluation of Encore Employment and Entrepreneurship among Mature-aged individuals	: 82
Minnie HM Hsieh, Kuan-Hung Chen, Chich-Jen Shieh	
Impact of Digitalization of Business Processes on The Economic Security of The National Economy	: 96
Nargiza Nuralieva, Kostiantyn Shaposhnykov, Denys Krylov, Oleksandra Tsyra, Olena Kakhovska	
Digital Marketing and Consumer Buying Behavior: How Mobile Marketing, Social Proof, And Consumer Feedback Drive Online Purchases	: 109
Cherkesova Elvira Yurievna, Goncharenko Olga Nikolaevna, Barannikov Alexey Alekseevich, Matveeva Victoria Alexandrovna, Romanova Svetlana Valentinovna	
The Impact of Digitalization on Financial Mechanisms for Managing the Strategic Development of Enterprises in The Face of Modern Challenges	: 123
Nataliya Basiurkina, Denys Krylov, Hanna Karpinska, Artem Pchela, Dmytro Voloshyn	
Applying Theory of Planned Behavior to Analyze the Influence of Brand Image on Intentions and Buying Behavior of OTC Drug Consumers in the Haryana state	: 137
Anurinder Kaur, Dr. Anil Chandhok, Dr. Saurabh Kumar Banerjee	
ECONOMIC UPDATE	: 154
GLOBAL & INDIA	