

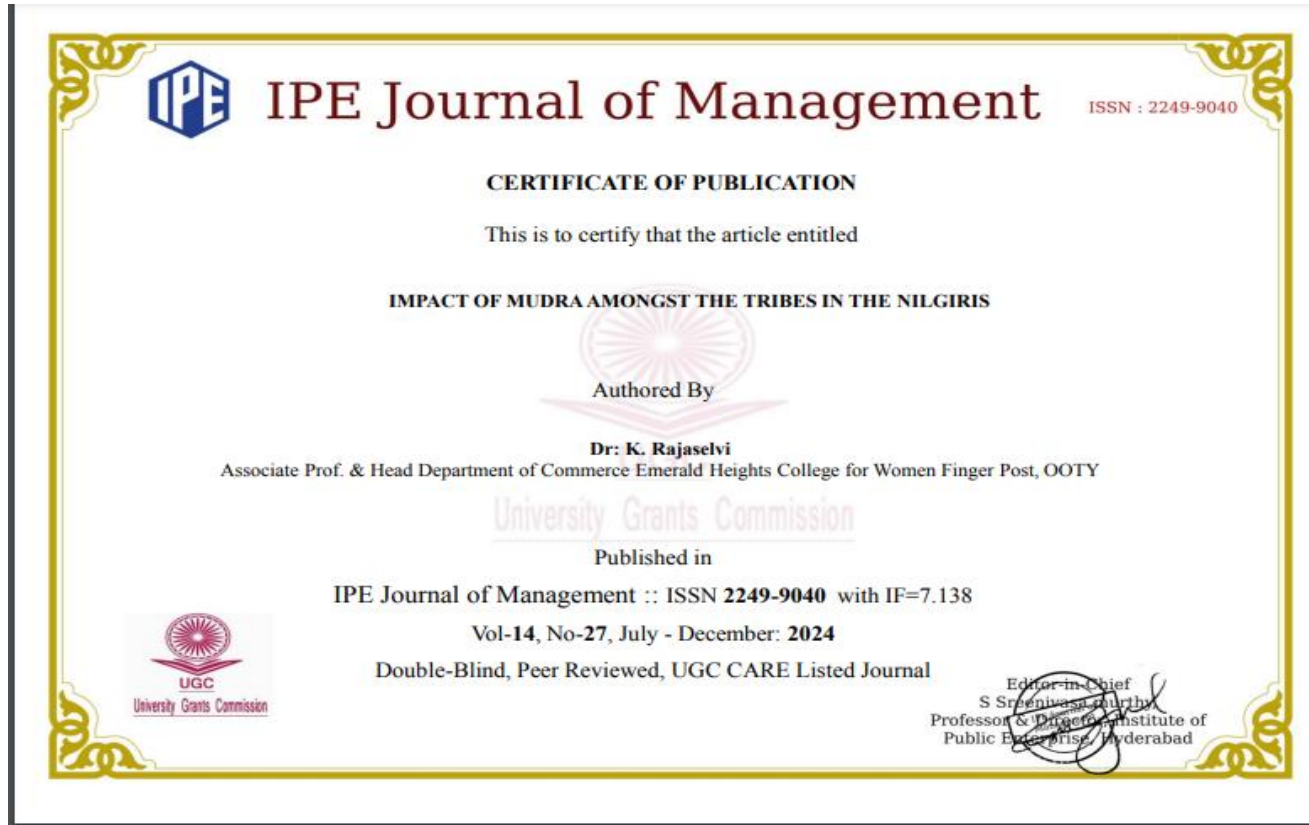


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3.2.1 NUMBER OF PAPERS PUBLISHED IN THE JOURNALS NOTIFIED ON UGC WEBSITE DURING THE YEAR

1. Impact of MUDRA amongst the Tribes in the Nilgiris





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2. Goods and Service Tax Compliance Issues in Indian SMES: A Systematic Literature Review.

https://ijtrs.com/paper.php?issue_id=127&issueVolume_id=14



ISSN Number: 2454-2024(Online)

International Journal of Technical Research & Science

GOODS AND SERVICE TAX COMPLIANCE ISSUES IN INDIAN SMES: A SYSTEMATIC LITERATURE REVIEW

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Abstract- GST implementation has had a considerable impact on businesses in India, particularly on small and medium sized businesses. With the implementation of GST, the tax burden on small and medium enterprises (SMEs) has been lowered, and the unified tax system has simplified the tax structure. Therefore, it is essential for the government of India to support SMEs grow further by helping them overcome the challenges they face GST raises many challenges to Indian SMEs.

Keywords: Indian SMEs, Good and Service Tax compliance challenge, complications in GST compliance, and GST compliance issues.

1. INTRODUCTION

In India, the Goods and Service Tax (GST) was introduced on 1st July 2017. The major aim of introducing GST in India was to streamline the complicated taxation system in the country (Dandona et al, 2024). In addition to this, the implementation of GST was expected to enhance the revenue performance of Indian economy through improved tax compliance (Shacheendran, 2024). However, even after seven years of its implementation, non-compliance among GST taxpayers continues to be a major challenge for the Indian government (Garg et al, 2024). Basavanagouda, & Panduranga (2022), in their study, evidenced that the Indian GST system was still in its evaluation phase five years after its implementation. In India, one of the important aspects that will make GST system successful is the GST compliance rate among businesses (Patkar, 2024). The complexities involved in understanding GST laws, technological complications, high compliance cost, lack of awareness, cash flow issues, burden of multiple returns, inadequate training etc. have increased the non-compliance with GST among businesses. The increasing non-compliance implies that the GST has failed to meet taxpayers' expectations (Shacheendran, 2024). GST implementation has had a considerable impact on businesses in India, particularly on small and medium sized



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3. Climate Change and Sustainability of Environmental Development

BOOK
INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE
An Online, Peer-reviewed, Refereed and Certified Journal

Vol. 3

Special Issue 3

February 2024

E-ISSN: 2436-5571

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Aim & Objectives

Academics Excellence in research is sustained by promoting research support for young scholars. Our Journal on Humanities, Arts and Science of research is reviewing all aspects of encounters across disciplines and research fields in a multidisciplinary view, by assembling research groups and consequently projects, reporting publications with this inclination and organizing programmes, internationalization of research work in the past seeks to develop its scholarly profile in research through quality of publications. And visibility of research in creating sustainable platforms for research and publication, such as series of books, motivating dissemination of research results for people and society.

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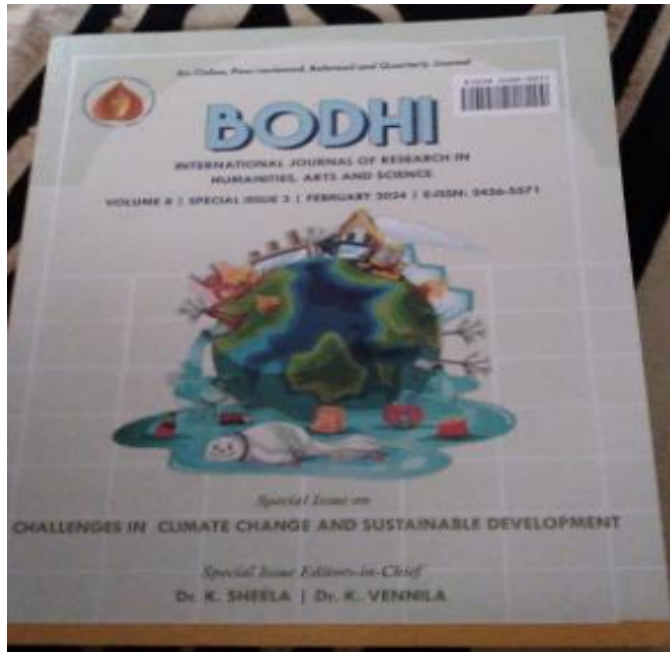
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4. Climate Change and Sustainable Development





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5. Analysis of why Social Media Important for ECommerce, India

SRM JOURNAL OF BUSINESS HORIZON
FEBRUARY 2025 VOL 11 ISSUE 1 ISSN NO : 2395-2504

A STUDY ON CUSTOMER SATISFACTION TOWARDS AMAZON ONLINE PURCHASE IN TIRUNELVELI DISTRICT

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ABSTRACT

Online shopping has transformed consumer behavior in India, particularly in regions such as Tirunelveli. This study examines customer satisfaction with Amazon's online shopping services in Tirunelveli District. The research investigates factors such as ease of use, product quality, delivery efficiency, and customer service. A mixed-methods approach, combining surveys and statistical analysis, was employed. The findings reveal key factors influencing customer satisfaction and offer recommendations for improving Amazon's service.

Keywords: Online shopping, Customer satisfaction, E-commerce, Amazon, Tirunelveli, Consumer behaviour.

INTRODUCTION

Background of the Study

E-commerce has witnessed exponential growth globally, revolutionizing the retail industry and consumer shopping patterns. India, being one of the fastest-growing e-commerce markets, has seen a significant shift in consumer behavior, particularly with the advent of platforms like Amazon. The increasing penetration of the internet, smartphone usage, and digital payment methods have contributed to the rise of online shopping in both urban and semi-urban regions, including Tirunelveli District.

Amazon has emerged as a preferred online shopping platform due to its wide range of products, competitive pricing, user-friendly interface, and efficient delivery services. The convenience of shopping from home, coupled with discounts and a diverse product portfolio, has attracted a broad spectrum of consumers. However, while Amazon has gained immense popularity, customer satisfaction remains a crucial aspect for sustaining long-term growth. Factors such as delayed deliveries, discrepancies in product descriptions, return policies, and payment security significantly impact customer trust and satisfaction.

Understanding the factors influencing customer satisfaction in Tirunelveli District will provide insights into



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6. “The Impact of Human and AI collaboration in Business Writing”



The Academic
International Journal of Multidisciplinary Research

An Online Peer Reviewed / Refereed Journal
Volume 3 | Issue 8 | August 2025
ISSN: 2583-973X (Online)
Website: www.theacademic.in

The Impact of Human and AI Collaboration in Business Writing

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DOI : <https://doi.org/10.5281/zenodo.17114146>

ARTICLE DETAILS

Research Paper

Accepted: 18-08-2025

Published: 10-09-2025

Keywords:

*AI-human collaboration,
Business Writing, Business
writing, AI Integration*

ABSTRACT

The rise of Artificial Intelligence (AI) is redefining writing skills in the Business domain, especially in the fields of Content Writing, Copywriting, and Brand Storytelling. Traditional writing emphasizes creativity, rhetoric, and reliability, whereas AI integration provides scalable frameworks to maintain consistency and efficiency of the writers. This paper examines the integration of AI in the Business Writing domain, the potential for AI-human collaboration, and the boundaries between AI creation and human involvement. This study draws insights from established copywriting works and recent research on AI in Business communication. The aim is to analyse the effective outcome of the phenomenal collaboration rather than analysing the possibility of replacement. The Research argues for a balance between the approach of human creativity and the potential of AI to shape the future of Business Writing.

Introduction

Business Writing has always been the source and centre of attraction in shaping audience perception, boosting sales, and building trust. Since the early stage of advertising and copywriting, the focus has been clearly on emphasising human emotions and desires. According to David Ogilvy, "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you *buy the product*" (7). Likewise, the Copywriting later relies on the structure, clarity, and deep



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7. The Role of Vocational Education and its Impact on Human Development in India: Integrating Information Technology for Enhanced Skills and Opportunities”

Educational Administration: Theory and Practice

2024, 30(2), 1251-1257

ISSN: 2148-2403

<https://iauey.net/>

Research Article



The Role of Vocational Education and Its Impact on Human Development in India: Integrating Information Technology for Enhanced Skills and Opportunities

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Citation: Dr. P Venkateswara Rao et al. (2024), The Role of Vocational Education and Its Impact on Human Development in India: Integrating Information Technology for Enhanced Skills and Opportunities, *Educational Administration: Theory and Practice*, 30(2), 1251-1257, Doi: 10.33555/iauey.v30i2.6421

ARTICLE INFO ABSTRACT

Education is a process of training and instruction that promotes knowledge, skills, and intelligence, enabling individuals to be industrious and ensuring progress. Vocational education imparts the specialized skills required for specific vocations. Vocationalization involves learning a range of skills through the study of technologies, related sciences, or practical work. Unlike mere technician training, vocationalized education is a broader concept that prepares individuals to understand social realities and realize their potential within the framework of economic development to which they contribute. The growing issue of educated unemployment is a significant concern. Vocational training is crucial for developing essential skills and fostering personal growth, especially in today's rapidly evolving labor market disrupted by technological advancements. This study highlights the role of vocational education in advancing human development and discusses various government programs and schemes for implementing vocational education in India. This conceptual research examines the impact of vocational education on human development and addresses the challenges faced in implementing vocational education in India. The findings indicate that vocational education aims to develop a generation with the necessary qualities and skills in this field. According to the research, vocational education promotes moral and ethical behaviors, creating highly qualified individuals who can compete effectively.

Keyword: vocational education, human development, skill-based education, technology, ethical behavior.

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8. 'Family Attachment Patterns and Ties in the select Novels Of Anne Tyler'





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9. "Exploring the Power of English to Foster Inclusive Education: Embracing Multilingualism"

High Technology Letters

ISSN NO : 1006-6748

Exploring the Power of English to Foster Inclusive Education: Embracing Multilingualism

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Abstract- This paper analyses the complex position of English in bilingual and ethnically diverse classrooms. Based on various empirical data from different educational contexts - rural and urban schools, problems and benefits of using English and mother-tongue languages are explored. Findings indicate that English influences students' linguistic development, cognitive ability, and academic performance; it also affects teachers' pedagogical decisions




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