

The Academic

(International Journal of Multidisciplinary Research)

Volume 1, Issue 5, December 2023

Table of Contents

S. No.	Author/Title	Page No.
1	Authors: Mr. Ganesh Rathinam, Dr. Ashok Kumar Katta	
	Title: A Comprehensive Study on How Influencer Marketing Catalyzes Brand	01-06
	Growth	
2	Authors: Rinku Raheja, Sankalp Pandey, Simanshi	
	Title: Perspectives of Blockchain Technology in Securing Pharmaceutical Industry	07-26
3	Authors: Praveen Kumar, Dr. Surendra Pal Singh	
	Title: THE IMPACT OF YOG ON THE STUDENTS' INTEREST IN RELATION TO TWO –YEARS B.Ed. COURSE	27-35
4.	Author: Md Mainul Islam	
	Title: Conflict between Conservatives and Liberals: Bengali Muslim society in	36-45
	the first half of the 20th century	
5.	Authors: Rajarshi Roy Chowdhury, Gita Baral	
	Title: A Study on Changing Society of Social Media Uses and Education	46-55
	Transforming Emerging Trends in 21 ST Century	
6.	Authors: Dr. J Balaraju, K V Sathwik, R Nikhil, K Akshaya	
	Title: Securing Spark Cluster by Detecting and Eliminating Malicious Node Using DNA Cryptography	56-63



7.	Authors: Praveena Preman PP, Dr. Ashok Kumar Katta	
	Title: A Study on Job Satisfaction of Employees at Arrayal Luxury Resort Wayand	64-73
8.	Authors: Mohamed Mohideen, Dr. Ashok Kumar Katta	
	Title: Exploring Coping Strategies for Stress Management Among Adolescent Students: A Revised Investigation	74-82
9.	Author: Saroj Nayyar	
	Title: Exploring the Interplay: Efficiency, Gender, and School Type's Impact on Academic Performance in Higher Secondary Learners	83-94
10.	Author: Bindu Maheshwari	
	Title: Impact of Artificial Intelligence on Digital Marketing	95-111
11.	Authors: Prof. (Dr.) Ashok Kumar Rai, Dr.Santosh Kumar	
	Title: A Comparative Study of the Law Relating to Consumer Protection in India	112-125
12.	Author: Dr. Syed Tabrez Hassan	
	Title: Case Study of Segment of One Marketing: Role of Data Analytics	126-131
13.	Authors: Aman Yadav, Dr. Sulakshna Tiwari	
	Title: Assessing the Constraints and Potential of Mango Production and Marketing in Krishnagiri	132-143
14.	Authors: Dr. Sulakshna Tiwari, Aman Yadav	
	Title: Sustainable Practices for Enhancing Mango Cultivation and Marketing in Krishnagiri	144-159
15.	Author: Dr. Vibhuti Gaur	
	Title: The Conceptual Framework of Translation: Issues and Challenges	160-173
16.	Author: Dr. Pradeep Kumar Mahantagouda	
	Title: Challenges of Implementing Physical Education in Higher Education	174-176



17.	Author: Dr. Happy P.V.	
	Title: Role of Sufism in the Community Formation of Mappilas in Malabar	177-191
18.	Author: Dr. Kahar, Santosh Kumar	
	Title: RK Narayan: A Writer of Indian Civilization and Culture – A Critical Analysis	192-199
19.	Author: सर्वेश कुमार सिंह	
	Title: भारत में स्थानीय स्वशासन शासन का विकास तथा उपयोगिता	200-206
20.	Author: डॉ. योगमाया उपाध्याय	
	Title: वैश्वीकरण के सामाजिक—सांस्कृतिक प्रभाव	207-213
21.	Author: Mrs. Hemkumari Patel, Dr. Kaushilya Sahu	
	Title: Language and Dalit Expression in Indian English Literature	214-224