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Sn	Title of Paper	Name of Author	Name of Journal	Year of Publication	Journal Website link	Is it listed in UGC Care List
1	Implications of Employee Empowerment and its impact on Organizational Industries in PCMC region, Pune	Prof. Pooja Karekar	Journal of Advances and scholarly researches in Allied Education	2019-20	https://ignited.in/jasrae	UGC Care Listed Journals
2	Rethinking Service attributes in Organized Restaurants and the way forward	Dr. Beena John Jiby	Empirical Economics	2021-22	http://www.eel.my100megs.com/	UGC Care Listed Journals
3	Swiggy A Case study of Online Indian Start up in food supply chain	Dr. Deshmukh Anand A	Shodh Sarita An International Bilingual Peer reviewed referred journal	2020-21	http://seresearchfoundation.in/	UGC Care Listed Journals
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Rethinking Service Attributes in Organized Restaurants and the Way Forward

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Abstract: The restaurants sales have significantly increased with online ordering preference during the current pandemic. With the growing significance of comprehending customer expectations to the changing service experience influences future sustenance and the biggest challenge is to provide and maintain customer satisfaction. The examination intends to create an assessment model to evaluate the gap between customers' perceptions (perceived quality of service) and their expected importance (expected quality of service), and analyze management strategies with regards to customer satisfaction as it is very vital for sustenance in this time of consumer concern. The study analyzes the service attributes commonly used and illustrate the most needed relating to importance and performance. A survey was conducted with a representative sample of 127 consumers who regularly order or eat at restaurants. Importance performance analysis is used to provide a valid interpretation of results. The paper aims to give an outline of current realities and need in the current situation. It likewise seeks to recognize the key issues that restaurateurs are right now confronting and to suggest a solution. This Study tried to examine quality service and identify areas that require focus and investment of resources, to provide satisfactory services that meet the needs with customer expectations. The results of this examination affirm the direct impact of the dimensions of service quality performance and importance that lead to increased customer interaction and engagement in future scenarios. The results showed significant outcomes and highlighted the role of the new strategies for customer intention to visit.

Keywords: Restaurants, Organized, Importance Performance Analysis, India

1. Introduction

The world is yet grappling with the COVID-19 outbreak and the pandemic has changed the manner in which business is run (Zwanka and Buff, 2021). As the world enters new normal, the overall effect in the short and long term is uncertain as it is yet not ended. The restaurants are a demanding industry with stress on giving an unquestionable customer service with quality improvement (Shamsudin, et al., 2020; Bilgihan, Seo and Choi, 2018; Bujisic, Hutchinson and Parsa, 2014). As way of life changed tendencies also has changed to food products with expanded concern paid to intangible components (Erkmen, 2019; Karamustafa and Ülker, 2020). All process should be replicated with methods to limit human collaboration. Accordingly, restaurants should offer higher levels of quality services in accordance with customer expectations (Sweeney, et al. 2016). as it's this

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AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

"SWIGGY : A CASE STUDY OF ONLINE INDIAN START UP**IN FOOD SUPPLY CHAIN MANAGEMENT"** Dr. Pankajkumar Ambadas Anawade*
Dr. Anand Annasahab Deshmukh**
Ms. Shraddha Sushilkumar Bhandari*****ABSTRACT**

This case study is an attempt to focus the business ways of the Swiggy an on-line food order provides chain. The food delivery business has emerged mutually of the largest on-line platforms with many new firms initiating during a past decade. The form of the market is ever-changing with a dangerous speed with players like Swiggy, Zomato, Foodpanda, Uber Eats, and lots of others. With these big players within the food business market, the business is flourishing not simply within the metros however within the tier II and III cities moreover. It is a result of the vacant bones of how Swiggy works, its funding history, its competitors, and position within the market. For Swiggy to grow, it'll have to be compelled to confront its weaknesses. Whereas taking moneymaking opportunities which can gift themselves within the future. Additionally the question of negating the numerous threats Swiggy must manage. Competition, government regulation, and fickle customers are trifecta of doom for Swiggy, one it'll have to be compelled to face within the close to future. Author has represented the charities behind the ways and weaknesses for swiggy that created the business in loss state of affairs within the year 2018-19.

Keywords : Food, Online Order, Swiggy, Zomato, Supply Chain, Start-up

1. INTRODUCTION

The food delivery business has emerged mutually of the biggest on-line platforms with several new companies commencing in associate degree extremely past decade. The form of the market is dynamic with unsafe speed with players like Swiggy, Zomato, Foodpanda, Uber Eats, and lots of others. With these huge players inside the food business market, the business is flourishing not merely inside the metros but inside the tier II and III cities likewise. Which results in higher shopper satisfaction and retention users are therefore happy that concerning 80% of its orders per area unit from repeat customers. Drivers seamlessly handle tens of thousands of orders per day. Swiggy worked with Google Maps Partner Media so as to guarantee nutrition delivery, Swiggy returns exclusively restaurants at intervals four to

five kilometers of the customer's location. The shopper can track the progress of the delivery and numerable time of arrival using a mobile app or the website.

Swiggy Competitors:

Indian food delivery market is valued at fifteen billion dollars associated set for an exponential growth. Food delivery has become a extremely competitive market in land. Swiggy is in direct competition with major on-demand food aggregators like Zomato. Whereas there are many different small startups like Foodpanda and Faasos in addition inside the competition.

Founders:

Swiggy was primarily based by Nandan Reddy, Sriharsha Majety, and Rahul Jaimini in August 2014. Nandan Reddy and Sriharsha Majety are alumni of BITS Pilani whereas Rahul Jaimini is a scholar of IIT Kharagpur. Swiggy started small, delivering food to

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REVIEW OF SUSTAINABLE DEVELOPMENT IN RURAL TOURISM: A PATH TOWARDS INCREDIBLE INDIA

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 . Dr. Anand AnnasahebDeshmukh**
 Ms. Shradha Sushilkumar Bhandari***

ABSTRACT

This paper is an insight into the importance and theoretical framework for rural tourism in India. The researcher has tried to give a close look at rural tourism as a future and possible enterprise in rural areas. As a part of the tourism sector, India has developed a big canvas for rural tourism and budgeted a considerable amount for the sustainable development of the same. The concept behind this research is to identify and develop suggestions and or recommendations for the well-being of rural tourism in the country and to propose relevant actions. An exploratory research design was used to carry out this study. The data was collected with the help of secondary data collection techniques. The key findings of the research include recommendations to make a central leading structure for rural tourism at the national level, which can work on strategic issues and general norms of rural tourism. The study reveals that, in today's era, the interest in rural tourism is improved than before with the positiveness of an atmosphere of natural and aesthetic viewpoints, allowing for various forms of reformation. Some so many tourists are in search of the rural spots and sightseeing, and they are attracted to so many rural destinations of Indian states like Kerala, Maharashtra, Madhya Pradesh, Rajasthan, and so on.

Keywords: Rural Tourism, National Economy, Growth driver

1. INTRODUCTION:

Tourism is the set of activities concern with the short term movement of the customers to the place which is away from their home or usually the place where they reside. But tourism is not the activity in which the customer intends to stay at one place away from home for a year or more than a year. Tourist arrival

brings massive alteration in Indian GDP, employment generation and foreign exchange of a country. Facts and figures support the fact that tourism in many states of India contributes a higher share into GDP. But while looking at the same time, rural tourism is not much developed in that state.

The capacity of rural tourism to contribute to the resolution of many

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**REVIEW OF MARKETING SIGNIFICANCE OF SOCIAL MEDIA PLATFORMS FOR
BUSINESS ORGANISATIONS**

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Abstract

Today, we are in 21st century and people do not find time to come and interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. This research paper emphasizes on the strategies which can take this viral marketing mode beyond the normal social media at present. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying. Social media is hot. Social Media is now the trend. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet from giants like Starbucks and IBM to the local ice cream shop are exploring social media marketing initiatives. Now, companies are rapidly adopting social media marketing. Much like email and websites first empowered businesses, social media is the next marketing wave.

Keywords: *Social Media Marketing, Social Media Strategy, Online Marketing, Digital Marketing*

INTRODUCTION

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. These new media win the trust of consumers by connecting with them at a deeper level. Social media marketing is the new mantra for several brands since early last year. Marketers are taking note of many different social media opportunities and beginning to implement new social initiatives at a higher rate than ever before. Social media marketing and the businesses that utilize it have become more sophisticated. One cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized social media marketing as a potential marketing platform, utilized them with innovations to



A writing survey: Business marketing and its effect on worker commitment

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Abstract

Business marketing has advanced as a huge apparatus in human asset the board space over the most recent twenty years. The greater part of the organizations, these days, comprehends its significance and uses this as a vital device in worker determination, commitment and maintenance. In spite of the fact that a ton of exploration has occurred in most recent twenty years around there, many key inquiries gives actually request examination. In this paper, a survey of significant investigates is introduced, which underlines the significant improvements that has been made during this period lastly not many proposals are accommodated future exploration.

Keywords: *Employer branding, internal branding, external branding, employee engagement*

Introduction

Marketing has been of most extreme significance for associations for quite a long time. The customary perspective on marketing isn't fixated on individuals rather on the observation individuals (clients) have about the items and administrations of an organization. In any case, presently in this time of difficulties, associations have begun understanding the significance of marketing for items and administrations as well as for the human asset either interior or outer to association. Along these lines, today it is more about individuals. Along these lines, boss marketing has started from this wonder of marketing in advertising the board (Moroko and Uncles, 2008). It's more about worker encounters and view of ability pool who wish to connect themselves with an association. Instances of fruitful manager marketing are Mahindra and Mahindra, Adobe, Google, and so forth. Today, ability war is genuine (Ambler and Barrow, 1996). Labor are presently assaulted with millennial who esteem opportunity over whatever else (Ito et al., 2013). subsequently associations need to change their conventional method of working to self-sufficient work culture that can engage their representatives towards building better boss brand.

Additionally, in this tempestuous business climate, associations have perceived the pertinence of human capital as the most suitable asset. Albeit, simply selecting the ability and holding them isn't sufficient, time is to keep them roused and connected with for satisfying the business objectives. Hence, representative commitment is the significant measurement to be thought of while running after building boss brand. Worker commitment has been characterized by Lanphear (2014) as "the bond representatives have with their association." Lanphear (2004) further clarified that workers are considered as connected "when workers truly care about the business; they are bound to go the additional mile." The representative commitment (EE) measurements concentrated in the past explores from the worker viewpoint have been 'what do I get?', 'what do I give?', 'do I have a place with the association?', 'how might I develop, etc. Business marketing may influence representative commitment levels in an association and in this manner, worker commitment ought to be a definitive objective with the end goal of association achievement.



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An empirical study on social media impact the buying choices of shoppers w. r. t Pune city

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Abstract

Organizations over the globe are consistently looking for better approaches to draw in clients. TV and print promotions were the fundamental components of exposure crusades just a couple of a long time back. These customary advertising streams are only a minuscule fragment of the perplexing strategies used to sell and brand items in the cutting edge time frame. The developing accentuation via web-based media has influenced cutting edge promotions and changed the manner in which companies draw in with their intended interest groups. Therefore, the effective utilization of online media has become a vital part of setting up a key edge and supporting it. Consequently, advertisers presently put huge accentuation in the way web-based media can be utilized to form the perspective on client items and influence their buy goals. Organizations that fuse a precise way to deal with online media use would have benefits over those that don't. An assessment of the most recent writing via web-based media utilization and brand mindfulness will help perceive new and powerful techniques for improving client experience through long range informal communication while inspecting the impact of web-based media on marking and advertising draws near.

The impact of person to person communication on client conduct is irrefutable, furnishing you with an approach to control and draw in with your intended interest group by urging purchasers to study your image and furnishing you with an approach to win their organization. You'll appreciate improved business accomplishment with web-based media promotions, and you'll get a more devoted customer base.

Keywords: Social structure analysis, Social media management, Online target groups, Customer behavior

Introduction

Through their ordinary schedules, the unquestionable impact of person to person communication on any feature of the lives of residents is clear. It assumes a gigantic function in connecting people, colleagues, and families, and this was the fundamental goal of its innovators for the advancement of web-based media. The development and effort of long range interpersonal communication, also, has made it conceivable to turn into something that has propelled and profited people from varying backgrounds. Organizations and look to target worldwide business sectors.



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Effectiveness in the demanding age of digital marketing: An Observational Study

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Abstract

In this serious era, marketers are faced with fresh threats and opportunities. Mechanized advertisement is the sponsor's use of electronic media to drive items or organisations into the market. The guiding objective of mechanised advancement is to attract consumers and empower them through cutting-edge media to communicate with the brand. For the two sponsors and clients, this article revolves around the value of electronic display. We determine the effects of cutting edge innovation on the structures of the associations. Similarly, the differentiations in this paper between conventional progress and mechanised publicity are discussed. This review has shown different kinds of electronic marketing, its adequacy, and its effect on the arrangements of the company. The model studied comprises 100 fifty companies and fifty heads that have been self-assertively determined to illustrate the suitability of promoting cutting edge. With the aid of different quantifiable gadgets and programmes, accumulated data has been inspected.

Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach.

1. Introduction

Mechanized display is a type of promotion that is commonly used to catapult items or organisations and to use specialised platforms to show up to customers. Automated ads loosens the show of previous blogs, even outlets that do not have to care about Internet use. It consolidates cell phones (both SMS and MMS), innovations in internet networking, advertisement displays, promotion of web crawlers, and different forms of electronic networking.

Via cutting edge media, consumers will access knowledge anytime and wherever they need it. In the involvement of cutting-edge media, consumers not only focus on what the association says about their image, but also on what the association says about their image.

They will also imitate what is conveyed by the public, allies, affiliations, colleagues, etc. Progressive marketing is an extensive concept that means numerous unique schemes sent by technological developments to turn up to consumers. Progressive ads embodies an expansive guarantee of structure, item and brand presentation strategies that, despite adaptable and customary TV and radio, essentially utilise the Internet as a medium-limited time medium. Statute picture Portal allows clients on The internet to distribute to coworkers their electronic images. L'Oréal's Lancôme image utilises email leaflets to stay in contact with clients and thereby seeks to maximise engagement with consumer products (Merisavo et al., 2004). Magazine distributors would press to transfer their clients to the Internet to raise the re-participation rate by texts to SMS notifications (Merisavo et al., 2004).

Proponents dynamically get products closer to the usual presence of customers day-by-day. The changing portion of customers is consistently visible as co-creators of considerable value (Prahallad and Ramaswamy, 2004). Khan and Mahapatra (2009) indicated that growth plays a key role in enhancing the organisational conception generated by the strong units. As seen by Hoge (1993), electronic advancement (EM) is an interchange of goods or organisations from seller to consumer, including, at any time, one electronic method or media. E-marketing began in the use of packets in the nineteenth century. With the growth and mass affirmation of the telephone, radio, Cable, and a while later satellite TV, electronic media was the common promotion force. McDonald's makes use of multimedia channels to enhance brand messages and alliances. For instance, they have built online organisations for kids on the Happy Meal platform for educational and drawing in games to quiet around consumers with each situation close (Rowley 2004). Reinartz and Kumar (2003) find that the group's amount of mailing attempts is closely



MARKETING 4.0: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Kotler et al., (2016), in their popular book Marketing 4.0: Moving from Traditional to Digital, look at the transition in the dynamics of the marketplace, the opportunities and challenges created by digitalization, and the expanding influence of media that will shape the upcoming consumer. They have laid a foundation showing why Marketing 4.0 is becoming basic for productivity. The concept of Marketing 4.0 has been a popular topic for researchers in marketing. To get an updated view of the latest in the research in the area of Marketing 4.0 a systematic literature review (SLR) was carried based on a survey of 30 articles published during the period from 2017 to 2020 on the subject of Marketing 4.0. The Google Scholar search engine was used for the search. The objective was to identify the major latest trends and recommendations related to Marketing 4.0. Some interesting findings emerged from the SLR and these are discussed in this review paper.

Keywords: Marketing 4.0, systematic literature review, recommendations, digitalization.

Introduction

Marketing 4.0 is a marketing approach that connects online and offline interaction among companies and customers. In the digital economy, digital interaction alone isn't adequate. In an inexorably online world, offline contact speaks to a solid differentiation. Marketing 4.0 likewise mixes style with substance. While it is basic for brands to be more adaptable and versatile because of fast innovative trends, their credible characters are a higher priority than at any other time: that is the philosophy of Marketing 4.0 in the words of Philips Kotler (2016). Some essential features of the concept, as one may call it include getting and staying connected with the customer; shift from 4Ps and AIDA to 5As: Ask, Advise, Assess, Assist and Arrange; leveraging the user experience, multichannel and engagement marketing. Academicians all over have found the topic quite interesting and have engaged in substantial research studying the meaning, scope, challenges, and opportunities for Marketing 4.0. This review paper takes a look at some recent literature on the subject with a focus on the recommendations and/or deductions made by the writers. The aim behind carrying the systematic literature review (SLR) was to get an updated view on the emerging research

A systematic literature review (SLR) recognizes, selects, and critically evaluates research to answer a specifically formulated question (Dewey, A. & Drahota, A. 2016). The search engine "Google Scholar" was used and the search term was Marketing 4.0. The selection criteria for the articles forming part of the review were: a. Chronological order in a descending order starting from the year 2020 and b. Variety of contextual settings in terms of geographical and product or services. The selection of the content from the papers was intended to address the question: What are the latest research trends on the emerging research trends centered-around Marketing 4.0? The sample size for the review was taken as 30 papers going by the rule-of-thumb criteria for the minimum size of the sample based on assumptions of central limit theorem and normal distribution (Hogg et al., 2010).

The analysis was done by way of the generally followed qualitative method (Hoyes and Barnes, 2012) and Gibson and O'Connor (2003) have given the general steps in this type of analysis to include organizing the qualitative data, identification and organization of concepts and ideas, building of themes, classifying and categorization of themes, connecting the data and its interpretation. Unlike the quantitative approach, the



RESILIENCE IN THE TIMES OF CRISIS BY RETAIL SECTOR LEVERAGING DIGITAL TECHNOLOGIES: A LITERATURE REVIEW

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ABSTRACT

COVID-19, the once-in-a-century pandemic has had a profound impact on every industry, and our lives like never before. The lockdown announced by the government to check the spreading of the disease stalled every business to a great extent. Consequently, the US GDP for 2Q2020 (Apr-Jun) plunged by 9%, and the UK GDP contracted by 20% (GDP Growth - Second quarter of 2020, OECD, 2020). Such a contraction was never heard of in the last decade. Against this backdrop, it will be interesting to see how businesses fared through the crisis, what measures they took to buck the macro-environment headwinds, and what technologies did they chose to survive. The vicious circle leading to economic depression has set on a roll. Retail is one of the important sectors of the economy. This paper proposes a crisis combating strategy or resilience for retail business through digitalization. In this regard, the paper reviews recent research in this area with some focus on retail in the UK.

Keywords: Crisis, Retail, Digitalization, Strategy.

Introduction

COVID-19, the once-in-a-century pandemic has had a profound impact on every industry, and our lives like never before. The vicious circle leading to economic depression has set on a roll. Lower consumption-reduced demand-falling prices-supply cut-job cuts-lower spending-lower consumption – all the blocks look like a perfect fit. Against this backdrop, it will be interesting to see how businesses fared through the crisis, what measures they took to buck the macro-environment headwinds, and what technologies did they chose to survive. Retail is one of the important sectors of the economy. This paper proposes a crisis combating strategy for retail business through digitalization. In this regard, the paper reviews some of the recent research in this area. The literature review was focused on the concept of leveraging digital technologies used to combat crises like Covid-19 to attain economic sustainability. The sectorial focus was on the retail industry. One important investigation planned was an evaluation of the effectiveness of various digital technologies to sustain the economic performance of the retail companies with special reference to UK retail companies.

Literature Review

The studies related to digitalization and retail on various parameters leading to competitive

advantage, value creation through reshaping, realignment, redefining, integrating and collaboration, cost efficiency, operational flexibility, and customer-focus.

A number of studies in recent times are focused on the transformation based on digitalization in the Retail sector. (Gajjar, 2020; Sachs, 2019; Weber, Schütte, 2019; Jain, Werth, 2019; Iftikhar et al. 2019; Lagorio, Pinto, 2020; Kutnjak et al. 2019; Aithal, Aithal, 2019; Kaplan, Tewes, 2019; Esch et al, 2019; Dyk, Belle, 2019; Vojvodić, 2019; Gawankar et al, 2020; Hämminen et al., 2019; Jin, Shin, 2020).

A study by Hanninen et al. (2019), argues that retail is going through a significant transformation as platform-based multi-sided marketplaces, similar to Amazon, Alibaba, eBay, JD.com, and Rakuten, are testing incumbent retailers. From the flourishing brick and mortar stores and the advancement of malls, shopping centers, and retail chains all through the 1900s, retail has become progressively digitized as multi-sided marketplaces are joining online and offline to make a more refined and customized client experience. Researchers develop a framework on how multi-sided marketplaces are coordinating their front and backstage operations to make a more customized, helpful, and fast shopping experience.

In their study, Kottar and Galletta (2008)



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BRAND EQUITY THROUGH BRAND IMAGE AND BRAND PERCEPTION OF ORAL CARE PRODUCTS : AN ANALYTICAL STUDY

Dr. Santosh Shinde*
Prof. Sanjay Gaikwad**
Dr. Anand A. Deshmukh***
Dr. Avinash Pawar****

ABSTRACT

The crucial footstep in the construction of brand equity of any product or brand is creating product image and positive perception in the minds of consumers and people. Brand perception is an outcome-based upon customer's experiences towards product quality, usefulness and performance. It is simply the outcome result of the product in the mind of customers. Brand image and brand perception are the key factors to extend the product life cycle for a longer period that results in creating strong brand equity for products and services. This paper analyses the association of brand equity with Brand Image and Brand perception for oral care products in Pune. The data from 750 respondents were collected using a structured questionnaire with non-probability convenient sampling. The respondents about Image and perception and equity are recorded for analysis. The component analysis and correlation analysis was conducted and It is found that the Brand Image and Brand perception are positively associated with Brand Equity for oral care products.

Keywords : Brand Equity, Brand image, Brand Perception, Oral Care Products

1. INTRODUCTION

Today, many organizations have defined brand and branding concepts in their style. The brand is directly related to the thought process, thinking ability and remembering ability of the consumers. Companies, take a lot of effort related to marketing and communicating activities about the products and brands they deal with. Companies take a lot of pains for converting products into the brand, and brand means under any circumstances consumers will never change their taste and preferences. For getting that stage, the company uses various above the line and below the line marketing strategies. Once this stage achieved, it may be said that products converted into brands and brand means trust and has an emotional connection with consumers.

"A brand can be anything like a name can be a brand, the term can be a brand, design can be a brand, the symbol can be a brand or any other feature which

differentiate products, brands and services from its competitors." Thus the Brand is the trust which rules the minds of consumers. A brand promises various advantages to consumers such as various benefits, usages, values, Attributes and reasons to purchase.

1.1 Concepts of Brand :

The following are concepts related to branding are brand image, brand perception, and brand equity.

1.1.1 Brand Image :

Every consumer has their expectations about products and services and how fine that the products, brands meet the expectations and prospects of the customers and consumers determine the brand image customer's mind. For customers, those who have purchased and consumed the brands are 100% based on the usage and the overall output as per their expectations and for the customers those who have not used the brands, 100% based upon the company's communication

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A STUDY OF CHANGING MARKETING STRATEGIES AT FAST FOOD OUTLETS IN INDIA

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Abstract

Cheap food industry is one of the world's quickest developing areas in food industry. In any case, over some undefined time frame, with a development in the quantity of family units, financial development and expending per capita salary just as globalization, inexpensive food culture picked up unmistakable quality in India. The investigation uncovers that 64% of the respondents visit inexpensive food outlets once in a week and lion's share of the respondents spent over 15% of their month to month salary on cheap food and the most loved cooking favored by the respondents is western loany nourishments. They likewise communicated that the markdown offered at the inexpensive food outlets are considered as the viable limited time action. The cheap food industry is exceptionally serious and overwhelmed by enormous organizations. Profoundly serious organizations must be smart in creating showcasing techniques that drive purchaser traffic. This involves remaining in steady touch with clients. Probably the most ideal ways for greatest inexpensive food organizations to keep in contact with their organizations is through advertising research. Inexpensive Food Company must realize what key clients need and will purchase before creating promoting and publicizing methodologies. Inexpensive food organizations frequently use market division as a promoting instrument. Inexpensive food organizations can drive traffic through collectibles, especially those that children appreciate. Select a firm or well known vivified film Market division is the way toward distinguishing key purchasing bunches that disparage your eatery.

Introduction:

Cheap food is the term given to food that can be arranged and served rapidly. While any feast with low planning time can be viewed as cheap food, normally the term alludes to food sold in a cafe or store with bad quality arrangement and served to the client in a structure for take-out/remove.

Writing REVIEW:

Focusing towards the buyer conduct K. Aswathappa (2012), states that specific components had an effect on the individual conduct. These elements incorporate individual elements (age, sex, training, occupation, innovativeness and so forth), mental elements (learning, inspiration, character, observation, values, mentalities and so on), natural variables (financial, political, innovative, legitimate, social, social and others) and hierarchical components (work life balance, authoritative structure and plan, administration, responsibility, physical offices and so forth.)

Kam et al., (1997) analyzed how the view of clients towards drive-through eateries contrasted across two nations USA and Canada. The consequences of the examination uncovered noteworthy contrasts in observation between the incessant cheap food purchasers in USA and Canada and further more contrasts between consumers' inclinations for drive-through joints according to age gatherings.

Rezende and Avelar (2012) endeavored to depict the eating out propensities for purchasers in Brazil. The investigation uncovered that a „search for variety“ was a helper for eating outside the home. The craving for „convenience“ was a significant component on numerous events of utilization. The more youthful individuals and individuals with higher earnings had more concentrated utilization and more great perspectives towards eating out. The examination additionally uncovered that in spite of the fact that eating out was an extremely famous pattern, huge numbers of the customers didn't voice any expectation of eating out more as often as possible. A mentality towards eating out was not all so sure, with specific degrees of doubt or question with respect to the consumers' recurrence of purchasing.

Anand (2011) investigated the effect of socioeconomics and psychographics on youthful consumer's food decision towards inexpensive food in Delhi, India. The key determinants affecting shoppers food decision were discovered to be enthusiasm for eating out, triangle, atmosphere and taste of inexpensive food and accommodation for double pay families in metropolitan India. Discoveries demonstrated that inexpensive food organizations can no longer depend on comfort as USP in India, except if the ramifications of same on consumer's wellbeing is given equivalent significance in the years to come.

Development of the cheap food industry in India

India that is specific about its food is fundamentally enamored with home prepared and new food. This pattern is indicating the globalization of India and increment of new business sectors not saw in India previously. With expanding number of individuals eating out, the business offers significant chances to the players to catch a bigger customer base. In 1996 the worldwide food players like Pizza Hut, McDonalds, Dominos and KFC entered Indian market and are putting away enormous measure of cash to get a portion of this exceptionally gainful market in India. CRISIL revealed that customarily, the Indian shoppers have been eating street side nourishments Dhabas and slows down which actually involve a significant portion of the disorderly segment, where cheap food has been eaten generally. Be that as it may, with the adjustments in the economy and help of present day business, in 2001 homegrown players like Haldiram's, Jumbo King, Fasso's are developing rapidly. Kind sized food is one of the greatest, quickest developing evolved way of life in indigenous cheap food in India. This industry



CASE STUDY: INDIAN BRAND “NYKAA” LEVERAGING THE POWER OF DIGITAL PLATFORM

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Abstract

In this 4th industrial revolution which is dominated by digitalization, many digital businesses are booming and getting returns on the digital platforms. Cosmetics industry has a huge potential and there are strong brands in the market. Nykaa is one of the well-known brands in this industry in India. Nykaa started as a Pure click company and then also ventured into offline retail stores and now operates as a Clicks and bricks E-business model. This case study discusses about the journey of Nykaa and how Nykaa as a e-retailer leveraged the digital platform to become one of the leading online players in this industry. Nykaa's digital strategies has reaped an enormous growth for the company. Company's vision of multi brand approach is one of the key reasons for the tremendous market presence and market customization. E-commerce industry has a tremendous scope and accommodates numerous online companies. This case also highlights the online consumer preferences and demands in the fashion and cosmetic industry.

Keywords: Digital Business, E-commerce, Clicks and Bricks, online market, e-retailer, cosmetic industry.

Pedagogical Objectives

- To understand strategies for Clicks and Bricks model
- To understand the E-business model of Nykaa
- To analyze the Omni channel strategies of Nykaa.
- To discuss digital business strategies for domestic and international market.

Case Positioning and Setting

This case can be used for the courses of Digital business in PGDM and MBA

Online Beauty Market; Organized Channel Driving the Growth.

Organized channel will drive the growth in the market, especially the super verticals within online channel. Customers prefer large format stores (LFS) for brand discovery, Hypermarket for cross category shopping and Exclusive business outlet (EBO) for existing loyal brands. Customers prefer super verticals for premium range products, horizontals for cross-category shopping with discounts and verticals for combine look shopping. Lakme, Nykaa has become a better alternative to your brick-and-mortar neighborhood store with limited stocks, and men's grooming is no longer frowned upon. If there's one industry that has truly been transformed by the waves of tech-induced changes brought about by newer generations and time, it is the cosmetics and cosmetics market in India. Growing at a CAGR of 25 percent, India is set to become one of the top five global markets by revenue by 2025 (according to a Redseer report). And to think of it, it all started with homegrown practices, origins of which could be traced back to the ancient science of Ayurveda. Self-beautification dates back to the Indus Valley civilisation, EXHIBIT-1



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THE JOURNEY OF A CUP OF TEA.

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Assistant Professor, SaiBalaji International Institute of Management Sciences, Pune

Dr. Sangeeta Rajput

Professor, International Institute of Management Studies, Pune



Learning Outcomes:

- To understand growth challenges and design marketing strategies for Yewale Amrutulya franchise
- To discuss and study the growth strategies to capture domestic and international market.
- To evaluate the factors driving Yewale Amrutulyas' business model

Case positioning and setting-

This case can be used in the MBA/PGDM for the courses of Strategic Business Management, Marketing, Brand Management and Family-owned Business.

Abstract

Yewale Amrutulya is well known in Pune for its tea. This is a typical example of a family who hit upon the right product with the local market in mind from the very beginning and was quick in establishing
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MINDFULNESS AND SOCIAL MEDIA ENGAGEMENT AMONG MILLENNIAL

Dr. Beena Jiby¹, Dr. Tripti Sahu² & Pooja Karekar³

1. Associate Professor IIMHRD.
2. Professor IIMS.
3. Assistant Professor IIMHRD.

Abstract

Purpose –Millennials are separated from previous cohorts by their forceful online exposure and wide-ranging social media usage, which affects their identity creation, brand engagement, loyalty, and purchasing behaviour. But there are still questions about how Millennials interact online and the actual advantages that may be gained from their propensity to social media usage and is of fascination to both managers and academics.

This study attempts to comprehend how Millennials engage with social media platforms and its impact on intentions by creating a comprehensive model of drivers and outcomes.

Design, method, and strategy from social media users from the millennial generation who identified themselves as fans of self-expressive, beloved businesses participated in a self-administered survey that was used to collect the data. Taking brand loyalty into account.

Keyword

Social Media ; mindful engagement ; Millennials.

1. Introduction

Managers and academics share a "fascination" with the Millennial generation, also known as Gen Y, who were born between the mid-1980s and early 2000s. Millennials are distinguished by their intense exposure to the internet from a very young age and their heavy use of social media, which has become an essential part of their existence. They have also a high purchasing power. Millennials use social media to connect with people, which has an impact on their identity creation, engagement with businesses, brand loyalty, and purchase behaviour. Although there is widespread agreement that Millennials use

social media frequently, more research is needed to understand their ways of interaction. Are they primarily passive observers or are they actively involved with the brands they love? Prior research is scarce and contradictory: some studies suggest that Millennials participate actively while others suggest that they passively lurk for a long time and show "an alarming lack of willingness to interact with brands through social media-based brand communities. The wants and behaviours of Millennials may be very different from those of other generations, based on generational theories.



MARKETING EVOLUTION TRENDS AND RESEARCH DIRECTIONS

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Abstract

A future without the Internet is challenging to imagine. Because of how deeply established the digital environment is in our culture, we have begun to exhibit habits that are unique to it. One of them is the way we purchase goods and services especially after the covid pandemic. The buying and selling behaviours that have developed as a result of these internet habits have a direct impact on how businesses market. Consequently, these marketing strategies are always changing. The marketing industry has evolved over time. Primarily as a result of advancements in technology with fresh new perspectives added on it. The digital era has had a significant impact on marketing 4.0, another stage of this development which involves the fusion of conventional marketing (TV, radio, and print) with increase in marketing and advertising strategies. Therefore, the present study helps to incorporate articles found in the literature and utilized bibliometric methods to examine the literature on "Marketing evolution" that have been published.

Keywords: Marketing, evolution, Trends.

Introduction

The great Industrial Revolution which occurred in the second part of the 18th and the first half of the 19th century, the marketing concept has experienced a profound shift. The production orientation period, the sales orientation period, the customer orientation period, and the social orientation period created this steady transformation.

The beginning of the 20th century is an appropriate starting point for the study purposes even though there are various changes which has happened in the last twelve decades. There are several schools of marketing thought regarding the origin of the discipline and its various phases.

Marketing evolution refers back to the various stages that organizations have changed as they endured to be trying to find new and revolutionary methods to achieve, keep and growth sales, profit and customers (Biemans, W. (2012). Since the 1900s, a number of new techniques were used as diverse industries created and changed their advertising approaches. Marketing in its present day sense is the "technique of transferring items from manufacturer to purchaser with an emphasis on marketing tools started from 1897. While it took a while for the change to happen from a product-centric technique to a service centric orientation of today (Baker, M.A. (2016), the various changes happened most in the twentieth century.(Mackey, T. (2012); Andreini, D. (2005).

Literature Review

Marketing Evolution

Over the years, marketing has seen a number of modifications. In other words, it progressed through phases marketing 1.0, 2.0, and 3.0 before arriving at present marketing 4.0 stage. So let's examine the process of this evolution.

Marketing 1.0

Marketing during this time was concentrated on the features of the product. As a result, advertising efforts took a very descriptive stance in order to highlight the characteristics and advantages of the product as much as possible. (Morosan, C. (2014).



MINDFULNESS AND SOCIAL MEDIA ENGAGEMENT AMONG MILLENNIAL

Dr. Beena Jiby¹, Dr. Tripti Sahu² & Pooja Karekar³

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**PROMOTING SUSTAINABLE DEVELOPMENT OF WOMEN ENTREPRENEURS: A
CASE STUDY OF "BHIMTHADI JATRA"**

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Resource Development, Pune

Prof. Girish Chavan, Assistant Professor, SaiBalaji International Institute of Management Sciences,
Pune

**ABSTRACT**

A livelihood is safeguarding the basic necessities of a ones living. A sustainable livelihood is maintaining income, handling resources and recovering from pressure to support the abilities, assets for the present and the future. The purpose of the case on Bhimthadi Jatra is to create awareness among women self-help groups and women entrepreneurs and promote sustainable livelihood.

Bhimthadi Jatra started in 2004 Bhimthadi Jatra is a rural carnival having variety of Domains like Cultural exhibition, Food market, Flea Market, Live Shows, Packaged/Homemade food products, Handicrafts, Handloom, Food. Lot of rural women entrepreneurs are a part of this grand fair. Bhimthadi Jatra' is a trade fair where earning opportunities are created for rural women and artisans by bringing their products directly to the urban markets via long-term fair-trading relationships.

Functional area of case and keywords-

MBA program/PGDM program – To discuss various issues related to women entrepreneurship, business strategies, small business, challenges and opportunities of entrepreneurship

Pedagogical Objectives

- To enable the participants to appreciate the difficulties faced by the women entrepreneurs.
- To understand the challenges handled in building an women led enterprises and microfinance.
- To recognize the operational complexity of self-help groups and small business.
- To apply the learnings from Bhimthadi Fair can offer to the women entrepreneurs.
- To allow readers generalize the future arenas of work for the organizations.

Case Positioning

This is a case intended to be approached in a manner to explore challenges and opportunities in social and women entrepreneurship, assessing in depth the customer (beneficiary) needs, designing

**Industry 4.0 – Digital Transformation, Challenges and Benefits**

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Dr. Aruna Deoskar

Principal, ATSS CBSCA

Abstract

The purpose of this paper is to study the basics of Industry 4.0, the trend towards automation and data exchange in manufacturing technologies and processes. This paper highlights the strategic roadmap that can serve manufacturers as a simple guide for the process of Industry 4.0 transition.

Digital technology has transformed the industrial and manufacturing world. To keep pace with the fast-growing technological enhancements accompanying Industry 4.0, there is a great need to evolve and change the way we work. We now stand on the crossover of this new era, where machines acquire human characteristics, including cognitive capabilities. Therefore, the question is - Are we ready for Industry 4.0? In addition, what are the challenges that we will face in the near future? Index Terms – Industry 4.0, automation, challenges, benefits

I. INTRODUCTION

Modern industry has seen countless developments since the industrial revolution in the 18th century. Manufacturing of goods, tools, clothes, weapons was manual, which changed in the end of the 18th century with the introduction of manufacturing processes. The progress from Industry 1.0 was then rapid up to the upcoming industrial era – Industry 4.0. The emergence of Industry 4.0 has come up with the rapid development of technology on one hand, and socioeconomic factors on the other. This paper provides an overview of this evolution, along with its challenges and benefits.

II. HISTORY OF INDUSTRY 4.0

Fig. 1. Journey from Industry 1.0 to Industry 4.0

(Source: www.theindustry.com)

Industrial Revolution is a period of major industrialization and innovation where change from an agrarian and handicraft economy to one dominated by industry and machine manufacturing had started. Industrial revolution is the paradigm shift in production technologies [1]. It has changed the societies we live

**AGRITECH: A PATHWAY TO SUSTAINABLE AGRICULTURE GROWTH IN INDIA**

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ABSTRACT

This paper deals about the use of various ICT system developed by the corporate, government, private stakeholders to disseminate the agriculture information to its various stakeholders like farmers, live stockholders, cooperative society members & citizens associated with agriculture business. The various ICT technologies are being developed to enhance the growth of the agriculture in diversified agriculture sector. The researcher would like to emphasize on the drone technology to propose a hypothetical model of drone services that make genuine contribution to agriculture sector. We would like to propose this model which has much in common with on-site operations to work it across a broader range of fields. On the basis of knowledge acquired through agriculture operations & subsequent analysis, we would like to propose this model which define the affinity between agriculture & drone technology. Presenting a use cases of this drone technology envisages less manual intervention to increase soil health & increase agro productivity.

KEYWORDS: Drone technology, Drone surveillance, ICT stack, Cloud computing, e-Governance, Knowledge, Dissemination, AgriIS

1. INTRODUCTION

We are now in global economic recession due to the financial crises in Europe & parts of Asian countries. Now the economic situation would be settled down by taking some reformist measure to give the extra cautious attention to tackle steep rise in the price of energy & food which is caused by factors such as population growth in developing countries where industrialization growth is at par. In our India, media agriculture is often cited alongside on diversified demographics as one of the largest problems facing the country. Many of the issue associated with agriculture have structural aspects and can be broadly divided into: Agricultural Land act, yield ratio per hecter, lack of successor to farmland due to presence of service oriented sector & concession given to boost the service sector, diversification of eating habits. Agricultural land issues present a barrier to the participation of new individuals which is one reason why the average age of population is in 50-60 yrs of range. Annual sale of agriculture products in India is approximately 95.3 million tons. But our indian agriculture technology is not say that much compatible & advanced as compare to Israel, Japan etc. Moreover, now the environmental issues are recognized as global issues, and the further food supply has emerged as a global problem. Our agricultural industry is likely to lag behind global initiatives because of our structural problem. It is now establishing as agriculture industry status.

So in a bid to introduce drone technology alongwith usage of ICT into agriculture practices and connect agriculture into single large industry in order to contribute to efforts to improve India's self sufficiency in food production and to develop foreign markets for India's superior agricultural technology. This paper envisages to give stress on farm mechanization activities on the basis of agriculture studies & their analysis. We would like to discuss the suitability of drone technology in conjunction with ICT cloud computing for agriculture & its application to other technological fields. Overall stakeholders in this system has been shown in fig.1 :



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CHALLENGES OF NETWORK RELIABILITY FOR EFFECTIVE USER SERVICES

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Abstract:

WiFi networks have been installed in educational institutes to provide internet service to its stakeholders. Internet facility on the campus is expected to increase the effective learning environment of its stakeholders. Network reliability is an important parameter for the stakeholders as it defines the availability of the internet as and when required. The purpose of the research is to investigate the reliability problems of the WiFi network in providing internet from the stakeholder perspective. The researcher uses a survey questionnaire to understand the needs of the stakeholder from the educational institution regarding WiFi network reliability. According to the findings, only 60% of the users agree that the WiFi network is always available and reliable.

Keywords: Reliability, Access point, QoS, MTBF

Introduction:

WiFi network has become one of the most popular ways of accessing the internet in educational institutes today. The quality of service of a network is characterised by reliability, delay, jitter, and bandwidth (Raj Kumar Singh, 2014). WiFi networks are characterised by different quality of service factors with network reliability being one of the most important factors. Network reliability refers to the ability of the network to perform its intended functions consistently and recovering quickly from any failures. A reliable network is always available to its users whenever they need internet. However, having a reliable WiFi network connection is challenging due to various factors such as interference, congestion, and security. In the present investigation the effort has been made to study the challenges of WiFi network reliability.

Introduction of Network Reliability:

A reliable network is important to the users as they are dependent on internet for online resources. Reliability of a service is defined as the ability to provide the service in compliance with the specifications. Reliability of the internet services can be measured through internet service availability (Mujahid Mohiuddin Babu, 2011) Reliability consists of performance and dependability. It means that the service is performed right at the first time. (A. Parasuraman, 1985). Reliability is the ability of a device or system to perform its function without failure when called upon to do so.

A reliable WiFi network is expected to perform set of functions under predetermined conditions as defined during the specified operational times. Any failures in devices or software need to be estimated and corrective actions need to be predefined.

WiFi 802.11 uses 2.4 GHz and 5 GHz bands that belong to unlicensed ISM (Industrial, Scientific and Medical) band. The band is divided into 11 to 13 channels. However, all the channels cannot be used due to adjacent channel interference. Since these are unlicensed, the band is also used in other devices such as microwave ovens, cordless phones etc. The emissions from these devices interfere with that of WiFi networks thus affecting the network reliability.

WiFi uses radio frequency in free to use range of spectrum. Hence, WiFi network reliability is affected by interference from other devices. The distance between devices of the network also affects the network reliability. There can be devices in the range of access points that operate at the same frequency such as



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DEEPFAKE – BLESSING OR CURSE OF TECHNOLOGICAL ADVANCEMENT

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Abstract

Technology has expanded its horizon through implantation of various innovative ideas in almost every part of life. All businesses are now have adopted the technological advancements and started their work with digitization concept. Social media has become a common and frequently used communication media. Such platforms are used by people for professional, formal as well as non-formal communications. Deepfake is the technological innovation and would be very beneficial for organization if used in right and ethical way. But on the other side the wrong use of Deepfake technology may spoil someone's life if used in an unethical way. This review based conceptual paper will be talking about the Deepfake technology and its applicability from ethical and unethical point of view.

Keywords : Technology, Deepfake, Ethics, Digital Media, Social Media

- Introduction
- What is Deepfake?
- Deepfake Process and Creation
- Deepfake – Pros and Cons
- Conclusion

Introduction

Technological advancement has changed the world and people mindset. Businesses are heavily influenced by the incorporation of digitization. All age group people have become the habitual of technology usage. Over the years the technological expansion from mainframe to mobile world, traditional systems to opensource systems, big lines of codes to small programable modules, every thing has changed the work dimension from manual towards more automated one. Involvement of Artificial Intelligence has changed the organization's working culture.

Period	Revolution	Details
1600-1740	Agricultural Revolution	Economical and financial growth based farming, Agriculture aspect with financial aspect of farmers.
1780-1840	First Industrial Revolution	Global transition in Industries with stable human economy consideration in manufacturing processes.
1870-1920	Second Industrial Revolution	Also refer as start of technological revolution with focus on mass production, many scientific discoveries.
1940-1970	Scientific Revolution Technical	Incorporation of Computer technology, storage concept, Access of information through technology
1975-2021	Digital Revolution Third Industrial Revolution	A major shift from mechanical and analog technological devices towards the digital devices.
2022-cont.	Fourth Industrial Revolution	Incorporation of Industry 4.0 components – AI, Robotics, Deep learning, Data Science, Augmented and Virtual reality



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