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ERUDITE

Knowledge Beyond Limits

A Peer Reviewed Research Publication of the
Department of Bachelor of Business
Administration (BBA)



Gauhati Commerce College

R.G.Barooah Road, Guwahati-781021, Assam, India

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Chief Editor

Dr. Bipul Das

Editor

Dr. Bidisha Lahkar Das

Sub-Editors

Devarshi Dutta

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From the Desk of the Principal

It brings me great joy to present the edition of *Erudite: Knowledge Beyond Limits*, the peer-reviewed research publication of the Department of Business Administration (BBA), Gauhati Commerce College. Since its inception in 2018, the journal has played a crucial role in nurturing a culture of critical thinking. *Erudite* has steadily evolved into a credible platform for disseminating original research and innovative ideas across disciplines such as Commerce, Management, Economics, Information Technology, and allied areas. The subsequent editions released in 2021 and 2022 reassert the journal's commitment to its vision of promoting a rigorous and inclusive academic engagement.



Today, we are in an era marked by rapid transformations in business practices, governance, digital technologies, and economic structures. The role of interdisciplinary research has become more significant than ever, particularly with the implementation of the National Education Policy (NEP), 2020. *Erudite* has responded positively to this need by encouraging contributions that bridge theory and practice. It addresses contemporary academic and industry-oriented challenges and strengthens the institution's research ecosystem, while contributing to the broader national aspiration of building a Viksit Bharat by 2047, where higher education institutions play a pivotal role in generating new ideas and fostering innovation.

I am particularly pleased to note that *Erudite* has published the fourth edition. It reflects the growing enthusiasm for research among faculty members, scholars, professionals and students. Gauhati Commerce College is fully committed to promoting research, innovation, and knowledge generation as integral components of higher education and *Erudite* stands as yet another significant milestone in this journey. I extend my sincere appreciation to the editor and editorial board, reviewers, contributors, and the Department of Business Administration for their dedicated efforts in bringing these volumes to fruition. I wish *Erudite: Knowledge Beyond Limits* every success in its continued effort towards knowledge dissemination and academic excellence.

Prof. Bipul Das

Principal

Gauhati Commerce College

Message form the Coordinator (i/c)



It gives me immense pleasure to present the publication of the 4th edition of “Erudite-Knowledge Beyond Limits” by the Department of BBA. This publication is a reflection of the academic rigor, intellectual curiosity and creative efforts of faculty members of our as well as various institutions.

In today’s dynamic business environment, platforms such as this journal play a vital role in encouraging research, critical thinking and the application of the management concepts to real-world challenges. The articles and papers published here showcase diverse perspectives, innovative ideas and a commitment to academic excellence.

I sincerely appreciate the efforts of the editorial team and contributors whose dedication and hard work have made this publication possible after a long period. Further, I Am confident that this publication will serve as a source of knowledge, inspiration and motivation for readers and will contribute meaningfully to the academic community.

Dr. Gitalee Mohan
Coordinator (i/c)
Department of BBA
Gauhati Commerce College.

From the Desk of the IQAC Coordinator



It gives me immense pleasure to witness the release of the latest issue of *Erudite*. Gauhati Commerce College, is steadfast in its commitment to fostering a culture of excellence, and a research journal is the heartbeat of that mission.

Erudite serves as more than just a collection of papers; it is a testament to our collective pursuit of "Quality Enhancement." In an era of rapid information exchange, the ability to produce peer-reviewed, thoughtful, and original scholarship is what sets our academic community apart. By prioritizing original research and critical thinking, *Erudite* embodies the core values of Gauhati Commerce College: **Innovation, Integrity, and Insight**. We look forward to seeing how these contributions influence our academic landscape in the coming year. I commend the editorial board and the contributors for maintaining the high standards that this journal represents.

The themes explored in this volume reflect our institution's dedication to holistic development and intellectual curiosity. By documenting these insights, we are not only contributing to the global body of knowledge but also sharpening the analytical minds of our future leaders.

May this edition spark new dialogues and inspire further inquiry.

Keep questioning, keep researching, and keep striving for perfection!

Dr. Kaberi Bezbaruah
Coordinator IQAC
Gauhati Commerce College

Editor's Desk

It is with great pleasure that the Department of Bachelor of Business Administration (BBA), Gauhati Commerce College presents its Fourth Edition, of its peer reviewed research publication Erudite-Knowledge Beyond Limits. The main objective of this publication is to provide a platform to students, faculty members and researchers to showcase their innovative ideas in the fields of business, commerce, management and allied disciplines. In an era where technology and artificial intelligence has brought drastic changes in every aspect of global business, the role of rigorous research has never been more critical. It is our genuine and sincere effort that through Erudite creative ideas, theoretical perceptions and empirical studies help to shape the future of business and management practices.

The present volume brings together research works that blends both depth and diversity. From analyses of impact of stress on mental health of employees, green tourism, AI and big data, embedding diversity, equity and inclusion in business operations, impact of e-learning in education, review on Quality of Work Life, exploring retail therapy, skill development initiatives, review on employee turnover, exploring the E-commerce industry, the investigations included in this volume throws light upon varied, mixed and complicated nature of contemporary research. Each research article presented here not only augments academic discussion but forwards realistic implication for industry, policymakers and society at large.

Erudite is committed towards the promotion of a research-oriented environment and fosters intellectual curiosity along with ethics in research. It will continue as a repository wisdom motivating critical thinking and innovation in various fields of business, management, commerce and allied related disciplines.

I take this opportunity to extend my heartfelt gratitude to Prof. Bipul Das, Principal, Gauhati Commerce College for supporting us in this endeavor, Dr. Gitalee Mohan, Coordinator (i/c) Department of BBA for continuous motivation and support, all the authors for their insightful and thought-provoking contributions, to the reviewers for their tireless and diligent evaluations and to the editorial team for their dedication and continuous effort in bringing out this issue. I hope this publication serves as a catalyst of critical thinking and growth.

Dr. Bidisha Lahkar Das
Editor

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