

---

# Contents

---

<b>PROLOGUE.....</b>	<b>i-iv</b>
<b>1. Agri-tourism: A Model to Develop Rural India.....</b>	<b>1-5</b>
<i>Namita Soni, Prerna Kushwaha</i>	
<b>2. A Study on Change in Shopping Habits of Consumers Due to Outbreak of Coronavirus (COVID-19) .....</b>	<b>6-14</b>
<i>S N Jha, Chandni Sharma</i>	
<b>3. An Empirical Study on Knowledge, Perception and Appropriate Monitoring of Youth Towards Generic Drugs.....</b>	<b>15-28</b>
<i>Shah Suraj Manoj Kumar, Maurvi Vasavada, Jil Dedania</i>	
<b>4. A Study of Factors Affecting the Choice of Investment Avenues by Individual Investors in Bank and Insurance Sector.....</b>	<b>29-38</b>
<i>Chandni Keswani</i>	
<b>5. A Study on Awareness and Preferences of Individuals in the Life Insurance Sector.....</b>	<b>39-48</b>
<i>Vaishnavi Mehra, Shraddha Kokane</i>	
<b>6. Awareness and Preferences of Rural Youth Towards Financial Products.....</b>	<b>49-62</b>
<i>Mrunal Chetanbhai Joshi</i>	
<b>7. Consumer Perception Towards Retail Service Quality of E-Retailers: A Demographic Study.....</b>	<b>63-70</b>
<i>Dhanashree Nagar, Kshama Ganjiwale</i>	
<b>8. Factors Affecting Decision of Borrowers Towards Home Loan.....</b>	<b>71-80</b>
<i>Kirti Seth, Pragati Tomar</i>	
<b>9. Financial Literacy Among Citizens of Harayana State in India.....</b>	<b>81-87</b>
<i>Reepu</i>	
<b>10. Impact of Stakeholder Relationship Management on Project Efficiency.....</b>	<b>88-95</b>
<i>Rajhans Kirti, Yashdeep Jain, Ayush Bhatt, Snehal Deo, Yogeshwari Pande</i>	
<b>11. Importance of Talent Management Practices: Literature Review...</b>	<b>96-110</b>
<i>Renu Bala</i>	
<b>12. Maruti's Quest for Being a Premium Car Brand of India through Exclusive Dealership Chain – NEXA: A Case Study.....</b>	<b>111-121</b>
<i>Pratik C. Patel</i>	

<b>13.</b>	<b>Perceived Risks of Online Apparel Shopping: Challenges for E-Marketers.....</b>	<b>122-129</b>
	<i>Malvika Agarwal, Rita Kant</i>	
<b>14.</b>	<b>Perception of Parents and Youth on Web Content.....</b>	<b>130-140</b>
	<i>Sheuli De Sarkar</i>	
<b>15.</b>	<b>Role of FII and DMFI in Indian Capital Market: A Causality Investigation.....</b>	<b>141-152</b>
	<i>Meenakshi Sharma, Anil Kumar Mittal</i>	
<b>16.</b>	<b>Role of Gender Towards Usage of Mobile Payment Services.....</b>	<b>153-159</b>
	<i>Anila Zaidy, Rajeev K. Shukla</i>	
<b>17.</b>	<b>Role of Management Information System in Business: Opportunities and Challenges.....</b>	<b>160-167</b>
	<i>Pooja Trivedi</i>	
<b>18.</b>	<b>Study of Factors Affecting Online Grocery Shopping During COVID-19 Outbreak: An Empirical Approach .....</b>	<b>168-175</b>
	<i>Suyog S. Dekhne</i>	
<b>19.</b>	<b>The Role of HR Analytics in High Schools of Indore.....</b>	<b>176-188</b>
	<i>Monika Kardile, Kudan Sing Parmar</i>	
<b>20.</b>	<b>Women Empowerment in Rural Region of Madhya Pradesh .....</b>	<b>189-203</b>
	<i>Manisha Pipariya</i>	
	<b>EPILOGUE.....</b>	<b>204-207</b>