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6TH-7TH FEBRUARY 2023

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Conference Schedule Overview

Day 1: Waterstone Oxford City Centre, U.K- Networking Orientation
Oxford City Tour

Day 2: Canada Room, St-Hilda's River Campus- University of
Oxford, U.K

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A Pragmatic Case Study of Novel Edible Blended Food Products Empowering the Health Immunity of Consumers withing Legal Frame of Law of Land.

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ABSTRACT

The proposed Research paper explains the development process of "**Novel Edible Food Products**" in the Post COVID-19 world which enhances the immunity of the consumer and that too in a very feasible Economic Cost, within law of land. The Paper also discusses all the Legal Affiliations which are mandate to operate the Business. And also the "Social Impact" of disseminating the awareness of "**Blended Food Product**" with "Copyrighted Concepts" and developing the new Market which will create huge employment including tremendous amount of job Opportunities for Women and Differently Abled also in a "Decent Proctored Environment"

This Research article is fusion to create a "Circular Economy" attaining a enduring "**Economic Prosperity State**" for the masses creating health care awareness, health care benefiting novel products (edible products) in "**Feasible Purchasing Power**" of the Masses. And "Absolute Primary Research" has been done recorded for the "Novel Product Developed". (For Verification please Refer References).

The most common refreshment "Tea" with a sample to be tested has been "Tested" in Pragmatic Field Survey of to evaluate the response of consumer, and the same has been done obtaining legal license. A Total of 1.25 (One Lakh and Twenty Five Thousand) and the complete Survey has been completed by a genuine legal Outsourced survey Team. The details of response of Consumers will be explained in full length Paper. Also the details of Strategic Location is explained of the running Units of Production.

The world has rehabilitated in a very fast manner and has turned vulnerable in Post COVID-19 world. Also many new variants are found very rapidly. The Developed Novel Food Product on a "Global Mass Scale" will definitely create a "**Steel Strong shield of protective layer for Health Care**" to enhance the immunity mechanism of

consumers so they may be prevented from any adverse impact of microbial, fungal and bacterial disease.

The Study presented in this Paper has been carried out in various phases in a complete Span of One Year to make a concrete solution, considering all aspects of consumer's response.

KeyWords

Novel Edible Food Products; Economic Prosperity State; Feasible Purchasing Power, Blended Food Products

AIM

This pragmatic Research paper explains the development process of "Novel Edible Food Products" in the Post COVID-19 world which enhances the immunity of the consumer and that too in a very feasible Economic Cost. The Paper also discusses all the Legal Affiliations which are mandate to operate the Business. And also the "Social Impact" of disseminating the awareness of "Blended Food Product" with "Copyrighted Concepts" and developing the new Market which will create huge employment including tremendous amount of job Opportunities for Women and Differently Abled also in a "Decent Proctored Environment".

OBJECTIVE

This Research article is fusion to create a "Circular Economy" attaining a enduring "Economic Prosperity State" for the masses creating health care awareness, health care benefiting novel products (edible products) in "Feasible Purchasing Power" of the Masses. And "Absolute Primary Research" has been done and recorded for the "Novel Product Developed".

INTRODUCTION

This Research article is fusion of four different concept which are interlinked in a way to create a "Circular Economy" attaining a enduring "Economic Prosperity State" for the masses creating health care awareness, health care benefiting novel products (edible products) and also enormous number of job opportunities

for masses, including tremendous amount of job Opportunities for Women and Differently Abled also in a "Decent Proctored Environment". The Exact replica is called in Scientific Terms as Twins, and Exact Replica of the Twins are called a "Quadruplet". The Discussed all four Factors in this Research Paper are supporting crux to each other forming a completion chain as all four are unique and equally significant.

ABOUT THE COMPANY

- 1) The company is Registered vide CIN Number U73100GJ2021OPC127792 with Key Objectives of services of "Products of Food Irradiation", "Cancer Care Health Support Systems", "Development of Fusion Energy Research", "Peaceful use of Nuclear Energy in Food Irradiation and Food Processing". The Company is registered under [Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014].
- 2) The Company has been has been ISO certified by ISO 22000:2018 (Food Safety Management System) vide Certificate No :: FSMS/22M01033 dated 26-07-2022, assessed and certified by MQA Certification Services, H-03, New Ram Nagar Colony, Mathura Road, Hathras-204101, U.P., India.
- 3) The FSSAI Number for the Product of Company(by Owner) has been issued vide "FSSAI Certificate Number:- 20722022000643" from Government of Gujarat Food And Drugs Control Administration Food Safety and Standards Authority of India Registration Certificate under FSS Act, 2006, dated 30-07-2022.(Certificate has been earned to testify the parameters of health as per law of land.)
- 4) The trademark has been earned with name of "KANUVIM".

RESEARCH METHODOLOGY

- 1) Primary Data:- Form of Video Recordings, Feedback Collection.
- 2) Secondary Data:- Literature, Books, Internet.

PHASES OF DATA COLLECTION.

- 1) Phase-1:- Collection of Primary Data by Feedback Collection from Customers and end users of the Served "Edible Product" (Tea) after obtaining all the legal permission as permission of law of land.
- 2) Phase-2:- The Specially ordered seeds and shoots of Sugarcane were planted and a total of four month long study has been done from initial sowing of crops to final ripening and derivative of product(jaggery). This included a comparative study of all steps involved as well as the result on final output of the Food Product(Jaggery).

ECONOMIC GROWTH BY FOOD IRRADIATION: - AN INTRODUCTION

- 1) The cost of medicine which would have been invested on any form of Disease curing as cholera, diarrhea, viral fever, flu becomes totally Zero as the Products of "Food Irradiation" makes the "Irradiated Food" 100% hygienic, secure to consume with a very nominal increase in cost of "Irradiated Food", which can be easily afforded by almost every user.)
- 2) The manpower support of family member/s; needed when any old age person becomes ill almost becomes Zero when the old age people remain healthy with high immunity, with use of "Irradiated Food". As a single day of leave of Family Member/s turns into Economical Loss of that Particular number of working day/s.
- 3) There is also a huge damage to crops by insects (Zoonosis) and the same can be covered at a large scale by help of "Food Irradiation" Process.
- 4) The development of "Food Irradiation Process" will create a strong market and huge need of manpower will be needed in various categories of jobs. This wills additional lead for job creativity and elimination of Poverty.
- 5) The Insects of Crops can be eliminated by various modes of "Irradiation" under Controlled Radiation.

- 6) The cattle and animal husbandry can be benefited a lot by various Process of "Irradiation" to control various form of Fungal, Bacterial and Viral diseases.

ECONOMIC ESTIMATION FOR JOB CREATIVITY

- 1) Per 10 million of population consuming "Nuclear Irradiated Food" on a regular basis, will be creating jobs on all scale for about workforce of 200000.00-300000.00(2%-3.5% of End Consumers) on a commensurate scale. A "Least Minimum" of 2.6% of the total End consumers will be an "**Assured Manpower**" in various scales.
- 2) For Covering just 20% of Global Population, i.e around 1.7 billion (of 7.55 billion), the job will be generated of about a minimum of 35 million jobs all around the world. ⁽¹⁾

OPERATIONAL OPTIMIZATION

- 1) The location of processing, manufacturing and packaging has been identified and it is identified at Kim near Mulad Gram(Village) because Kim is the midpoint between Surat and Ankaleshwar as well as the exact point, where from where the bullet train is crossing by next year.
- 2) Bullet train is proposed to Cross by early 2025, and after that the Goods carrying "**Bullet Trains**" will also be instrumental to move by covering up the "**Leads Time**" during the vacant period of the Bullet Train's route, definitely it is going to be a main route for the cargo train also in near future.
- 3) When cargo train goes, it will be a booming factor in the manufacturing, packing, cold storage and food.
- 4) The Kim-Surat Railway Route is the main track route for the refinery oil companies, which has been grown from Refinery to the main market and towards the both side there is market. So the produced Good by Blended Food Products and also including

"Food-Irradiation" products will have a **"Swift Access"** to all over market in India as well as abroad.

- 5) Also KIM-Mulad Region is less Populus and it is far from the populous areas so it is an **"Excellent Point"** for establishing "Food-Irradiation" processing plant.
- 6) The proposed Nuclear Food-Irradiation plant is to be located to a less dense area which is far from the populous area so that the food irradiation can be done easily and can be blended with the novel piece of Food Products.
- 7) Initially the Blended tea is to be radiated for a longer shelf life as well as to reach to the masses.
- 8) The above measures will reduce the dependency on cold storages and threat of damage to crops, edibles and other food products. The **"Absolute Primary Research"** of Location of Company can be seen in Annexure_A.

ANCIENT SCIENTIFIC SIGNIFICANCE OF REGION OF GEOGRAPHICAL LOCATION

As per one ancient scripture book name **"Padma Sangrah"** Published in 1877, the region of Surat in Ancient India Times was known as **"SURYA TRIPTI NAGRAM"** means a region which makes Sun God delighted and peace and prosperity resides as the same geographical location by Grace of Sun. For Substantiation, a video has been made and can be verified in Reference Number "6"

MARKET SURVEY WITH SAMPLES

- 1) The concept of the human health care derivatives by help of peaceful use of Nuclear Technology which is a copyrighted product, and is Blended with the developed novel hybrid product and herbal Products as Per Confidential Copyrights named "Devo Phal" in prescribed and tested ratio⁽⁴⁾. It has been tested with blended samples for human consumption, on more than 125,000 sample of Teacups, Coffee Cups from 01st August,2022 to 31st January, 2022 at different "Twentysix" different locations all Over India for feedback collection of the customers. Also, the awareness was provided to the customers. The Market Survey has been completed by an

Outsourced Agency. The Statical Representation is Enclosed in "ANNEXURE_C"

- 2) Initially, the proposed product was made for the old age people, but later it has been grown for the all the population group because it boosts the layer of immunity automatically, especially in Post-Covid_19 World. It automatically revives the health, and the same has been done on the basis of more than one decade of long research on the various factors various parameters and has been code named. The "**Devo Phal**" also gives steel strong "**Immunity Shield**" against all forms of viral and bacterial diseases. And the Probability for fatal diseases like Covid-19, Zoonotic Diseases, Viral Diseases, Brain Fever, Black Fever, Swine Flu and other vector borne diseases is decreased up to a tremendous low. And the health
- 3) The Factors highlighted and human factor of health is being connected to the economy in a proportionate ration. It is made obvious with the product for the daily uses of the product by the regular population because the regular population, consumes more tea, more coffee as a regular habit will work of day-to-day life.
- 4) Agriculture impact has been accessed by using Irradiated Seeds and results have been found slight high than conventional agricultural practices.

CONCLUSION

- 1) The products are manufactured in such a manner that it could be affordable to masses and the same will create regular Prosperity line and also a lot number of jobs and Reviving of the economy.
- 2) In variety of foods being procured and processed, direct benefit will be mandatorily tilted to agriculturist, Farmer and producer. The same will create a "**Barrier Free channel**" to the producer for earning of financial profit.
- 3) An immense job opportunity will be there for Women, Person with Ability to work in "**Decent and Proctored**" Environment in complete work Cycle of the various products of "Food Irradiation Products".

- 4) The response of users was very Positive and of gaining health in nature. For Statical Representation of Response, please Find Annexure.

A CONVENTIONAL WORK PROCESS OF FOOD IRRADIATION PROCESS.

- 1) First the Food Item is grown and harvested.
- 2) Then it is collected in various size packets and then it is being Irradiated.
- 3) The Overall Process is very lengthy and complex.
- 4) The Overall Output till Food Item is Irradiated turns affected by insects and weather conditions and hence an important portion of grown crop could not be saved from being damaged.

RE-ENGINEERED WORK PROCESS OF FOOD IRRADIATION PROCESS.

- 1) The first initial Baby steps towards Scientific Research adopted in In Varanasi Region which is located in the most Populus state of Socialistic Republic of India having an approximate counted population of 250 million. ^{(1) (2) (3) (4) (5)}
- 2) Our Organization have outsourced and procured the **"Irradiation of the Sugar-Cane Nodes plantation"** for pragmatic finding of the output of the by product of Jaggery. As Complete Sugar cane stick is more complex to Process for **"Irradiation"** for same the small size shoot of **"Sugar cane"** were outsourced for **"Irradiation"** and then they were implanted in soil for Agricultural Growth Cycle of Sugar Cane crop.
- 3) It was found that as compared to normal **"Sugar Cane"** crop the **"Irradiated Sugar Cane Crop"** were less prone for any form of viral and bacterial infection and yielded healthier **"Sugar cane crops"**.
- 4) As well as more quantity of on an average **"Sugar Cane Juice was found with Irradiated Shoots"**. There was an overall growth of 8%-9.8% more in terms of height of Sugar cane.
- 5) Over all the Nectar received from slot bunch of grown 35 Sugar Cane Crop Sticks (approx. 100 Kilograms) (From Irradiated Shoots for Sugar Cane Crop) yielded about 17% more Sugar cane nectar.

- 6) The Complete cycle has been adopted as "**Technical Re-Engineering**" of "**Irradiation Process**" by curtailing time and financial Investment in "Irradiation of Crops". As with roots of Sugar Cane Plant being "Irradiated" the cost and time was curtailed and over all Crop were found to be more rich yield as compared to "Non-Irradiated Roots of Sugar Cane Plant". The Statical Representation for better explanation can be seen in Annexure_D, Annexure_E, Annexure_F. The Complete Pilot Project Cycle of Growing and yielding, then Processing the Sugar Cane into edible Jaggery can be verified in official reference of video links. (5) (6) (7) (8)

FUTURE FORECASTING

- 1) By 2035 the world population will reach 7.38-8.00 Billion approx.
- 2) Huge food requirement will be there.
- 3) Even saving a minor percentage of food crop will result into providing food to millions throughout the year.
- 4) Food Irradiation is a powerful tool for saving food from being destroyed.
- 5) Also the regular use of "Food Irradiated" products will boost immunity for fight from any form of disease of pandemic situation.

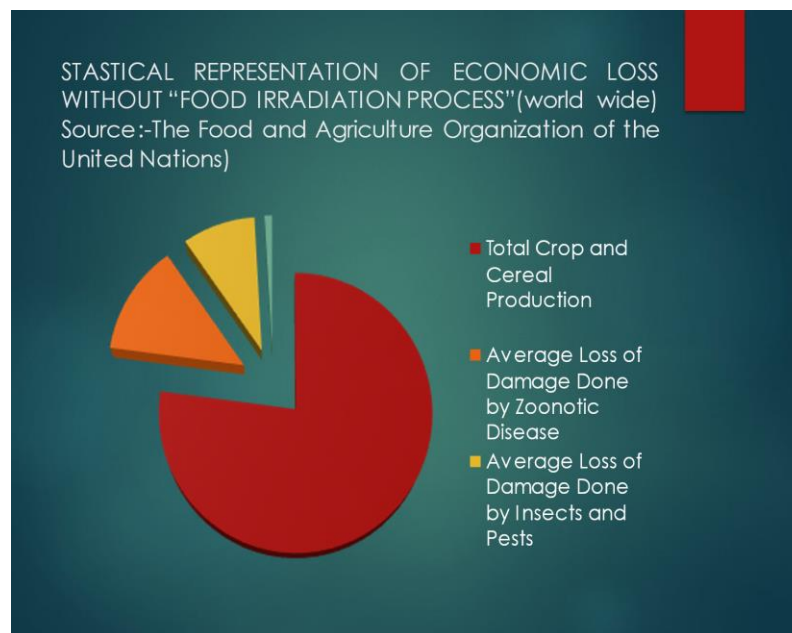
ECONOMIC ESTIMATION FOR JOB CREATIVITY IN FOOD IRRADIATION INDUSTRY

- 1) Estimating, an average of Per 1 million of population consuming "Nuclear Irradiated Food" on a regular basis, will be creating jobs on all scale for about workforce of 20000.00-30000.00 (2%-3.5% of End Consumers).
- 2) For Covering just 20% of Global Population, i.e around 1.5 billion (of 750 billion), the job will be generated of about a minimum of 35 million jobs.

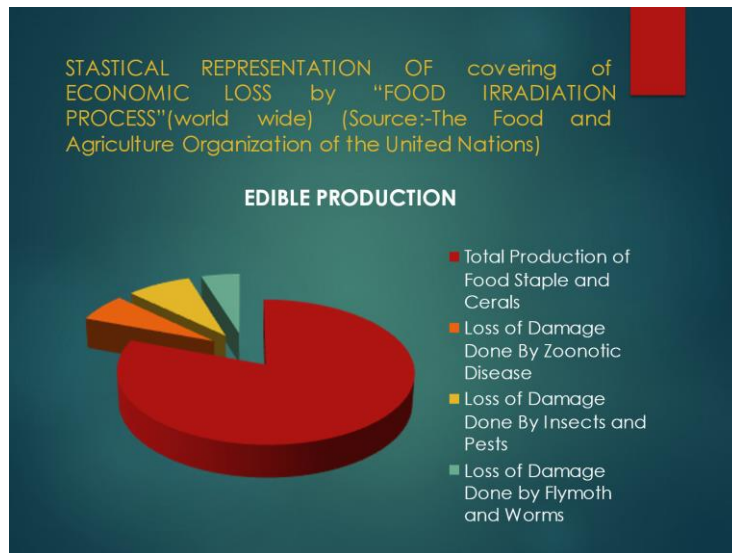
RECOMMENDATIONS .

- 1) More crops and Cash crops to be grown by various application of food Irradiation.
- 2) More Awareness is to disseminated among masses.
- 3) More Hybrid Crops to be grown by Technical Re-Engineering of Food Irradiation.
- 4) A Huge Cost Reduction can be done by shifting the Conventional Method to Modern Agricultural Practices.
- 5) The Integrated Program after Standard 12th for Integrated Program of M.A(Master of Arts) in Developmental Economics of Indian Institute of Technology, Madras must be made more aware for younger generation to get more acquaint and aware for new developing strategies and domain of Sustainable Studies and Developmental Studies.
- 6) The Coal Producing region as like Singrauli Madhya Pradesh, Dhanbad(Jharkhand), Coal Belt Region of Ranchi, Naivelli Lignite Coalfields, Asansol Coal Field Region, Bilaspur Region(Chattishgarh), Jaduguda(Jharkhand) and all other mineral producing regions, mining regions and core sector region must be made aware with Blended Food Products of "Devo Phal" for better upliftment and strong immunity of health.

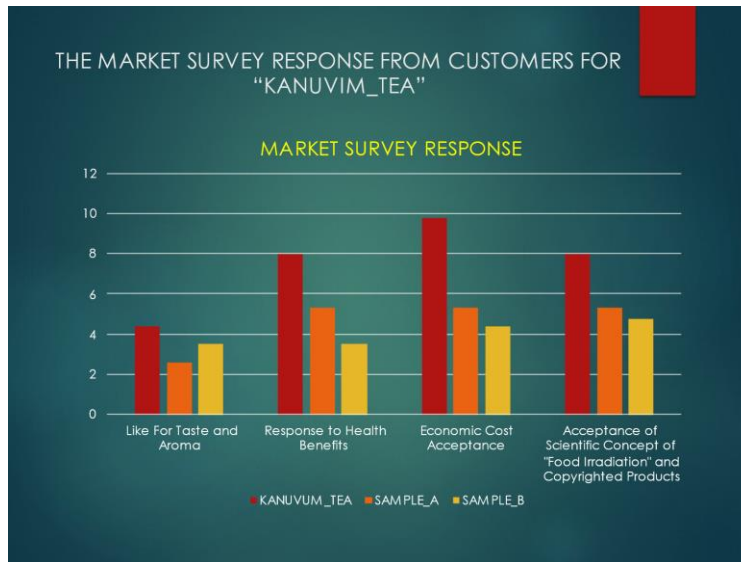
ANNEXURE A



ANNEXURE B

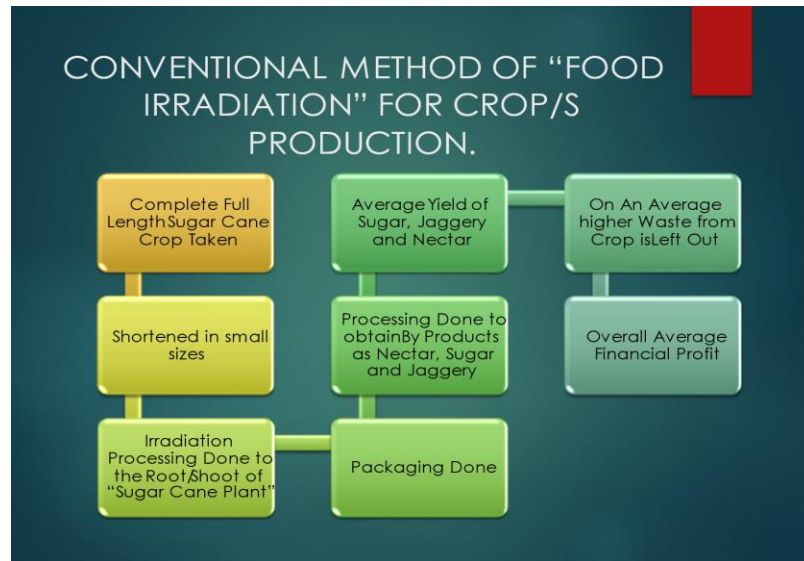


ANNEXURE C

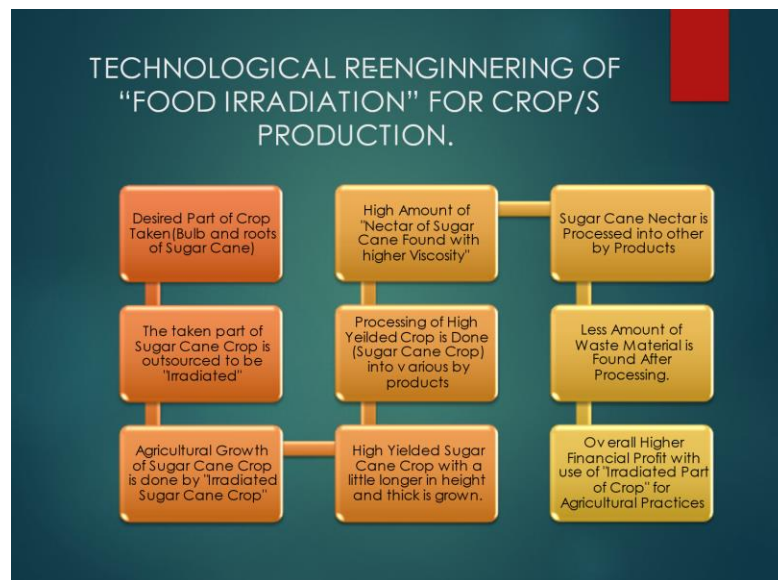


(The Survey for Feedback collection has been done on 125000.00 customers in span of Six Months at "Twentysix" Different Locations all around India.)

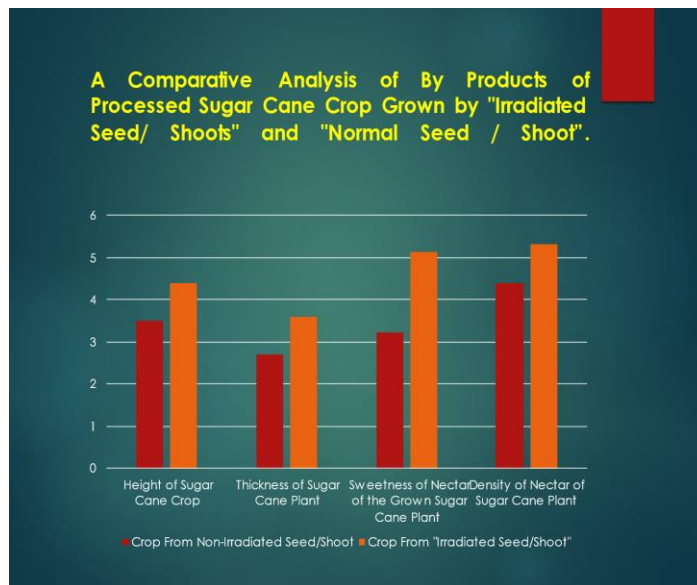
ANNEXURE D



ANNEXURE E



ANNEXURE F



ACKNOWLEDGMENT

I extend my sincere thanks to Ms.Magandeep Sethi, the CEO of our company for spending many dedicated months and countless hours per day for completion of this research article. With her support all the research work has turned just like a "**Huge Stone**" placed on hill's top, only a little effort to be forced in correct direction. Without administrative support, dynamic coordination, and professional help of Ms.Magandeep Sethi, completion of this Research Paper was an "**Absolute impossible Assignment**" for me.

I take this opportunity to share my outmost thanks to Ms.Magandeep Sethi, CEO-Kanabhuk Nabhikiye Urja Vikash Samriddhi (OPC) Private Limited.

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Readiness of developing nations SMMEs amid the e-commerce evolution: A case study of selected SMMEs in Bono Region of Ghana

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The COVID-19 global pandemic has seen businesses across the globe using ICTs tools as one of the many tools to operate and manage their operation cementing the already in motion shift towards e-commerce era. The aim of the current study therefore is to assess to establish the readiness of developing nation's SMMEs participation in the e-commerce evolution in the era of global digital economic evolution. Businesses partaking in the evolution require not only them having the right ICTs infrastructure but as well the necessary skills. By assessing e-skills and constructs that can serve as barriers for developing nations SMMEs to apply ICTs to support their businesses will ascertain their readiness to harness the opportunities e-commerce evolution presents. Quantitative, quota and purposive sample technique was employed to gather empirical data from eighty-five participants. The findings indicated that although state of art ICTs infrastructure is required by businesses to engage in e-commerce safely and efficiently, in hindsight the sampled participants have the basic ICTs tools (96.8% owns mobile phone) to engage in a suitable e-commerce activity. However, the low ICTs literacy (47.2%) among the participants can serve as a barrier.

Keywords– Bono Region, e-commerce, e-skills, ICTs tools, SMMEs.

SMMEs and records management programme issues in the information age era. The case of selected SMMEs in Buffalo City Metropolitan of South Africa.

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Generally, it is acknowledged that for an organization to function effectively, records (both electronic and paper format) need to be captured, recorded, and secured to ensure their authenticity, integrity, reliability, and accessibility. Efficient record keeping practices are vital in SMMEs as they not only capture the day-to-day activities of the enterprise, but they provide a historical analysis of the performance of the enterprise which can then be used to identify shortfalls and projection of future performance. Records management programme provide a systematic framework of maintaining records that documents business activities of organization at each stage of the records life cycle. The aim of this paper is to investigate record keeping practices, the effect to SMMEs success and economic sustainability among selected SMMEs at Buffalo City Metropolitan. Purposive sampling approach and questionnaire were used to gather data from 27 SMMEs found within the Buffalo City Metropolitan. The findings revealed a lack of proper business records keeping among the SMMEs with potential of hindering the economic growth of the SMMEs. 44.0% of the study participants indicated of their unaware of the law requirement of SMMEs to keep business records.

Keywords: Business sustainability, Buffalo City Metro, records management, SMMEs.

Value Chain Management practices and value creation in apparel firms in Sub-Saharan Africa

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The study analyses the effect of value chain management practices in apparel firms in Sub-Saharan Africa. While it is widely believed that effective Value Chain Management (VCM) practices in organizations are key to firms' value creation and competitiveness, serious contestations are evident in the literature regarding the precise ways in which the acknowledged VCM practices contribute to the claimed value creation and competitiveness. It is thus imperative to examine the effect of value chain practices in the firms on their performance to provide empirical evidence for effective decision-making and enactment. This research blended both exploratory and descriptive research designs in which a quantitative approach by way of a survey on SCM managers in apparel firms in Sub-Saharan Africa. A structured questionnaire was sent to VCM practitioners working in the supply chain departments of apparel firms in Sub-Saharan Africa. Regression analysis illustrates positive interconnections among the isolated VCM practices in the apparel firms in Sub-Saharan Africa and their competitiveness. Specifically, information sharing, incentive alignment, strategic partnerships, material flow management, risk and benefit sharing and joint decision making, and corporate culture expand the operational performance of their entire apparel value chain. The study acknowledges the multidimensionality of value chain management practices and their effect that had not been examined exhaustively in prior research. The research will thus be valuable to managers in selecting and implementing appropriate value chain practices. It will support further empirical research work on the effect of value chain management practices on business performance.

Keywords: value chain management practices, value creation, Sub-Saharan Africa, Apparel, Regression analysis

**An Analysis of the Policy and the Organizational
Network behind the Rising of the South Korean TV
format industry**

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The purpose of the study was to investigate how the South Korea government and the institutional framework built under government-business collaboration have contributed in promoting the industry of South Korean TV format. Consisting of KOCCA, Korea Format Alliance (KFA), and the Format East Creative Lab Project (FC Lab Project), the framework has made substantial efforts in training talents, providing financial supports, rewarding new TV format creation, protecting intellectual properties, and promoting international collaboration. Support from the framework has enabled the South Korean TV format business to keep up with the international trends of TV Format and enter the oversea markets. Since more than 10 years ago, KOCCA has recognized the market potential of global TV format, and started to sponsor many South Korean TV professionals to attend the training of Entertainment Master Class overseas. Since then, more and more Korean TV production companies have put substantial efforts into the TV format industry. In addition, Korea Format Alliance (KFA), a nonprofit organization under KOCCA, has been promoting the development of South Korean TV format by providing information and trends about local and international TV format markets, strengthening international cooperation of TV format with South Korea, protecting the copyrights of TV format in South Korea, and sharing the experience of South Korean TV format market. By the end of 2018, KOCCA started its KOCCA Format Lab Project and invited TV professionals to join the project. Since 2019, Format East, a subsidiary company of local network SBS, has been commissioned to run the Format East Creative Lab (FC Lab) that assists Korean broadcasters to create new and original TV formats. Each year, Format East assembles 10 top-notch creators to join the project and develop 50 new TV formats, from which 3 to 5 most promising TV formats will be selected to enter the international market. Up to now, more than 150 new TV formats have been developed, and among them are "Lotto Singer", optioned by Fox Alternative Entertainment, and "DNA Singer", with its global distribution rights outside Asia licensed to Fremantle. In 2020, two Korean shows, MBC's "The Masked Singer" and CJ ENM's "I Can See Your Voice", ranked as the top two best-selling broadcasting formats in Asia. South Korea was also named country of honor in 2020 by MIPCOM. The South Korean TV format industry has been flourishing under this environment of supportive policies and government-business collaboration.

The social-emotional side of Learning Difficulties: An emperical analysis

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There are multiple social and emotional causes possible for learning difficulties in children. This study attempted to analyse the physical deficiencies, social status of parents, and home environment of children and its probable effect on their learning difficulty. Due to time and financial constraints, a sample of 20 children with learning difficulties studying in the Government Senior Secondary School of Sarangpur, Chandigarh were selected and a detailed in-depth case study was conducted on each of the children, after interacting with them and their parents for several days. Opinionaires were prepared for the teachers and parents to access the probable causes of learning difficulties. This study revealed that the home environment of children, hampered their emotional well-being and thus caused difficulties in learning. Physical deficiencies and social status were not prominent causes of learning difficulties.

**INFLUENCE OF CELEBRITY ENDORSEMENT ON THE BUYING
PATTERN OF DEMOGRAPHICALLY DIVERSIFIED CONSUMERS**

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The purpose of this study is to notify and analyze attitude of consumers from different age groups towards characteristics of celebrities. Celebrity Endorsement is one of the varieties of marketing strategies practiced by brands and organizations which involve well-known and popular celebrities. Celebrities from all over the world use their high social status and popularity to promote the brands as celebrities help in creating and building the image of brand. Descriptive research was adopted for this research study. A well-designed questionnaire is fabricated to collect primary data from 300 respondents from different age groups. The scholarly literature was reviewed from different authentic sources such as books of renowned authors and research articles from reliable and veridical journals. The hypothesis has been tested with SPSS to achieve the research objectives. Chi square has been employed to analyze the responses. The finding illustrated that the attitude of respondents belongs to different age groups are not identical to each other regarding the characteristics of celebrities.

Keywords: Celebrity, Celebrity Endorsement, Attractiveness, Expertise, Reliability, Popularity, Positive Image, Likability of a celebrity

**AN EMPIRICAL STUDY ON BRAND ADVOCACY OF
EXPERIENTIAL MARKETING ACTIVITIES AND PRESTIGIOUS
BRAND**

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In the past few decades trend changes in the mind of women about appearance as it enhance luxury lifestyle in the world. This trendiness may depend on the exposure and awareness of the brand to assume different ages or earnings of people, especially in the gender of females. This study examines experiential marketing activities, prestigious brands on value perception, satisfaction of brand, and advocacy of brand which has created positive word of mouth and loyalty among women of Pakistan. This study based on Pakistan's luxurious clothing brands. The data has been collected through structured questionnaire and filled by the consumer of luxurious brand. Convenient sampling method used to get the data from target market. The sample size is 254 due to time constraint and resources limitations. The study findings shows that that the experiential marketing activities and brand prestige has a positive effect on perceived value, hedonic value and utilitarian value towards female clothing, utilitarian value effect consumer satisfaction and brand love positively, brand love and perceived value influence word-of-mouth positively and brand love effect brand loyalty positively, But hedonic value does not affect consumer satisfaction positively and consumer satisfaction does not have impact brand love positively on female clothing brands. This research will provide essential theoretical and managerial implications.

Keywords: Experiential marketing activities; prestigious brand; Perceived Value; Brand advocacy; Desirable customer practices.

**Impact of Culture on Sustainable Marketing in
Emerging Market Economies: New Paradigm of
Sustainability**

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Concerns about the environment have resulted in significant growth in the creation of "green" or eco-friendly products, and many businesses are engaged in sustainable marketing. Organizations have always attempted to use various marketing strategies to gain a competitive advantage in the market. Now companies are looking into sustainability as a way to compete in the market. Sustainable development is a development that meets the requirements of current generations and satisfies the needs of future generations. The attitudes, values, beliefs, and behaviors that make up a group's culture are distinct from each individual and community. Marketers in emerging economies such as China are starting to focus on the lucrative green segments of the Chinese population. The Chinese cultural background differs from the West. Chinese are situation-centered. They care about the environment. Americans are individual-centered. Chinese people, in contrast to Americans, have an active and conquest-oriented approach toward their surroundings. In light of this, it is necessary that businesses engaged in sustainable marketing and advertising tend to adapt their environmental messages to their target audience and to their cultural preferences.

The research design used in this study is deductive. The conceptual model was created by connecting cultural values to important factors influencing sustainable development and environmentally friendly consumer behavior. The research methodology will include interviews with corporate officials and industry experts, as well as a review of sustainability reports and their advertising on digital and other mediums of various firms in emerging markets. Also, interviews with a few small manufacturers, significant diversified EM market-based firms, and a few multinationals would be conducted.

This study advances our knowledge of how consumers' cultural beliefs affect their environmental attitudes and provides information about environmentally friendly behavior in developing nations. The main goal of the study is to ascertain how businesses promote themselves and their sustainable products as being ecologically responsible, as well as how culture influences their marketing strategies.