

Contents

Volume 17, Issue 2

July – December 2024

9.	Endophytes and their Predominant Root Colonizations in Plants Resistant to Abiotic Stress <i>Mohana. B and Priyadarshini Pillai</i>	93-101
10.	A Comprehensive Review on Nanostructured Tin-Doped Molybdenum Oxides: Synthesis, Properties and Emerging Applications <i>Preeti Mangala</i>	102-105
11.	Representation and Misogyny: An Analysis of <i>Kabir Singh and Animal</i> <i>Madeeha Fiyaz, Nivedita S Nair, Varsha Vivek and Kapil Arambam</i>	106-114
12.	The Spike in Sales: A Conceptual Study on Gray Market Sales on E-Commerce Platforms <i>Thejaswini M C</i>	115-122
13.	Green Marketing: A Success in the Competitive World <i>Mrs. Maria Josephine Swathi. U</i>	123-132
14.	Role of Social Media in Defining the Impact of E-Commerce on Consumers <i>Merin Joseph</i>	133-138
15.	Predictive Maintenance and Condition Monitoring using Cox Proportional Hazards Model in Manufacturing Industry <i>Mary Joseph</i>	139-144
16.	A Comparative Study on Reliance Smart Bazaar and Tata Star Bazaar <i>Sruthika.M and Philcy Antony</i>	145-148

Endophytes and their Predominant Root Colonizations in Plants Resistant to Abiotic Stress

Mohana. B* and Priyadarshini Pillai

Abstract:

Dark septate endophytes (DSE) are a group of ascomycetes fungi that found colonizing root tissues intracellularly and intercellularly. The sample studies on different accessions of *Urginea indica*, have reported their range of host responses to symbiotic DSE fungi. Like mycorrhizal associations, DSE associations vary significantly in the presence of vesicles, which can be attributed to their xerophytic adaptations that help them survive rocky and harsh terrain, as well as their mutualistic capacity. It can be concluded that DSE are capable of forming mutualistic associations functionally similar to mycorrhizas. If the variation in host response to mycorrhizal fungi is considered to represent a continuum ranging from parasitism to mutualism, DSE symbiosis must be considered mycorrhizal, at least under some conditions. Fungal associations and symbiosis are most often restricted to Mycorrhizal association or Arbuscular Mycorrhizal (AM) associations. The present study clearly provides evidence of the existence of endophytic fungi in *U. indica* species which can be of physiological importance.

Key words: Endophytes, accessions, hyphomycetes, Symbiosis, Coelomycetes

*Dr. Mohana. B, Assistant Professor, Department of Botany, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Dr. Priyadarshini Pillai, Assistant Professor, Head, Department of Botany, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

A Comprehensive Review on Nanostructured Tin-Doped Molybdenum Oxides: Synthesis, Properties and Emerging Applications

Preeti Mangala*

Abstract

Nanostructured tin-doped molybdenum oxides ($\text{MoO}_3:\text{Sn}$) have gained significant attention in recent years due to their enhanced properties and potential in diverse applications ranging from catalysis and energy storage to environmental protection. This review provides a detailed analysis of the various synthesis methods, structural characteristics, and the effects of tin doping on the physicochemical properties of molybdenum oxide. The incorporation of tin into MoO_3 has been shown to significantly influence its electronic conductivity, catalytic efficiency, and stability. Additionally, the review discusses the growing applications of $\text{MoO}_3:\text{Sn}$ nanostructures in energy storage devices, gas sensors, and environmental remediation, highlighting their potential for real-world applications. Finally, challenges related to the scalability, reproducibility, and stability of $\text{MoO}_3:\text{Sn}$ materials are explored, along with future directions for further enhancing their performance and sustainability.

Key words: Tin-doped molybdenum oxide, Nanostructures, Catalysis, Energy storage, Synthesis methods, Environmental applications.

*Dr. Preeti Mangala, Associate Professor, Head, Department of Chemistry, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India. Email: preetimangala@jyotinivas.org

Representation and Misogyny: An Analysis of *Kabir Singh* and *Animal*

Madeeha Fiyaz, Nivedita S Nair, Varsha Vivek and Kapil Arambam*

Abstract

Movies have a strong tendency to influence the public and Bollywood being a part of Indian culture has adopted the patriarchal values of society. This paper explores the influence of film in shaping public perception, focusing on Bollywood films *Kabir Singh* and *Animal*. Using a mix of content analysis and media influence theories which include cultivation theory and the audience reception theory, the paper aims to explore the controversial subjects such as misogyny, violent behavior, toxic masculinity and the impact of this on audiences' attitudes and behavior, highlighting the complex relationship between cinema and audience perception.

Key words: Bollywood, Content analysis, Cultivation theory, Media influence theories, Misogyny, Patriarchal society, Public perception, Toxic masculinity.

Madeeha Fiyaz, Scholar, Department of Journalism, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Nivedita S Nair, Scholar, Department of Journalism, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Varsha Vivek, Scholar, Department of Journalism, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

*Kapil Arambam, Assistant Professor, Department of Centre of Media Studies, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

The Spike in Sales: A Conceptual Study on Gray Market Sales on E-Commerce Platforms

Thejaswini M C*

The study aims to analyse the character, extent, and outcomes of the grey market once expedited with the web platform. Proof from recent literature suggests that the web market has been rising in worth and accumulating market share; some indicate that customers area unit leaning towards a positive fill in adapting to its rising presence.

Through this study, we tend to arrange to examine E-Commerce websites and alternative social networking sites that the market uses to advertise and sell its merchandise that was historically sold physically. We tend to analyse how the Internet of Things (IoT), post the commercial revolution 4.0, has boosted the grey markets' sales by making its way to the E-Commerce platforms. As a part of the analysis, we tend to arrange to establish the area unites wherever governance and regulation are lacking and look at to elucidate and recommend crucial areas wherever policy changes and implications will address the problems arising within the digital grey market. This paper also attempts to convey bound propositions for tracing grey markets using IoT for makers to combat the menace of grey market growth.

Key words: Grey market, E-Commerce, rules and regulations, Internet of Things.

*Thejaswini M C, Research Scholar, St Aloysius College, Mangalore, Karnataka, India.
Email: thejasmin16@gmail.com; ORCID:<https://orcid.org/0000-0002-3414-1931>

Green Marketing: A Success in the Competitive World

Maria Josephine Swathi. U*

Abstract

All of mankind has limited resources on the earth, with which they must attempt to provide for the worlds' unlimited wants. In market societies where there is 'freedom of choice', it is generally been accepted that individuals and companies have the right to attempt to have their wants satisfied. Ultimately green marketing looks at how marketing activities utilize these limited resources while satisfying customer wants in a creative way, which is developing an important place in modern market. It is a key factor which increases the rate of targeting the green consumers who have concern about environment. Green marketing enables for re-marketing, packaging of existing products, product modification, as well as modification in advertisements and the development of green marketing has opened the door of opportunities for companies to co-brand their products into separate line, lauding green friendliness and marketing products that are environmentally safe. This paper examines the current trends of green marketing at the field and the products which are used by the companies to retain their existence in a creative perspective. It clearly states the tremendous opportunities and challenges in product innovations through green marketing concept using primary and secondary data which leads to the objective to examine the need and significance of green marketing and to evaluate the scope of going green by the companies to sustain their position in the competitive world.

Key words: Green Marketing, Green Product, Eco-Friendly, Recyclable, Environmentally Safe

*Mrs. Maria Josephine Swathi. U, Assistant Professor, Department of Commerce and Management, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Role of Social Media in Defining the Impact of E-Commerce on Consumers

Merin Joseph*

Abstract

Social media has encouraged the e-commerce buying behaviours due to its capability to beautify customer's experiences. Social media can help in conveying ideas, perceptions and modify buying intentions of the consumers. E-supply chain management plays an important role in social media. Social media has captivated the younger generation. The evolution of social media in the form of Twitter, Facebook, Instagram and YouTube have turned out to be very affordable. It has both positive and negative impact on the people. The main objective of this research is to identify the role of social media in defining the e-commerce on consumer satisfaction and their buying behaviour. The online shopping has made life more comfortable. At the same time, it is affordable.

Key words: Consumer satisfaction, E-commerce, E-supply chain, buying behaviour

*Merin Joseph, Assistant Professor, Department of Commerce and Management, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

Predictive Maintenance and Condition Monitoring using Cox Proportional Hazards Model in Manufacturing Industry

Mary Joseph*

Abstract

The study aims to investigate the application of the Cox Proportional Hazards Model (Cox PHM) for predictive maintenance and condition monitoring in the manufacturing industry. By analyzing historical data on machinery operation and failures, this study aims to estimate survival rates, which is the probability of a machine functioning for a specific period. The project uses the sample dataset that was provided by a manufacturing company. Cox Proportional Hazards Model (Cox PHM) is the major model which is being used in the research. There are also other EDA methods and basic visualizations done in order to find out the relationship between the variables. The study predicts the remaining useful life of individual machines based on their current condition and historical data. This allows for the implementation of targeted maintenance strategies, focusing resources on machines most at risk of failure, ultimately reducing unplanned downtime and maintenance costs. The project predicts the remaining useful life of individual machines based on their current condition and historical data. This allows for the implementation of targeted maintenance strategies, focusing resources on machines most at risk of failure, ultimately reducing unplanned downtime and maintenance costs. This project fulfills the purpose of creating a data-driven maintenance plan for the machineries in a factory.

Key words: Cox Proportional Hazards Model (Cox PHM), Predictive Maintenance, Condition Monitoring, Survival Analysis, Remaining Useful Life (RUL).

*Mary Joseph, Assistant Professor, Department of Commerce and Management, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India.

A Comparative Study on Reliance Smart Bazaar and Tata Star Bazaar

Sruthika.M and Philcy Antony*

This comparative study examines the business strategies, customer experiences, and market positioning of Reliance Smart Bazaar and Tata Star Bazaar, two leading retail chains in India. In memoriam of Ratan Tata, a visionary leader whose contributions to the Indian industry have left an indelible mark, this research aims to highlight the innovative approaches and competitive dynamics between these retail giants. By analyzing these factors, the research provides insights into how each retailer has adapted to the evolving market landscape and consumer preferences. The findings reveal that while both Reliance Smart Bazaar and Tata Star Bazaar have successfully leveraged their strengths to attract and retain customers, their distinct approaches to innovation and customer engagement set them apart. This study underscores the importance of continuous innovation and strategic differentiation in achieving sustainable success in the highly competitive retail sector.

Key words: Comparative study, Consumer preferences, Retail sector.

Sruthika.M, Scholar, Department of M. B. A., P. G. Centre, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India

*Dr. Philcy Antony, Associate Professor, Department of M. B. A., P. G. Centre, Jyoti Nivas College Autonomous, Bangalore – 560 095, Karnataka, India