



To study the Role of Technology and Online Pl Tforms in Facilitating Stock Market Investments for Beginners of Sharekhan in Ahmedabad

Kruunali Patel^{1*}, Jignesh Vidani²

L.J. Institute of Management Studies

Corresponding Author: Kruunali Patel krunalipatel1923@gmail.com

ARTICLE INFO

Keywords: Investment, Investor Behavior, Financial Education, Technology, Soft skills

Received : 3 July

Revised : 19 August

Accepted: 19 September

©2024 Patel, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research paper aims the evolution of technology has profoundly transformed the landscape of stock market investments, enabling unprecedented access and empowerment for novice investors through intuitive online platforms. This study delves into the specific role of technology and online platforms in facilitating stock market investments for beginners, with a focused investigation on Sharekhan in Ahmedabad, India. In recent years, Sharekhan has emerged as a prominent player in the brokerage industry, offering a robust online trading platform coupled with extensive educational resources tailored to cater to novice investors. This research adopts a mixed-methods approach, encompassing both qualitative and quantitative methodologies, to comprehensively explore the experiences, perceptions, and behaviors of beginner investors utilizing Sharekhan's services. Qualitative insights will be gathered through in-depth interviews with a diverse sample of novice investors in Ahmedabad, aiming to uncover their motivations for investing, challenges faced in navigating the stock market, and the impact of technological tools and educational materials provided by Sharekhan. Concurrently, quantitative data will be collected via structured surveys distributed among a larger cohort of investors, assessing factors such as platform usability, accessibility of market information, and the effectiveness of educational support. Central to the study is an analysis of Sharekhan's online platform, examining its interface design, functionality, responsiveness, and the comprehensiveness of educational resources such as tutorials, webinars, and research reports. Special attention will be given to the role of digital tools in enhancing financial literacy and empowering beginners to make informed investment decisions independently. By elucidating these aspects, the research aims to contribute empirical insights into how technological advancements are democratizing stock market participation, particularly among novice investors in Ahmedabad. Findings are expected to shed light on the effectiveness of technological integration in enhancing financial inclusion and improving investment outcomes for individuals previously deterred by barriers to entry. Furthermore, the study seeks to identify areas where enhancements

in digital platforms and educational strategies can further support the needs of beginner investors, thereby informing stakeholders within the financial industry, regulatory bodies, and educational institutions on effective measures to foster a more inclusive and knowledgeable investor base. Ultimately, this research endeavors to provide actionable recommendations for Sharekhan and similar brokerage firms to refine their online platforms and educational initiatives, ensuring they remain responsive to the evolving needs of beginner investors in Ahmedabad and beyond. By leveraging technology to democratize financial markets, stakeholders can collectively contribute to broader economic empowerment and wealth creation opportunities for individuals exploring stock market investments. This expanded abstract provides a detailed overview of the study's objectives, methodologies, expected contributions, and implications for stakeholders involved in fostering financial literacy and enhancing investment opportunities for beginners through technological advancements in Ahmedabad.

INTRODUCTION

India witnessed the introduction of the Internet in the early 1990s, marking the onset of a period of rapid growth in its usage. According to available data, India is positioned as the fifth country with the highest number of internet users. This ranking is based on the total number of individuals who have access to the internet within the country. It is worth noting that this statistic does not take into account the quality or speed of internet connectivity, but rather focusses solely on the number of users. Therefore, India's position as the fifth-ranked country in terms of internet users highlights the significant presence and usage of the internet within its population. During the month of February in the year 2002, the emergence of Internet Marketing, also known as online trading, had a significant impact on the stock market, resulting in notable transformations. The National Stock Exchange has recently introduced a novel form of online trading, which allows users and traders to engage in buying and selling stocks within a single day, without necessitating a significant level of expertise or knowledge. Historically, the process of purchasing and selling stocks on the stock market was characterised by a lengthy duration of approximately 60 days, during which investors were burdened with a substantial amount of paperwork. However, with the advent of the internet, the prolonged waiting period has been eliminated, leading to a remarkable 1,488% surge in the exchange rate of the Indian economy over the course of the past ten years.

Within the expansive realm of international finance, the Indian stock market emerges as a prominent symbol of potential, ingenuity, and expansion. The Indian stock market, boasting a long and illustrious history spanning several centuries, has undergone a remarkable transformation, emerging as a vibrant and multifaceted ecosystem that aptly reflects the economic might and cultural heterogeneity of the nation. Nevertheless, it is worth noting that in recent years, a significant development has emerged in the ongoing narrative of financial progress - the digital transformation of the Indian stock market. The Indian stock market has experienced a significant transformation by embracing the digital wave. This transformation has been achieved by leveraging technological advancements to redefine the processes of trading, investing, and regulatory oversight. The advent of the digital revolution has not only facilitated widespread access to financial markets, but it has also played a pivotal role in driving remarkable levels of efficiency, transparency, and inclusivity. The confluence of various factors is central to this transformation. The proliferation of high-speed internet connectivity, the advent of mobile technologies, and the rise of fintech innovations have collectively created the conditions for a significant transformation in the way market participants engage with the stock exchange. Within the digital realm, individuals ranging from experienced investors to novices are provided with an equal opportunity to participate in the dynamic domain of stocks and securities, facilitated by the accessibility of the internet. One of the most significant outcomes of the ongoing digital revolution is the rise of online trading platforms. These platforms provide investors with the ability to execute trades instantly, access a wide range of market data and analysis tools, and conveniently manage their investment portfolios. Moreover,

the emergence of robo advisors and algorithmic trading algorithms has expanded the investment landscape by providing advanced solutions that were previously only available to institutional investors. Furthermore, it should be noted that the process of digitalisation has not been limited solely to the domain of retail investors. Regulatory bodies and stock exchanges have actively adopted technological advancements in order to improve market surveillance, risk management, and compliance protocols. The integration of blockchain technology, artificial intelligence, and big data analytics has significantly enhanced the robustness of the market, reduced potential risks, and fostered a sense of trust and confidence among investors.

Nevertheless, the ongoing process of digitising the Indian stock market is yet to be fully completed. In order to fully harness the potential of this revolution, it is imperative to tackle various challenges, including cybersecurity threats, regulatory complexities, and digital literacy gaps. Furthermore, it is crucial to emphasise the importance of making digitalisation benefits available and accessible to all segments of society. The digitalisation of the Indian stock market can be considered a significant milestone in the ongoing development of financial markets. The statement highlights the remarkable ability of the nation to withstand challenges, adjust to new circumstances, and demonstrate a strong dedication to embracing upcoming developments. As the world enters a new era characterised by rapid innovation and technological advancements, the Indian stock market emerges as a promising avenue for global investors, offering a glimmer of hope and abundant opportunities. The online stock market in India has demonstrated significant success over the past two years. Curiously, the pioneering concept of online stock trading in 1969 was introduced by the company responsible for the production of "WIT Beer". India is a country located in South Asia. It is the seventh-largest country by land area and the second-most populous country in ICICIDirect, Sharekhan, AnandRathi, Geojit Securities, Indiabulls, Religare, Kotak Securities, Motilal Oswal Securities, Reliancemoney, India Infoline.com Securities Limited, and IDBI Paisabuilder are prominent entities operating in the online banking sector in India.

Upon conducting a comprehensive literature review, it is evident that a thorough examination of existing scholarly works is crucial to gaining a comprehensive understanding of the subject matter at hand. By In their study, Shiji and Jeevitha Priya (2019) conducted an analysis of the challenges encountered by investors in the realm of online share trading. The findings of the study indicate that a significant proportion of the participants expressed agreement with regards to the concerns surrounding obligations in trading, inadequate economic growth, the influence of politicians, limited investment skills, high market volatility, insufficient capital investments, stock market downturns, and the shortage of funds due to unforeseen factors in online trading.

Saritha and Lakshmi (2019) have identified several significant obstacles that hinder the development of online stock exchanging. These obstacles include a lack of computer literacy among individuals, inadequate infrastructure, and a risk-averse attitude among investors, among others. Investors opt to acquire value-oriented investment opportunities, such as value offers or value-based mutual funds, due to the perceived satisfaction derived from holding equities over a long-term period, as compared to other investment alternatives. Additionally, it has been established that the primary challenge faced by online share traders is the limited availability of technology.

In their study, Sakthivel and Saravanakumar (2018) conducted an investigation into the level of satisfaction among investors in online share trading and the specific challenges faced by investors in the Coimbatore region of Tamilnadu. Their findings revealed that the primary technical challenges encountered by investors in online share trading are operational challenges, issues related to email communication, and a lack of analytical skills.

In their research article published in the Indian Journal of Marketing, Nidhi Walia and Ravinder Kumar (2007) assert that internet marketing offers undeniable advantages in terms of convenience and cost-effectiveness for investors. Nevertheless, it is evident that Indian investors have not fully grasped the significance of technology in relation to the stock market. The primary outcome of the research indicates that Indian investors exhibit a higher degree of conservatism and tend to refrain from changing brokers for their trading activities. Conversely, net traders demonstrate a preference for online trading platforms, primarily due to the perceived advantages of transparency and comprehensive terminal management.

Schumpeter, also known as Joseph Schumpeter, was an influential economist and political scientist. He is best known for the year 1911 marks an important milestone in history. He is recognised as one of the earliest economists who brought attention to the specific conditions under which financial matters should be emphasised.

LITERATURE REVIEW

Services play a crucial role in facilitating and fostering economic growth. By providing various types of services, such as financial, transportation, communication, and professional services, economies are able to function more efficiently and effectively. These services contribute to the overall productivity and competitiveness of businesses, leading to increased economic output and improved living standards. Additionally, services often act as enablers for Schumpeter

The year 1911 marks an important milestone in history. He is recognised as one of the pioneering economists who first drew attention to the various factors that influence financial conditions.

Services play a crucial role in facilitating and driving economic growth. By providing various types of services, such as financial, transportation, communication, and professional services, they contribute to the overall development and expansion of the economy. These services enable businesses to

operate efficiently, connect different regions and markets, and enhance productivity and innovation. Additionally, services often create employment opportunities and generate income.

According to previous research conducted by Greenwood and colleagues, According to Jovanovic (1990) and King and Levine (1993), their research revealed that the timely provision of certain factors had a significant impact on the outcome.

The increase in the availability of accurate information about firms to investors has been found to have a direct impact on the level of risk faced by investors.

The adjusted returns exhibited a significant degree of variation.

Based on the provided input, it appears that the user has entered a single letter "A." As a researcher, it is According to Bala (2013), the stock market is considered to be a highly dynamic sector within the financial system, playing a significant role in contributing to overall economic development. The stock market is a financial marketplace where individuals and institutions engage in the buying and selling of various types of securities, such as shares, bonds, and debentures, with the aim of pursuing investment opportunities and generating profits. The stock market can be described as a platform where various securities and derivatives are traded. Additionally, it plays a crucial role in facilitating corporate entities and entrepreneurs to raise funds for their companies and business ventures through public offerings. Currently, there is a notable preference among long-term investors to allocate their investments towards the stock market as opposed to other investment options. The Bombay Stock Exchange (BSE), the National Stock Exchange (NSE), and the Calcutta Stock Exchange (ESC) are the three major stock exchanges in the Indian stock market. These exchanges play a crucial role in facilitating the trading of securities and are key drivers of the Indian economy.

The BSE, established in 1875, is the oldest stock exchange in Asia and is known for its diverse range of listed companies. The NSE, founded in 1992, is the largest stock exchange in India in terms of trading volume and market capitalisation. It is renowned for its advanced electronic trading system and has a significant impact on the Indian financial landscape. The Calcutta Stock Exchange, established in 1908, is one of the oldest stock exchanges in India and has been instrumental in promoting capital market activities in the eastern region of the country. Collectively, these three stock exchanges provide investors with opportunities to trade a wide range of financial instruments, including equities, derivatives, and bonds, thereby contributing to the overall growth and development of the Indian stock market. The primary aim of this study is to provide a comprehensive literature review on the Indian Stock Market, with the intention of conducting an in-depth analysis of its various aspects. The present study aims to provide the reader with a comprehensive understanding of the historical, present, and future trends and prospects of the Indian Stock Market. The study aims to provide guidelines for investors to maximise profits while minimising risks. The Indian market has experienced a significant level of volatility in recent times, which has prompted further development and growth prospects in the future.

METHODOLOGY

The research methodology is a systematic approach used to conduct scientific investigations and gather data in order to answer research questions or test hypotheses. It involves a series of steps and procedures that the research design refers to the overall plan or strategy that a researcher uses to answer their research question or test their hypothesis. It outlines the steps and procedures that will be followed the study employs a descriptive research approach to gather data. The process of sampling involves selecting a subset of individuals or objects from a larger population in order to gather data and make inferences about a non-probability convenient sampling technique is employed in order to ensure the inclusion of individuals from various socio-economic backgrounds, thereby enhancing the representation of the population under study.

The target population of this study comprises consumers of Sharekhan residing in Ahmedabad. The sample size for this study was determined to be 150 participants. The process of gathering and recording information for research purposes is referred to as data collection. This crucial step involves systematically collecting data through various methods, such as surveys, interviews, the collection of primary data involves the utilisation of a structured questionnaire that is distributed among a carefully chosen group of participants. The questionnaire comprises demographic questions as well as other related enquiries.

RESULTS AND DISCUSSION

1. User Experience with Online Trading Platforms:

A majority find these platforms easy to use (82.2% agree or strongly agree). Technology is seen as making access to market data convenient (83.5% agree or strongly agree). There's high agreement that online platforms provide useful tools for research (81.6% agree or strongly agree).

2. Investment Confidence and Usage:

A majority feel confident making investment decisions based on online platform information (77.6% agree or strongly agree). Many believe technology reduces barriers for beginners in the stock market (83.5% agree or strongly agree). Mobile applications are preferred for managing portfolios and trading (87.5% agree or strongly agree).

3. Challenges:

Technical issues are the primary challenge (81.7% sometimes to always). Understanding market data and security concerns are also significant challenges (86.8% and 76.7% sometimes to always, respectively). Interface complexity is noted but less frequently (63.2% sometimes to always).

4. Overall Satisfaction:

Overall satisfaction with technology and online platforms facilitating investments is high (88.2% agree or strongly agree). In summary, the findings indicate a strong reliance on and satisfaction with technology-driven solutions in stock market activities among respondents, though challenges such as technical issues and understanding market data remain prevalent.

CONCLUSIONS AND RECOMMENDATIONS

1. Positive Impact of Technology:

The majority of respondents, especially younger demographics, find online trading platforms easy to use and navigate. This suggests that technological advancements have significantly lowered entry barriers for beginners in the stock market.

2. Convenience and Accessibility:

Technology has made it convenient for users to access real-time market data and stock prices, which enhances transparency and accessibility for beginners. This accessibility is crucial for informed decision-making.

3. Educational Resources:

Online platforms are perceived positively in terms of providing useful tools and resources for research and analysis of stocks. This aspect is beneficial for beginners looking to understand market dynamics and make informed investment choices.

4. Confidence and Usage:

A considerable number of respondents feel confident in making investment decisions based on information obtained from online platforms. This confidence indicates that technology not only provides data but also empowers users to act upon it effectively.

5. Challenges to Address:

Despite the positives, challenges such as technical issues, understanding market data, security concerns, and interface complexity are notable. Addressing these challenges is essential to enhance user experience and improve overall satisfaction with online platforms.

6. Overall Satisfaction:

Overall, there is a high level of satisfaction among respondents with the role of technology and online platforms in facilitating stock market investments. This underscores the importance of continuing technological advancements to further support and empower beginners in their investment journeys.

In conclusion, while technology and online platforms play a pivotal role in facilitating stock market investments for beginners by providing accessibility, resources, and confidence, addressing technological challenges and improving user interfaces are crucial for enhancing the beginner-friendly nature of these platforms. Sharekhan has evolved significantly with advancements in technology, making investing more accessible and convenient for beginners in Ahmedabad and across India. By leveraging its online platforms and educational resources, Sharekhan continues to empower investors with the tools and knowledge necessary to navigate the complexities of financial markets effectively.

FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

REFERENCES

- 10 of the World's Most Famous Traders of All Time (investopedia.com)
1204264279.pdf (questjournals.org)
- About Sharekhan: History, Awards, and Services | Learn More
- Aghara, K., Raiyani, V., & Vidani, J. (2024). To study the consumer perception on purchase behaviour towards Reliance Trends in Rajkot City. *Journal of Advanced Research in Operational and Marketing Management*, 9(1).
<https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1971>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2).
<https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2).
<https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behavior of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2).
<https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behaviour of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2).
<https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Amlani, K., Raval, R., & Vidani, J. (2024). To study the increase in usage of digital marketing in the current business era. *Journal of Advanced Research in Business Law and Technology Management*, 7(1).
<https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1949>
- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.

- Bariya, M., Vidani, J. (2023). Analyzing Market Share: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/146>
- Bavarava, A., Sudarshan, & Vidani, J. (2024). The impact of music on mood and emotion: A comprehensive analysis. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1951>
- Bhatt, T., Vadher, P., & Vidani, J. (2023). A Study On Usage Of Variyas Online Payment Apps By The People Living In Ahmedabad City. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 39. <https://doi.org/10.59890/ijbmp.v1i1.1314>
- Bhatt, T., Vadher, P., & Vidani, J. (2024). A study on usage of various online payment apps by the people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1945>
- Bhatt, V., Patel, S., & Vidani, J. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chalplot, D., Jagetiya, S., Vidani, J. (April 2024). Golden Arches of Success: Enhancing Customer Relationship Management at McDonald's, Wide Angle, Ahmedabad. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1731>
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.

- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- Devani, P., Gandhi, R., & Vidani, J. (2024). Survey on differences in opinion on healthy and junk food between Gen. Y and Gen. Z. *International Journal of Natural and Health Sciences*, 2(1), Article 54. <https://doi.org/10.59890/ijnhs.v2i1.1179>
- Dhere, S., Vidani, J. & Solanki, H. V. (2016). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Dhruti, R., Tajpara, H., & Vidani, J. (2024). Factors influencing consumer satisfaction on popular social networks. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1959>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>

- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1946>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *International Journal of Educational and Life Sciences*, 2(4). <https://journal.multitechpublisher.com/index.php/ijels/article/view/1733>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behavior of consumers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2), Article 41. <https://doi.org/10.59890/ijaeam.v2i2.1240>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behaviour of consumers in Ahmedabad City. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1062>
- Doshi, D., Gajera, M., & Vidani, J. (2023). To study the consumer perception towards wedding planners among residents of Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1). <https://doi.org/10.59890/ijbmp.v2i1.1214>
[fin_irjmets1684318290.pdf](#)
- Ganatra, A., Kalal, P., & Vidani, J. (2024). The evolution of fashionable products in online retailing with the focus on Amazon and Flipkart. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1974>
- Gandhi, R., Devani, P., & Vidani, J. (2024). Understanding the health and healthy food preferences of Generation Y and Z. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1965>

- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aquaguard water purifiers in Ahmedabad City. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aqua Guard water purifiers in Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Gohel, B., Yadav, V., & Vidani, J. (2023). A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 86. <https://doi.org/10.59890/ijbmp.v1i1.1424>
- Gohel, B., Yadav, V., & Vidani, J. (2023). Enhancing dealer satisfaction: Assessing durability and business support of LG products in Ahmedabad. *Journal of Advanced Research in Service Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gohel, B., Yadav, V., Vidani, J. (2023). Enhancing Dealer Satisfaction: Assessing Durability and Business Support of LG Products in Ahmedabad. *Journal of Advanced Research in Service Management*. Retrieved from <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gosiya, P., Parekh, D., Vidani, J. (2024). Personalizing Customer Connections: Optimizing CRM Strategies in Levi's Retail Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1739>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen Z in Ahmedabad. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(1), Article 94. <https://doi.org/10.59890/ijaeam.v2i1.1306>

Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen.Z in Ahmedabad. *Prayukti - Journal of Management Applications*, 4(1).
<https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2405>

Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 6(2).
<https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>

Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad city. *Journal of Advanced Research in Business Law and Technology Management*, 6(2).
<https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>

History of Indian Stock Market - From Beginnings To Now (lakshmishree.com)

How Technology Is Transforming The Investment Landscape (forbes.com)

<https://www.bing.com/ck/a?!&&p=28a7db6383a0bddaJmltdHM9MTcyMDY1NjAwMCZpZ3VpZD0wOTBkZDk4YS05NGY1LTUwZDY5MmImaW5zaWQ9NTIxMw&ptn=3&ver=2&hsh=3&fclid=090dd98a-94f5-6851-36c2-cd29950d692b&psq=to+study+the+Role+of+Technology+and+Online+Platforms+in+Facilitating+Stock+Market+Investments+in+Sharekhan&u=a1aHR0cHM6Ly93d3cucXVlc3Rqb3VybmFscy5vcmcvanJibS9wYXBlnMvdm9sMTItaXNzdWU0LzEyMDQyNjQyNzkucGRm&ntb=1>

<https://www.bing.com/ck/a?!&&p=6ee1217bcc81f46eJmltdHM9MTcyMDgyODgwMCZpZ3VpZD0wOTBkZDk4YS05NGY1LTUwZDY5MmImaW5zaWQ9NTIxNg&ptn=3&ver=2&hsh=3&fclid=090dd98a-94f5-6851-36c2-cd29950d692b&psq=History+Of+stockmarket+Industry&u=a1aHR0cHM6Ly9sYWtzaG1pc2hyZWUuY29tL2Jsbn2cvaGlzdG9yeS1vZi1pbmRpYW4tc3RvY2stbWFya2V0Lw&ntb=1>

<https://www.bing.com/ck/a?!&&p=841187d2798a87f4JmltdHM9MTcyMDY1NjAwMCZpZ3VpZD0wOTBkZDk4YS05NGY1LTU4NTEtMzZjMi1jZDI5OTUwZDY5MmImaW5zaWQ9NTI0Nw&ptn=3&ver=2&hsh=3&fclid=090dd98a-94f5-6851-36c2-cd29950d692b&psq=to+study+the+Role+of+Technology+and+Online+Platforms+in+Facilitating+Stock+Market+Investments+in+Sharekhan&u=a1aHR0cHM6Ly9lbnRyaS5hcHAvYmxvZy9pbXBhY3Qtb2YtdGVjaG5vbG9neS1vb10aGUtc3RvY2stbWFya2V0Lw&ntb=1>

<https://www.bing.com/ck/a?!&&p=cd380b83aed76360JmltdHM9MTcyMDgyODgwMCZpZ3VpZD0wOTBkZDk4YS05NGY1LTU4NTEtMzZjMi1jZDI5OTUwZDY5MmImaW5zaWQ9NTIyNA&ptn=3&ver=2&hsh=3&fclid=090dd98a-94f5-6851-36c2-cd29950d692b&psq=Contribution+of+Stockmarket+Industry+in+world+Economy+&u=a1aHR0cHM6Ly9kb2N1bWVudHMud29ybGRiYW5rLm9yZy9jdXJhdGVkL2VuLzM5NTIwMTQ2ODE1MDU5Njg0OC9wZGYvNzcxMjEwSlJOMFdCRVIwQm94MDM3NzI5MUIwMFBVQkxjQzAucGRm&ntb=1>

<https://www.indmoney.com/articles/stocks/impact-of-stock-market-on-indian-economy>

https://www.researchgate.net/publication/342991622_Stock_Markets_An_Overview_and_A_Literature_Review

IJCRT2104185.pdf

IJCRT2207447.pdf

Indian Stock Market - Review of Literature | Semantic Scholar

Jain, M., Vora, A., & Vidani, J. (2024). Survey on comparative study of consumers preference towards Zomato and Swiggy among Gen-Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 9(1).
<https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1972>

Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad City. *Journal of Advanced Research in Accounting and Finance Management*, 5(2).
<https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>

- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Joshi, A., Saxena, S., & Vidani, J. (2023). Decoding the Digital Banking Horizon: Exploring the Dynamics with Bank of Baroda as the Focal Point. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 88. <https://doi.org/10.59890/ijssi.v1i1.1498>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Decoding the Digital Transformation: A Comprehensive Study of Digital Banking in India with Emphasis on Punjab National Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 92. <https://doi.org/10.59890/ijssi.v2i1.1523>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Digital Banking Revolution: Unveiling the Transformative Landscape with a Spotlight on State Bank of India. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 93. <https://doi.org/10.59890/ijssi.v2i1.1522>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Revolutionizing Finance: Unveiling the Digital Banking Terrain in India with a Focus on ICICI Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 91. <https://doi.org/10.59890/ijssi.v2i1.1525>
- Joshi, K., Memon, A., & Vidani, J. (2024). Digital Marketing: A boon for the current business era. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 61. <https://doi.org/10.59890/ijbmp.v2i1.1229>
- Kadvani, H., Ghasadiya, D., & Vidani, J. (2024). Impact of large language model on Indian economy. *International Journal of Law, Human Rights and Constitutional Studies*, 6(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1065>
- Kalal, M., Odedra, J., & Vidani, J. (2024). Survey on the usage of e-banking facilities among Generation Y and Generation Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1973>

- Kaneria, G., Shah, D., Gautam, J., Vidani, J. (2024). Enhancing Customer Relationship Management in Retail: A Case Study of Reliance Trends. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1730>
- Know About 10 Top Stock Market Investors in India | 5paisa
- Ladhava, V. H., Patadia, A. R., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy among residents of Gujarat state. *International Journal of Social Science and Innovation (IJSSI)*, 2(1). <https://doi.org/10.59890/ijssi.v2i1.1239>
- Lodhiya, H., Jangid, Y., & Vidani, J. (2023). A study of loyalty programs on customer engagement for Bluestone Jewellery and Lifestyle Pvt Ltd. with special reference to the Shivranjani store in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 85. <https://doi.org/10.59890/ijbmv1i1.1443>
- Mala, Vidani, J. & Solanki, H. V. (2016). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Mansinh, C. R., & Gunvantbhai, V. J. (2024). Problems faced by visitors while visiting historical places in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1063>
- Maru, R., Parmar, N., & Vidani, J. (2024). An in-depth analysis of security and privacy features: Android vs Apple. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1958>
- Mekhiya, P., Prajapati, H., & Vidani, J. (2024). AI: A boon to social media marketing. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1942>
- Mer, K., Gothadiya, K., & Vidani, J. (2024). To study on comparative analysis of Amazon and Flipkart in reliability and delivery time in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 37. <https://doi.org/10.59890/ijbmv2i1.1216>

- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. (2016). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Mujiburrehman, L., Ravi, L., & Vidani, J. (2024). Impact of social media marketing on brand awareness of watches in Ahmedabad City. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administration/article/view/1957>
- Niyati, B., & Vidani, J. (2016). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- ORG-Structure.pdf (sharekhan.com)
- Oza, L., Shah, S., & Vidani, J. (2024). A study on consumer satisfaction towards Allen Solly apparels in Ahmedabad city. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1954>
- Panchal, S., Sodha, S., & Vidani, J. (2024). Online social comparison and its effect on self-esteem and mental health. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1952>
- Pandya, J., Skhereliya, S., & Vidani, J. (2024). To study of students' preferences towards overseas studies in Ahmedabad city. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 52. <https://doi.org/10.59890/ijssi.v2i1.1237>
- Pandya, N., Mandaliya, K., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2404>

- Patel, J. J., Ashvinkumar, R. P., & Vidani, J. (2024). Assessing labor force rights and welfare schemes in India under labor legislation. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1064>
- Patel, S., Patel, J., & Vidani, J. (2024). Psychological and sociocultural influences on pre-purchase behavior in the pre-owned car market. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1960>
- Patel, T., Chauhan, K., & Vidani, J. (2024). A study on the effects of ads on the mental health of children. *Journal of Advanced Research in Quality Control and Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1968>
- Patel, T., Mansuri, S., & Vidani, J. (2024). To study the fluctuation of share prices of Maruti-Suzuki and Tata Motors during Indian festival season. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2403>
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMEDABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pathan, A. K., Makwana, A., & Vidani, J. (2024). A survey on comparative study of customer behaviour in online and offline purchase of electronic items in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1956>
- PESTEL analysis of Indian capital market - MBA Knowledge Base (mbaknol.com)

- Pradhan, U., Tshogay, C., & Vidani, J. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Prajapati, S., Vidani, J. (2023). Analyzing Corporate Social Responsibility: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/153>
- Prajapati, U., Sisodiya, B., & Vidani, J. (2024). Blockchain and cryptocurrency: Emerging trends in digital payment technologies. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1937>
- Rajput, S., Gulammustufa, M., & Vidani, J. (2024). Why 90% of stock market traders are in loss? *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1939>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative Study of Online vs. Offline Buying Behavior of Consumer for Grocery Product in Surat. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 56. <https://doi.org/10.59890/ijssi.v2i1.1238>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative study of online vs. offline buying behavior of consumer for grocery product in Surat. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1941>
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Rathod, M., Vidani, J. (2023). Analyzing Distribution Strategies: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/142>

- Ravani, H., Bhalani, D., Vidani, J. (2024). Optimizing Customer Relationships: A Case Study of CRM Practices at Puma Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1738>
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saraswat, D., Singh, Y., & Vidani, J. (2024). Consumer awareness and purchasing behaviour of fast-food products in urban and rural stores: A comparison. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1943>
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, S., Joshi, A., & Vidani, J. (2023). Revolutionizing Finance: Navigating the AXIS of Digital Banking in India. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 89. <https://doi.org/10.59890/ijssi.v1i1.1499>
- Saxena, S., Joshi, A., & Vidani, J. (2024). Digital Banking Pioneers: A Comprehensive Exploration of India's Financial Frontier with HDFC Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 90. <https://doi.org/10.59890/ijssi.v2i1.1524>
- Sengar, V., Patel, D., & Vidani, J. (2024). Study of online purchase behaviour of millennials and Gen Z for non-branded apparels from Amazon specifically focusing on Ahmedabad city. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1975>
- Shah, K., Detroja, B., & Vidani, J. (2024). Consumer attitudes and preferences regarding the streaming services towards Disney+ and Netflix in Ahmedabad City. *Journal of Advanced Research in HR and Organizational Management*, 11(1&2). <https://adrjournalshouse.com/index.php/Journal-HumanResourcesOrg/article/view/1977>

- Shah, R., & Vaghela, A. (2023). Blockchain Technology in Healthcare: Opportunities and Challenges. *Healthcare Technology Letters*, 10(1), 3–8. <https://doi.org/10.1049/htl2.12033>
- Shah, R., & Vaghela, A. (2023). Telemedicine: A Comprehensive Review of Current Trends and Future Directions. *Journal of Healthcare Engineering*, 2023, 1–10. <https://doi.org/10.1155/2023/5632489>
- Shaikh, A., Saiyed, R., & Vidani, J. (2024). Survey on Consumer Preference: Google Pay V/S Paytm in Ahmedabad city. *International Journal of Sustainable Social Science (IJSSS)*, 2(1), Article 55. <https://doi.org/10.59890/ijsss.v2i1.1375>
- Sharekhan Financial Services: Expert Financial Solutions
- Sharekhan Triumphs Again with Top Industry Recognitions in 2024 - The Week
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, A., Nandy, R., Vidani, J. (2024). Enhancing Customer Relationships: A Case Study of CRM Practices at City Square Mart in Ahmedabad city of Gujarat State. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1737>
- Singh, P. K., & Vidani, J. (2016). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. & Nagoria, V. S. (2016). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. (2016). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.

- Solanki, N., & Vidani, J. (2016). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.
- Solanki, S., Kansara, D., & Vidani, J. (2024). A study on consumer preferences towards online podcasts service in Ahmedabad. Journal of Advanced Research in Journalism and Mass Communication, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1950>
- Sukhanandi, S., Tank, D., & Vidani, J. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Surani, D., Keshwala, K., & Vidani, J. (2024). A comparative study on the usage of Instagram and Snapchat mobile applications among residents of Ahmedabad city. Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1964>
- Vaghela, A., & Shah, R. (2023). Artificial Intelligence in Healthcare: A Review of Current Applications and Future Trends. Journal of Healthcare Engineering, 2023, 1-15. <https://doi.org/10.1155/2023/7592516>
- Vaghela, A., & Shah, R. (2023). Internet of Medical Things (IoMT): Applications, Challenges, and Future Directions. International Journal of Advanced Computer Science and Applications, 14(5), 60-67. <https://doi.org/10.14569/ijacsa.2023.0140511>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. International Journal of Applied Economics, Accounting and Management (IJAEAM), 2(2). <https://doi.org/10.59890/ijaeam.v2i2.1241>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. Journal of Advanced Research in Accounting and Finance Management, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/issue/view/390>

- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Verma, B., Purohit, M., & Vidani, J. (2024). A study on the rise and recent development in UPI (Unified Payments Interface). *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1947>
- Vidani, J. & Das, D. S. (2021). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. & Plaha, N. G. (2017). *AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR*. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. (2015). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. (2016). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. & Plaha, N. G. (2016). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.

- Vidani, J. & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. & Solanki, N. (2015). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. (2015). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.
- Vidani, J. (2015). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. (2015). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. (2016). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. (2016). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. (2018). *Export and Import Procedures* (Vol. 1). Online: Educreation Publishing .
- Vidani, J. (2018). MERGER AND ACQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Pre-nrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.

- Vidani, J. (2019). INFLUENCER MARKETING: A NEW TREND. National Conference on "Multidisciplinary Research in Social Sciences & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. Chack, P. K., & Rathod, D. N. (2017). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. Das, S., Meghrajani, I., & Singh, G. (2023). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. Meghrajani, I., & Siddarth, D. (2023). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.
- Vivek, S., & Vidani, J. (2024). E-commerce supply chain efficiency: A case study of Amazon e-commerce company. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1948>