

UNNATI *The Business Journal*

Index

1	A Sustainable Growth of Fin-tech Industry in India : Transformation in Finance Sector Dr. Mamatha D'Souza	1
2	A Study of Financial Performance of Paradeep Phosphates Ltd. Using Dupont Analysis Dhruti G Jani	6
3	A Study on Management Efficiency Ratio in Selected Public Sector Bank in India CA Hiral Shaileshkumar Parikh, Dr. Khyati Jagatkumar Patel	14
4	Financial Behaviour among Students in Delhi NCR Mansi Yadav, Dr. Swaranjeet Arora	20
5	Cryptocurrency: An Emerging Way of Digi-financing Dr. Rati Mishra	28
6	A Study on Financial Performance of Selected Indian Non-Banking Financial Companies (NBFCs) Robin Vora, Dr. B. A. Lakhani	33
7	Analysis of Banking Transactions Through UPI for Leading Banks in India During FY 20-21 Prathmesh G Upadhye, Dr. Sneha Gajanan Upadhye, Rahul Hemant Sutar	40
8	A Study of NPA Recovery Measures in Indian Banks Kotak Shraddha Dinah, Dr. Rachna Paliwal	58
9	Developing Positive Attitude and Behavior in Students for Good Academic Performance through CIQ (Complete Intelligence Quotient) Dr. Pratibha Verma, Dr. Dharmendra Kumar Shrotriya, Arvind Kumar Verma	63
10	Influence of Self-motivation on Performance of Women Entrepreneurs of Apparel Industry in Indore City Dr. Sheela Dashora, Pallavi Joshi	73
11	Post Pandemic Mental Wellbeing Practices In Indian Corporates and Role of HR Leena Gehlot	84
12	Permission Marketing: Creating Turbulence for Banking Customers Dr. Khushboo Sharma, Sonam Kothari	89