Contents

| S. | Title Name | Page |
|-----|--|------|
| No. | | No. |
| 1. | Interpreting Feminist Ethics as a Way of Doing Management Ethics: A Few Philosophical Reflections Kumar Neeraj Sachdev Ashwini Ramesh Sharma | 5 |
| 2. | The Influence of Discount Offers on Consumer Purchase Behavior and Brand Loyalty Amita Agarwal | 15 |
| 3. | Analysis of Nomophobia as a Predictor of Cognitive Dysfunction and Academic Inefficiency Ekta Verma | 29 |
| 4. | Promoting Employees Well-being by Reducing Working Stress to Achieve Sustainability Mohammad Iqbal Zaffar Ansari | 43 |
| 5. | Role of Social Media in Shaping Online Shopping Preferences: Analyzing Consumer Trends in Prayagraj Shahnaz Fatima Kazmi | 59 |
| 6. | The Impact of Gender Stereotypes on Women Entrepreneurs Samar Raqshin Monika Bhati | 78 |