

GAP GYAN A GLOBAL JOURNAL OF SOCIAL SCIENCES



(ISSN – 2581-5830) Impact Factor – SJIF – 4.998, IIFS - 4.375 Globally peer-reviewed and open access journal.

INDEX

SR. NO.	TITLE	AUTHOR	PAGE
1	DR. AMBEDKAR SOCIO - ECONOMIC VIEWS FOR RECONSTRUCTION OF INDIAN SOCIETY	Rishabh Gahlot, Parvez Ali	1-4
2	GOLD AN ALTERNATE FORM OF CURRENCY	Sparsh Verma, Dr. Pulugurta Chandra Sekhar	5-10
3	A COMPARATIVE STUDY OF THE CONCEPT OF TRADITION BY T. S. ELIOT AND F. R. LEAVIS	Dr. D. P. Deolalkar	11-15
4	A DESCRIPTIVE STUDY ON TALENT RETENTION IN PRIVATE EDUCATIONAL INSTITUTION WITH SPECIAL REFERENCE TO BENGALURU REGION	Mr. Shivakumar R, Ms. Saraswathi V	16-22
5	A STUDY ON CUSTOMER'S GENERAL AWARENESS REGARDING VARIOUS M-BANKING APPLICATIONS	Jinal Brahmbhatt, Dr. R. V. Raval	23-28
6	A STUDY ON SUBCONSCIOUS TOUCHPOINTS IN ADVERTISING	Ms. Anju Dwivedi, Dr. Jay Desai	29-32
7	ASSOCIATION BETWEEN WORKING CAPITAL ADMINISTRATION AND FIRMS' PROFITABILITY CONCERNING THE FOOD AND BEVERAGE INDUSTRY	Ms. Suman Ramapati, Dr. Ashish B Joshi	33-37
8	IMPACT OF COVID-19 PANDEMIC ON PURCHASE AND USAGE PATTERNS OF GREEN COSMETICS AMONG SELECTED WOMEN OF AHMEDABAD CITY, GUJARAT (INDIA)	Ms. Prutha Shah, Dr. Kalpesh D. Naik	38-45
9	TOURISM SECTOR AND INDIA - A REVIEW AFTER COVID - 19	Dharmesh N. Adesara	46-51
10	THE ROLE OF CSR PRACTICES IN SELECTED PUBLIC SECTOR BANKS AND SELECTED PRIVATE SECTOR BANKS IN INDIA	Dhavalkumar Bharatkumar Sayata, Dr. Jyoti Thakkar	52-57
11	EARLY MARRIAGE: NEGLECTED FORM OF CHILD ABUSE	Rachana C. Raval, Dr. Bhavesh H. Bharad	58-62