

LINGAYA'S JOURNAL OF PROFESSIONAL STUDIES

CONTENTS

SI No.	Title of Paper	Page No.
1.	ENTREPRENEURIAL MINDSET: DRIVING INNOVATION AND RISK TAKING <i>Harsh Tiwari, Ms. Akshita, Yukta Gulia</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	1-5
2.	IMPACT OF DIGITAL MARKETING IN TODAY'S DIGITAL WORLD <i>Jagdish, Ms. Neha Guleria, Ms. Shivangi</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	6-15
3.	FINANCE WITH TECHNOLOGY (FINTECH) <i>Jatin Rawat, Ms. Akshita, Mr. Vishesh Poswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	16-21
4.	IMPORTS OF AIR GUN IN INDIA <i>Ms. Samriti Mahajan, Mr. Prashant Mandal, Ms. Himani</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	22-30
5.	AN ANALYSIS OF THE LITERATURE ON SOCIAL MEDIA INFLUENCER MARKETING <i>Ms. Rekha and Ms. Prerna Setia, Ms. Manisha Jindal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	31-36
6.	INVESTIGATION OF BIOLOGICAL ACTIVITIES OF NEW DERIVATIVES AS ANTIOXIDANT DRUG: SYNTHESIS AND CHARACTERIZATION <i>Ansh and Rizwan Arif</i> <i>Department of Chemistry, School of Basic & Applied Sciences, Lingaya's Vidyapeeth</i>	37-45