

LINGAYA'S JOURNAL OF PROFESSIONAL STUDIES

CONTENTS

Sl No.	Title of Paper	Page No.
1.	EXPLORING CONSUMER PERCEPTIONS AND ADOPTION TRENDS OF DIGITAL PAYMENT: A CASE STUDY IN SOUTH DELHI <i>Mr. Prashant Kumar Pandey , Mr. Praveen Kumar Pandey, Dr. Samriti Mahajan</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	1-9
2.	UNDERSTANDING THE MOST EFFECTIVE STRATEGIES IN PROMOTING SMALL BUSINESSES IN INDIA <i>Rajat Kumar Barik ,Mr. Praveen Kumar Pandey ,Ms. Himani Kaushik</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	10-28
3.	RAPID EVALUATION OF DIGITAL MARETING <i>Prashant Sharma ,Dr. Priyanka Jarolia, Ms. Akshita</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	29-35
4.	IMPACT OF STRESS MANAGEMENT ON WORK PERFORMANCE AND INNOVATION OF EMPLOYEES <i>Kirti Rawat , Neha Guleria ,Dr. Komal Jaiswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	36-51
5.	SOCIAL INFLUENCER EFFECTS ON GENERATION Z'S PURCHASING PATTERNS <i>Ms. Akshita , Dr. Samriti Mahajan ,Ms. Nayanmoni Gogoi</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	52-76
6.	IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH <i>Harsh Keshwani, Dr. Samriti Mahajan, Dr. Komal Jaiswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	77-94