

**LINGAYA'S JOURNAL OF PROFESSIONAL STUDIES
CONTENTS**

Sl No.	Title of Paper	Page No.
1.	BRIDGING THE GAP BETWEEN AI AND HUMAN UNDERSTANDING <i>Abhishek Kumar Jha, Praveen Kumar Pandey, Vishesh Poswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	1-14
2.	CORPORATE SOCIAL RESPONSIBILITY AND FIRM'S PERFORMANCE: AN OVERVIEW OF COMPANIES POLICES: A STUDY OF KUBOTA AGRICULTURE MACHINERY PVT. LTD IN INDIA <i>Akshay, Ms. Akshita, Mr. Vishesh Poswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	15-27
3.	RESEARCH REPORT ON MARKETING'S IMPACT ON GENERATION Y <i>Arvind Pandey, Mr. Praveen Kumar Pandey, Ms. Himani</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	28-35
4.	CHANGEMANAGEMENT OR CHANGE LEADERSHIP <i>Nidhi Kadian, Shivangi Priya and Priyanka Jarolia</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	36-52
5.	HUMAN RESOURCE POLICIES AND PROCEDURES OF IMPERIAL AUTO COMPANY <i>Charvi Tarkar, Manisha Jindal, Vishesh Poswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	53-65
6.	ANALYZING THE IMPACT AND EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES IN DRIVING CONSUMER RETENTION AND BRAND SUCCESS <i>Khushboo, Ms. Akshita, Dr. Komal Jaiswal</i> <i>School of Commerce & Management, Lingaya's Vidyapeeth</i>	66-75