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EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Dr. G. Ramanjaneyulu¹ Akety Vaishnavi In their research paper entitled “ A STUDY ON TRAINING AND DEVELOPMENT ACTIVITIES WITH” the analysis the most general sense of the word, a cement is a binder, a substance that sets and hardens independently, and can bind other materials together. The word "cement" is traced to the Romans, who used the term opus cementitious to describe masonry resembling modern concrete that was made from crushed rock with burnt lime as binder. The volcanic ash and pulverized brick additives that were added to the burnt lime to obtain a hydraulic binder were later referred to as cementum, cementum, cement, and cement. Cement used in construction is characterized as hydraulic or non-hydraulic. Hydraulic cement (e.g., Portland cement) harden because of hydration, chemical reactions that occur independently of the mixture's water content. They can harden even underwater or when constantly exposed to wet weather. The chemical reaction that results when the anhydrous cement powder is mixed with water produces hydrates that are not water-soluble. Non-hydraulic cement (e.g., lime and gypsum plaster) must be kept dry in order to retain their strength.

Dr.V.G Murugan in his article entitled “a study on performance analysis of selected mutual fund schemes in India” this article analyses mutual Fund industry in India has developed as the most dynamic sector of the Indian financial system. Schemes available for the investors to choose are many in number, so it becomes crucial for investor to know the performance of Mutual Funds in order to make better informed decision and make a choice. The present study comprises 10 Mutual Fund schemes taken from different Mutual Funds in equity diversified specific schemes. The performance of selected Mutual Fund schemes was evaluated and then compared with Benchmark of Market Indexes. Majority of the equity diversified schemes performed better than the benchmark index according to Sharpe, Treynor, Jensen and Fama. The HDFC Capital Builder Value Fund, SBI Magnum Multi Cap –Regular Growth that have emerged as best schemes among all selected Mutual Fund schemes.

G. PREETHI LAHARI., in her research paper entitled “Customer satisfaction of Amazon Prime” explains the massive surge in subscription rates of Over the top (OTT) platforms was a big windfall in the film business during the Covid 19 epidemic. Film theatres and filming have all been halted, prompting individuals to consider other ways to watch movies without going out. People began subscribing to the service and began viewing movies at home. This investigation looks at Amazon Prime Video's current consumer happiness as well as the service's shortcomings. A quantitative survey of 206 subscribers to various sites is done, and the results are analyzed. The survey also sought to identify the issues that clients were having. The samples are chosen using a probability sampling approach, and they are chosen at random. The questionnaire is disseminated over the internet. The results of this poll indicated that Amazon Prime Video is superior than competing OTT platforms. It also revealed that 56.8% of Amazon Prime subscribers still like watching movies. Amazon Prime Video quality is superior than competing OTTs, according to 51 subscribers. Keywords: Over-the-Top, Customer Satisfaction, Amazon Prime Video, Online Streaming.

M. Imthiyaz Ahammad, in article entitled “ T Time Management: A Study on Villagers at Parnapalle, Nandyal Region, Nandyal District” his article explains time management is a critical aspect of daily life that influences productivity, economic growth, and social well-being. This study examines the necessity of effective time management among villagers in Parna Palle, located in the Nandyal region of Nandyal District. By exploring current time management practices, challenges, and potential improvements, this research aims to highlight the importance of structured daily routines and efficient work habits in rural setting, time management, rural development, productivity, Parnapalle, Nandyal District, work efficiency, socio-economic impact.

Dr. Y. Mallikarjuna Achari, in his article entitled “A Study on Employee Stress Levels and Its Impact on Performance Reference to Education Sector in Nandyal Region” his article analyses employee stress is a significant concern in the education sector, influencing job satisfaction, productivity, and overall institutional effectiveness. This study explores the stress levels among teaching and non-teaching staff in the Nandyal region and assesses its impact on their performance. A mixed-methods approach was adopted, incorporating surveys, structured interviews, and observational analysis to identify key stressors such as excessive workload, administrative pressure, job insecurity, student behavior, and work-life imbalance. The findings indicate that

prolonged exposure to stress leads to decreased motivation, burnout, reduced teaching effectiveness, and lower job commitment, ultimately affecting student learning outcomes and institutional growth. Additionally, factors such as inadequate institutional support and lack of professional development opportunities exacerbate stress levels. The study underscores the necessity of implementing stress management programs, flexible work policies, and psychological support systems to foster a healthier work environment. Addressing these challenges can enhance employee well-being, improve job performance, and contribute to a more effective and sustainable education system in the region. focus primarily on NEP 2020 and its implications for higher education.

Mr. Venkata Rao Valluril & Mrs. M. Prasanna Kumari, in their article entitled "Evaluating the Risk-Return Profiles of Indian Banking Stocks: An Empirical Analysis" his study examines the return and risk profiles of selected banking stocks in the public and private sectors during the period 2019-2024. The analysis employs various risk-return metrics, including Sharpe Ratio, Treynor Ratio, and return-risk tradeoff. The results indicate that ICICI Bank and Bank of Baroda offer the best risk-return tradeoffs in the private and public sectors, respectively. Canara Bank and Axis Bank also emerge as attractive investment options in the public and private sectors, respectively. In contrast, HDFC Bank, Kotak Mahindra Bank, and Punjab National Bank exhibit lower risk-adjusted returns. The study provides insights for investors seeking to optimize their portfolios by balancing risk and return.

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