

Effect of Cultural Change for Social Women Entrepreneurs with Special Reference to Tuensang District

Tikerila,

Research Scholar, Department of Management Studies' .Joseph University, Chumoukedima- 797115, Nagaland, India
Mail id : tikerilamongzar@icloud .com

Dr R.Murugesan

Professor and Research Supervisor, Department of Management Studies, St .Joseph University, Chumoukedima- 797115, Nagaland, India ,Mail id : murugesanphd80@gmail.com

Abstract: This study aims to investigate the effect of cultural change for social women entrepreneurs with special reference to Tuensang district in the Nagaland state. This paper discusses the impact of cultural and societal factors on the entrepreneurial aspirations and outcomes of Tuensang women. The study highlights that rural entrepreneur face both internal and external barriers, such as limited access to capital, social biases, and the work-life balance dilemma, although they also possess sole asset, including flexibility, and strong want for individuality. Furthermore, it highlights the role of rural women as agents of social change, promoting inclusivity and empowerment within their communities.

Keywords: challenges, economic growth, women entrepreneur, opportunities, sustainable development, rural women.

1. Introduction.

The conception of social women entrepreneurs has been quickly developing in the secluded, community and charitable segments completed the last few years, and attention in communal free enterprise remains to develop. Societal entrepreneurship has surprised attention of academics because of its unique method. It has develop the buzz term in India and everywhere world. Social entrepreneurs have the best mixture of social service and entrepreneurship. Frequently, entrepreneurship is connected to financial actions and existence cruelly profit creation and rising social assistances and communal happiness. Social entrepreneurship has been defined by experts and researchers in many ways like,1 (Thompson, Alvy, and Lees, 2002) says that social entrepreneurs can satisfy the needs of the various presented resources to make a change in all kinds and areas of the economy from profit, non-profit to mixture organizations and of all sizes that are not taken care by the government. According to Thompson et al. (2000), social entrepreneurs are group who realize where there is an accidental to suit some unmet need that the state benefits system will not or cannot happen and who gather together the necessary resources and use these to “make a difference”. Ashoka (2012) correspondingly strong those communal entrepreneurs are persons with revolutionary answers to civilization’s greatest determined communal difficulties. They are both thinkers and best realists involved with the practical performance of their vision above all different. However, the effect of cultural change has significantly impact on social entrepreneurs, influencing both the environment in which they operate and the strategies they employ. According to Mckinevy and company (2019) observed in their study that companies under going cultural change achieved an average performance improvement of 65% compared to those that did not. Deloitte (2016) also found that over 90% of executives believed company culture were critical to business success, while 88% of respondents left a strong company culture helped attract and retain top talent

One of the key challenges that many social entrepreneurs on how cultural change shocks their work such as, (1) social entrepreneurs must adapt their missions and operations to bring into line with these changing priorities. For example, increased awareness around climate change has led numerous social enterprises to focus on environmental sustainability. (2) Social businesspersons must be aware to the fluctuations of communal engagement plans. They should mobilize communities build trust, and foster contribution in their projects. Understanding local customers and values is critical for successful performance. (3) Social entrepreneurs should take action to new cultural trends by adapting their business models products or services to better meet the needs of their aim viewers. (4) Adapting communicating strategies, their vision in ways that vibrate with current cultural sentiments which may involve utilizing new platforms or mediums to reach diverse audiences.

Social entrepreneurship needs cultural change to generate innovative and creativity solutions into wide range of perspectives, experience, and ideas. It is about making and comprehensive and reasonable situation where everyone’s voices are caught and appreciated. By

employed variety, businesspersons can solve the full possible of their undertakings and donate to a more comprehensive and wealthy society. It would be helpful for the people who are responsible for the strategic development, output and learning of an organization to understand the organization or community culture they work in, to be successful in the business.

Culture forms the stamina of Nagaland although nagas with a difference in language, all tribes have a similar leafy dress code, eating habits and traditional law. Cultural orientations are one of the toughest features of mortal communal life. Despite its outstanding role, however a special reference understanding on Tuensang district which is dominated by Chang, Sangtam, Yimkhiungs, and Khamniungans who are considered to be one of the backward tribes in Nagaland. However it is careful the main region in Nagaland.

1.2. Need For The Study.

The study is to investigate how society and the cultural change affect social women entrepreneurs. The study aims to gain a deeper understanding of the conditions from social women entrepreneurs who have either created their own business from the scratch or are currently leading and owing a business. Additionally, by doing research we will put a focus on the technology and innovation where social women entrepreneurs must influence new technologies to improve their impact-whether through digital platforms, or innovative delivery models. Hence, this research is hoping to promote with new understanding facts to a very related problem.

1.3. Statement Of The Problem.

Tuensang district a rich vegetation and natural resources is pointed to emerge as the young and dynamic economy. Despite its favourable condition and market potential of Tuensang district growth is hindered by lack of professional skills and investment, people are more comfortable and confident in stable jobs and don't want to venture into the field of entrepreneurship due to risk and failure. Youth are skeptic and apprehensive because of knowledge and motivation. It is apparent that the social women entrepreneurship sector is not looked at as a viable sector of employment and remains highly unattractive to the Tuensang district youth. Moreover, the rural youths are migrating to cities/towns with little success of securing decent employment, hence ending up worsening the unemployment statistics in the state.

1.4. Scope Of The Study.

The finding of this study is likely to show personal within reaches, experiences and knowledge about the two districts affect of cultural change of women entrepreneurship. The study will also examine by interviewing women entrepreneurs, themselves, the study hopes to get together as specific insights as possible to be able to analyze why and how the development of women entrepreneurship has been affected by the culture change.

1.5. Objectives Of The Study.

1. To identify opportunities to cultural change for social women Entrepreneurs.
2. To analyze the influence of cultural shifts for social women entrepreneurs.
3. To predict future in cultural change for social women entrepreneurs

1.6. Limitation Of The Study.

1. The study will be conducted only in Tuensang district
2. The study about accessibility to social women Entrepreneurs only
3. The Study only in rural and remote areas of Tuensang district,

2. Review Of Literature.

According to words of Johnson (2000), are discussed about believes that social entrepreneurship, as an innovative means to solve complex social effort, breaks the traditional edge between public, private and non-profit sectors.

According to words of Drayton (2002), observation stated that social entrepreneurs have special traits and a strong ethical fibre. Social entrepreneurs have a vision of the social change; they want to achieve, to take risks to do, are creative and have headship skills.

According to words of D.Cruz(2003) women entrepreneur feel uneasy in these network and hence miss chances to develop this venture and rise the reliability of the enterprise . moreover, in security is another issue and conventional social roles assigned to women entrepreneur hindrance their entrepreneurial performance.

According to words of Roni (2003), in his article discovered that the social culture environment has a significant impact on entrepreneurs. People who live in a favourable environment are more likely to engage in entrepreneurial activities, whereas those live in an unfavourable environment are less likely. He also believed that entrepreneurs may come from socially marginalised groups such as religious, ethic, or migratory culture is important in the study of human social relationship because of its impact on economic behaviour and entrepreneurship.

According to words of Martin and Osberg (2007), are discussed about believes that opportunity identification is the core of social entrepreneurship which aims to create a new, better and balanced society.

According to words of Dees (2007), notes that, to put the current interest in social entrepreneurship in perspective, human history can be thought of as a series of experiments in social organisation, responding to the question of how we, as humans ought to organise ourselves in order to move closer to the ideals of good society.

According to words of Yunus (2007), observation as a movement and innovative and is aimed to help people. It signifies that such an activity can be applied both within a social enterprise and independent it, it can have both economic or non-economic character, and it can be either profit oriented or non-profit oriented activity.

According to words of Dr. Sunil Desh Pandae and Ms.Sunita Sethi (2009), reveals that the biggest impact on their entrepreneurial domination by male dominated society, lesser risk, lack of self-confidence.

According to words of Andrew J Germak, Karun K singh (2009), are discussed that social workers are among the best prepared professionals to respond to the world's social problems. Yet, in the present state of forward-looking, practical solutions to society's social problems, social workers are not easy to find. There study makes the argument that given the tremendous need for solutions to today's pressing social challenges, it is time for social workers to stand up and embrace much of the frank business wisdom found in social entrepreneurship, a mixture of social work macro practice principles and business invention activities. To adopt this issue, the paper examines the necessity for social workers to discover and hire in social entrepreneurship. Right issues involving practice are discussed and a few examples of social entrepreneurship are expressed. To finish, the article ends with some advices for educating social workers and conducting future research in this beginning area of study

According to words of Rincy. Y. Mathew and N. Panchantham (2011), reveals that obstacle or impact on the entrepreneurial performance is because of lack of professional interaction and lack of adequate training having huge impact of their performance.

According to words of Servaes (2011), suggested that social change is a significant change in the structured social action or the culture of a context, community, or society under study.

John O Okpara, Daphne Halkias (2011), stated that social entrepreneurship is an emerging area of research in the entrepreneurship and related disciplines. Social entrepreneurship is seen as different from other forms of entrepreneurship because of the higher importance given to organizing social and development economic values. A review of the words developing from a number of disciplines shows that the definition of the idea of social entrepreneurship is divided and confusing. Current conceptualizations of social entrepreneurship neglect to really consider the unique characteristics of social entrepreneurs and the background inside which they must use.

According to words of Aida Idris, Rahayu Hijrah Hati (2013), The study examined, through a balanced review of western and post-colonial literatures, the development of social entrepreneurship in Indonesia prior to its independence in 1945. Results suggest that policies imposed by the Dutch government had a large impact on the growth of social advance groups in the former colony. Likewise, these organizations had used social entrepreneurship schemes to achieve the mission of inspiring indigenous peoples and mobilizing them for independence. Other factors which caused to the increase of social entrepreneurship in the age were the impact of Islam and Javanese noble leadership. Taken in the context of Indonesia's post-colonial socio-economic environment, these findings suggest that its present social entrepreneurship growth is possible to be depending on three main factors: supposed degree of economic leave by indigenous groups as a result of social entrepreneurship, Islamic identity of social enterprises and social engagement.

According to words of Rachael Smith, Robin Bell, Helen Watts (2014), their study provides new insights into personality trait differences between social and traditional entrepreneurs and is particularly valuable to those with an attention in entrepreneurial direction and those interested in the documentation and development of social entrepreneurs.

According to words of Dr.R.Murugesan (2017) is observation of this article aim to sketch out the significance of the owner and workers association and explain the position this association plays towards the development of a business and association review was considered for the study. The study aimed to decide the business owners' view concerning relations, and whether they thought these play a major position towards the achievement of their businesses. The study originate that business owners common a optimistic view that relations participate an significant position towards their business as these give to the enlargement of their business.

According to words of Dr.R.Murugesan & Dr A.Thamotharan (2022) is analysis of Structured products are the new concept emerged in secondary market and taken certain efforts in order to instruct the investors about the structured products also to protect the interest of the investors and analyze the details before investing, the recently issued guidelines will help the investors understand the products beer in this connection this paper is focused to answer for is structure product popular among investors and analyzed the same using statically tools such as factor, cluster and correlation analysis.

According to words of R.Murugesan & Dr T.Vetrivel (2016) is disused presents an empirical relationship of parameters governing the problems in funding the health insurance scheme for the rural areas in Tamil Nadu and The methodology is based on the data surveying based on the parameters identified. To understand the needs and coverage of the health insurance scheme among residents of rural India the proposed investigation is conducted. Results obtained have been validated with surveyed data and found to have clear tendency that 72% of the people does not share the benefits of the scheme and 65.3% of it were rural people. With total survey and analysis we also came to a conclusion that the benefits of this scheme has to be still promoted with less requirement on the factors studied.

According to words of Dr.Murugesan.R.Ravindran.D.,Tamilselvan.P.,Baladevaduru.G.,Rajapriya.M.,LuminaJulie R (2024)are observation of the article The health insurance facilities for the general public protect our lives and our family members, the public is affected by changes in food culture in society and it causes many diseases and people get the treatment of diseases from private hospitals due to the right financial position of the family. The people can get the treatment under this scheme and the approved hospitals should not provide service for them at the right time right people. This study focused on the following objectives to Identify Counseling by Doctors and To Study Counseling by Specialists to investigate the Treatment Present Technologies identify the Treatment for Diseases and study provide guidelines to Medicine and To study the Toll Free Service Facilities

According to words of R.Murugesan (2022) are observations of survey of the article *Women are playing a very important position in earning even net national product of the country from side to side their income and This study is undertake to study regarding how the women are use their rights properly particularly in garment industry. This investigate is undertaken to examine concerning the women's rights in garment industry and also concerning the amenities provide in the functioning situation such as crèche amenities, ventilation amenities and compensation reimbursement, work enrichment opportunity. The prime objective of the here study is to appraise the Women Employee Rights in garment industry. The study was carry out on the basis of descriptive investigate.*

According to words of R.Murugesan (2022) are discussed the Financial examination is significant to determine the present and prospect financial health of a company. The study aims at predicting financial reliability of choose community division companies in Oil sector in India, from side to side relative examination of financial health. The Companies have been chosen on the foundation of line of business in which they are occupied in such as cleansing and promotion of oil products The examination is based on the secondary data composed from the Capitalize Database and It is experiential from the learn that the community division companies and also outstanding financial feasibility situation during the period of study.

According to words of R.Murugesan (2023) are observation of the article *In a society like ours which is restricted by civilization and norms, an improved contribution of women in relations choice creation procedure .The positive approach towards savings and investments of the women also assist them to reach your destination at decisive about creation savings and investments in a diversity of forms for view survival. As a result, an attempt is total in this article to empirically examine the position of choice- creation and approach towards savings and investments in the center of the respondents (salaried women in the model).*

According to words of R.Murugesan (2014)are observations of the *study recording to job satisfaction about the various government schools teachers and those who are exposure knowledge with effectively and efficiently during the working day. The present investigation*

in a small measure has paved way for reviving. Those, who are in the higher secondary school level handling subjects, have a high level of job satisfaction. They showed personal interest and involvement in teaching, Observing human behavior and attempting to understand, it can be a source of never ending Satisfaction and The recent mode of recruitment policy that government has suggested that written examination and further personal interview should be conducted for selecting the teacher is laudable.

According to words of R.Murugesan (2014) are carried out in private engineering college faculties in Krishnagiri district during the month of June-July 2014 and it was undertaken to study the effectiveness of employee counseling at private engineering college faculties the study was conducted through questionnaires. The questionnaire was prepared according to the private engineering college faculties requirements. Fifty faculties were selected for the study. the study aims at analyzing the effectiveness of employee counseling, how counseling works in to private engineering college faculties what extent the employees are satisfied with the counseling and if any additional features need to be enhanced to improve employee satisfaction.

According to words of R.Murugesan, & Dr.T.Vetrivel (2017) are discussed study is based on a study on HRD Climate in Industries. The objective is to find out the socio demographic profile of the respondents towards the impact on HRD Climate in Industry. The primary data is directly collected from the respondents using questionnaire method after the statistical test used in chi-square test and “t” test in HRD Climate in Industry. The finally suggestion is a number of HRD instruments have been found to generate a good HRD climate.

According to words of Dr .R.Murugesan (2018) observation of study is an outcome of the title called “A study on Effectiveness of Employees Safety and Health” ,Employees Safety and Health look upon prevention of accidents basically as an engineering problem to be tackled through proper designing of mechanical safety devices. In fact, accident prevention and safety are inter related and, therefore require a multi dimensional approach. Its importance has increased because of large-scale industrialization in which human beings are subjected to mechanical, chemical, electrical and radiation hazards and the various statistical tools like, chi square test and correlation analysis were used in this study. The findings of the study reveal that major cause for the work place accident is unsafe handling of material. So the vestibule training method can be included in employee training program. Ergonomics method enables better employee’s safety and health.

3. Research Methodology.

a) Sample design:

A mixed methods approach will be applied for the research and so both qualitative and quantitative research methods will be used to provide a holistic understanding of the topic.

Target area: Tuensang which is known as the largest district in Nagaland.

3.1Source of data:

- ❖ **Population:** The population Unknown of Study area.
- ❖ **Sample Size;** 150
- ❖ **Primary sources of data:** Observation and interview.
- ❖ **Secondary sources of data:** Online data base, journals, government survey records, internet etc.

b) Data analysis:

Appropriate scientific techniques applied for data analysis.

4. Discussion Of Study.

The purpose of this study is to explore the opportunities, challenges, motivations, success, future trends and technology. Where cultural shifts often inspire new ideas and ways of thinking. While cultural change can present opportunities, it may also encounter resistance from established norms or traditions. However, in an age of increasing global challenges including differences of languages, religions and customs, Tuensang which is dominated by four tribes who have different cultures and beliefs though they share the same district, where there has been a growing movement of investment businesses and funds specially directing women-led businesses. Many women are determined by the desire for financial independence and control over their work life balance, as women often chase entrepreneurship in areas, they are obsessive about, which can lead to advanced results and products that provide to unique market needs. And with the rise of digital tools women entrepreneurs are ever more leveraging technology to enter markets that were until that time isolated. As social media platforms allow women entrepreneurs to reach larger audiences and build brands without the need for knowing open

investment. But researching problems that still last where traditional opinions that may still holds away in certain communities, gender bias, economic disparities, or lack of access to capital, which can delay women entrepreneurial success. Although the fact that Tuensang women are knowingly more self-independent and aware of their legal rights, such as the right to women equal action, property, and maintenance, the majority of women remain aware of these rights. There are different variables that effect their quality of life such as age of marriage, extent of knowledge, role in the family and so on. In result is that the equality of women in Tuensang is highly unbalanced and with huge gap. We influence to the study on women entrepreneurship and women in business and household in Tuensang. Very few studies focus on the importance of relationship for women who are in business and household. Thus, there is a lack of studies that look into the economic and social systems that hamper or help women in business and household. By finding their motivations identifying influential factors, and understanding the different aims to uplift the social entrepreneurs' sectors in Nagaland for effect of cultural change.

5. Conclusion.

In conclusion, while cultural change can make problems the work of social entrepreneurs it also offers them a unique chance to create deeper connections and drive transformative social impact. By understanding the factors influencing their entrepreneurial intentions, identifying perceived challenges, this research will contribute to the promotion of women's entrepreneurship and empowerment in the region. Those who embrace the dynamics cultures are likely to develop sustainable solutions that resonate with the communities they serve.

Declaration of Conflicting Interests

The author(s) declared no potential conflicts of interest with respect to the research, author-ship, and/or publication of this article.

Data Sharing Agreement

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

References

- [1] Alvarez C., and Urbano D. (2011) Environmental factors and entrepreneurial activity in Latin America, *Academia Revista Latinoamericana de Administración*, 48: 126–139.
- [2] Aidis R., Estrin S., and Mickiewicz T. (2008) Institutions and entrepreneurship development in Russia: A comparative perspective, *Journal of Business Venturing*, 23(6): 656–672.
- [3] Anna A.L., Chandler G.N., Jansen E., and Mero N.P. (2000) Women business owners in traditional and non-traditional industries, *Journal of Business Venturing*, 15(3): 279–303.
- [4] Akinbami C.A.O., and Aransiola J.O. (2016) Qualitative exploration of cultural practices inhibiting rural women entrepreneurship development in selected communities in Nigeria, *Journal of Small Business & Entrepreneurship*, 28(2): 151–167.
- [5] Azmat F., and Fujimoto Y. (2016) Family embeddedness and entrepreneurship experience: A study of Indian migrant women entrepreneurs in Australia, *Entrepreneurship & Regional Development*, 28(9–10): 630–656.
- [6] Alhattali K.S.S., Omar R., Alrumaidhi S.A., and Mohammadi P. (2023) Embracing the Innovative Entrepreneurship Culture by Omani SMEs: The Primary Barriers, *Business Management and Strategy*, 14(2): 164–178.
- [7] Brush G.C., de Bruin A., and Welter F. (2009) A gender-aware framework for women's entrepreneurship, *International Journal of Gender and Entrepreneurship*, 1(1): 8–24.
- [8] Birkner S., and Aderemi H. (2015) Culture and its Effect on Female Entrepreneurship Around the World: Convergence or an Emerging Trend?, *European Conference on Innovation and Entrepreneurship*, pp. 83.
- [9] Banu J., and Baral R. (2019) Wellbeing of women entrepreneurs: an Indian perspective, in *The Wellbeing of Women in Entrepreneurship*, Routledge, pp. 311–323.

- [10] Cavada M.C., Bobek V., Skoko H., and Maček A. (2018) Cultural foundations of female entrepreneurship in Mexico: challenges and opportunities, *Naše gospodarstvo/Our Economy*, 64(1): 28–40.
- [11] Cho A.H. (2006) Politics, values and social entrepreneurship: A critical appraisal, in *Social Entrepreneurship*, Palgrave Macmillan UK, pp. 34–56.
- [12] DeTienne D.R., and Chandler G.N. (2007) The role of gender in opportunity identification, *Entrepreneurship Theory and Practice*, 31(3): 365–386.
- [13] Fernández R. (2013) Cultural change as learning: The evolution of female labor force participation over a century, *American Economic Review*, 103(1): 472–500.
- [14] Giwa A.H., and Babakatun A.M. (2019) Effect of socio-cultural factors on women entrepreneurship development in Kaduna State, *Journal of Human Resource Management*, 7(3): 57–65.
- [15] Hult G.T.M., Snow C.C., and Kandemir D. (2003) The role of entrepreneurship in building cultural competitiveness in different organizational types, *Journal of Management*, 29(3): 401–426.
- [16] Kumar D. (2014) Socio-cultural influence on women entrepreneurs: a study of Uttarakhand state, *International Journal of Trade and Commerce-IIARTC*, 3(1): 127–139.
- [17] Kumar D., and Kalyani B. (2011) Motivational factors, entrepreneurship and education: Study with reference to women in SMEs, *Far East Journal of Psychology and Business*, 3(2): 14–35.
- [18] Lituchy T.R., Reavley M.A., and Bryer P. (2003) Women entrepreneurs: An international comparison, in *Issues in Entrepreneurship*, Emerald Group Publishing Limited, Vol. 14, pp. 161–193.
- [19] Modarresi M., and Arasti Z. (2021) Cultural challenges of women entrepreneurs in Iran, in *The Emerald Handbook of Women and Entrepreneurship in Developing Economies*, Emerald Publishing Limited, pp. 229–245.
- [20] Moghadam V.M. (2003) *Modernizing Women: Gender and Social Change in the Middle East*, Lynne Rienner Publishers.
- [21] Noor S., Isa F.M., and Nor L.M. (2021) Women empowerment through women entrepreneurship: a comparison between women entrepreneurs and full-time housewives in Pakistan, *Interdisciplinary Journal of Management Studies*, 14(2): 347–363.
- [22] Okafor C., and Mordi C. (2010) Women Entrepreneurship Development in Nigeria: the Effect of Environmental Factors, *Petroleum-Gas University of Ploiesti Bulletin, Economic Sciences Series*.
- [23] Pernilla N. (1997) Business counselling services directed towards female entrepreneurs—some legitimacy dilemmas, *Entrepreneurship & Regional Development*, 9(3): 239–258.
- [24] Sardana D. (2018) What facilitates cultural entrepreneurship? – A study of Indian cultural entrepreneurs, *The Journal of Creative Behavior*, 52(1): 35–51.
- [25] Sen P. (2007) Ashoka's big idea: Transforming the world through social entrepreneurship, *Futures*, 39(5): 534–553.
- [26] Sutskever I., Martens J., Dahl G., and Hinton G. (2013) On the importance of initialization and momentum in deep learning, in *International Conference on Machine Learning*, PMLR, pp. 1139–1147.
- [27] Tomos F., Aggrawal A., Thuraiaraj S., Balan O.C., and Hyams-Ssekasi D. (2020) Effects of Culture on Women Entrepreneurs' Success: A Cross-Country Study, in *Gender Studies, Entrepreneurship and Human Capital: 5th IPAZIA Workshop on Gender Issues 2019*, Springer International Publishing, pp. 269–295.
- [28] Thompson J., Alvy G., and Lees A. (2000) Social entrepreneurship—a new look at the people and the potential, *Management Decision*, 38(5): 328–338.
- [29] Murugesan R. (2017) Empirical Analysis on Employee Relationship Management at Software Companies with Special Reference to Chennai City, *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(5): 36–43.

- [30] Murugesan R., and Thamotharan A. (2022) Structured Products and its Influence on Retail Investors in Indian Market, *International Journal of Business Review and Entrepreneurship*, 3(1): 90–96.
- [31] Murugesan R., and Vetrivel T. (2016) Fuzzy Based Empirical Analysis on Problems for the Execution of Preventive Chief Minister Health Insurance Scheme in Tamil Nadu, *Asian Journal of Research in Social Sciences and Humanities*, 6(8): 2682–2695.
- [32] Murugesan R., Ravindran D., Tamilselvan P., Baladevaduru G., Rajapriya M., and LuminaJulie R. (2024) Impact on Empirical Study of Chief Minister’s Health Insurance Scheme Service in the Hospitals with Special Reference to East Krishnagiri District in Tamil Nadu, India, in *Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations*, Studies in Systems, Decision and Control, Vol. 535, Springer, Cham, pp. 335–344.
- [33] Murugesan R. (2022) Level of Responsiveness Concerning Women Worker Human Rights in Garment Industry, Tirupur, *Journal of Interdisciplinary Cycle Research*, 14(12): 268–274.
- [34] Murugesan R. (2022) A Relative Study between Financial Healthiness of Community Division Oil Selling Companies in India, *The International Journal of Analytical and Experimental Modal Analysis*, 14(12): 579–587.
- [35] Murugesan R. (2023) Choice-Creation Procedure in Funds and Savings of Remunerated Women with Special Reference to Coimbatore: An Empirical Measurement, *Humanities and Social Science Studies*, 12(1): 29–35.
- [36] Murugesan R., and Vetrivel T. (2014) Impact Factor on Job Satisfaction of Government School Teachers in Tamil Nadu, *International Journal of Management and Social Science Research Review*, 1(3): 190–203.
- [37] Murugesan R. (2014) Impact Factor on Effectiveness of Employee Counselling at Private Engineering College Faculties in Krishnagiri District, *International Journal of Business and Administration Research Review*, 1(6): 35–42.
- [38] Murugesan R., and Vetrivel T. (2017) A Study Impact on Human Resource Climate with Special Reference to Hosur Industries, *International Journal of Research Review in Engineering and Management*, 1(12): 29–54.
- [39] Murugesan R. (2018) A Study on Employee Safety with Special Reference to Ashok Leyland Pvt Ltd, Hosur, Krishnagiri District, *International Journal of Research Review in Engineering and Management*, 2(11): 20–38.