

Amity Management Analyst, Volume XIII No. 2

July - Dec 2024

Content

Comprehensive Survey of Assistive Technologies and Applications Designed to Enhance the Mobility and Independence of Visually Impaired Individuals 6

Amit Kulkarni, Atharva Pawar, Darshan Gawade, Abhishek Bhakare, Dr. Surendra Mahajan

Bridging the Gap Between Eco-Conscious Branding and Consumer Trust: A Comprehensive Study on Green Marketing 18

Dr. Sushma Malik & Dr. Anamika Rana

Building Trustworthy Information Ecosystem: The Societal Role of AI in Detecting Fake News 33

Manish Kumar Singh, Kamlesh Kumar Raghuvanshi, Akanksha Bansal Chopra, Pankaj Singh

AI Integration as a Key Driver for Post-Merger Synergies in Indian Chemical Industries 59

Biswadeep Dutta

Mapping of FinTech Business: A Literature Review by Bibliometric Analysis 73

Aanchal Sharma & Dr. Sadhna Bagchi