

# UNNATI *The Business Journal*

## Index

1. **Artificial Intelligence Enablement for Flexible Working in New Generation Industries** 1  
Hemavathi G.P., Dr. P. Bhanumathi, Dr.Frank Sunil Justusa. T

---

2. **Agile Brand Marketing Strategies of Hindustan Unilever Limited (HUL)** 11  
Amitabh Tapadar, Dr. Ankita Kothari

---

3. **A Study on Examining the Relationship between Pay Structure and Organizational Financial Outcomes in Gujarat State** 21  
Dr. Priyanka Daya Choudhary, Vihang S Desai , Devang K Nandola

---

4. **Human-Centric Process for Sustainable Competitive Advantage During M&A (Fostering Innovation, Collaboration, and Talent Retention)** 29  
Nilakantan G, Dr. Khushbu Agarwal

---

5. **The Crucial Role of Personality and Soft Skills in the Globalized Era : A Comprehensive Analysis** 37  
Dr. Subhash Sharma

---

6. **The Role of Employee Empowerment and Organizational Support in Employee Turnover Intention** 41  
Shivangi Sisodia

---

7. **Impact of Snapchat Influencer on the Purchase Decision of Young Females : A Study of Personal Care Products** 54  
Dr Rahul Singh Shekhawat, Prof (Dr.) N K Maheshwary, Bhawana Rana

---

8. **Comparative Study of Mental Health of Female School Teachers Working in Public and Private Sector** 72  
Himanshi Panwar, Dr. Deepika Jain, Prof. A. K. Malik

---

9. **A Study on Impact of Goods and Services Tax on Indian Economy for Sustainable Development in International Market** 84  
Dr. Khushboo Agnihotri