

## Contents

**Corporate Social Responsibility and its implications: A case study  
on the Tamil Nadu Newsprint and Papers Limited (TNPL), Karur ..... 05 - 15**

*Abi Jaya Priya, Madhumitha R and Mehaabinandhana D*

**Digital gold - An emerging saving opportunity: The role of digital  
platform familiarity on the purchase intention ..... 16 - 27**

*Jisha T P and M Sumathy*

**Internet of Things (IoT) based automated smart sericulture  
systems ..... 28 - 38**

*Karthick Mani Bharathi B and Susikaran S*

**Evaluation of the effectiveness of business networking among  
women entrepreneurs ..... 39 - 45**

*S Thanga Keerthana and K Jegatheesan*

**A study on the impact of playing online games – A Review ..... 46 - 57**

*Prasanth E and B Niranjan*