

RESEARCH PAPERS

Employee Incentive Programs and Employee Retention in the Real Estate Industry

Dr. Maryam Hanzala Tariq, Yasmeen Feroz Khan

Digital Transformation in Toddler Photography: The Role of AI, Editing Software, and Intelligent Decision-Making in Visual Storytelling

Dr. Hitesh Sharma, Renuka Kantilal Thange

Claimmly: An AI-Powered Warranty Claims Platform with Advanced Fraud Detection

Sumit Malik, Aditya Sahu, Ankita Gupta

A Comparative Analysis Between Indian Banks: On Grounds of Green Banking Initiatives and Sustainability

Dr. Manoj

Balancing Mind and Money: How PsyCap and Financial Literacy Shape Well-Being Across Generations

Kiran Panjwani and Sana Alam

CASE STUDY

Beyond Horoscope: Case Study on Generational Perspectives on Matrimonial Portals in Urban India

Ajanta Roy, Dr. Ritu Sinha

BOOK REVIEW

Hacking the Human Mind: The Behavioral Science behind 17 of the World's Best Brands

Dr. Devaki Nadkarni

The Disruptors: How 15 Successful Businesses Defied the Norm

Dr. Suhas Pai

Anvesha full text
is available at
ProQuest and EBSCO
databases

Editorial Advisory Board

Dr. Smita Shukla Director Alkesh Dinesh Mody Institute for Financial & Management Studies, Mumbai	Dr. Ranjan Chaudhuri Director (DBA) and Professor of Digital Marketing Business at École de Management Léonard de Vinci, Paris, France	Dr. Sanjay Rastogi Professor Indian Institute of Foreign Trade New Delhi.
B. K. Mohanty Professor Indian Institute of Management, Lucknow	Dr. Pankaj Kumar Professor Indian Institute of Management, Lucknow	Dr. Kishor Bhanushali Director - Research Karnavati University, Gandhinagar, Gujarat
Dr. Harsh Purohit Dean, FMS-WISDOM and Off. Dean Jamnalal Bajaj School of Legal Studies Banasthali Vidyapith, Rajasthan	Dr. Ipshita Bansal Dean - Faculty of Management Studies Bhagat Phool Singh Mahila Vishwavidyalaya, Sonapat, Haryana	Ms. Manisha Agnihotri Associate Director - Market & Investor Outreach Associate Director - Market & Investor Outreach. CRISIL Limited
Dr. Nilay Yagnik Professor and Director of Executive Education, Reliance Foundation, Jio Institute, Mumbai	Ms. Sonali Tipre Founder & Managing Director, PiSquare Group, Mumbai	Dr. Rajesh Srivastav Emeritus Professor N. L. Dalmia Institute of Management Studies & Research, Mumbai Metropolitan Region, Maharashtra
Dr. Pradip Pendse In-Charge Director University Programs and CTO, WeSchool, Mumbai.	Dr. Chandan S. Adhikari Senior Adjunct Faculty School of Business Management NMIMS, Navi Mumbai	Dr. Vikas Phalle Associate Professor Department of Mechanical Engineering, Veermata Jijabai Technological Institute, Mumbai

Chief Patron: Dr. Sapna Modi
Director, IES's Management
College and Research Centre

Chief Editor: Dr. Ritu Sinha

Associate Editors: Dr. Madhura Deodhar

About the Journal

Anvesha-Journal of Management is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha is a quarterly refereed Journal. All papers go through blind review process by peers. Based on the reviewers' recommendations, highly competitive papers are considered for publication. The Journal is to provide a platform for discussion and debate, thus aiding towards development of new processes in Management Theory and Practice.

Copyright

The research papers of Anvesha Journal have been rigorously refereed, quality-improved and professionally selected by our editorial staff. The journal has an exclusive rights of the publisher to sell, to reproduce (by any means, including photographic or electronic), to distribute (including via photocopies, reprints, or electronic means), and to store (on microfilm, in electronic data bases, on video disks, etc.) this material.

Disclaimer

Publisher do not accept any legal responsibility for errors or inaccuracies, inadequacy of the information, omissions or claims, nor do they provide any warranty, express or implied, with respect to information published in Journal. The views and opinions presented in the research papers published in Anvesha are solely attributable to the authors of the respective contributions.

All correspondence may be addressed to:

The Chief Editor – **Anvesha**
IES's Management College & Research Centre
'Vishwakarma' M.D.Lotlikar Vidya Sankul,
791, S.K.Marg, Bandra Reclamation,
Bandra (W), Mumbai 400050
Email: anvesha@ies.edu

Anvesha is included in the ProQuest and EBSCO database. You can access the ProQuest and EBSCO website if your institution is a member.

Copyright ©Vol-18, No. 1, 2026, IES's Management College and Research Centre

Employee Incentive Programs and Employee Retention in the Real Estate Industry

Employee retention is a major challenge in the real estate industry. This is due to high sales pressure, target-driven roles, and competitive work environments. Many organizations use incentive programs to motivate employees and reduce turnover. The current study looks at employee incentive programs and their effect on retention in the real estate sector. The study focuses on three main objectives. The first one is to identify the most used types of incentive in the real estate firms. Second is to analyse the views on the incentives provided to them. And the last objective was to evaluate the impact of incentives on employee retention. Primary data was collected through a structured questionnaire given to 150 employees from various real estate firms. They analysed the data using percentage analysis and the Chi-square test. The findings show that monetary incentives, such as target-based rewards, commissions, and performance bonuses, are the most common forms of incentives in the industry. Most employees view incentive programs positively. The respondents agreed that these incentives improve motivation, performance, and overall job satisfaction. Majority of respondents also indicated that incentive programs influence their decision to stay with their organizations. However, it was also highlighted in the study that retention depends on several factors. These include salary structure, organisation's work-culture, and opportunities for career growth and also job security. The research concludes that while incentives aren't the only factor, they are a strong motivator and retention tool in the real estate sector.

Dr. Maryam Hanzala Tariq¹

Yasmeen Feroz Khan²

Keywords: *Employee Incentives, Employee Retention, Real Estate Industry, Compensation, Motivation.*

Digital Transformation in Toddler Photography: The Role of AI, Editing Software, and Intelligent Decision-Making in Visual Storytelling

The paper addresses the effect of digital transformation on the redefinition of the concept of toddler photography with special emphasis on artificial intelligence (AI), advanced camera technology and professional editing programme. Another thing that it also attempts to explore is the influence of these tools on the visual storytelling, and the sustainable creative decision-making process that is able to sustain the emotional sincerity. The study relies on a qualitative methodology founded on visual analysis of images of toddlers, observation of the work of professional photographers, and the analysis of the scholarly sources related to the subject of digital photography and AI-assisted imaging. The technology interventions that are considered in the study include image capture and postproduction. The results show that artificial intelligence-based capabilities, including tracking subjects, face recognition, and automatic exposure management, help the photographer to take spontaneous photos with technical accuracy. Editing software also helps in aesthetic coherence on the polished modifications in lighting, color, and composition. Nevertheless, ethical consciousness and artistic judgement of the photographer have been at the core of the authenticity and child-sensitive depiction. The article is a part of the emerging debate on digital transformation of specialized photography due to being the incumbent of the idea of technology as a helping creative companion and not a substitute of human vision. It outlines the necessity to make the appropriate compromise of efficiency, innovation and ethical responsibility in toddler photography.

Renuka Kantilal Thange¹

Dr. Hitesh Sharma²

Keywords: *Toddler Photography; Digital Transformation; Artificial Intelligence; Visual Storytelling; Editing Software; Ethical Practice*

Claimmly: An AI-Powered Warranty Claims Platform with Advanced Fraud Detection

Warranty claim fraud is becoming a major problem for manufacturers, retailers, and service providers across the world. Studies suggest that around 3% to 15% of total warranty costs are lost because of false or fraudulent claims. Most organizations still depend on manual verification or simple rule-based systems to identify suspicious claims. However, these traditional methods are slow, expensive, and often fail to detect complex fraud patterns. As fraudsters are becoming more sophisticated, there is a need for smarter and automated solutions. This paper introduces Claimmly, a Software-as-a-Service (SaaS) platform designed to automate the complete warranty claims process while also detecting and preventing fraudulent submissions. The platform combines multiple artificial intelligence techniques to improve both speed and accuracy. It first applies predefined business rules to filter suspicious claims. Then, Graph Neural Networks (GNNs) are used to identify hidden relationships and collusive fraud among different claimants, service centers, or products. In addition, advanced document forensics are applied using Convolutional Neural Networks (CNNs) to detect image tampering, while Optical Character Recognition (OCR) and Natural Language Processing (NLP) validate the authenticity of uploaded documents. Claimmly also includes a human-in-the-loop approach, where experts review only the most suspicious cases. The platform reduces claim processing time by about 30%, automates nearly 90% of claims, and achieves an F1-score of 0.82 for fraud detection. It also addresses practical challenges such as data imbalance, diverse document formats, and compliance with privacy regulations like GDPR and CCPA.

Aditya Sahu¹

Ankita Gupta²

Sumit Malik³

Keywords: Warranty Claims, Fraud Detection, Business Analytics, Artificial Intelligence, Decision Support Systems.

A Comparative Analysis Between Indian Banks: On Grounds of Green Banking Initiatives And Sustainability

The study examines the practices, activities, and potential of green banking in Indian banks to assess the role of green financing in attaining the Sustainable Development Goals (SDGs), specifically objective of providing affordable and clean energy and taking action against climate change. Green finance plays a vital role in promoting sustainable development, tackling environmental issues, and reducing the impact of climate change. It achieves this by channelling funds towards environmentally friendly initiatives and promoting responsible banking and investments. The statistics show that SBI has carried out a larger number of environmentally friendly initiatives and has invested more funds in green projects than HDFC Bank. Financial institutions and governmental bodies are committed to fulfilling Sustainable Development Goals through increased funding for environmentally-friendly initiatives, facilitating the shift towards clean energy, reconfiguring existing banking methodologies, and creating new products that adhere to the principles of green finance. Authorities must educate the public about climate change and encourage ecologically friendly banking practices while closely monitoring them. Enhancing the positive environmental effects of banking is crucial. To overcome this issue, sponsored initiatives must be examined for ecological impacts and funded for more ambitious, environmentally conscientious activities. Ultimately, there remains a lack of a widely accepted agreement on green practices, highlighting the need for a more assertive regulatory approach.

Dr. Manoj¹

Keywords: Green Banking, Sustainable Development Goals, Green financing, Environmental, Social & Governance (ESG)

Balancing Mind and Money: How PsyCap and Financial Literacy Shape Well-Being across Generations

Employee well-being has frequently been examined from a financial or psychological standpoint, but few studies look at the combined effects of these factors on various generations. The combined impact of financial literacy and psychological capital (PsyCap) on the general well-being of Millennial and Gen Z workers is investigated. Correlation, chi-square tests, and two-way ANOVA were used to analyze survey data from 140 respondents in order to find correlations and generational differences across well-being dimensions that the influence of PsyCap and financial literacy on well-being depends on both generational group and specific well-being aspects. The findings demonstrate a robust positive correlation between PsyCap—which includes optimism, resilience, hope, and self-efficacy—and general well-being. Although it has a lesser impact than PsyCap, financial literacy also has a positive relationship with well-being, especially in areas related to financial stability. According to generational comparisons, Gen Z exhibits marginally better financial literacy, while Millennials report higher PsyCap. However, chi-square tests show that there is no discernible generational difference in perceived financial literacy awareness. The impact of PsyCap and financial literacy on well-being appears to be dependent on both generational group and particular aspects of well-being, according to interaction effects. By showing that financial and psychological resources play complementary, generation-sensitive roles, this study advances the field of well-being research. The results suggest that efforts to enhance employee well-being may be more successful when financial education and psychological development are combined rather than treated independently.

Kiran Panjwani¹

Sana Alam²

Keywords: Psychological Capital, Financial Literacy, Employee Well-Being, Millennials, Generation Z, Workplace Psychology

Beyond Horoscope: Case Study on Generational Perspectives on Matrimonial Portals in Urban India

Marriage in India has been influenced by family traditions and cultural practices like horoscope matching. But things are changing. Urbanization, higher education, and digital matrimonial platforms have changed the way many people search for life partners. This case tells the story of Mou, an educated urban woman whose marriage journey was shaped by both traditional beliefs and modern technology. Mou was considered Mangalik, which many families see as an important factor during matchmaking. Her parents believed that astrology and family approval were necessary for a successful marriage. Mou respected their views but also wanted to make her own choice. She used an online matrimonial portal to look for a partner who matched her values, education, and life goals. In the end, her marriage was successful not because of astrology alone or technology alone, but because of mutual understanding, trust, and family support. The case also looks at the changing wedding and matchmaking industry in India. Today, matrimonial portals work alongside traditional family networks. They make partner search easier but still include filters like caste, religion, community, and horoscope because many families continue to prefer them. The case ends with a dilemma for the product manager of a leading matrimonial platform. Should the platform continue to focus on traditional features like horoscope matching, caste, and community filters that many families expect? Or should it give more importance to compatibility, personality, shared values, and individual choice? Is it possible to balance tradition with changing expectations and build relationships that are both meaningful and long-lasting in urban India?

Ajanta Roy¹

Dr. Ritu Sinha²

Keywords: Marriage, Matrimonial platforms, Matchmaking, Astrology, Horoscope matching, Compatibility, Personality, Individual choice

Journal Subscription Form

The annual Subscription rates, including postage, are as follows:

	Institutional	Individual
Within India	Rs. 1000	Rs. 600
Within SAARC Countries	US\$ 50	US\$ 30
Rest of the World	US\$ 100	US\$ 50

The subscription order should be accompanied by payment in the form of Bank Draft drawn in favour of “**IES-MCRC**”, payable at Mumbai.

Name:

Position (If Individual):

Organization:

Mailing Address:

.....

.....

Telephone:

Fax:

Email:

Payment Details:

Bank Draft / Cheque at par drawn in favour of “**IES-MCRC**”, payable at Mumbai

DD No. Dated:

Date:

Signature:

Mail to:

The Chief Editor – Anvesha,

IES's Management College and Research Centre

‘Vishwakarma’ M. D. Lotlikar Vidya Sankul, 791, S. K. Marg,

Bandra Reclamation, Bandra (W), Mumbai 400 050.

Guidelines for Authors

The editors invite original unpublished empirical and theoretical papers, case studies and scholarly articles consistent with the scope of the journal.

- **Review Process:** All contributions submitted for publication will be subjected to peer-review. To allow blind review, authors are advised to provide their identification, affiliation etc. in a separate sheet and not in the main text. The Chief Editor reserves the right of making editorial amendments in the manuscript to meet the journal's standards.
- **Format:** Articles/Papers (3000-8000 words), and book reviews should be neatly typed as Word document on one-side of A4 size paper with double spacing in Times New Roman, 12-point font size justified text. The author(s) must also submit the soft copy of article/paper either in a CD or through e-Mail.
- **Cover page** should provide the title of the paper, name(s), designation and contact details of the author(s), along with a short biography of the author(s) within 100 words.
- The paper should be accompanied with an Abstract (150-300 words) and a list of keywords included in the paper.
- **Footnotes** to the text should be avoided. If required, they should be numbered consecutively and presented as endnotes.
- **Citations** of other works should be limited to the name of the author and year of publication. Short quotations should be included in the text within parentheses, while quotations of more than 30 words should be placed in a separate paragraph indented from the main body of the text.
- **References** should be indicated in the text by giving the name of author(s), with the year of publication in parentheses. All references should be alphabetically listed at the end of the paper in the following standard APA format:
 - **Books:** Gregory, James R & Wiechmann, Jack G. (2002) *Branding across borders: a guide to global brand marketing*. Chicago: McGraw-Hill.
 - **Journal Articles:** Joseph, H. (1997) Social Work with Groups: A Literature Review, *The Indian Journal of Social Work*, 58(2), 195–211.
 - **Conference Papers:** Mehta, Minu (2007) 'Entrepreneurship & empowerment of women; how & why', paper presented at the *International Conference on Empowerment of Women, CHM College of Arts, Science & Commerce, 28-29 May*
 - **Dissertations:** Ahmed, Shahid (1994) 'An analysis of globalisation of Indian economy' M.Phil Dissertation, Maharshi Dayanand University, Rohtak
- In the covering letter accompanying the manuscript, the author(s) should certify that the manuscript has neither been published anywhere nor is it being considered elsewhere for publication.
- The authors should obtain copyright clearance for the information and data used in the manuscript
- Copyright of all accepted papers for publication and use in any form/format will vest with IES Management College.

Authors/researchers are requested to upload their research paper using our online systems. To submit your paper online, please go to <http://www.ies.edu/management/anvesha.php?cid=5&scid=52>. All the submitted papers will be reviewed as per full double blind peer review by experts in your field. The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission.

Any queries relating to publication can be directed at any time to anvesha.ies@gmail.com, anvesha@ies.edu.

The Chief Editor - **Anvesha**
IES's Management College & Research Centre
'Vishwakarma' M. D. Lotlikar Vidya Sankul,
791, S. K. Marg, Bandra Reclamation,
Bandra (W), Mumbai 400 050.

Call for Paper

Anvesha, The Journal of IES Management College and Research Centre, is an academic forum for encouragement, compilation and dissemination of research on various aspects of management and business practices. It includes original empirical research as well as theoretical and conceptual works related to the field of management. It also publishes case studies, critical evaluation of existing business models and theories, and reviews of the latest books relevant to the scope of the Journal.

Anvesha: The Journal of Management is a semi-annual publication that offers researchers increased opportunities to publish their papers and articles. The journal is listed in the Ulrich's International Periodicals Directory, carries the ISSN 0974-5467, and is available online through the ProQuest and EBSCO databases. All submissions undergo a double-blind peer-review process.

Authors/researchers are requested to upload their research paper using our online systems. To submit your paper online, please go to <http://www.ies.edu/management/anvesha.php?cid=5&scid=52>. All the submitted papers will be reviewed as per full double blind peer review by experts in your field. The online submission would help you in tracking the status of your submitted paper. Use the reference number you received after submission to track your submission.

Any queries relating to publication can be directed at any time to anvesha@ies.edu



IES's Management College and Research Centre

'Vishwakarma' M. D. Lotlikar Vidya Sankul, 791, S. K. Marg,
Bandra Reclamation, Bandra (W), Mumbai 400 050.

Tel.: 91-22-50001725 / 50001749

Email: anvesha@ies.edu

Website: www.mcrc.ies.edu

Anvesha full text is available at ProQuest and EBSCO databases