

# PACE

A Journal of Research of  
Prestige Institute of Management  
Dewas

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**PACE in English Language carries a rich repository of meanings: (Noun): A Single step taken when Walking or Running; (Verb): Walk at a steady and consistent speed, esp. back and forth and as an expression of one's anxiety or annoyance. (Preposition): With due respect to (someone or their opinion), used to express polite disagreement or contradiction. PACE seeks to reflect all these in Management Research, Managerial Problem Solving and Decision Making. PACE- A Journal of Research of Prestige Institute of Management Dewas is a Bi-Annual publication of Prestige Institute of Management & Research, Dewas. Its objective is to contribute in the area of Management Research which are relevant to practicing managers and meet the standard of academic rigour.**

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I am pleased to present Volume 12, July-Dec No. 2 of PACE, A Journal of Prestige Institute of Management and Research, Dewas. I'm delighted to introduce Volume 12, July-Dec No. 2 of PACE, the esteemed Journal of Prestige Institute of Management and Research, Dewas. PACE serves as a dedicated platform for exploring Management and Information Technology perspectives with scientific rigor. As the editor, I am honored to be part of this impactful initiative. This issue covers a diverse array of topics in empirical research, addressing contemporary industry challenges. PACE continues to contribute meaningfully to the international research community, fostering academic and industrial research culture. Thank you for being a part of this journey.

Vikas Sharma compares the strengths and weaknesses of Google's GCP, Amazon's AWS, and Microsoft's Azure in the realm of cloud storage. Arpit Gaveshinde delves into the impact of Salesforce Education Cloud Services on student success and institutional progress, offering a comprehensive literature survey. Ritu Ahluwalia explores the transformative influence of Design Thinking on business and organizational innovation, shedding light on its significant impact. Sivali Srivastava & Manisha Verma investigate the pivotal role of mobile marketing in engaging sports fans and enhancing brand connection within the sports sector. Neelam Naik conducts a comprehensive study on the major challenges in agricultural credit in Madhya Pradesh, shedding light on critical issues in the sector. Kirti Diddi and Shuchi Gupta present an innovative perspective on Management by Objectives as a tool for transforming higher education in India. Sushma Singh undertakes a qualitative study on mentoring strategies tailored for millennials, providing insights into the needs of the next generation professionals. Ashima Joshi & Nidhi Namdev unravel the mysteries of advertising through the lens of Neuro-Marketing, offering key insights into consumer behavior. Nitin Kumar Jain & Meghna Jain explore the role of gender in decision-making processes, specifically in the context of purchasing organic products. Amitabh Maheshwari, Aakanksha Bajpai, S.K. Singh, Vidhya Maheshwari scrutinize the factors influencing purchase intention and the correlation with payment methods in online stores. This collection of research papers serves as a testament to the depth and breadth of academic inquiry, offering valuable perspectives on cloud technologies, educational advancements, business innovation, marketing strategies, agricultural challenges, and societal dynamics. As we navigate these multifaceted realms, these studies collectively empower us with know.

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