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# PACE

A Journal of Research of  
Prestige Institute of Management  
Dewas

## RESEARCH ARTICLES

### The Emerging Concept of E-Governance in India

*Dimple Sukhija and Palak Sukhija*

### The Power of Artificial Intelligence Marketing

**(AI Marketing)**

*Tomar A. Singh*

## CASE STUDIES

### ABC Fabricators Pvt Ltd: A Case of Strength Efficacy

*Abhishek Tripathi, Sangeeta Patel, Rubina Pathan ,  
Archana Rajpoot and Priyanshi Sethi*

### Desired Human Resource Practices: A Success Story of XYZ Organization-

*Vikas Sharma and Devendra Pawar*

### Indian Containers Pvt Ltd: Inspiring Growth

*Sanjay Ghadge*

### Investing in People is Delivering Values

*Ashima Joshi, Shweta Pandit, Ashish Yadav,  
Monika Kakde, Sagar Chauhan, and Ekta Gayakwad*

### Journey of Emergence- Angel Food Pvt. Ltd.

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### Leading the LED With Vave

*Sanjay Dubey , Mitesh Joshi, Shreya Joshi, Aarti Verma ,  
Pooja Kachhawa and Pratibha Rawat*

### Peoples' Power

*Sameera Nayeem.*

### Psychological Ownership @Safeflex

*Rajendra Kumar Maratha*

### Recruitment at XYZ Mega Food Park

*Amitabh Joshi, Ajay Jain, Yogendra Singh Rajavat,  
Anjali Madhwani and Megha Joshi*

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# EDITORIAL

On behalf of editorial team, with immense pleasure, I present Volume 9, Number 01 of PACE: A Journal of Prestige Institute of Management Dewas. Globalisation, mounting technology and its development sway education in the society, thus escalating the need for managing education and learning. A range of studies revealed that, the quality of management and organisation is the most important variable in determining the success and effectiveness of education systems. By introducing new forms of research based education in the fields of economy, law, information technology and management, practical issues faced by the industries can be addressed. PACE is a professional academic review biannual journal, covering all fields of Management and Information Technology which addresses the issues arising from these developments. The journal aims to present the latest thinking in the form of articles that meet high academic quality standards and has been well received by the international research and academic community. This issue comprises of contemporary articles which are very pertinent in the changing business environment.

I congratulate the authors for their effort and hope this issue provides an enriching reading and learning experience.

Dimple Sukhija and Palak Sukhija conducted researched on, The emerging concept of E-Governance in India and concluded that the government is taking immense interest in implementing e-governance so as to provide services to the citizens in a click and the increasing digital literacy and technical advancements will lead to e-development in India. Tomar A. Singh's study suggests that now it is the time for marketers to start testing how Artificial Intelligence Marketing (AIM) can help make exceedingly personalized encounters for their customer. Abhishek Tripathi and coauthors developed a case titled ABC Fabricators Pvt Ltd: A Case of Strength Efficacy. Vikas Sharma and coauthors developed a case Desired Human Resource Practices: A Success Story of XYZ Organization. Sanjay Ghadge developed a case study titled Indian Containers Pvt Ltd: Inspiring Growth. Ashima Joshi and coauthors has brought forward a case study titled Investing in People is Delivering Values. G.D. Soni developed a case study a Journey of Emergence- Angel Food Pvt. Ltd. Sanjay Dubey and coauthors presented a case titled Leading the LED With Vave. A case titled Peoples' Power was developed by Sameera Nayeem. Rajendra Kumar Maratha developed a case Psychological Ownership @Safeflex. Amitabh Joshi and coauthors developed a case titled Recruitment at XYZ Mega Food Park.

Dr. Amitabh Joshi  
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