

# technology city in india

**technology city in india** has become a pivotal term in the discourse surrounding India's rapid economic growth and digital transformation. As the country continues to emerge as a global leader in information technology and innovation, several urban centers have gained prominence as hubs of technological advancement and development. These technology cities in India are characterized by their thriving IT industries, world-class infrastructure, skilled workforce, and government support aimed at fostering innovation and entrepreneurship. This article explores the leading technology cities in India, their unique features, growth factors, and the impact they have on the national and global tech landscape. Additionally, the discussion will cover the supporting infrastructure, educational institutions, and future prospects that make these cities magnets for investors and professionals alike.

- Top Technology Cities in India
- Key Factors Driving Growth in Technology Cities
- Infrastructure and Connectivity
- Role of Educational Institutions and Talent Pool
- Government Initiatives and Policies
- Emerging Trends and Future Outlook

## Top Technology Cities in India

India hosts several cities that have earned the reputation of being technology powerhouses, each contributing uniquely to the country's IT ecosystem. These cities attract multinational corporations, startups, and a highly skilled workforce, making them essential nodes in the global technology network.

### Bengaluru

Often referred to as the "Silicon Valley of India," Bengaluru is the foremost technology city in India. It boasts a large concentration of IT companies, ranging from global giants to innovative startups. The city's temperate climate, cosmopolitan culture, and abundant talent pool make it a preferred destination for tech professionals and entrepreneurs.

## **Hyderabad**

Hyderabad has rapidly evolved into a major IT hub, often called "Cyberabad" due to its extensive IT infrastructure. The city is home to numerous IT parks and special economic zones, hosting multinational corporations and fostering a vibrant startup ecosystem. Hyderabad's government policies have significantly contributed to its growth as a technology city in India.

## **Pune**

Pune is recognized for its IT services and software development firms, alongside a robust educational ecosystem that feeds skilled talent into the industry. Its proximity to Mumbai and quality of life attract many tech professionals, positioning Pune as an important technology city in India.

## **Gurugram**

Gurugram, located near Delhi, has transformed into a corporate and IT services hub with a high concentration of IT parks and business centers. The city's modern infrastructure and connectivity to the national capital region enhance its standing as a technology city in India.

## **Chennai**

Chennai is another key player in India's technology landscape, known for its IT services, manufacturing technology, and automobile software sectors. The city combines a rich cultural heritage with modern technological advancements, making it a significant technology city in India.

## **Key Factors Driving Growth in Technology Cities**

The rise of technology cities in India is supported by several critical factors that collectively create an environment conducive to innovation and business growth.

### **Skilled Workforce**

A large pool of highly educated and technically proficient professionals is a cornerstone of these cities' success. Engineering colleges, technical institutes, and universities produce millions of graduates annually, fueling the IT industry with fresh talent.

## **Investment and Funding**

Both domestic and foreign investments have poured into technology cities, supporting infrastructure development, startup incubation, and expansion of IT services. Venture capital and private equity funding play significant roles in fostering innovation.

## **Business-Friendly Environment**

Ease of doing business, supportive government policies, and the presence of industry associations help companies establish and grow their operations efficiently in these cities.

## **Quality of Life**

Modern amenities, healthcare, education, and recreational facilities contribute to attracting and retaining talent, which is vital for sustaining the growth of technology cities.

## **Infrastructure and Connectivity**

Robust infrastructure and connectivity are fundamental to the functioning of technology cities in India. These cities have invested heavily in creating state-of-the-art IT parks, business districts, and transportation networks.

## **IT Parks and Special Economic Zones**

Dedicated technology parks and SEZs provide companies with the necessary facilities and tax incentives to operate efficiently. Examples include Electronics City in Bengaluru and HITEC City in Hyderabad.

## **Transportation Networks**

Efficient roadways, metro systems, and airports facilitate easy commute and connectivity to other parts of India and the world, critical for business operations and talent mobility.

## **Digital Infrastructure**

High-speed internet, data centers, and telecommunication networks enable seamless communication

and data exchange, essential for technology companies.

## **Role of Educational Institutions and Talent Pool**

Educational institutions in technology cities in India play a pivotal role in nurturing talent and fostering research and development activities.

### **Technical Universities and Institutes**

Institutes such as the Indian Institutes of Technology (IITs), National Institutes of Technology (NITs), and numerous private engineering colleges contribute significantly to the skilled labor force.

### **Research and Development Centers**

Many technology companies collaborate with academic institutions to establish R&D centers focused on innovation, product development, and emerging technologies.

### **Skill Development Programs**

Government and private sector initiatives offer continuous learning opportunities and certifications to keep the workforce updated with the latest technological trends.

## **Government Initiatives and Policies**

The Indian government has implemented various initiatives to promote the growth of technology cities and the IT sector as a whole.

### **Digital India Program**

This flagship initiative aims to enhance digital infrastructure, improve internet connectivity, and promote digital literacy across the country, benefiting technology cities directly.

### **Startup India**

Focused on fostering entrepreneurship, Startup India provides funding support, tax exemptions, and simplified regulations, boosting innovation in technology cities.

## **Special Economic Zones (SEZs)**

SEZs offer tax incentives and streamlined business processes to IT companies, encouraging investment and expansion in technology cities.

## **Skill India Mission**

This program focuses on training and upskilling the workforce to meet the demands of evolving technologies and industry requirements.

## **Emerging Trends and Future Outlook**

The technology cities in India continue to evolve with emerging trends shaping their future trajectory.

## **Artificial Intelligence and Machine Learning**

Many technology hubs are investing in AI and ML research, developing solutions that impact various sectors such as healthcare, finance, and manufacturing.

## **Internet of Things (IoT)**

IoT innovation is gaining momentum, with technology cities supporting startups and established firms working on connected devices and smart solutions.

## **Green Technology and Sustainability**

There is growing emphasis on sustainable development, with technology cities incorporating green building practices and clean energy solutions in their infrastructure planning.

# Remote Work and Digital Collaboration

The rise of remote work models has influenced the design of office spaces and the adoption of digital collaboration tools in technology cities across India.

## Expansion of Tier-2 and Tier-3 Cities

Beyond the traditional technology cities, smaller urban centers are emerging as new hubs, supported by improved infrastructure and government incentives.

- Advanced technology adoption
- Growing startup ecosystems
- Increased global collaboration
- Focus on research and innovation

## Frequently Asked Questions

### What is the most prominent technology city in India?

Bangalore, also known as Bengaluru, is the most prominent technology city in India, often referred to as the 'Silicon Valley of India' due to its large number of IT companies and startups.

### Why is Bangalore called the 'Silicon Valley of India'?

Bangalore is called the 'Silicon Valley of India' because it hosts the headquarters of many major IT companies, technology parks, research institutions, and numerous startups, making it the leading tech hub in the country.

### Which other cities in India are known as technology hubs besides Bangalore?

Besides Bangalore, other major technology hubs in India include Hyderabad, Pune, Chennai, Gurgaon, and Noida, all of which have significant IT industries and infrastructure.

### What role does Hyderabad play in India's technology sector?

Hyderabad is a major technology city in India known for its IT and biotech industries, with HITEC City being a prominent technology township housing many global IT firms and startups.

## **How has Pune emerged as a technology city in India?**

Pune has emerged as a technology city due to its growing IT parks, educational institutions producing skilled engineers, and the presence of multinational companies specializing in software development and IT services.

## **What government initiatives support the development of technology cities in India?**

Government initiatives like Digital India, Make in India, and the establishment of Special Economic Zones (SEZs) and Technology Parks have supported the growth of technology cities by promoting infrastructure development and attracting investments.

## **How do technology cities in India contribute to the country's economy?**

Technology cities in India contribute significantly to the economy by generating employment, boosting exports through IT services, fostering innovation through startups, and attracting foreign direct investment.

## **What are some notable technology parks or IT hubs in Indian technology cities?**

Notable technology parks include Electronic City and Manyata Tech Park in Bangalore, HITEC City in Hyderabad, Rajiv Gandhi Infotech Park in Pune, and DLF Cyber City in Gurgaon.

## **How is the quality of life in technology cities like Bangalore and Hyderabad for IT professionals?**

Technology cities like Bangalore and Hyderabad offer a relatively high quality of life with access to good educational institutions, healthcare, modern infrastructure, and recreational facilities, though challenges like traffic congestion and cost of living are common.

## **Additional Resources**

### *1. Silicon Valley of India: The Rise of Bangalore*

This book explores the transformation of Bangalore from a quiet city to India's premier technology hub. It delves into the factors that contributed to its growth, such as government policies, educational institutions, and the influx of IT companies. Readers gain insight into the challenges and successes that shaped Bangalore's tech landscape.

### *2. Hyderabad's Tech Revolution: Building Cyberabad*

Focusing on Hyderabad, this book chronicles the city's journey to becoming a major IT and biotech center. It highlights the development of HITEC City and the role of public-private partnerships in fostering innovation. The narrative includes interviews with key stakeholders and a look at future prospects for the city.

### 3. *Pune: The Emerging Tech City of India*

This book sheds light on Pune's evolving technology scene, emphasizing its blend of traditional industries and new-age IT firms. It examines the educational ecosystem and startup culture that support technological advancement. The author also discusses Pune's strategic advantages and ongoing infrastructure developments.

### 4. *Chennai's IT Corridor: Bridging Tradition and Technology*

Detailing Chennai's growth as a tech destination, this book covers the rise of the IT corridor along Old Mahabalipuram Road. It analyzes the impact of multinational corporations and local startups on the city's economy. Cultural and social changes accompanying technological growth are also explored.

### 5. *Gurgaon: From Industrial Town to Tech Powerhouse*

This title tracks Gurgaon's rapid transformation into a leading tech and business hub near Delhi. It discusses the role of real estate, infrastructure, and corporate investments in this evolution. The book provides a comprehensive overview of the city's technological landscape and future challenges.

### 6. *Tech Cities of India: Comparative Insights*

Offering a comparative study, this book examines multiple Indian cities that have emerged as technology centers. It highlights unique features, growth patterns, and development strategies of cities like Bangalore, Hyderabad, Pune, and Gurgaon. The book serves as a resource for policymakers and business leaders interested in urban tech growth.

### 7. *Smart Cities India: Technology and Urban Development*

This book addresses the concept of smart cities in India, focusing on how technology is integrated into urban planning and governance. Case studies of tech cities illustrate the use of IoT, AI, and sustainable solutions in improving city life. Challenges such as digital divide and infrastructure gaps are also discussed.

### 8. *The Startup Ecosystem in India's Tech Cities*

Focusing on the vibrant startup culture, this book explores how Indian tech cities foster entrepreneurship and innovation. It profiles successful startups and incubators, detailing support systems and funding environments. The book also covers the role of technology parks and government initiatives.

### 9. *Digital Transformation in India's Urban Centers*

This book examines how digital technologies are reshaping commerce, education, and governance in India's major tech cities. It provides an overview of digital infrastructure developments and citizen engagement through technology. The narrative includes insights on the socio-economic impact of digitalization in urban India.

## **Technology City In India**

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**technology city in india:** Sustainable Smart Cities in India Poonam Sharma, Swati Rajput, 2017-03-27 This book presents fundamental and applied research aimed at the development of smart cities across India. Based on the exploration of an extensive array of multidisciplinary literature, this book discusses critical factors of smart city initiatives: management and organization, technology, governance, policy, people and communities, economy, infrastructure, and natural environment. These factors are broadly covered under the integrative framework of the book to examine the vision and challenges of smart city initiatives. The book suggests directions and agendas for smart city research and outlines practical implications for government professionals, students, research scholars and policy makers. A lot of work is happening on smart cities as it is an upcoming area of research and development. At international level, and even in India, the concept of smart cities concept is a hot topic at universities, research centers, ministries, transport departments, civic bodies, environment, energy and disaster organizations, town planners and policy makers. This book provides ideas and information to government officials, investors, experts and research students.

**technology city in india:** European Cities & Technology David C. Goodman, Colin Chant, 1999 This text explores one of the most fundamental changes in the history of human society - the transition from rural to urban ways of living. It covers a range of urban technologies, including new building materials and designs.

**technology city in india: Proceedings of Fifth Doctoral Symposium on Computational Intelligence** Abhishek Swaroop, Vineet Kansal, Giancarlo Fortino, Aboul Ella Hassanien, 2024-10-03 This book features high-quality research papers presented at Fifth Doctoral Symposium on Computational Intelligence (DoSCI 2024), jointly organized by Institute of Engineering & Technology, Lucknow, India, and School of Open Learning, University of Delhi in association with University of Calabria, Italy, on May 10, 2024. This book discusses the topics such as computational intelligence, artificial intelligence, deep learning, evolutionary algorithms, swarm intelligence, fuzzy sets and vague sets, rough set theoretic approaches, quantum-inspired computational intelligence, hybrid computational intelligence, machine learning, computer vision, soft computing, distributed computing, parallel and grid computing, cloud computing, high-performance computing, biomedical computing, and decision support and decision making.

**technology city in india: Security Issues in Communication Devices, Networks and Computing Models** Budati Anil Kumar, Akella Ramakrishna, Goutham Makkena, Gheorghita Ghinea, 2025-05-08 The importance of addressing security issues in communication devices, networks, and computing models in Industry 5.0 cannot be overstated. Industry 5.0 represents the next phase in the evolution of manufacturing and industrial processes, characterized by increased connectivity, automation, and the integration of smart technologies. Here are several reasons why security is crucial in this context: Industry 5.0 involves the convergence of information technology (IT) and operational technology (OT), making industrial control systems susceptible to cyber threats. A breach in security could compromise critical infrastructure such as power grids, transportation systems, and water treatment plants. Securing computing models and networks is vital for protecting critical infrastructure and ensuring the safety and stability of essential services. Industry 5.0 encourages the use of advanced technologies such as the Industrial Internet of Things (IIoT) and edge computing, leading to increased data exchange and collaboration. Security issues could result in the theft or manipulation of intellectual property, proprietary designs, and sensitive business information. Robust security measures are necessary to safeguard intellectual property, maintain a competitive edge, and foster innovation within Industry 5.0 ecosystems. Communication devices and networks in Industry 5.0 transmit vast amounts of sensitive data, including production data, supply chain information, and operational metrics. Ensuring the integrity and confidentiality of this data is crucial for informed decision-making and maintaining a competitive advantage. Security breaches could lead to data manipulation, unauthorized access, and exposure of sensitive information, jeopardizing the trust of stakeholders and partners. Industry 5.0 involves interconnected supply chains, where multiple entities collaborate and share data. Weaknesses in communication devices

and networks can be exploited to compromise the integrity of the entire supply chain, impacting product quality and safety. Securing communication channels and computing models is vital for maintaining the trustworthiness of the supply chain, ensuring product quality, and minimizing the risk of counterfeit components. In summary, addressing security issues in communication devices, networks, and computing models is fundamental to the successful implementation of Industry 5.0. It not only protects the assets and operations of organizations but also contributes to the overall safety, reliability, and sustainability of advanced industrial systems.

**technology city in india: Nexus of AI, Climatology, and Urbanism for Smart Cities** Özsungur, Fahri, 2024-12-23 Climate change continues to present challenges in both urbanism, technological innovation, and smart design. The role of global smart cities and AI is crucial in addressing this issue. This nexus empowers city planners and policymakers to leverage data-driven insights for sustainable development, enhancing our resilience against environmental impacts while improving the quality of urban life. Urban architecture, migration, microplastics, environmental changes, and air pollution are among the significant contributors to climate change, and effective solutions through international collaboration have become increasingly important. Finding solutions for climate change through smart urbanization, AI, and mapping, among other technologies, is necessary to implement effective change for a greener, sustainable future. Nexus of AI, Climatology, and Urbanism for Smart Cities explores the impact of intelligent technologies on the environment and urban development. The intersections of climatology, AI, and urbanism for smart city development are examined with strong emphasis on effective solutions for new climate policies, architectural design, engineering sustainability, and green transportation. This book covers topics such as assistive technology, smart governance, and water management, and is a useful resource for computer engineers, climatologists, environmental scientists, urban designers, business owners, policymakers, researchers, and academicians.

**technology city in india: Technology and Talent Strategies for Sustainable Smart Cities** Sumesh Dadwal, Hamid Jahankhani, Gordon Bowen, Imad Yasir Nawaz, 2023-10-25 Acknowledging the smart cities phenomenon not as a future goal but as an active part of our present, this book critically examines the strategies, business models, practices, tools, and actions needed to ensure that smart cities deliver the solutions they promise.

**technology city in india: Economic Development** E. Wayne Nafziger, 2006 In this fourth edition of his textbook E. Wayne Nafziger analyzes the economic development of Asia, Africa, Latin America, and East-Central Europe. This comprehensive and clearly written text explains the growth in real income per person and income disparities within and between developing countries. The author explains the reasons for the fast growth of Pacific Rim countries, Brazil, Poland, and (recently) India, and the increasing economic misery and degradation of large parts of sub-Saharan Africa. The book also examines China and other post-socialist economies as low- and middle-income countries, without, however, overshadowing the primary emphasis on the third world. The text is replete with real-world examples. The exposition emphasizes the themes of poverty, inequality, unemployment, the environment, and deficiencies of people in less developed countries. The guide to the readings, through bibliography, and websites with links to development resources makes the book useful for students writing research papers.

**technology city in india: Technology and Industrial Parks in Emerging Countries** Andrés Rodríguez-Pose, Daniel Hardy, 2014-06-16 Industrial and technology parks are commonly regarded as a policy panacea. They tend to be considered as the ideal instrument to alleviate an assortment of institutional, political, economic, social and ultimately, technological weaknesses and often form the centrepiece of development strategies. Yet, the real impact of industrial and technology parks, especially in emerging countries is still poorly understood. Focusing on examples from Latin America, Asia, Africa and the Middle East, the book represents a first approach to understand the potential and reality of industrial and technology parks in emerging countries. It is argued that although some parks have been successful in addressing a range of key problems, including underdevelopment, unemployment and a lack of investment, the majority have failed to deliver,

rendering the promise of many parks little more than a pipedream.

**technology city in india:** Smart Cities in Europe and Asia Prana Krishna Biswas, Robert Dygas, 2023-07-24 The smart city concept, together with the growing importance of the UN's Sustainable Development Goals, has a significant impact on city management and governance. This book examines real cases of smart city management across Asia and Europe. It covers regions such as Iceland, Estonia, Poland, Germany, India, Indonesia, Malaysia, Singapore, and Vietnam to systemize the knowledge in the field. It evaluates smart cities' efficiency and analyzes and assesses the standards, norms and best practices involved in the management of smart cities. The book answers questions such as what it is that makes smart cities stand out, why some countries in Europe and Asia have more smart cities than others, whether smart cities support the economy and GDP growth of the country, and what the main determinants of forming smart cities in Asia and Europe are. It also evaluates whether smart cities secure higher standards of living for their citizens as compared to regular cities. Many theoretical concepts and theories are developed and then verified from the perspective of Western economies. Central Eastern European and Asian countries are frequently overlooked, thus, examining the smart city idea from the viewpoint of non-Western economies offers a fresh insight into the concept and its adaptation and evolution. The range of issues analyzed in the book are multilayered and approached from a wide array of perspectives, from macroeconomics to management, finance and technology, and public policy. Thus, the book is addressed to researchers, students, and academics who specialize in sustainable and regional development, economic geography, and management. It will also be of interest to urban planners, environmental scientists, and policymakers.

**technology city in india:** The Global Urban Competitiveness Report - 2011 Pengfei Ni, 2012-01-01 'This Report - 2011 gives an overwhelming amount of comprehensive information for city managers trying to cope with the ever-increasing competition between cities in attracting investments, talent, firms, knowledge, events etc. Apart from an update of the ranking of 500 cities this new publication offers a lot of additional information, such as a selection of the best examples of competitive cities. The book is recommended for everybody interested in the strengths and weaknesses of the major cities in the world.' - Leo van den Berg, Erasmus University Rotterdam, The Netherlands 'Ni Pengfei's GUCRs are distinctive for their methodology and the comprehensiveness of coverage. In this edition Ni offers us three new insights. In three chapters he analyses aspects of the competitiveness of five functional categories of cities as centers, such as finance, technology, politics, manufacturing and port/logistics. The determinants of the elements in his Global Urban Competitiveness Report, give us an indication of the importance of each of the elements. The Report also provides eleven examples of best city practices. A must-read book.' - Peter Karl Kresl, Bucknell University, US The Global Urban Competitiveness Report - 2011 is an empirical study of the competitiveness of 500 cities around the world. This one-of-a-kind annual resource draws on a wealth of data sources, all of which are described and assessed. Using a sophisticated methodology and a team of 100 researchers from the Chinese Academy of Social Sciences, the book not only ranks these cities but also presents a treasury of information with regard to the strengths and weaknesses of each city in relation to each other. The book includes a full discussion of the factors that create urban competitiveness and what sorts or categories of cities are most competitive, and comments on the policies and initiatives that are adopted by the most competitive cities. Scholars and researchers in the areas of urban economics, planning, geography and regional economics will find the information invaluable, as will local authorities, decision-makers and economic planners in cities throughout the world.

**technology city in india:** Advances in Smart Cities Arpan Kumar Kar, M P Gupta, P. Vigneswara Ilavarasan, Yogesh K. Dwivedi, 2017-07-28 This is an edited book based on the selected submissions made to the conference titled International Conference in Smart Cities. The project provides an innovative and new approach to holistic management of cities physical, socio-economic, environmental, transportation and political assets across all domains, typically supported by ICT and open data.

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**technology city in india: Entrepreneurial Ecosystems for Tech Start-ups in India** M H Bala Subrahmanya, 2021-01-18 Why do tech start-ups emerge rapidly in emerging economies like India? What kind of entrepreneurial ecosystems have evolved for tech start-up promotion? What is their structure? What role do they play in the nurturing of tech start-ups to the advantage of regional economies? This book examines the trend of evolving entrepreneurial ecosystems for tech start-ups in India, ascertains its structure and examines its role in the nurturing of tech start-ups over its lifecycle, to bring out its implications for Indian economy. At the outset, it traces and conceptualizes what it terms an ideal ecosystem for tech start-ups in the Indian context, and explores the historical evolution of entrepreneurial ecosystems in two of the six leading start-up hubs in the country, namely, Bangalore and Hyderabad. It describes the characteristics and the structure of these ecosystems as they prevailed in the two start-up hubs, and analyses the role that they play in nurturing the development of tech start-ups. Finally, this book explores the ecosystem gaps that exist in the two cities, the factors causing these gaps, and makes policy recommendations to encourage the growth of a healthy and vibrant entrepreneurial ecosystem for the accelerated growth of tech start-ups in these two cities in particular, to promote employment, innovation and economic growth in the country at large. Policy makers, researchers, engineering and management students, technology and business mentors, angels, venture capitalists, and MNC executives will find the book informative, revealing and a source of valuable insights into a new, rapidly emerging entrepreneurial India.

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**technology city in india: Stakeholder Wellbeing and Value Creation** Uday Salunkhe, D.N. Murthy, Bharath Rajan, Vaishali Patil, 2022-12-17 The relationship between firms and stakeholders is held together by a continuous two-way cycle of value creation. In this, how can value be managed such that the stakeholder's wellbeing is ensured? How does stakeholder wellbeing vary across business contexts? Are there varied perspectives in understanding stakeholder wellbeing? These and other pertinent questions have been addressed in this book. Particularly, this book provides a synthesis of research perspectives on value creation and stakeholder wellbeing through a collection of chapters from scholars in this area. It synthesizes research perspectives on value into three

categories – firm-focused, customer-focused, and community-focused. In doing so, this book presents novel insights through these lenses and highlights best practices in ensuring stakeholder wellbeing. Responding to the rapidly changing business landscape where stakeholders are more connected, accessible, and informed than ever before, many firms are interested in creating value for all and in the process ensuring stakeholder wellbeing. This book will appeal to research scholars, practitioners, consultants, and managers looking to seek new insights and understanding on value creation. Contents: CHAPTER 1. PERSPECTIVES ON STAKEHOLDER WELLBEING AND VALUE CREATION - Bharath Rajan, Uday Salunkhe, D. N. Murthy CHAPTER 2. INFLUENCE OF SENSORY MARKETING ON CONSUMER BEHAVIOUR AND THEIR IMPACT ON BRAND EQUITY - Abhinandan N, Manasa K, Kiran G CHAPTER 3. ATTITUDE TOWARDS FEMALE ROLE PORTRAYAL IN ADVERTISING AND ITS IMPACT ON BRAND IMAGE & PURCHASE INTENTION: LINKAGES WITH FEMININE ROLE ORIENTATION - Shraddha Shivani, Evelina Sahay, Somnath Mukherjee, Sadiya Fatima CHAPTER 4. DETERMINANTS OF PURCHASE INTENTIONS TOWARDS GREEN MOBILES – AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR (TPB) - Deepa Rohit CHAPTER 5. PREDICTING CONSUMER DECISIONS USING MODIFIED TEMPORAL MOTIVATION THEORY - Pranav Manjunath Bhat, Priyanshu M, S Shruti, Madhav Murthy CHAPTER 6. MARKETING 4.0: EMERGING TECHNOLOGIES THAT ARE REFINING DIGITAL MARKETING - Fathima Raj Kilimas, Ashish Chandra, Narendra Rustagi CHAPTER 7. MARKETING GAME CHANGERS: CAPITALIZING THE MICRO-MOMENT THROUGH AUGMENTED REALITY - Uday Salunkhe, D. Narasimha Murthy, Vijaya Kumar. B. CHAPTER 8. EXPLORATORY STUDY ON VALUE CREATION ALONG THE SUPPLY CHAIN OF ELECTRIC VEHICLES: AN OPINION MINING APPROACH - Dakshina Murthy R.A, Madhumita Guha Majumder, M. Khurram S. Bhutta CHAPTER 9. VALUE CREATION FOR VENTURE CAPITAL-BACKED FIRMS BY AVOIDING THE.. LIKELIHOOD OF MORAL HAZARDS - Vandana Panwar, Christopher Erickson, Alan Tupicoff CHAPTER 10. APPLYING BEHAVIOURAL ECONOMICS TO BRING IN SOCIAL TRANSFORMATION: RURAL SHORING FOR STAKEHOLDER WELLBEING - Vikramaditya Kanodia and Rima Ghose Chowdhury

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**technology city in india: Intelligent Computing and Optimization** Pandian Vasant, Vladimir Panchenko, Elias Munapo, Gerhard-Wilhelm Weber, J. Joshua Thomas, Rolly Intan, Mohammad Shamsul Arefin, 2024-12-26 This book of Springer Nature is another proof of Springer's outstanding and greatness on the lively interface of Smart Computational Optimization, Green Infrastructure, Innovative Modeling and Deep Learning Architectures! It is a Master Piece of what our community of Academics and Experts can provide when an Interconnected Approach of Joint, Mutual and Meta Learning is supported by Holistic Operational Research and Experience of the World-Leader Springer Nature! The 7th edition of International Conference on Intelligent Computing and Optimization took place at Baitong Hotel & Resort on October 26-27, 2023, with tremendous support from the global research scholars across the planet. Objective was to celebrate "Global Research Quality with Compassion and Wisdom" with researchers, scholars, experts and investigators in Intelligent Computing and Optimization across the globe, to share knowledge,

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