

# JOURNAL OF SCIENCE, TECHNOLOGY & MANAGEMENT

Volume - 14 No. 01 JANUARY - MARCH 2021



ISSN No: 0974-8334  
A MACFAST PUBLICATION

# JOURNAL OF SCIENCE, TECHNOLOGY AND MANAGEMENT

Volume 14    Number 01

January - March 2021

## CONTENTS

- 7    **Industry 4.0 in a shipbuilding perspective**  
Kesavadev V K, D S P Vidyasagar, Sunand Krishna N V
- 17    **Strategies for Brand Management and Growth during COVID-19 an analysis**  
Ashalakshmi R K, Jeny Maret Rajee, Mariya Elizabeth Cherian
- 24    **Online marketing of perishable goods: trends during COVID-19: a review**  
Priya Mary Jacob, Akhila R Udupa
- 30    **Wings of wisdom: a practical model to foster entrepreneurship culture in business schools for an Atmanirbhar Bharat**  
Arathy Robert, Sudeep B Chandramana
- 34    **Contribution of Indian handloom industry in fashion business: an Atmanirbhar Bharat perspective**  
Sudeep B Chandramana, Adithya R Nair
- 42    **Effect of food on drug therapy**  
Anjali P Thomas
- 46    **Study on phytochemicals and nutritional composition of selected banana cultivars in Kerala**  
Susan Issac, Jiby John Mathew
- 54    **Science updates**
- 60    **Announcements**

