

ISSN 0974-8334

JOURNAL OF SCIENCE, TECHNOLOGY AND MANAGEMENT

Vol. 15 No. 3-4 July - December 2022



A M A C F A S T P U B L I C A T I O N

**Mar Athanasios College for Advanced Studies Tiruvalla (MACFAST)
Pathanamthitta
Kerala - 689101, India**

JOURNAL OF SCIENCE, TECHNOLOGY AND MANAGEMENT

ISSN 0974-8334

Vol. 15 No. 3-4

July- December 2022

Contents

- 7 **Isolation of heavy metal resistant bacteria to promote plant growth and phytoremediation**
Arjun P., Senthil K.
- 20 **Preliminary phytochemical screening and quantitative analysis of leaf extracts from *Mallotus atrovirens***
Teena Merlin, Sreelakshmi M., Prejitha Jayan
- 28 **The impact of work from home during COVID-19 on work and life domains: A descriptive study on Central Kerala**
Shikha Ann Raj, Ritto Mani and Soumya Varghese
- 35 **Neuromarketing: An influence on human brain**
Lekshmi Priya R.
- 42 **Women Empowerment and Political Marketing – A Kerala Perspective**
Karthika M. and Karthika G. G
- 46 **Impact of COVID-19 on the growth of digital marketing: An analysis**
Nithya Subhash and Ashalakshmi R. K.
- 51 **A comprehensive review study on microbial biosurfactants and their applications**
Ushasri R. and Indumathi G.
- 56 **A review on effect of corticosteroids on secondary infection and mortality in critically ill COVID-19 patients**
Madhumitha V., Farheen Kutharath and Priyadarshini P.
- 66 **A case study on High Performance Computing [HPC] to high performance green computing**
Jithu A. and Nishad P.M.
- 73 **Role of artificial intelligence in agriculture sector**
Ajmal Kallar Moidu, Ryne Pereira
- 86 **Nanotechnology: From nano-size to macro-applications**
Sini Kurien, Tijo Cherian
- 90 **A comparative study on genome edited and genetically modified tomatoes**
Shiva Harini R., Shamina Begum M., Usha Sri R.
- 96 **Book Review**
Smitha Vijayan