


MANAGING
THE CHANGE
FOR BETTER TOMORROW



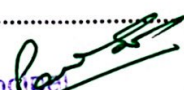
HARJYOT KAUR
PARAMVEER SINGH


Principal
S.D. College, Ho

INDEX

COVID-19 AND DIGITAL TRANSFORMATION: IMPACT ON BUSINESS AND EMPLOYEES	11
Ms. Tanveer Kaur	11
Mr. Amanjot Singh Syan.....	11
Dr. Rishi Raj Sharma	11
ARTIFICIAL INTELLIGENCE IN THE HEALTHCARE INDUSTRY IN INDIA.....	23
Mr. Ramshankar Varma	23
✓ THE EFFECTS OF TECHNOLOGY ON HEALTH	34
Dr. Amarjit S. Sidhu	34
Mr. Paramveer Singh	34
Dr. Parampal Singh.....	34
Dr. Yadvinder Parmar.....	34
PREVALENCE OF MUSCULOSKELETAL PAIN IN STUDENTS AND ITS ASSOCIATION WITH THE USE OF PHONE AND COMPUTER (DESKTOP/LAPTOP) AMIDST COVID -19 PANDEMIC	46
Dr. Lalita K. Sharma	46
Dr. Rakesh Mahajan	46
Mr. Gursimran Singh.....	46
✓ VALUE CREATION THROUGH FUTURE SERVICE TECHNOLOGIES.....	59
Dr. Supreet Kaur.....	59
Ms. Baljinder Kaur.....	59
Ms. Harjot Kaur	59
✓ LIFE STYLE CHANGES AND HEALTH: DISEASES AFTER DIGITAL TRANSFORMATION	69
Ms. Isha Tiwari	69
Ms. Megha Dua.....	69
PROBLEMS AND PROSPECTS OF WOMAN ENTREPRENEURSHIP IN INDIA	77
Ms. Amanpreet Kaur.....	77
Ms. Prabhjot Kaur (Corresponding author)	77
✓ ROLE OF AN EDUCATOR IN CHANGING SECNARIO	87
Ms. Prabhkiran Kaur.....	87
FINANCIAL LITERACY AND SUSTAINABLE RURAL DEVELOPMENT: AN OVERVIEW	95
Ms. Gaganpreet Kaur	95
✓ EVOLUTION AND THE FUTURE OF CRYPTO COMMODITIES	101
Ms. Manjit Kaur.....	101

✓ SWOT ANALYSIS OF VIRTUAL COMMUNICATION	110
Ms. Manpreet Kaur	110
A STUDY ON DIGITAL TRANSFORMATION OF HR MANAGEMENT SYSTEM.....	115
Ms. Rajanpreet Kaur	115
IMPACT OF TECHNOLOGY ON HEALTHCARE SERVICES	123
Ms. Diksha Rana.....	123
✓ RÔLE OF THE PEDAGOGUE FOR THE BETTER TOMORROW	129
Ms. Pooja	129
✓ ETHICAL PRACTICE IN SMALL AND MEDIUM ENTERPRISES.....	135
Ms. Jyoti Bala	135
✓ JOURNEY OF INDIAN RUPEE AND CAUSES OF DEVALUATION OF INDIAN RUPEE.....	141
Ms. Dimple.....	141
COMPARATIVE ANALYSIS WITH SARS-COV-1/ MERS-COV/ INFLUENZA VIRUSES	149
Dr. Kanwardeep S. Dhaliwal.....	149
✓ INNOVATIVE HR PRACTICES: CASE STUDY OF ZOH0 CORPORATION.....	158
Dr. Sachin Kumar.....	158
DIGITAL TECHNOLOGY AND ITS ADDICTION	163
Ms. Sunita Devi	163
✓ AUGMENTED REALITY: A TECHNOLOGY ORIENTED APPROACH TO INTENSIFY CUSTOMER EXPERIENCE	168
Ms. Amandeep Kaur.....	168
✓ COMPUTER VISION APPLICATIONS AND ITS FUTURE	174
Mr. Keshav	174
✓ MOBILE PHONE USAGE: BOON OR BANE FOR SOCIETY	179
Dr. Palwinder Kaur	179


 Principal
 S.D. College, Ferozpur

CHAPTER 20

AUGMENTED REALITY: A TECHNOLOGY ORIENTED APPROACH TO INTENSIFY CUSTOMER EXPERIENCE

Amandeep Kaur

*Assistant Professor, Department of Computer Applications
amandeep@sdcollegehsp.net*

Abstract

Augmented reality (AR) is a technology that has swept the globe in recent decades. Its applications are now found in almost every field imaginable. A computer technology stores graphics, images, and other computer data. It is use of computer-generated information to augment real-world. It is constructing a new environment where actual and virtual items are combined at various levels. The customer experience environment is developing into new sorts of hybrid experiences as a result of the development of portable and embodied technologies, as well as highly interactive, physical-virtual linkages. Augmented reality is changing how companies interact with customers. It has the potential to widen consumers' product consideration set while also reducing their options. Augmented Reality (AR) is developing as a strategic experience design tool across a variety of customer engagements. This research adds to a growing body of knowledge about the usage of augmented reality (AR) in the early phases of client buying experiences.

Keywords: - AR, IOT, Purchase journey, Customer engagement, Customer experience

Introduction

Many businesses have begun to use augmented reality (AR) as a frontline technology to provide customers with a more engaging experience. This dynamic was especially important in the context of social distancing mandates issued in response to the Covid-19 pandemic AR enables a distinct form of product or service visualization that reduces intangibility, enhances inspiration and promises to enable creativity in customers' purchase decisions by seamlessly projecting virtual content into the customer's view of the real world. Customers interact with companies at several touch points during various stages of their decision-making (before, during, and after consumption), and these sensory, affective, behavioral, and cognitive sub-experiences make up the fundamental customer purchasing experience (Brakus, Schmitt, & Zarantonello, 2009). For businesses, managing the client experience is critical (Accenture, 2015; Raw, 2015). In augmented reality, people are placed in their physical surroundings, and