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Taurean

The Protein Powerhouse: A Legacy Brand's Move to Nutritional Leadership

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A well-known brand in the Indian dairy sector - Amul, had a reputation for empowering farmers and providing a range of dairy products to the Indian populace. In order to address the nation's present widespread protein shortfall, Amul was deliberately joining India's rapidly expanding protein sector, building on its heritage in the dairy industry. By adding protein to meals like milk, curd, lassi, and other items, Amul hoped to democratize access to protein by leveraging its strong dairy heritage. This carefully considered approach aimed to reach the increasingly health-conscious Indian consumer base, who were eager to incorporate protein into their regular eating routines through dietary choices. The case study looked at Amul's distinct competitive advantages, which included its extensive supply chain, unparalleled distribution system, and innovative pricing strategy that set it apart from a wide range of domestic and international rivals. The case study illustrates how a well-known brand uses its identity to investigate and diverge into a new product category, and it connects to the theory of brand extension and diversification. The theory of competitive strategy is also explored in the case, which examines Amul's cost leadership and differentiation approaches in comparison to both new and existing rivals in the emerging functional food market.

Keywords: Dairy Industry, Protein, Competitive Advantage, Brand Extension, Diversification

Changing Perspectives of Research on Electric Vehicle: A Literature Survey

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With the increasing focus on EVs as a response to environmental degradation and for sustainable mobility, it has been crucial to understand the behavioural and psychological predictors of purchase intention. This systematic review of the literature covers the development of research on Electric Vehicles (EVs) from 2000 to 2025, and how the influencing factors for consumer adoption have changed. This research aims to integrate empirical findings on the association between consumer values, beliefs, expectations and attitudes affecting EV adoption. Fifty-eight Scopus indexed peer-reviewed articles were systematically assessed through bibliometric and thematic analysis in this study. The review highlights an obvious shift in focus, from early research which was focused