

# ICCIBME-2021

## Virtual International Conference on Contemporary Issues in Business Management & Economics

28<sup>th</sup> - 29<sup>th</sup> May 2021



**Organized By**

Department of Management Studies (DMS),

Panipat Institute of Engineering and Technology, Haryana

**in Association with**

Institute For Engineering Research and Publication (IFERP)



# **International Conference on Contemporary Issues in Business Management & Economics**

## **ICCIBME-2021**

**28<sup>th</sup>-29<sup>th</sup> May, 2021**

Virtual Conference

*Organized by*

Department of Management Studies (DMS),  
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Haryana

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## Preface

The “**International Conference on Contemporary Issues in Business Management & Economics (ICCIBME-2021) - Virtual Conference**” is being organized by **Department of Management Studies (DMS), Panipat Institute of Engineering and Technology (PIET), Haryana** in Association with **IFERP-Institute For Engineering Research and Publications** on the 28<sup>th</sup> - 29<sup>th</sup> May, 2021.

Panipat Institute of Engineering and Technology (PIET) has a sprawling student –friendly campus with modern infrastructure and facilities which complements the sanctity and serenity of the major city of Haryana.

The “International Conference on Contemporary Issues in Business Management & Economics” was a notable event which brings Academia, Researchers, Engineers, Industry experts and Students together.

The purpose of this conference is to discuss applications and development in area of “Business Management & Economics” which were given International values by Institute for Engineering Research and Publication (IFERP).

The International Conference attracted over 140 submissions. Through rigorous peer reviews 69 high quality papers were recommended by the Committee. The Conference aptly focuses on the tools and techniques for the developments on current technology.

We are indebted to the efforts of all the reviewers who undoubtedly have raised the quality of the proceedings. We are earnestly thankful to all the authors who have contributed their research works to the conference. We thank our Management for their wholehearted support and encouragement. We thank our Principal for his continuous guidance. We are also thankful for the cooperative advice from our advisory Chairs and Co-Chairs. We thank all the members of our local organizing Committee, National and International Advisory Committees.



## Acknowledgement

On behalf of **Institute For Engineering Research and Publications (IFERP)** and in association with **Panipat Institute of Engineering and Technology (PIET)**, Haryana. I am delighted to welcome all the delegates and participants around the globe to Panipat Institute of Engineering and Technology for the “**International Conference on Contemporary Issues in Business Management & Economics (ICCIBME-2021) - Virtual Conference**” Which will take place from **28<sup>th</sup>-29<sup>th</sup> May, 2021**.

It will be a great pleasure to join with Engineers, Research Scholars, academicians and students all around the globe. You are invited to be stimulated and enriched by the latest in engineering research and development while delving into presentations surrounding transformative advances provided by a variety of disciplines.

I congratulate the reviewing committee, coordinator (**IFERP & DMS-PIET**) and all the people involved for their efforts in organizing the event and successfully conducting the International Conference and wish all the delegates and participants.



**Er. R. B. Satpathy**  
**CEO (Chief Executive Officer)**  
**Institute for Engineering Research and Publication (IFERP)**

## Message from Director



**Prof.(Dr.) Shakti Kumar**

Director, PIET  
Haryana

### Message

The PIET campus is always abuzz with a plethora of activities and has become a dynamic venue where brilliant minds from all over the world converge and share their vast reserves of knowledge and skills. It gives me immense pride to state that as a result of the collective effort of the faculty, students and staff over the years Panipat Institute of Engineering and Technology, Panipat, Haryana, India today ranks among the top technical institutions of the country. I am hopeful of its acquiring greater heights in the years to come.

The various conferences, training programs and workshops in this quarter focused on such relevant areas as demand management, digital devices and systems, spatial analysis technology, watershed development and data analytics. Experts from reputed institutes and organizations in India and abroad delivered talks on wide-ranging topics and brought fresh insights into various fields of learning.

Education is what we imbibe—from our books, our peers, our teachers and our surroundings. As we move towards our goals, we must always keep in mind that we owe more to the world than it owes us. Each of us can and must do his or her bit to help build a universe that will nurture our future generation. To support this endeavour I congratulate team DMS for organizing ICCIBME 2021.

## Message from Convener



**Dr. Akhilesh Kumar Mishra**

Convener

### Message

It gives me immense pleasure to share that ICCIBME 2021 was organized by Department of Management Studies PIET in collaboration with IFERP. It was an effort towards knowledge creation dynamics which demands academic deliberations. With the support of Faculty members, Management and Director PIET we experienced two wonderful days of learning through knowledge sharing.

The contemporary issues in Business, management and economics was the theme of the conference. In this world where change is the only constant we need to thrive continuously with adoption of those changes for a better society. Such conferences provide a platform to discuss new opportunities and challenges emerging in the world of business. One significant component of such changes being the emerging technologies, the conference covered the aspect and impact of emerging technologies in management domain. The COVID 19 pandemic has changed the whole scenario: the way we live, business processes and posed challenge before the economy. Researchers and academicians across the world discussed the various dimensions and were quite enlightening to interact with scholars.

I expect this conference ICCIBME 2021 will prove a memorable and productive discourse for all those who are part of it. I am thankful the entire organizing team and IFERP for their support.

## Message from Conference Chair



**Vijay Anant Athavale**

Conference Chair of ICCIBME-2021

### Message

On behalf of the ICCIBME-2021 organizing committee, I am honored and delighted to welcome you to the International Conference on Contemporary Issues in Business Management & Economics-2021 at Panipat Institute of Engineering and Technology, Samalkaha, Haryana, India. I believe we have chosen a venue that guarantees a successful technical conference amid the Covid-19 pandemic.

Our technical program is rich and varied with keynote speeches and invited talks and around 120 technical papers split between 3 parallel oral sessions each day. We also expect to provide technical demonstrations, and numerous opportunities for informal networking.

As a conference chair of ICCIBME-2021, I know that the success of the conference depends ultimately on many people who have worked with us in planning and organizing both the technical program and supporting social arrangements. In particular, we thank the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program; the Program Committee for their thorough and timely reviewing of the papers, and our partner IFERP who have helped us to keep down the costs of ICCIBME-2021 for all the participants. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs.



## Keynote Speakers



### **Dr. Christopher Abraham Ph.D, FCIM**

CEO & Head - Dubai Campus , Sr. Vice President -  
Institutional Development  
S P Jain School of Global Management  
United Arab Emirates



### **Jaywant Singh**

Professor of Marketing  
Southampton Business School, University of Southampton  
London, England, United Kingdom



### **Prof. Thamaraiselvan Natarajan**

Professor  
Department of Management Studies  
National Institute of Technology Tiruchirappalli, India



### **Prof. Alasdair Roberts**

Professor of Public Policy and Director,  
School of Public Policy  
University of Massachusetts Amherst



### **Prof Dr Nafis Alam**

Head, School of Accounting and Finance  
Asia Pacific University Of Technology and Innovation  
(APU), Malaysia  
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### **Dr. Sonjaya S Gaur**

Clinical Professor of Marketing, ,  
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# International Conference on Contemporary Issues in Business Management & Economics

## **ICCIBME-2021**

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- Virtual Conference

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**ABSTRACTS**

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In Association with  
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# Mergers & Acquisitions: A Review

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## Abstract

Mergers & Acquisition refers to the process of joining two companies, to form a single company. Mergers are usually done by combining two companies into one without any money being exchanged and a new company is formed from it, whereas in acquisition a company takes control over the other, usually with the exchange of money. Mergers & Acquisitions are mainly done to get a larger market share and competitive advantage. It is also done as part of some strategy of the companies, in order to survive or to compete against a huge competitor. This paper explores various scholarly work on Mergers & Acquisitions in peer-reviewed journals. One key finding is that some of the businesses may have achieved complete or partial success, while others may have had unfavorable outcomes. To avoid these unfavorable outcomes, companies should examine certain factors that should be avoided as well as taken into account when doing M&As. The rise of such factors could also be attributed to a number of strategic decisions made by companies to carry out M&As. This paper examines existing theories and identifies possible reasons for the success or failure of M&A deals.

## Keywords

Mergers & Acquisitions, Strategic Decisions, Success and Failure Factors

# An Analytical Study of Consumer Attitudes Towards Chinese Mobile Phone in India - With Special Reference to Rajkot City

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## **Abstract**

The main objective behind this study is to know the attitude of the persons towards Chinese mobile phone with reference to public stay in Rajkot city. The researcher collected data from the primary source and secondary sources. Primary data collected through a structured questionnaire that close and open-ended and secondary data collected from the market on the basis of website, newspaper, and other secondary sources. The researcher has the main objective behind the study is to measure consumer attitude towards Chinese products and to find the relation between gender with respect to spending purchasing of Chinese mobile phones and in last to find the significant relation between monthly income with respect to opinion of the respondent towards Chinese mobile phones are cheaper than other brands. The researcher tested his hypothesis on the basis of some statistical tools which are percentage analysis, weighted average, and chi-square test. The researcher found out through this study up to 69% male respondents and 31% female respondents in the study, more than 80% of respondents are using Chinese mobile phone in Rajkot city. The majority of 91% of the respondents are agreeing with those Chinese mobile phones are cheaper than other mobile phones.

## **Keywords**

Attitude, Chinese mobile, Customer, consumer

# A Bibliometric Literature Review of Export and Innovation in Firms

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## **Abstract**

In the latest decades, empirical studies on export and innovation in firms has recorded a growing trend. This paper reviews the literature and gives an overview of the research area. 1249 articles on export and innovation in firms are selected from the Scopus Database published between 2000 and 2021 for analysis using a bibliometric approach. This study identifies the increase in the number of publications over time, top journals with most publication, countries with most contribution, leading authors with the greatest number of citations, evolution of the methodological approach and major research themes in this area of research. Based on the results, future directions for this research are provided. This study offers an overview of this rapidly evolving area, highlighting recent developments using a bibliometric approach and an innovative visualisation to display the thematic network structure. Researchers and business officials can learn about the latest developments in this area.

## **Keywords**

Export, Innovation, Bibliometric Analysis, VOS Viewer, Co-word Analysis

# How will the Covid-19 Crisis Affect the Trend in Individual Savings

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**Prof. A. Sivadasa Prabhu**, Retd. from Fergusson college, Pune

## Abstract

COVID-19 outbreak has brought a global challenge in economy. It has affected badly on the financial sector all over the world. This study was conducted by collecting responses from the employed and student population from various parts of Kerala. Primary data have been collected from 200 responses through a structured questionnaire prepared using Google forms. Percentage analysis with frequency distribution is used to summarize and infer the data along with pie charts and column charts. Chi-square test have been used to analyse the data using Microsoft Excel sheet to test the developed hypothesis and derive conclusions. It is concluded that savings have played a significant role during this pandemic to sustain and also this pandemic encouraged others to start saving because of the experiences they had.

## Keywords

Savings, Savings Schemes, Salary Cut, COVID-19

# The Small-Scale Environment-Friendly Ventures in Kerala and Effect on the Lives of People in the Margins: A Study

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## **Abstract**

The International Environment day calls for ecosystem restoration this year. It is high-time for entrepreneurs to think of highly sustainable yet efficient products that engage constructively to environment issues. The production and sale of environment friendly ventures like seed pencils, paper and cloth covers in small scale by laymen, especially physically challenged, has initiated a revolution in Kerala that enables many to claim financial stability. Eco-stationery has become a household entrepreneurial project in a state where environmental activism is having wide acceptance. The paper attempts to analyse the marketability of such a project and how it fulfills Maslow's theory in the lives of the people in the margins, particularly disabled.

## **Keywords**

Eco-stationery, Kerala, disabled, Environment-friendly, seed pencils, Kerala

# Knowledge Networks – Tool for success within University Business Incubators?

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## **Abstract**

This paper is an in-depth analysis of literature that addresses Knowledge Networks, Business Incubators, and the use of Knowledge Networks to achieve Entrepreneurial Success. The focus of the paper is primarily on Business Incubators situated within Academic Institutions. The ecosystem that exists within Academic Institutions has relevance when we take into consideration the educational model of business incubation.

Knowledge Networks are interconnections that exist between individuals constituting a social group. Within business incubators, knowledge networks can facilitate an exchange of ideas that can accelerate entrepreneurial learning. An existence of knowledge networks has enabled Silicon Valley to become a hub of global innovation. It is important to create an understanding of how we can leverage inputs from government, academic institutions, and the corporate sector in order to enhance the innovation potential of Business Incubators. In an Indian context, such networks are yet to be formalized.

Government of India initiatives such as “Aatmanirbhar Bharat”, “Digital India”, “Atal Innovation Mission” and “Startup India” can enable the formation of innovation clusters only when we understand how knowledge networks contribute to innovation. This paper aims to find the appropriate means to address the utilization of knowledge networks for success in University Business Incubators.

## **Keywords**

University Business Incubator, Knowledge Networks, Innovation, Entrepreneurship

## Retirement Planning: Issues and Challenges

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### Abstract

Retirement Planning is a crucial and important process of everybody's life. It is essential and should be started at early stage of life. Comfort and enjoyment of post retirement life depends upon the struggles and sacrifices of the working life when people manage their funds for the current expenditure of survival and maintain the standard of living and save for the old age and secure the future. There are various investment options for the security of old age such as insurance, annuity plans, bank deposits, pension plans. Pension plans are most commonly used investment option for the old age safety and security. Various pension plans are available with different features and fulfil the requirements of people for old age. But many challenges are faced by the people to plan for retirement. Changing values of social system, less support by the family members in old age, people don't have so much income to manage the funds between the current expenditure and saving for future, problem of debt. management, less participation of private sector in financial security system for old age, longevity, less financial knowledge about what is the vesting age, how much to invest, what is the parameter to determine the inflation index, how to manage portfolio, determination of rate of return etc. are some main challenges in path of retirement planning.

### Keywords

Retirement Planning, Issues, Challenges



# Analysis and Estimation of Stock Market Using Unsupervised Learning Algorithm of Machine Learning

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## **Abstract**

Stock market prediction is a typical task to forecast the upcoming stock values. It is very difficult to forecast because of unbalanced nature of stocks. In this work, an attempt is made for prediction of stock market trend. This research aims to combine multiple existing techniques into a much more robust prediction model which can handle various scenarios in which investment can be beneficial. By combining both techniques, this prediction model can provide more accurate and flexible recommendations.

## **Keywords**

Machine Learning, Stock Market, MA, ARIMA Model, LSTM, Prediction etc

# A Study on Alcohol Consumption Pattern among the Age-Group of 18 to 24 Yrs in Mumbai

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## Abstract

**Introduction:** In India, it is estimated that 75M people consume alcohol, with 11% of them being moderate or heavy drinkers. WHO claims that alcohol intake has increased from 4.3 litres per person in 2010 to 6.5 litres per person in 2020. This increase in the intake is particularly among youths, as CADD reports that 88% of youths below the age of 25 are under the influence of alcohol.

**Purpose:** The study aims to understand the alcohol consumption pattern in Mumbai among the younger age group of 18-24 in Mumbai so that collective steps can be taken to regulate consumption rates.

**Methodology:** It is a primary research. This study is about the descriptive research of young people engaging with alcohol. A survey was taken with the help of Google form of 40 people and a telephonic interview of 26 people with their group, bringing up 149 responses.

**Results:** The age group of 23 to 24 consumes the highest amount of alcohol i.e. 42% and the majority of them are males i.e. 76%. There are more Hindu drinkers, i.e. 72%, due to their high Hindu population. 49% of youths consume alcohol occasionally and their most common reason for drinking is for fun, i.e. 48%. Friend circle is the major motivation for young people to drink alcohol, i.e. 62%. Accidents caused by alcohol i.e. 35% and a loss of focus on career i.e. 29% are the most serious and common consequences.

**Conclusion:** Since alcohol is a common and preferred substance, its use must be minimised, at least among youngsters, so collective initiatives such as stricter alcohol regulations, proper alcohol education by public awareness programmes, and restricting the use of alcohol in films can be implemented.

## Keywords

Alcohol consumption, younger age group

## Fiscal Federalism and Transfers in India

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### Abstract

In any fiscal system, the fiscal management at the sub-national level remains closely linked to the fiscal dependency on the higher level of government. India is a federal country with asymmetric levels of development. Asymmetries are both of vertical and horizontal in nature. Research evidence bears out simultaneous impact of economic and political variables and interaction variables on discretionary transfers. As per overall empirical outcome fiscal space, GSDP growth, electoral dummy, MPs, single party minority government, incumbent government, minority coalition are the major determinants of transfers. The interactive dummies combined with eco-political factors have remained as core independent variables in determining the flow of federal funds to the states. In order to emphasise more on vote bank oriented spending, political affiliation, minority coalition, MPs also seems to be involve in lobbying with the central government to receive larger funds around election years. The interaction term fiscal space\*minority coalition is positively significant, meaning states with a larger fiscal space were able to get larger funds with political lobby during the minority coalition government. The positive association of central coalition \*MPs also implies that states with a larger share of MPs in the coalition government in the Loksabha and the emergence of alliance between the central and state governments helped those states to get relatively larger central discretionary funds using lobbying power.

It is evident from the overall results that states with a larger fiscal space and GSDP along with political lobby were able to get relatively more funds during the period of analysis. Meanwhile, it seems because of lesser influence and even lack of institutionalisation of political lobbying in the Indian context due to substantial statutory and formula based transfers might also be the reason for the lesser positive influence of several political factors compared to economic factors.

### Keyword

fiscal federalism, fiscal dependency, federal transfers, political lobby and coalition government

# Green Marketing and Its Importance

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## **Abstract**

Green has been a buzzword in today's society. Environmental concerns play a significant role in the modern business environment. Green marketing is relevant in today's market because it relates to environmentally sustainable practices. Green marketing and its long-term viability and the strategies and marketing mix used in green marketing will be discussed in this article. The value of green marketing for both customers and the environment is also discussed in the paper. Secondary data has been collected from journals, magazines, newspaper & websites and used in this paper.

## **Keywords**

Green Marketing, Eco-Friendly, Green Product, Purchase decisions, Industries

# Viability of Street Vending Business-A Case Study on Twin Cities of Hyderabad

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Hyderabad

**G.Vandana**, Entrepreneur

## Abstract

Street Vending has been the bread winning profession for the urban poor which has existed since time immemorial all around the world and has also contributed significantly to economies. There have been number of studies describing the profile, problems and socio-economic conditions faced by street vendors, this study looks at the street vendor as a businessman and assesses the viability of the trade. It is an exploratory and analytical study wherein data has been collected from primary and secondary sources. Purposive sampling was used as the number of units in the population are infinite and a sample size of 800 was chosen. The study found that street vending is a profitable business as majority of the respondents were able to meet their monthly expenditure, buy durable goods and some of them were able to buy fixed property like house and land. Hence Street Vending is an important profession to be examined carefully by policy makers.

## Keywords

Street Vendor, Viability, Profile, Street Vending

# Board Independence, Board Diversity and Firm Performance in Indian Companies

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Samalkha

## **Abstract**

This paper examines the impact of corporate governance on firm performance in Indian listed companies. The study includes board independence and board diversity as corporate governance variables and Return on Assets (ROA) and Market to Book Value (MB) as measure of firm performance. The study used the panel data to examine the impact of corporate governance on firm performance of Indian companies for the period 2013 to 2019. The study found that there is a significant negative relationship of board independence and board diversity with Return on Assets (ROA) and no significant relationship with Market to Book Value (MB).

## **Keywords**

Board Independence, Board diversity, Corporate governance, Firm performance

# Rural Entrepreneurship in India: Challenges and Opportunities in the Path of Economic Development

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## Abstract

Entrepreneurship is an area that has attained importance in today's era. Entrepreneurship is a key component of India's 2020 strategy for sustainable, smart, and inclusive growth as 75 percent of the population residing in villages is still involved in agriculture and allied activities. Government alone can't generate employment opportunities for villagers. Thus, individuals are welcomed and promoted to undertake the entrepreneurial task in rural areas. Rural entrepreneurship not only generates employment opportunities but also puts a check on the migration of youth towards urban areas. Through efficient and effective utilization of national resources, rural entrepreneurs act as catalysts for economic development and agents of social transformation and change. Enormous opportunities are available in rural industrialisation, if a person is passionate about being an entrepreneur. Though challenges like family, finance, poor infrastructure, mall culture are there in the path of rural entrepreneurship self-motivation and feel of personal achievement can make every dream a possible thing.

## Keywords

Entrepreneurs, Infrastructure, Development, Challenges, Opportunities

# Marketing Practices of Medical Tourism over Recession and Upswing

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## **Abstract**

The objective of the article is to provide a comprehensive model which examines the impact of cyclical variations on marketing practices of medical tourism. The model developed was validated using exploratory factor analysis and confirmatory factor analysis. Data was collected using self administered questionnaire. To test the propositions, structure equation modeling is also used. The results indicated that with respect to recession and upswing a positive effect of product, price, place, promotion, people, Process & Physical evidence is found on marketing strategies, providing support for the proposed model. The major reason of performing this study is to suggest marketing managers about most radical changes to be done during recession and changes in marketing strategies would prove profitable in future. Further research article included discussion, implications and directions for future work.

## **Keywords**

Health care, Medical Practices, Medical tourism, Service Providers



# An Exploratory Study on Gap Analysis of Employability Skills of Management Graduates in Tier-2, Tier-3 Cities of Karnataka

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## **Abstract**

The issue of ‘employability’ of MBA graduates is at the forefront in India. CRISIL report suggests that around 80% to 85% of MBA graduates are from Tier-2 and Tier-3 city - colleges deemed to be producing only 7% employable graduates and managing employability has become a serious matter. ASSOCHAM (2015-16), report suggests excluding graduates from top 20 colleges, only 7% of MBA students from other Management Institutes were employed after the completion of their course. This implies the volume of talent needed in the market is rising and further, it is well-known that the present nature of employment gives lots of importance to soft skills and Interpersonal skills where most of the management graduates from this 85% population lack. Therefore, what are the skill-sets we are looking at in order to groom our students and get them into groove so that they get employable. With this back drop the present paper focuses on the skill gap between employer’s expectation and existing skills sets of MBA Graduates of Tier-2 and Tier-3 institutes of Karnataka. In this regard a Descriptive study is taken up and primary data is collected from MBA Alumni of Tier-2, Tier-3 MBA colleges, Organizations (Employers) and Training and Placement Officers (TPO) of the Management Institutes’ of Karnataka, India. This study explores the perceptions of the TPOs’ and Employers about the skills - which has direct bearing on employment of MBA graduates. Also it examines Management graduates’ perceptions about the skills they acquire from their management program. The findings reveal that there is a significant gap between employer’s expectation and acquired skill sets of MBA Graduates. The most essential skills as the study explores are Communication Skills, Team-Work, Leadership Skills, Social Skills (Interpersonal Skills), Values, Personal Grooming and Managerial Skills as they were rated on very high side by both the Employers and Training and Placement Officers when compared to the ratings by the Management graduates. This highlights that though all the stake holders the Academicians, the Employers, MBA graduates know the lacunae of the skill sets of the Management graduates but still there is mass movement for MBA in these colleges. Therefore there need to be some transformation in MBA program, instead of merely focusing on theoretical aspects - training on soft skills, experiential learning, Personal grooming and building of Social Skills (Interpersonal Skills) be incorporated so that the students can match the expectations of current business world. This explored the need for placement, training and skill development activities for MBA graduates of Tier-2 and Tier-3 city colleges of Karnataka.

## **Keywords**

Academia, Employability, skills/competency, Industry, Training and Placement officers (TPO), Employers/ Human Resource Managers (Hr)

# Impact of Derivatives on the Financial Performance of NSE Listed Companies

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## **Abstract**

It is claimed that use of derivatives through risk management by companies improves financial performance, liquidity position, trading efficiency and price stabilization in stock prices. However the adoption of this service has not reported the growth rate that it should be. The current study provides support for these four (financial performance, liquidity position, trading efficiency and price stabilization in stock prices). Here study examines the different aspects of the use of derivatives and their impact on financial performance, liquidity position, trading efficiency and behavior of stock prices of the companies under study. The overall objective of the study is to establish the effect of derivatives on the financial performance of companies listed in NSE (National Stock Exchange). The Specific objectives of the study are; to examine the impact of risk management through the use of derivatives on the financial performance, liquidity position, trading efficiency and price stabilization of securities of companies listed in NSE. The study has examined the risk management practices of a sample of 30 companies ie financial, manufacturing and trading sectors. In order to collect primary data via questionnaires 30 companies were selected namely financial, trading and manufacturing in order to seek information from financial managers, fund managers and accountants who were responsible for using derivatives. Secondary data has been gathered from PROWESS CMIE, annual reports and NSE websites. Current study used Statistical Measures, Financial Ratios and Regression for the analysis of data. The results of the study indicated that use of derivatives can help in improving liquidity position as well as trading efficiency of a company. There has been a stabilizing effect of derivatives on stock prices.

## **Keywords**

Derivatives, Financial Performance, Trading Efficiency, Liquidity Position, Price Stabilization

# Consumer's Perception in Adoption of Clean Energy Products in Areas of South Odisha

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**Prof. Swagat Ranjan Behera**, Assistant Professor, Zenith School of Management, Bhubaneswar, Odisha, India

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**Dr. Sanjib Patnaik**, Professor and Principal, Zenith School of Management, Bhubaneswar, Odisha, India

## **Abstract**

Ending poverty and ensuring sustainability are the defining challenges of the recent times. Clean energy has the answer to both (Das, 2020). Clean energy plays a significant role in human development, economic and regional development. Clean energy is that which do not produce any negative externalities. Some of the clean energy includes energy generated from sun, wind, hydro, hydel, etc. This paper discusses on the prevailing market situation and demand prospects of clean energy products (here solar operated lights) in the region of South Odisha. An empirical study was carried out through structured questionnaire to understand the perception of the respondents towards adoption of solar operated lights for their use.

## **Keywords**

Solar Operated Lights, Clean Energy

## Indian Management Education – Stakeholders' Saga

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**Dr. Rinku Joshi**, Daly College Business School, India (An affiliate of De Montfort University, UK)

### Abstract

Indian education as a whole and management education in particular has been undergoing a shift. Barring a few institutions, many private players owing to heated competition are adopting ‘all’ means to get the students to ensure handsome ROI (on priority) and survival (at least). For this they are not leaving any stone unturned – may be fat promises to lure students, moulding the role of teacher to be an entertainer and jack of all trades, or at times twisting the system to be ‘favourable’. All in all, such practices have made institutions a service provider. The article doesn’t intend to blame or offend any academic institution or its management or any stakeholder. The paper is based on authors' experiences – own – shared, observed and review of existing literature.

# Assessing the Price Diversity from the Market Fundamentals: Evidence from India

**Dr. Trinley Paldon**, Assistant Professor, Post Graduate Diploma in Management, Xavier Institute of Management & Entrepreneurship, Electronic City-II, Bangalore

## Abstract

The examination upon the association between a composite investor sentiment on the Largecap, Midcap, Smallcap and disposable income are studied on a sample period starting from April, 2007 to August, 2020 on the NSE nifty indices. It was found that there was a long-run association but no short-run association among the variables. However, when a shock is introduced on each variable, they showed a sign of mixed response. The forecasting model depicts evidence of arbitrage constrains especially during less economic activity as per the historical GDP trend from the Reserve Bank of India database, yet overall it was found that the sample taken under this study is indicating evidence of existence of neoclassical theory along with contagion effects as well as disposition effects.

## Keywords

Principal component analysis, ARDL, Wald test, CUSUM test, Breusch-Godfrey test

# Detection of False Ranking Apps Using Level Aggregation

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**N. Muthukumar**, Professor in Francis Xavier Engineering College, Tirunelveli, Tamilnadu  
(Affiliated to Anna University, Chennai)

## Abstract

Each platform of mobile devices has its app store which is the source for apps, games, movies, books, etc. The apps are categorized under predefined labels based on the rules formulated in the app store. The apps have been ranked based on the ratings, reviews, downloads, and no. of installs. It helps the user to download the top-ranked app in a specific category. That ranking of an app makes them think that it will work better than others in an effective way. The evidence aggregation of the above attributes has less variation that doesn't reflect the current status of an app which influences the ranking. For that, the attributes that have been frequently changed due to developer and user actions to be collected for a specific category in top charts. The attributes include version, last updated date, features of an app and keywords will undergo an independent process that produces the following levels: 1. Version change level, 2. Keyword matching level and 3. Feature matching level. Each value of a level has to be consolidated and aggregated to produce the final ranking of apps in a specified category. The actual ranking has been compared with the obtained ranking to find the deviation value and the false ranked app in the app store.

## Keywords

Evidence aggregation, Version change level, Keyword matching level, Feature matching level

# Corporate Social Responsibility and Stakeholder's Perception

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**Dr. Suhasini Verma**, Associate Professor, Department of Business Administration, School of Business and Commerce, Manipal University Jaipur

## Abstract

The study aims to analyze the influence of corporate social responsibility (CSR) practices of a firm on stakeholder's perception. Stakeholder's perception deals with the behavior of stakeholders while dealing with any organization. The research employed a structured review the literature. The literature was studied from across the globe. The findings of the study indicate that the company's environmental and societal responsibility activities can lead to benefits such as increased competitive advantage, higher personnel involvement of employees, and a stronger corporate image. In addition to it, we also identified various dimensions of CSR which influenced positively and negatively on investor perception. Employee-related, society, and environment-related dimensions influence stakeholders' behavior more than any other variable. It has also been presented that CSR has not only positively affected organizational performance but also impacts the stakeholders' decisions. It has been observed that in recent years it has come to the notice that ethical and philanthropic actions of the company are considered by stakeholders while analyzing the performance of any firm.

## Keywords

Business Ethics, Corporate Social Responsibility, Investor Behavior, Stakeholder perception

# Green Marketing: A Study of Consumer Perception for Few Selected Companies in India

**Komal Sharma**, Executive MBA Scholar, Amity Business School, Amity University, Manesar, Haryana

## Abstract

Although the call to “Go green” has been in vogue recently, the notion of environmentalism has been around since 19<sup>th</sup> century. In late 70s, green activism gained momentum; millions were encouraged to pursue lifestyles that were more environmentally sustainable and ecologically responsible. No organization can claim it is hundred percent environmental-friendly. In marketing sector, green marketing can be regarded as such an innovative step. Goals of green marketing include implementing sustainable business practices, demonstrating social responsibility, reducing expenses (packaging, transportation, energy/water usage, etc.) and demonstrating how safe and mindful products or services are. In India, marketing of green goods is a recent development, as there are still questions about the factors influencing Indian consumers' green preferences. The primary objective was to research the relationship between green marketing and purchase behaviour by consumers, along with six hypotheses. The unit of analysis in this study was consumer level. Questionnaire survey was applied with few hundred participants residing in different cities in India to collect further analysis and verification of hypotheses. Quantitative research method was utilized where SPSS tool was used to conduct hypothesis testing and statistical methods like ANOVA test and T-Test were conducted to achieve results. This survey covered lifestyle measures, perception measures, attitude measures, buying intentions and demographics of the participants for generic questions about Green Marketing and products offered by three Indian brands - Amul, Mother Dairy and Patanjali. The purpose of this study is to answer the research questions to identify consumer affiliation with green marketing practices, to explore the preferences of consumers with respect to eco-friendly products and to explore the factors that affects the persuasion of customers to purchase eco-friendly products



# Promotion Strategies used by Higher Education Institutions during Covid-19

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**Dr. Shreshth Chhabra**, Member of faculty, Daly College Business School, Indore

## Abstract

Almost all colleges/ universities use various promotional tools to reach to the students. These tools are used to disseminate information about the college and to create a favorable image in the minds of its target audience. Things were seemingly going as planned by colleges to start the admission for next session and then March 2020, Covid and lockdown happened leaving us unprepared. Suddenly everything was halted. April is a month of admission counseling in colleges and universities. Physical movements were barred, so counselor could not meet students; take them to college tour etc. So on boarding of students was difficult. Colleges have been using social media campaigns earlier too this time it came to a big rescue. The paper focuses on the promotional tools used by the higher educational institutions during the covid and lockdown period to attract and counsel students.

# A Literature Review of Sustainability in Banking

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## **Abstract**

Aftermath the shocks of 2008 financial crisis, Industrial revolution 4.0 and the global Covid 19 led pandemic, the transformation towards sustainability is been accelerated in banking industry. In parallel, the academic community's interest in this area also geared up with the explosion of scientific research around the topic. This scenario necessitates the requirement to comprehend and categorize the growing and diverse array of literature on sustainable banking. 1104 articles which has been published between 2000 to 2020 in Scopus database is reviewed using bibliometric techniques. We are aiming to identify the general literature trends and main research themes in this research area. With this review an integrative framework emerges, which provides a comprehensive perspective of various clusters in sustainable banking literature. This review highlights the significance of banks to achieve sustainability due to unique intermediation roles played by the them and its business rationale to pursue sustainable strategies.

# The Impact of Guerilla Marketing on Consumers' Purchase Intention

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## Abstract

Guerrilla marketing is a modern technique in product marketing that makes use of unconventional or unusual means of promoting the product to the market. In today's competitive business environment customers always look forward for the things that they have never observed before and anything which helps to obtain their attention by surprise and leaves a long period impact on their mind. Guerrilla marketing is measured as an essential strategy for the survival and victory of Beverage industries across the world. The core purpose of this research paper is to examine the impacts of guerrilla marketing on consumers' buying behavior. Guerilla marketing has been taken as an independent variable whereas consumer buying behavior as a dependent variable and its sub-variables are loyalty, frequency of buying the same product and demand of buying the same product again and again. This research was quantitative in nature. The sample size was 156 and questionnaires were distributed randomly to get the data on primary level. The responses of the respondents were obtained both electronically and manually. On the basis of findings it has been concluded that guerrilla marketing has a positive significant impact on consumers' buying intention. As a large number of respondents know that guerrilla marketing is very effective and creative strategy which has the power to influence the consumer behavior towards any product or services.

## Keywords

Guerrilla Marketing, Guerilla Campaigns, Consumer Buying Behavior

# Compensation Structure of Top Management in Family Firms -A Review of Literature

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**Melvin Joy**, Student, Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore

## Abstract

The compensation structure in an organisation is critical in determining whether or not an employee will join and stay with the company. To remain competitive, family and non-family businesses must hire and retain family and non-family employees. There has been a difference in compensation structure given by family business groups to the family member employees and non-family employees. Through this paper, we try to collect and analyse data from various papers published across countries regarding the topic. Various researchers use variables to analyse whether family business gives more compensation to family employees than non – family employees and if so, what are the reasons behind the same.

This study is conducted based on more than 30 papers from various indexed journals and analyse the papers concentrated on countries such as Japan, South Korea, Europe, North America etc. The determinants of compensation structure are examined and various univariate tests are used to analyse the variables selected and come up with findings.

There are many studies conducted in the field of compensation given to BOD among family firms. There are various issues regarding the variables used for compensation plan and the amount given as compensation. Researchers have looked at executive compensation in family companies from a variety of theoretical and disciplinary perspectives to better understand how they overcome this problem. In this paper, we try to integrate many research paper done on this topic and understand the main variables used for compensation plan and how it affects for both family employee as well as non family employees.

## Keywords

Family business, Family CEOs, Compensation structure

# Digital Marketing: Buying Behaviour Practices of Medical Professionals

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## Abstract

The modernization has emphasized the pattern of living on a fast pace and additionally this velocity has produced an alteration on our day to day activities conversely Digital marketing at once created a phenomenon in transforming the lifestyle for everyone in adopting the current circumstances. Haryana is one of the medically advanced states of India and the Medical Professionals contribute a lot towards its realization. The main objective of this study is to realize the acquaintance of Digital Marketing by Medical Professionals with Gender as a Dependent Variable besides Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors respectively as its predictors. The study uses a survey analysis for 150 medical professionals across Haryana. The results depict there is a encouraging correlation between Buying Behaviour Practices and Previous Buying Behaviour at 0.51 and Durbin-Watson index is 1.31, which is suitable for Digital Marketing Model.

## Keywords

Digital Marketing, Medical Professionals, Haryana

# The Use of Social Media Tools by Educational Institutions during Covid -19

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## Abstract

All information can be accessed by anyone from anywhere around the globe through internet therefore it is available to everyone on finger tips. So, when we talk about the admission process, based on the easily available and abundant information about the same, students opt for a combination of physical and online options while taking admissions in a college to arrive at a decision. However, due to COVID pandemic, physical movement to the colleges has remained close. In this scenario, colleges have taken major decision to make their necessary information publicly available on virtual platforms of social media to facilitate ease of access to proper information to the students. Aim of the colleges is to reach out to the students and provide them correct information and all the necessary details and target them with all the resources and information with a view to generate keenness about the colleges. This paper enumerates as to how social media platforms are effectively used to reach out to the students and help them in their decision making process.

# Factors Influencing Women Career Progression at Workplace: A Conceptual Framework

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**Dr. Sunita Verma**, School of Business, Mody University of science and technology, Laxmangarh, Sikar

## Abstract

In today's competitive era, companies are now-a-days focuses on gender diverse workforce to bring equality at all levels. The contribution of women in corporate sector is incredible in gaining success. However the job of women in business esteem creation has not been perceived all around rather they are assuming just to be supporting role in value creation. The commitment of ladies in corporate area is fundamental for the achievement and flourishing of business across the world.

The level of working ladies in India has been expanding continually during the years. The world is in twenty first century still the ladies battles from similar difficulties where they need to battle much more for their turn of events and still be just ally with Men. The current paper centres around the difficulties and issues faced by the ladies those are turning out to be boundaries for their movement in the wake of dominating extremely high in each area.

This article attempts to examine the issue of sexual variety in the organization and to identify the factors influencing women progression at workplace. It also aims to identify the factor contributing more to women progression. Conceptual model is proposed based on the literature review. This study will help management to adopt and implement those practices to remove those barriers faced by women in their career progression.

## Key words

Women, Gender inequality, Career progression, diverse work force, equality, sexual variety, career advancement

# A Study of Impact of Select Employee Engagement Drivers via Job Satisfaction

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**Dr. Dhanashree Tharkude**, MIT World Peace University

## **Abstract**

Employee Engagement (EE) drivers play a vital role in engaging employees. A lot of study has been done on EE. However, there is a need to study impact of select drivers on EE via Job Satisfaction (JS). Also there is need to understand if Age, Gender and Work Experience moderates relationship between these drivers and EE. In this research paper relationship between select EE drivers (Communication, Role Clarity, Feedback, Fair Treatment) via JS is studied. A sample of 71 respondents from IT & ITeS companies in across Maharashtra was collected with the help of questionnaires from 9 November 2020 to 18 January 2021. Statistical analysis is done using Structural Equation Modeling (SEM) - AMOS - IBM's SPSS 21. The result confirms the impact of select drivers on EE via JS. The result also shows that age, gender, total work experience moderates relationship between the select drivers & EE. This study is an exclusive outcome of pilot study. Further for the final Ph. D. study, researcher is going to investigate the impact of select drivers on EE via JS with the help of larger sample.

## **Keywords**

Communication, Employee Engagement, Fair Treatment, Feedback, Job Satisfaction, Role Clarity



# The ‘God Makers’ of Pandu: An Analysis on the Livelihood Opportunity and Problems of Murti Makers

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## **Abstract**

This study is an attempt to highlight the problems faced by murti makers in leading a better livelihood with their concerned profession. In spite of the handmade murtis being always in demand, the makers of them are finding it increasingly difficult to survive in the field. The growth of the murti makers is very less in comparison to the amount of their contribution towards the society. Due to general ignorance and a lack of development, this art form is slowly dying out. Again with the advent of the theme puja attached to Durga puja, the traditional artists are falling behind.

The objectives of the study are to study the present livelihood opportunities of the murti makers in Pandu area and to study the various problems faced by murti makers in Pandu area. For the purpose of the study, face to face interaction and interviews has been undertaken with the help of well defined questionnaires.

Most of the studies on this sector have been from a sociological or a historical perspective. This paper would try to bridge this gap by understanding the murti makers from economic perspective. From the findings of the study it can be concluded that there is a lack of supportive infrastructures for the murti makers. Moreover, no government policies exist for improving this sector. Research is required towards enhancing the lifestyle of workers and creating facilities for them as because, their contribution in the area can never be ignored.

## **Keywords**

god makers; deprived life; workshops; opportunities

# Green HRM Practices and Its Impact on Organisational Performance in India

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**Dr. Ayesha Khatun**, Assistant Professor, Mittal School of Business, Lovely Professional University, Punjab-India

## Abstract

The Green HRM practices are developing quickly due to changing worldwide need for global temperature change and climate action. The role of human capital is an essential source of competitive growth in the current era of economic development. An advantage to ensure the management efficiency and organizational performance of the company by being competent & motivated employees and a sustained competitive advantage by facilitating the development of the competences. Environmentalists and scholars governments and the public are internationally warned about the extreme effects of global warming and deteriorating conditions is taking, bringing. Several nations have already begun to restore their and processes are moving ahead in the development and maintenance of better surroundings. A well-researched topic is the focus of the paper, ideally, this paper leads to a better understanding and application of HRM procedures in the establishment and maintenance of organizational activities performance in the Indian sense, specifically. This survey focuses on analyzing the organizations existing Green Human Resource Management activities, their knowledge, and implementation hurdles. This research examines the appropriate success rate strategies for the introduction of Green Human Resource Management practices in India. The study concluded that there was a positive, relevant, and significant relationship between GHRM practices and OP HRM practices in India.

## Keywords

Green Human Resource management, GHRM Practices, GHRM Real Time Challenges, Organisational performance. GHRM Strategic

# Challenges in Incorporating Artificial Intelligence in an Organization's overall Strategy

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**Dr. Ekta Rokade**, Assistant Professor, School Of Economics, DAVV, Indore

## **Abstract**

Artificial Intelligence is a technology that is emerging at an unprecedented rate, organizations all across industries are aiming to adopt the same to draw strategic advantage and build business competencies. Wide range of AI solutions like image recognition, speech recognition, predictive analysis, big data, chatbots all are building the technological base through which the business firms can excel, develop deeper business intelligence in current as well as in future times. However still a lot of organizations find it difficult and challenging to incorporate AI solutions into its overall long term strategies. This review paper tries to find the theoretical base to the key challenges arising in the domains of technology, organization's culture and structure, and also the ethical concerns it raises. This paper tries to suggest what best practices can be adopted by the business organizations to overcome the challenges.

## **Keywords**

Artificial Intelligence, AI barriers, AI challenges, AI Adoption, Organizational Strategy, Technology transformation

# A Step by Step of Content Validity Assessment Process on Approach towards Safety Knowledge, Safety Climate and SMEs Safety Performance Framework

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## **Abstract**

This article examines the issues and the conceptual basis in the operationalized definition of safety knowledge. The importance of safety knowledge emphasizes the mediation role of safety knowledge in the indirect link between safety climate and safety performance assessment in small and medium enterprises and the functional nature of content validity by applying a step-by step content validity assessment. A content validation assessment process aims to increase representativeness, relevancy, clarity, comprehensiveness of the measurement's validity besides to ensure the instrument answers the research question. In business, social science, and management science, many variables of interest and research outcomes are abstract concepts and Journal of Contemporary Issues in Business and its function by robust theoretical and conceptual explanation. Thus, a step-by-step content validity assessment offered a bridge to achieve a valid and reliable measurement, and it was an essential element of quality research.

## **Keywords**

Content Validity, Reliability, Safety Climate, Safety Knowledge, Safety Performance

## Financial Market in Globalised Economy

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### Abstract

Financial market is a way of exchanging financial entities such as sale, purchase and trading between buyers and sellers across the different nations. It involves the exchanges of securities, commodities, currencies, stocks and bonds etc. The main idea and purpose of writing this paper can be divided into four main parts: (I)Flow of financial markets in Global economy (ii) impact of interlinked economies of developed and developing countries (iii) key role of modern technologies, e- commerce, mobile and wallet banking to overcome the financial markets crisis (IV) obstacles and pandemic, impediments i.e covid pandemic, inter continental restrictions on business. At the domestic level it is very difficult for a nation to overcome financial stagnancy due to uniformity in business and market.so that various developed and developing nations across the world agreed to share their boundaries for financial upgradation. Beside this now a days approachable mobile banking is modern weapon in our hands playing a significant role in financial markets but pandemic like covid is still a troublesome problem for economy and finance.

# A Study on Influence of Social Networks on Consumers' Buying Decision Process

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## Abstract

Social Media Marketing is very important and it is among the most successful tool and technique in the field of every type of advertising. It is already known that how various marketing tools and techniques can be increased number of selling articles is the main aim of every businessman. No doubt it can raise the profit of a various company's exponent. The main aim of this study is to examine aimed to examine how social media marketing will affect the final consumer behaviour among person who mostly use social media websites and also to find out the forecasted relationships among various social media marketing activities, customer activities and behaviour of the consumer.

The implementation of Social Media websites is emerging continuously to give the satisfaction of the social needs of websites users, at the mean while time it has also increased the opportunities for corporate to advertised their products and services in a personalized way. The past record shows that social media has contributed significantly in changing the thinking of customers in buying process. Organizations cannot under estimate the growing importance of social Networking sites with reference to consumer behaviour and how its effecting to consumer behaviour.

The impact of social media on consumer buying behaviour of aim at finding out whether Customers have positive perception towards online shopping and also to find out whether Social media has significantly influenced the different stages of consumer decision making on the purchase of Products. There are various factors that are considered for the study to be conducted such as demographic factors, Social Factors, Product Category and Public Relation. The study was conducted with the help of Questionnaire that was formed. Research also looks towards different lucrative ways applied by Social Media to attract the customers towards them. And also studies the influence of advertisement and word of mouth on buying decision process. Some of the concepts of social media were discussed in the research work and a method of Factor Analysis was applied for the method of analysis with a sample size of 500 respondents.

## Keywords

Consumer behaviour, Buying behaviour, Model of decision-making, Social Media Marketing

# Effect of Media on the Behaviour of Investors and Stocks

**Puja Tiwari**, Research Scholar, Banaras Hindu University

## **Abstract**

Media has a significant influence on the behaviour of the people. Through constant persuasion, media can change the decisions and beliefs of the public. This persuasion power is applied to the investors also. Investment decisions are tough and complicated. Investors wish for fancy returns instantly from the stock market but they are risk-averse too. This greed of instant gratification and fear of losing the principal amount compel them to seek experts' advice. Through discussions about economic policies, companies annual reports and global markets media provide the information required for investment, and through stock recommendation, it persuades the investors to invest in specific stocks. Investors under the influence of biases like herding, authority bias and context effect consciously or subconsciously fall into the trap of media experts. They make investment decisions. Their decision influence the movement and trade volume of the stocks. Biased investors decision results into the misbehaviour of stocks. This paper tries to unveil the influence of media on the behaviour of investors and stocks. It also tries to strengthen the theoretical background of the relationship between media, investors and stocks. The study has tried to evolve the mediator effect of investors' behaviour between the media and the behaviour of the stock. The paper is highly beneficial for investors. It educates them about various biases that are triggered by media. It will also help them in identifying the influence of media on the movement of the stocks..

## **Keywords**

Authority Bias, Context effect, Herding, Investor behaviour, Media

# Tracing Job Satisfaction-Outcomes Relationship – Role of Moderators/ Mediators

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**Dr.P. Vaijyanthi**, Professor, Management Studies, School of Law, SASTRA Deemed to be University, Tamilnadu, India

## Abstract

Decades of research on Job Satisfaction (JS) has found researchers emphasizing a linkage between employee attitudes and workplace behavior with more discreet deductions than most assume, but had failed to appreciate the nature of the relationship and grasp the set of moderators/ mediators that ultimately determine the actual impact. Given the importance of the topic, it seems appropriate to reexamine this relationship.

We surmise that reconceptualising Job Satisfaction as an attitude (comprising Affect, Cognition and Evaluation), and examining its impact on workplace behaviors through identified mediating/moderating variables (Perceived Organizational Support (POS) in this investigation) in the work environment would unlock the ambiguities of the Job Satisfaction – Workplace Behavior relationship. Drawing on the Social exchange theory, we perpetrated to examine the mediating/moderating role of POS. We gathered the data from 223 employees belonging to four cement manufacturing units from Tamilnadu and Kerala in South India. This study hugely supports and contributes to the understanding of the attitude-behavior relationship in the workplace. We also demonstrate by unveiling the causal path of the Job Satisfaction-Behavior relationship, that some components of the Job Satisfaction construct are supplemental and more proximal to some of the organizational behaviors. Affect component of Job Satisfaction has a relatively stronger influence on Organizational Commitment and Performance, while Cognition strongly influences Intent to Stay. Further, we contend to the best of our knowledge, that the influence of Job Satisfaction attitude components on workplace behaviors, with the moderating /mediating effect of POS has not been examined empirically earlier, particularly, in the Indian milieu.

## Keywords

JS Attitude, Affect, Cognition, Evaluation, JS outcomes, POS, Moderator, Mediator



# Identifying and Differentiating Pseudo Reviewer Groups in Online Product Reviews

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**M Ramakanth**, SRM Institute of Science and Technology, Ramapuram, Chennai, India

**Adith R Babu**, SRM Institute of Science and Technology, Ramapuram, Chennai, India

## Abstract

Online advancement puts frequently witness assessment spam as pseudo audits. Individuals are frequently utilized to check explicit brands for advancing or block them by composing profoundly sure or negative audits. This frequently is done unitedly in gatherings. Albeit some prior explores put forth an attempt to perceive and recognize such assessment spam gatherings, little has been overviewed to detect those networks who focus on a brand in general, rather than just item things. In this examination , we gathered the assessment surveys from the Yelp item audit site and physically marked a bunch of competitor analyst gatherings. All the gatherings are catrectorised on the basis of brands .We accept that the idea of the commentator bunches is subject to eight highlights explicit to a couple. We built up a highlights based ignoring model to order applicant bunches as pseudo elements. We several classifiers for crafted by separating a set dependent on the surveys composed by the clients of that gathering to decide if the gathering gives indications of limit.

# Person Organization Fit Display Through Social Media: Employee as a Stakeholder

**Ranjith T.P.**, Alliance University, Bangalore

**Pratima Verma**, Alliance University, Bangalore

## **Abstract**

Employer branding is a significant activity which can augment the success of an organization and have an overall impact on its growth in the long term. Employees can be the best brand ambassadors of any organization when it comes to employer brand building. This, in turn can add a lot of credibility to the organization's claims. What are the factors that influence an employee's decision to be a participant in an organization's efforts to build its employer brand? This process of getting the support of an employee in its branding efforts is influenced by different components and certain steps are taken by every organization to promote such brand advocacy. There are certain inherent attributes of employees, which, when combined by external factors related to the organization, inspire employees to be a promoter of the firm's employer brand. This review consolidates past researches in this field. The study also examines the relationship between employees' Person Organization fit and their participation in employer branding activities on social media. The influence of factors impacting employee's motivation, thereby encouraging them to voluntarily take part in such important value-added activities is also investigated. This study is aimed at exploring the linkages between P-O Fit, P-E fit, Organizational commitment and organizational citizenship behaviour to participation of employees in employer branding efforts in social media.

## **Keywords**

Organizational Commitment, Organizational citizenship behaviour, Person Organization Fit, Social Media Branding, Employer Branding

# Bibliometric Analysis on Image Analytics: Photography and Digital Image

**Rohit Thirumani**, Student , MBA, Amrita Vishwa Vidyapeetham

## Abstract

This paper provides an overview bibliometric study in the emerging field of the Image Analytics during 1989 to early year 2021. Using a network diagram method, this review analysis and also discusses the output which are obtained from a highly indexed Scopus database for various renowned authors, subject areas, supporting journals, and affiliations. Bibliometric analysis study provides us with the historical information on research of trend and also the performance. This paper highlights the emerging trends and Bibliometrics .We find the foremost influential articles and authors supported their citations and publications also as their location and importance within the network. The results and findings of this study indicate that Machine Learning and Big data are both relevant topics in the modern Image analytics debate and there is also an tremendous increasing awareness of Image Analytics in countries like the USA, China, India and Australia alongside there is a rise in publications since 2015, specifically with the appliance of Machine learning techniques. Officials and Researchers can find insights about trend and themes in the field of the Image Analytics.

## Keywords

Co-word Analysis, Image Analytics, Machine Learning, Photo Analytics

# Rural Household Savings Pattern & Its Determinants - A Study with Reference to Thanjavur District

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**Vaijayanthi P**, Professor, Management, School of Law, SASTRA Deemed University, Thanjavur

## **Abstract**

This study examines the household savings pattern and its determinants in rural household of Thanjavur District of Tamil Nadu. These differ from rural to urban region. In rural areas, the inclination to consume is more rather than to save. The study is conducted through primary survey with more than 400 households drawn from the rural villages of Thanjavur District. A cross-sectional data were collected by personal interview method. The occupation, income, level, number of households, consumption pattern and saving behavior were taken as the criteria for drawing the samples. The determinants of saving were analyzed empirically by linear regression method. The present study reveals that the propensity to consume of the rural households vary in terms of the distribution of income and occupation Agricultural laborers and the non-agricultural laborers have the highest propensity to consume which leads to lowest propensity to save when compared to the other occupational groups. This study finds that most of the rural households have low educational status which is resulting in less awareness of the people towards the benefits of saving.

## **Keywords**

Savings determinants, Savings Behaviour, Rural Savings

# Performance Management

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## Abstract

Performance management is a corporate administration instrument that assists supervisors with observing and assess the employees work. Performance management helps in creating a goal which helps the employee to perform their work in a better environment, to the best of their abilities and to produce the highest-quality of work, more consistently and effectively.

According to the Author (Verboncu, Zalman,) Performance is "a particular result obtained in management, economics, marketing etc. that print features of competitiveness, efficiency and effectiveness of the organization and its procedural and structural components.

In this presentation we are talking about performance management of different employees and managers. The main objective of the study is to study about the various policies to be followed in order to make it a successful organisation. In this study primary data is collected from a sample of 3 managers and 50 reporties who are working under them. Therefore from this study it is proved that Performance management system acts as a diplomatic tool and a strong foundation for the workers and firms to reach their targets.

## Keywords

Performance, competitiveness, efficiency, organization

# Color Image Forgery Detection Based On Convolution Neural Network

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## Abstract

With the evolution of novel implementation used for picture editing in today's world, the images can copying, resizing, cloning, cropping and slicing. Due to easy availability of alteration tools in nature, images cannot be trusted anymore. A popular manipulation method for improve the detection of the forged image is driven by the need of authenticity. The forensic image is the important evidence to alter the decision. Different technical devices and algorithms were introduced to conduct such forensic investigations method. Here, detection of the forged image by CNN is used to reduce the images into a form which is easier to process.

## Keywords

Image Restoration, Feature Extraction, CNN (Convolution Neural Network), Image Forgery, Forgery Detection

# Customer Satisfaction of Pre owned Car Users

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**Sanjay Thakur**, Career Point University, Hamirpur

## **Abstract**

Automobile industry in India is one of the fastest growing industries in the country. Sale and purchase of pre-owned cars/vehicles have emerged as a successful business model in the recent past. Various factors like: social distancing due to corona pandemic, increase in price of new vehicles, surge in registration charges/ insurance charges etc. have witnessed a significant growth in this business. Both organized and unorganized retailers have entered into this business and have witnessed a significant sale and profit over the period of time. Amidst this increase in pre owned car buyers their satisfaction has emerged as a significant concern. Various factors that influence the satisfaction level of these customers have been discussed in the present study. This study will enable to understand the behaviour of pre owned car buyers and their expectations from dealers of these cars.

## **Keywords**

Automobile industry, Pre owned cars, customer satisfaction

# Teamwork in Vocational Institutions: A Brief Review

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**Dr. Megha Mehta**, Faculty of management, Lovely Professional University, Punjab, India

## Abstract

In the present scenario in the vocational education the interdisciplinary teachers are involved to impart knowledge and skill and it has become important that a good teamwork should be there among the teaching staff to provide competency based education. Teamwork among teachers is essential for the quality of education and educational reforms in vocational education. So there is a need for identifying essential attributes needed for successful teamwork. The present study reviews the literature with a view to identify the role of teamwork in vocational education and its attributes. This will help the institutional heads to identify a framework to foster effective teamwork in their institutions.

## Keywords

Teamwork; Shared Vision, Task interdependence, Effective coordination and communication, Mutual Trust, Leadership, Motivation, interpersonal skills



# Quality of outside Directors and Performance of Public Sector Banks in India

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## Abstract

In developing countries, the board of directors is a basic pillar of Corporate Governance (CG) to monitor managers, control the stakeholders, and take qualitative decisions for the firm. Hence, the quality of directors is very much important to be considered as it would affect the performance of a firm. This paper examines the impact of the quality of the independent board of directors on the performance of public sector banks in India. The duration of the study from 2013-2018 for a sample of 18 public sector banks in India. Data has been collected from the annual reports of the banks, CMIE database, and Statistical Tables Relating to Banks (STRB) from RBI. The corporate governance-related variables to signify the quality of the independent (outside) board of directors are the total number of independent directors on the board, their attendance in annual general meetings (AGM), qualification, and busyness of independent directors on the board. The performance-related variable is the ROA of the banks. The results do not find a significant impact of the quality of independent (outside) directors on the performance of public sector banks. The findings of this paper will help to analyze and improve the quality of independent directors on the board and their impact on the performance of banks.

## Keywords

Corporate governance, Performance, Public sector banks, Quality of independent directors

# Testing for Over- and Under Reaction of Equity Returns from the ASEAN Plus Six Countries Indices and US Indices

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**Dr. RajKumar S**, Assistant Professor, Post Graduate Diploma in Management, Xavier Institute of Management & Entrepreneurship, Electronic City-II, Bangalore, India

## Abstract

The sentiment or non-fundamental theory supports that it is not only the fundamentals that influences the real economic or financial indices. This study focuses whether past performance affects the Indian equity returns or past relations or ties among the studied countries having weight on the equity returns. The study is conducted from the sample of ASEAN plus six active trading partners, and US. It is found that there is evidence of a representative heuristics which in general is applied to past performance to represent the future returns rather this study showed that past relations are affecting the financial indices' future or subsequent returns.

## Keywords

Equity returns; Correlation; volatility; EGARCH.

# Exploring the Factors Shaping Destination Image: Evidence from Pondicherry

**Vaishnavi C**, Research Scholar, MBA, Amrita Vishwa Vidyapeetham

## **Abstract**

There has been scarce studies investigating the factors that shapes the perception of a destination in the minds of tourists, especially in a developing country like India. To this end, our study identifies six potential factors viz., infrastructure, natural environment, socio-political factors, enjoyment, value for money and attractions, that can shape destination image. Next a pre-test was done with 77 tourists to finalize the items measuring the factors. Next, 216 completed responses were collected from tourists visiting Pondichery and were subjected to confirmatory factor analysis in AMOS 20 for confirming the dimensions of destination image. To ensure further robustness, factorial validity and measurement invariance were also executed.

## **Keywords**

destination image, tourism, confirmatory analysis, factorial validity, measurement invariance

# Impact of Covid Crisis on Household Purchasing and Consumption Behaviour: A Qualitative Research

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## Abstract

**Purpose:** To explore consumer behaviour (purchase pattern, volume, and frequency), and household expenditure alteration due to COVID Crisis. Furthermore, to study the perpetuity of those changes.

**Methodology:** Researchers used a mixed-method approach based on qualitative interviews, secondary data, and media analysis. That is using a qualitative, exploratory research design. Data was collected through Reflective Journal Logs, 34 in-depth interviews, extensive literature review of secondary sources, and netnography. The study was cross-sectional and applied in nature. Researchers divided the respondents based on income to explore the impact of income. Data reduction, analysis, and interpretation were made manually, and the overall method used was narrative qualitative research.

**Findings:** Found the consumer's purchase patterns of products and services. Some new habits were also found towards purchase behaviour, expenditures, and savings. Researchers also found the perceptions towards perpetuity of those changes and the impact of income on all those changes.

**Originality:** Many researches have been conducted in the past, but no significant research from the micro, i.e. household perspective, was found. Besides, the factors such as perceptions towards the perpetuity of the changes were missing, especially from the problem's qualitative aspects.

**Implications:** This study will help marketers identify opportunities for new demands and use that for better customer service, leading to a strengthened relationship with them and profit for the organization. This study will help government and marketers understand the needs of the people and prepare for subsequent waves, lockdowns, or any future unfortunate crisis by using better inventory and logistics management

# E-Serv-Ex: A Multi-Item Scale For Measuring Customer Expectations from the Online Retail Services

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## Abstract

**Purpose:** The purpose of this paper is the scale development, refinement and psychometric evaluation of the multi-item scale (E-SERV-EX) for accessing the customer's expectations from the online retail services.

**Methodology:** It was conclusive research of quantitative and cross-sectional in nature. Data was collected through a survey method using a structured questionnaire from 518 respondents, selected through judgmental sampling from Delhi NCT. The study's primary statistical tools were exploratory factor analysis, confirmatory factor analysis for scale development, and PLS-SEM for hypothesis testing.

**Findings:** The final scale had 31 Items divided under 09 dimensions. Assurance/Trust, Efficiency, Fulfillment/Reliability, Responsiveness, Security/Privacy, Web-design, Personalization, Price Aspects, and Customer Engagement. Scales demonstrated good psychometric properties based on the findings from various reliability and validity tests conducted in this study. Efficiency followed by responsiveness was the most crucial factor, and customer engagement was the least important factor expected.

When we speak about demographic factors, males had more expectations than females in individual and overall expectations. With an increase in age and income, customer's expectations from online retailers decrease. With the increase in distance from the physical retail outlet, Customers' expectations from online retail service increase. Consumers with more experience in internet usage and online retail usage had higher expectations. Consumers who surf and purchase more from online retailers also expect more.

**Practical Implications:** The e-expectation scale developed in this study will help marketers and retailers in better understanding e-service quality expectations. Knowing the consumer's expectations would help the retailers in framing the e-marketing mix and strategies. The expectations scale can be used in policy formulation and web designing. This scale will also help in filling the GAP 1 (Expected Service and Management's Perceptions of Consumer Expectations) and GAP 5 (Customer Expectations and Customer Perceptions) of the service quality Gap Model of Parasuraman, Zeithaml, & Berry.

# Factors Affecting the Adoption of E-Payment Systems in Indian Hilly States: Special Reference to Himachal Pradesh

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## Abstract

**Purpose** – The purpose of this study is to explore consumer perception about adopting e-payment systems and to identify the factors that affects the adoption of e-payment systems (EPS) in Hilly states, especially Himachal Pradesh, where most people live in the rural area.

**Methodology** –A survey was conducted by using a well-defined structured questionnaire carrying the statements measuring various factors about the adoption of e-payments. Purposive/judgemental sampling was used for the selection of the sample. For the analysis, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modelling were used.

**Findings** – Study shows that E-payment systems usage is significantly influenced by Perceived Ease of Use, Perceived Usefulness, Attitude and Behavioural Intention. Behavioural Intention towards EPS usage is influenced considerably by Perceived Ease of Use, Perceived Usefulness and Attitude. Both Perceived Ease of Use and Perceived Usefulness has a significant influence on Attitude towards EPS usage.

**Research limitations** – Since this research was conducted in Himachal Pradesh; therefore, results of this study cannot be generalised to other areas of India with different geographic conditions.

**Practical implications** – The study provides valuable information to Government, banks and financial services providers; for the promotion of the e-payment system among consumers. By considering identified factors, the Government and other financial institutions would be better positioned to frame effective policies to promote the adoption of digital payment in the nation. Many previous studies claimed that e-payment systems could be used to substitute banks for providing financial services to unbanked people who live in an area with low accessibility. In this way, e-payment systems can be used as a way to achieve the goal of financial inclusion.

**Originality/value** – Most of the previous related studies were based on urban areas. There are very few studies (particularly of digital payments) based on the area like Himachal Pradesh where 89 % of the population resides in the rural areas.

## Keywords

Information Technology, Mobile penetration, Internet penetration, digital payments, E-payment systems

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# Absenteeism during Training-A Study of Hubballi Valve Cluster-Karnataka

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## Abstract

Hubballi is a valve manufacture cluster with export oriented units. The valves are customized catering to different segments such as oil and refinery, petrochemicals, fertilizers and wide variety of segments. As it is a manufacturing industry and the products are customized training and development of the employees is a biggest challenge. The training and development department is continuously works towards organizing the training programs based on the training need analysis. Absenteeism of middle level employees is the major concern as the employees remain absent during the scheduled training as a result it leads to organizing of multiple trainings leading to wastage of time and resources and the productivity of the trainers. The paper intends to spot reasons for absenteeism in middle level employees and find out the causes, suggesting remedial measures. It is evident from the study that 68% of middle level employees are of the opinion that cross functional team planning is the cause for their absenteeism during training. The main reason for absenteeism is setting up of work priority and the work pressure accounting 84% altogether can be neutralized by equally sharing the responsibilities among the colleagues. It is suggested that the training sessions should be conducted in between Tuesday, Wednesday, and Thursday of 1st, 2nd, 3rd week of the month in the designated training slots and an effective communication channel ensuring the advance intimation of training to the concerned employees as cross functional team planning will not affect the strength during the training. Training duration of 2 hours and total of 10-12 trainings per employee annually could be an ideal number of trainings that can be provided for continual improvements.

## Keywords

Absenteeism, Training, Valves



# Supervised Learning Approach for Analysing Customer Preference and Sentiments towards Digital Learning Platforms during COVID-19 Pandemic

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**Vivek Anil**, Amrita School of Business Kochi, Amrita Viswavidyapeetham

## Abstract

Educational technology is growing at a swift pace across the globe with Covid-19 bringing in more momentum to this growth. To reduce educational disruption during the pandemic and to come up with flexible teaching, better quality and continuous education, the countries around the globe have moved towards digital and remote learning. At the core of many of the learning strategies is the use of technology. Internet has been one major factors of this growth and there are lot of websites and platforms that provide quality educational contents and certifications. Online customer reviews play a major role in choosing among the various online platforms and websites and match with their preference. Customer reviews across various websites for various courses are collected and sentimental analysis is done. Based on the sentimental analysis, positive and negative word cloud is developed to determine the factors that affect the customers while going through an online educational course. The sentiment analyzed data is then modelled using three supervised algorithms. Accuracy and efficiency of each model is calculated and the best model is identified. This model will help to identify whether the review is a positive or negative easily and without any rating.



# Enabling Drivers of Gross Value Added (GVA): A Panel Study of Selected Indian Manufacturing Firms

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**Ila Patnaik**, Professor, NIPFP

## **Abstract**

Gross Value Added (GVA) is an important performance metric that measures the productivity of the firm and forms the basis of economic growth in national accounts. This paper aims to study the enabling drivers of value-addition of an unbalanced panel of 3000 manufacturing firms in India during the period 2004-05 till 2018-19. The additive approach under Value Added Statement (VAS) representing distribution of the value added generated to all the relevant stake-holders such as Employees, Government, Creditors, Entrepreneur and share-holders etc was used to compute the GVA. Following this a panel regression was employed to comprehend the effect of independent variables like Research and development expense, Exports income, Technological knowhow expense, Intellectual capital expense, Asset utilisation efficiency and leverage on the dependent variable Gross Value Added with all the variables scaled using total assets. The results indicate strong positive correlation of R&D expense, Export earnings, Technical know-how and Intellectual capital expenses had a high significant positive relationship to the GVA. Lagged one year leverage shows a significant negative relationship with the GVA. The coefficient estimates are heteroscedasticity and serial correlation consistent estimation. The findings lend support that firms which invest in R & D expenses are innovative and manages to create product/service/process resulting into higher GVA. The results also points towards exporting firms being more productive than their counter-part as such firms generally tend to loose out on their competitiveness if not efficient. Besides, firms with strong production process (proxied by technical know-how fees and royalty expenses) and high intellectual capital (proxied by salaries and wages expenses) shows to be more productive with higher GVA.

# Food Review Rating System Based On Sentiment Analysis

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## Abstract

Today the digital reviews play a vital role in deciding things all around and helps in enhancing global communications among customers influencing buying patterns. With the presence of social media around the world the no of reviews for any particular food product is in millions where it is exists in particular websites. The end users take lot of time to search the best product because there are no of reviews which are highly and equally trademarked. In order to get valuable insights from the large dataset of reviews, classification of reviews into positive, negative sentiments is required. The proposed system is that identifies the hidden sentiments within the user's text comments using Polarity Scores. This paper describes a sentiment based approach for food reviews present on various websites on the basis of review writers. The results are shown with the help of different parameters like accuracy, recall and precision. The results thus can be represented in classification or graphical manner.

## Keywords

Sentiment analysis, parameters, valuable insights, reviews, Polarity Scores

# Effective Leadership: Constructing the Role of Head

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## Abstract

The purpose of this paper is to put together the different aspects of leadership pertaining to affix the role of any leader. However challenges and difficulties arising in the working of a leader is also addressed in the present study. The method used to get data for this paper was based on reading mostly. Studies conducted by experts were utilized to reach on the conclusion. So as to make the paper more relatable, present study also encompasses researcher's understanding that is drawn after having interaction with people from the different areas or departments. It was found after reading various articles that this topic which seems very easy and small is in fact very vast in nature. Different perspective of writers of different articles gave lot of data about the topic in detail.

# Role of Social Media in Marketing of MSME

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**Preeti Dahiya**, Research Scholar, Chandigarh University, Chandigarh

## Abstract

Nowadays Micro, Small and Medium Enterprises (MSME's) have important roles in India's economic growth. MSME's are the sources of innovation and can make new markets, improve citizens quality life by alleviating poverty, distancing from bad companies. MSMEs are also helpful in increasing citizens prosperity with equal incomes and reducing unemployment rate with the availability of adequate employment. Every entrepreneur wants to develop its business and want to achieve good sale performance and customers preferences but the trading of product or services which carried out by MSME's can decline and cannot survive if MSME's do n to improve their marketing strategies. Thus, in today's arena it is the dire need of MSMEs to choose information technology as a marketing tool. The main objective of the article is to explore the role of social media in promotion of MSME. This paper try to explore the reasons of increasing use of social media for marketing purposes. The study find out that Social media has direct impact on sale of a firm. This also can be opportunity to attract potential customers. Social network can be very useful to save money, not only in terms of marketing strategy but also increase customer service performance.

## Keywords

Enterprises, Innovation, Social Media, Marketing, Entrepreneurs

# Covid-19 Pandemic: A Stressor For Teachers In Higher Education

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**Ashish Dhanda**, Post Graduate Student, DMS, Panipat institute of Engineering and Technology

## Abstract

**Purpose** – The purpose of this paper is to highlight the factors driving Work stress among teachers in higher education. Further to study the level of Work stress and examine its relationship with the Covid-19 pandemic. It was achieved by exploring the factors namely Work Stress, Indistinct organization & conflicts (CONFLICT), Individual demands & commitment (COMMIT), Influence at work (INFLUENCE) and Work to leisure time interference (W-L INTER).

**Design/Methodology /approach** - Stratified random sampling was used to select the respondents of designations namely lecturer, assistant professor, associate professor, and professor from departments of commerce, economics and management. The instrument used for the present study is a modified one by taking ‘*The Work stress questionnaire*’ (Holmgren, 2008) with 21 items’ as a base. Responses were obtained majorly on the following constructs of Work stress: Indistinct organization and conflicts, Individual demands and commitment, Influence at work and Work to leisure time interference

**Data Collection** - A study was conducted on 182 teaching faculty members of government and private colleges in Haryana. The questionnaire was circulated through a google form including the Work Stress Questionnaire (WSQ) questions on work stress and demographics.

**Research limitations** - Due to the prevailing scenario of Covid-19, it was not feasible to collect data by meeting respondents in person hence, Google form was identified as the suitable mode of primary data collection.

**Findings** - As per the findings of the study stress is experienced by almost all the teachers in higher education. Covid -19 has left education institutions with no option other than shifting online, and the decision has negatively impacted the work style of the teachers. However present study revealed a most important finding that teachers falling among age category of 30-40 years likely to experience the highest level of stress as compare to all other age category.

**Suggestion**- Present study suggest that there is a need of understanding teachers, taking teachers point into consideration and organizing the teachers training sessions on regular basis. More screen time causes the stress and the same can be resolved while fixing the classes for 45 minutes instead of having complete one hour lecture. Doing so will reduce the screen time that will lead to achieve higher concentration with lesser stress..

## Keywords

Work stress, online learning, organizational virtual environment

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# Walmart owns India's E-Commerce Giant Flipkart

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## Abstract

Objective of the current study is to discuss the scenario that is prevailing in the E-commerce. Secondary data is utilized for the reaching on the conclusion. The paper revealed that how a small seed has taken among the leaders of E-Commerce industry. Sachin Bansal, and Binny Bansal saw the changing dynamic of innovation and understood the capability of E-business. However initially it was just a forecast and a deep understanding of the potential market. This investment represents a unique opportunity in a market with significant long-term growth prospects. Walmart is investing in a local leader with strong leadership and a culture of innovation and service, and the company is aligned with a strategic and committed shareholder group focused on serving customers. In the mid to long term, as the business scales and efficiencies are realized, Walmart expects losses to decline and returns to improve. Walmart official in general can use the finding and suggestions of the study, by means of which, it is advised to the Walmart to have a close view on the Indian market and reach on the desired strategies that are prominently required for the customers.

# Do Anchor Investors Reduce the Under-pricing of Initial Public Offer? A Case of Indian Stock Market

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## **Abstract**

The flow of investment in any stock market, especially in a developing country like India, depends on the volatility in that market. Higher volatility lowers the investment and vis-a-viz. To control the volatility in case of an Initial Public Offer (IPO), Indian security market watchdog SEBI introduced the concept of Anchor Investors in 2009. Institutional Investors can play the role of anchor investor by investing a minimum of 10 crores with a lock in period of 30 days. This reform was made to protect the small investor from the volatility in the market at least in the initial days of listing. This paper analyses the data of 268 companies those launched their IPOs from July 2009 to December 2019. The paper finds that the concept of anchor investors has reduced the under-pricing in the IPOs hence reduced the volatility in the market which is required for a healthy investment-friendly ecosystem.

## **Keywords**

Anchor Investor, Under-pricing, Stock Market Volatility

# A Study to Identify Factors of Employee Motivation during Pandemic in Education Industry

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## **Abstract**

The sudden, widespread occurrence of the spread of the Coronavirus epidemic has significantly perturbed every industry including Education institutions. With the closure of schools and colleges, this industry saw a paradigm shift by making the digital playground its new learning center wherein teachers are coerced to reinvent their pedagogies. As the entire concentration is on students the facilitator is left with no choice but to accept technology as a new platform of teaching. Acceptance to change is always considered herculean especially during the pandemic and the facilitators went through many ups and downs. With this thought, researchers aimed to investigate and reveal the various ways in which the teaching staff stayed motivated while working from home during the lockdown. To study these factors 100 academicians from home during this pandemic were asked to fill the questionnaire through Google forms and we found that there is a significant need of motivation from employers' end. Some suggestions are also pointed to keep the employees motivated. As we find in our research that this pandemic affected our work-life- balance in a very strange way. At one end we have to do WFH on the other hand our personal life is also mixed with our professional life.

Most of the respondents strongly agreed that WFH setup increased their work load, Job security was their prime motive during and post pandemic. Work Ethics come up as one of the important factor of employee motivation after this pandemic. Even Virtual learning is also attracting the faculties and teachers as they find it useful during the pandemic. Hence our research suggest a paradigm shift in the field of employee motivation and satisfaction.

## **Keywords**

Job Motivation, Factors affecting Motivation, Academician, Pandemic, Education, Virtual Learning, Work Ethics, Work from home



# To Study the Impact of Formal Financial Education, Social Norms, and Family Background on the Stock Market Trading Behaviour of Students

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**Vikas Kumar Tyagi**, Assistant Professor, Department of Management Studies, Panipat Institute of Engineering and Technology, Samalkha, Haryana

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## Abstract

**Purpose:** To explore the impact of formal financial education, social norms, and family background of the graduate and post-graduate students on their knowledge, attitude, motivation, self-efficacy, trading intentions, and trading equity stocks' actual behaviour.

**Methodology:** This study used a Quantitative and Descriptive research design. The data was collected from 150 Commerce and management students who had formal financial education and studied stock market operations and 150 from science and technology students who did not study financial management and stock market operations. The data was analyzed using logistic regression, MANCOVA, and PLS-SEM.

**Findings:** Impact of formal financial education, social norms, and family background on the knowledge, attitude, motivation, self-efficacy, trading intentions, and trading equity stocks' actual behaviour was found in this study. The present study found that formal financial education increases the knowledge, attitude, and intentions to make financial trading but not the actual buying and selling. Although family background was found to have higher impact than the educational training on stock market trading behavior of the student.

**Policy implications:** Suggestions made in this study will help academicians in better course curriculum development and training of the students.

**Originality:** This study tries to challenge the effectiveness of professional training program over the family background of the student

# Are Index Returns Random - A Study on Market Efficiency of Metal, Energy and Bullion Indexes Traded On Multi Commodity Exchanges of Indian Commodity Market

**Dr. Mohan Thakral**, Assistant Professor, Panipat Institute of Engineering and Technology , Haryana, India

## **Abstract**

Efficient Market Hypothesis think about three Forms of market Efficiency: Weak Form, Semi-Strong and Strong Form. Efficiency of the markets is the main area of concern for market players. Examination of Market efficiency is always a valuable addition to the body of knowledge on market efficiency. This paper tests the Weak-form Efficient Market Hypothesis of Base Metal, Bullions and Energy indexes of Muti Commodity Exchange of Indian commodity derivative market. Taking a Study period of 5 Years 2016-2020, parametric as well as non-parametric tests are applied to test market efficiency in said indexes. Daily spot prices of indexes has been utilized for analysis to test the market efficiency in weak form. The weak form efficiency is thoroughly scrutinized with the help of para metric as well as non-parametric method. The study employs the serial correlation and ordinary least square method as parametric tests. Whereas runs test is used as a non-parametric test. The results of the parametric tests are consistent with the non-parametric tests that the indexes are weak-form efficient for metal and bullion indexes, except in case of base metal index. Run test rejects the weak form market efficiency for the base metal index.

## **Keywords**

Commodity Market, Market Efficiency, Parametric, Non-Parametric

# Digital Marketing: Buying Behaviour Practices of Medical Professionals

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## Abstract

The modernization has emphasized the pattern of living on a fast pace and additionally this velocity has produced an alteration on our day to day activities conversely Digital marketing at once created a phenomenon in transforming the lifestyle for everyone in adopting the current circumstances. Haryana is one of the medically advanced states of India and the Medical Professionals contribute a lot towards its realization. The main objective of this study is to realize the acquaintance of Digital Marketing by Medical Professionals with Gender as a Dependent Variable besides Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors and Hindrances Factors respectively as its predictors. The study uses a survey analysis for 150 medical professionals across Haryana. The results depict there is a encouraging correlation between Buying Behaviour Practices and Previous Buying Behaviour at 0.51 and Durbin-Watson index is 1.31, which is suitable for Digital Marketing Model.

## Keywords

Digital Marketing, Medical Professionals, Haryana

## Demonetization and Cashless Indian Economy

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### Abstract

Indian economy is deeply based on cash transactions for most of business to consumer transactions. The Digital India Programme by the Government of India visualizes to change India into a digitally empowered society. Indian government took a bold move by demonetizing high value currency notes of ₹ 500 and ₹ 1000. On November 8, 2016, evening, Mr. Narendra Modi, the Prime Minister of India, declared that from midnight all 500 and 1,000 rupees currency notes would be withdrawn and discontinued as legal tenders and will be replaced by new currency. Various modes for digital payments like Banking Cards, USSD, AEPS, UPI, Mobile Wallets, Bank Prepaid Cards, Point of Sales, Internet Banking, Mobile Banking and Micro ATM's are available for cashless transactions. The government acted on the belief that demonetization is essential for the four main reasons first for stopping the funding of terrorism, second for fronting the problematic fake Currency, third reason for making the black money worthless and fourth reason for reducing the corruption, etc. facing the problem of fake currency, third for making the black money useless and fourth for reduction in corruption, etc. This decision to demonetize may help in controlling inflation, in recapitalizing banks, in minimizing interest rates and make the economy live, with capital inflows.

# Degree of Rationalisation of Human Resource Management practices in Small and Medium Enterprises in India

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**Sonu Kumari**, Assistant Professor, PIET

**Dr Ankur**, Assistant Professor, PIET

## Abstract

**Purpose:** In this paper, the present scenario of human resource management practices in Small & Medium Enterprises (SMEs) in India is analyzed. Small and medium sized enterprises (SMEs) hold a very strong growth prospect for entrepreneurship, innovation and employment. It also focuses on the endemic approaches to the management of human resource that have emerged in the content of Indian SMEs.

**Methodology:** The research methodology or formulation has been engineered on the mapping of human resource management practices from previously done/ conducted studies. The study is a review by nature and approach. This methodology is an approach to research that assist exploration of the topic within its context using a diversified source of data. This makes sure that the issue is not subject to one opinion but variety of opinion which allows for multiple facts of the study to be revealed & understood.

**Findings:** The consequential positive result for statistical inferences between Human Resource Management practices and enhanced organizational performance have been found in previous studies. The present study argues that in the domain of human resources management in SMEs, the willingness to formalize and innovate ‘the people management system’ is restrained by a kind of bounded rationally i.e. the most of the owner managers of small and medium enterprises believed that most humanly possible thing in this regard is being done by them.

**Practical Implications:** This study has an important message for concerned professionals in order to understand their maximum potential and to progress towards fulfilling their vision: small and medium enterprises in due course have to entwine formalization and indigenization for their human resource management approach. It was evident from this study that there exists an inverse relationship between the level of involvement of the owner/manager in human resource management and the presence of formal HRM policy

# A Review Based Study on Customer Engagement Marketing and Its Constructs

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**Jayti Mahajan**, Assistant Professor, Department of Management Studies, Panipat Institute of Engineering & Technology, Panipat

## **Abstract**

This study conducted on the review of customer engagement researches and identifies the relationship with key elements of marketing. This is an exploratory study directing new insights in the area of customer relationship management, consumer behaviour, consumer psychology, marketing and customer management. Pragmatic marketing practices were discussed with the basics of satisfaction associated with stakeholders with a major focus on the customer. Stakeholders are the peoples associated directly or indirectly with the business. A conceptual model is discussed with multilevel connections of the marketing framework. The study is more towards the theoretical motives as the empirical research evidence are less in the part of the education area. Antecedents and consequences of customer engagement and customer satisfaction are discussed with reference to customer experience, customer knowledge, word of mouth, social engagement and some more concepts. Customer engagement and satisfaction is defined with consequences on both positive and negative conclusions.



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