A COMPARATIVE STUDY OF MENTAL IMAGERY ABILITY BETWEEN INDIVIDUAL AND TEAM GAME PLAYERS FROM GOA

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ABSTRACT

Most of the athletes use mental imagery to learn new skills as well as facilitate their performance in competitive situations. Athletes of individual and team games differ physiologically, psychologically and in many other ways. Thus, the purpose of the present research is to compare the mental imagery ability of individual and team game players. For the present study sample of 100 boys i.e 50 players from individual games (Badminton, Table Tennis, Tennis, Judo & Weightlifting) and 50 players from team games (Basketball, Cricket, Handball, Kabaddi & Football) were selected as subject using purposive sampling technique. The research is descriptive comparative survey where 30 items questionnaire of SIQ (Hall; et al.; 1998) based on likert scale is used for data collection. On analysing the available data using descriptive statistics mean performance for mental imagery of individual game was 189.90 (SD=6.85) and of team game 160.90 (SD=17.39). The above groups were compared using independent sample ‘t’ test and the result shows there is significant difference (p=0.001) between individual and team game players from Goa. From which it can be concluded that individual game players have better mental imagery ability than team game players.

Key words: - Mental imagery, individual game, team game.
SOCIAL NETWORKING SITES: A COMPARATIVE STUDY OF YOUTH BELONGING TO URBAN & RURAL AREAS

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ABSTRACT

With the rapid advancements in the field of communication and technology, social networking sites have brought a revolution in the world. People from all walks of life and belonging to different age groups have joined the sites and it is a proven fact that among all the age groups, the teenagers and the young adults are the most popular users of these sites. A number of studies have proved that teenagers are spending a considerable time on networking sites such as Twitter, GooglePlus, Instagram, Facebook, Youtube with the purpose to get global access. In this paper, an attempt has been made to make a comparative study of usage behavior of social networking sites among urban and rural youth. A sample of 512 female respondents belonging to urban and rural areas has been taken from four women colleges of Jalandhar City (Punjab) through a structured questionnaire. The findings of the study are that both the urban and rural female students are responding in the same way towards the social networking sites in respect of awareness level and usage behavior. These sites have become a part and parcel of their daily lives. Whatsapp is the most popular networking site among the youth, followed by Youtube, Instagram and Facebook. Connection with family and friends is the most important reason for joining SNSs and the least important reason is getting information for jobs. Youth is making use of SNSs for the purpose of entertainment and education as well. Therefore, it has been found out that urban and rural youth is showing same usage patterns and their reason of joining sites and the type of sites used by them is also the same inspite of belonging to different areas.

Keywords - SNSs, Facebook, Twitter, Youtube, Internet, Youth, Privacy and Security issues
ROLE OF INFORMATION TECHNOLOGY (IT) IN SUPPLY CHAIN MANAGEMENT (SCM)

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Abstract

General Introduction. Supply Chain Management is incorporating management practices and information technology to enhance information and production flows among the processes and business partners within a supply chain. SCM is a management concept that integrates the management of supply chain process. Recent development in technologies enables the organization to avail information easily in their premises. These technologies are helpful to coordinate the activities to manage the supply chain. To meet the rising expectations, there is a need to synchronise the flow of materials, services, information, knowledge and finance both within and among companies.

The objective of this paper is to study the role of Information Technology (IT) in Supply Chain Management assess the importance of IT tools which can be exploited towards more effective SCM operations.

Impact of Sustainability practices and Capital Structure Decisions on Firm’s Financial Performance in Canadian Corporate Sector

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Abstract
The relevance of the present study emanates from a modest attempt to help focus attention on the need for a better coordination of sustainability practices and capital structure for managing the firm’s financial performance in the one of the fastest growing and the other, one of the most developed economies’ of the world. The study attempts to scrutinize the influence of Sustainability Practices and Capital Structure Decisions on Firm’s Financial Performance in the context of Canadian Corporate Sector. The study further endeavors to recognize the most important determinants of Sustainability Practices, Capital Structure and Firm’s Financial Performance in Canadian corporate sector using econometric tools. To examine the dynamic contrast of the long-run association amongst, Sustainability Practices, Debt Equity mix and Firm Financial Performance of Canadian Corporate Sector for the period 2007-2008 to 2017-2018. The Archetypal proposes to utilize the Granger Causality Test and Cointegration using a VECM context. This archetypal utilizes the annual data for the variables – ROA, ROCE, EPS, D/E-Ratio, Economic-Performance-Indicators, Environmental-Performance-Indicators and Social-Performance-Indicators. The study perceives a linear association amongst Sustainability Practices and Financial Performance particularly when the study uses the panel data for the period of 1997-98 to 2017-2018 of 250 companies listed on TSX to inspect the Sustainable Practices determinants and when the study conducts lagged cross-sectional examination. Throughout the 1997-1998 to 2017-2018 period, the utmost profitable corporations listed on TSX were those upholding a high percentage of equity in their capital structure and circumventing borrowed funds. Stockholders’ equity has a positive influence on performance measures, also total and short-term debt have positive relationships with Return on Assets and Return on Equity

Keywords
Sustainability, Financing decisions, Capital Structure, Environment-Sustainability-Index, Social-Sustainability-Index, Economic-Sustainability-Index, Debt/Equity Ratio, Long-Term Debt Ratio, Short-Term Debt Ratio, Equity Financing, Sustainable Development
FIRM CHARACTERISTICS AND LEVERAGE: A STUDY OF SUGAR COMPANIES IN INDIA

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ABSTRACT
This study seeks to measure the impact of different company characteristic such as firm size, interest coverage ratio, growth, tax, volatility, business risk, return on assets on leverage of the Sugar companies listed on the National Stock Exchange (NSE). The data of 21 companies listed in the NSE was obtained from Capitaline database from the years 2001-2019. The panel data method is used to determine the effect on leverage of the firm's characteristics and the debt equity ratio defines leverage. The research discusses only seven variables of business characteristics; additional studies may consider certain aspects affecting the organization's leverage such as investments opportunities, ownership structure and tangibility. The results of empirical analysis, Interest coverage ratio, Business risk, Size and Tax are negatively connected with the leverage. However, results found that there are significant correlation of debt equity ratio with Return on assets, Growth and Volatility.

Keywords: Capital structure, Firm Characteristics, Leverage, NSE
Abstract

Service quality is considered to be a prime determinant of customer satisfaction and consumer loyalty which result into the growth of any business regardless of the industry. This paper investigated the gaps in expectations and perceptions of online shoppers about the quality of services offered by e-retailers in India. We used SERVQUAL model for this paper and collected primary data from as many as 600 respondents who are used to with purchasing electronic products online. The survey area for this study was deliberately limited to five cities of Haryana (India) namely Panchkula, Ambala, Kurukshetra, Karnal, and Gurugram known as GT(Grand Truck) road belt. The data was analyzed with the help of statistical tools such as average, paired t-test, Mann-Whitney U test and Kruskal Wallis test and then the results in connection to various dimensions of service quality were interpreted. We found that the mean score of perceived service quality was higher than expected in case of all the dimensions of service quality. However, the service quality gap differs across demographics of the online shoppers.

Key words: E-retailers, online shopping, service quality, SERVQUAL
CASH MANAGEMENT OF CENTRAL PUBLIC SECTOR ENTERPRISES IN INDIA: A MACRO LEVEL STUDY

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ABSTRACT
Simply defined, cash denote cash on hand and at bank. Cash management refers to the procedure of collection, concentration, and allocation of cash. The fundamental reason of cash management is to administer the cash balance of a firm in such a way that it generates positive cash flow for smooth process of the business and thus decrease the risk of insolvency.

In this background, the central aim of the study is to appraise cash management performance of Central Public Sector Enterprises (CPSEs) in India during the period 2011-12 to 2017-18. The results of the study reveal that CPSEs in India have adequately maintained and utilized their cash balances during the study period.

Secondary data have been used in this study. Furthermore, the study has been carried out for seven years only. In spite of this restrictions, a detail study may be carried out at disaggregate level for a longer time period.

Key Words: Cash, Cash Turnover Ratio, Return on Capital Employed, CPSEs, Impact.
E-FILING OF INCOME TAX RETURNS AND IRS OFFICER’S FUNCTIONS: A COMPARATIVE ASSESSMENT WITH RESPECT TO COLLECTION COST

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Abstract
E-Income Tax Return (ITR) filing has various benefits which have made the convenience of return of tax preparation popular in recent years. Indian Revenue Service (IRS) officers play a fundamental role in collection of Direct Taxes (mainly Income Tax & Wealth Tax) in India which form a prime part of the total tax revenue in the country. Central Board of Direct Taxes (CBDT) introduces mandatory e-filing of income tax returns from the Financial Year (FY) 2005-06 to till date. An automated working environment has been created to discharge the duties of the IRS officials in a shorter time frame with minimum Cost of Collection (CC). E-ITR filing process involves a major structural change in the tax administration in India and involves major cost to implement this e-environment. This also affects the CC of tax revenue. In this paper, an attempt has been made to analyse whether the implementation of e-filing mechanism have any favourable impact in the reduction of CC as compare to the manual ITR filing era with the increase in the collection of tax revenues and to identify the functions of IRS official associated with the same. The statistical results reveal that the change affects the concern parameter i.e. CC in the e-ITR filing period with very minimum growth which is also insignificant. The most important aspect is that the growth of tax revenue is favourable in that period. The study concluded that the implementation of mandatory e-ITR filing of tax return works well in India in the line of most concerning factor like faster processing of return, e-assessments and e-record keeping which ultimately affects the function of the IRS officials to speed up the statutory functions and at the same time effective management of administrative cost of the tax authorities.

Key Words: Collection Cost, CBDT, Direct Taxes, e-ITR, IRS, Structural Change.

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ABSTRACT

Metro rail is a modern mass rapid transport system with technology driven environment. The commuters of metro are always delighted with the services when it is understood and used in a regular manner but in Chennai the metro rail is viewed as a high-class traveler’s portal and not affordable to others. In this parlance to find out the factors affecting the level of satisfaction of commuters the present study is taken up. For the purpose of survey, three divisions of metro rail is taken up and the sample size of 683 is arrived using the scientific method. The research is planned in a descriptive methodology and the data collection tools is prepared and tested with reliability alpha and found it as 0.896 and found reliable. The results observed that creating awareness, motivating the commuters through loyalty schemes, usage level services introduction and improving the public transport systems environment in the sample area may create better prospects to metro rail services.

Keywords: Service Environment, Service Quality, PTS Environment, Transportation System Commuters Response.
A Comparative Study of Mobile Wallet Adoption among Baby Boomers and Millennials

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ABSTRACT

In today’s scenario, Youth and Elders have adapted mobile technology-based solutions more. With this changing technology, countless firms are offering various types of mobile wallet services; therefore, it is important and useful to study user’s attitude towards the adoption of mobile technology. This study is based on the Technology acceptance model (TAM) by Davis which considers various determinate for the acceptance and usage of a technology. The paper examines perceived ease of use and perceived usefulness of baby boomers and millennials and compares their Attitude towards mobile wallet adoption. Convenient sampling were used for both the age cohorts, Millennial's (n=41) and Baby Boomers (n=39), specifically the mobile wallet users. The data has been analyzed using statistical tools like correlation and independent T-test. The Study provides useful information on the pattern of the users in adopting mobile wallets.

Keywords- Mobile Wallet Adoption, Perceived usefulness, perceived ease of use, Attitude towards Adoption (ATA) Baby Boomers and Millennials.
Abstract:
Contemporary business scenario is extremely dynamic and challenging. Consumers are replete of choices and options. This makes consumers all the more important which is totally in tune with the Marketing Concept. Without a shred of doubt, we can safely say that customers are at the heart of companies’ operations. This is no different in the case of mobile telephony. Unlimited talk time plans, data packages, voice and SMS plans, etc. have altered the way telecom business operates. Mobile number portability (MNP) is one more shot in the arm of consumers. MNP grew in importance owing to its promise of maintaining one’s unique identity through unchanged mobile number even in case of a change of one’s number. It became an important fallback tool in the minds of consumers during the AGR (Adjusted Gross Revenue) crisis which had taken apart the telecom industry. Consumers of Bharti Airtel and Vodafone – Idea would have been kept lurching in the dark if not for this facility of MNP. As such, it becomes extremely critical for businesses to understand consumers in detail. One good way to understand consumers would be to segment them on behavioural parameters and then study their resulting personality traits. This will prove to be all the more useful because individual needs and wants are very different from those of others. As such, the idea of segmented study will prove to be more useful than otherwise. In the light of the above argument, telecom companies will want to have a deeper insight into consumers’ likes and dislikes, tastes, habits, preferences and personality. The argument to understand consumers at length becomes more relevant in the backdrop of each consumer being seen as a lifetime profitable prospect. Therefore, there is a pressing underlying need to segment consumers and inspect their resulting personality traits.

Key Words: Mobile, telecom, competition, segmentation, personality, MNP.
A STUDY OF SERVICE QUALITY AND PASSENGER SATISFACTION IN RAILWAYS: A SYSTEMATIC REVIEW

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ABSTRACT

In today’s world people have many choices in transport to meet their travelling demand but still people chooses to travel through railways rather than on bus, by air or though personalized transport vehicle. Railway is providing various facilities to its passengers according to their demand that provides railways competitive advantage over other means. In the past few years many studies have been undertaken on the aspect of Service Quality in banking, insurance, bus transport, railways, hospitals etc. This paper is an attempt to understand the concept of service quality, passenger satisfaction and its application in railways industry of different countries. Authors of the study have reviewed 22 papers related to time period of 2008 to 2018. Although railways of different countries are upgrading their services but still passengers were not satisfied with the quality of Railways. Studied literature has evidenced that expectation of passengers were very high and they are getting low quality. It has direct impact on their satisfaction level and loyalty.

KEYWORDS: Railways, dimensions, SERVQUAL, service quality, RAILQUAL, customer satisfaction
A STUDY OF FACTORS AFFECTING ORGANIZATIONAL ENVIRONMENTAL VALUE DIMENSIONS IN RAJASTHAN HOSPITALITY INDUSTRY

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Abstract: There has been a tremendous change in concern for environment in the hospitality industry during the last decade. This concern for environment must be reflected in the everyday activities of the organization. Organizational values have been an important antecedent of the processes and practices in the organization. The present study deals with the organizational environmental value dimensions underlying the environmental protection activities taken up by these hotels. The study was conducted in twelve five-star hotels in Rajasthan. The top management and the chief engineer and his team was identified as the reality definers and hence they were approached to identify the major factors affecting environmental values in these hotels. A sample of 312 employees was chosen for the study. The study concluded that four factors of legitimacy, competitiveness, environmental branding and cost competitiveness primarily affected the environmental values in these hotels. The management commitment to environmental practices can have a detrimental effect on the ways in which resource conservation and environmental protection are prioritized in the hotels. Thus hoteliers must recognize the importance of environmental values and promote efforts to imbibe it in the organizational culture. This can help promoting cost reduction and environmental branding and also help to arise environmental consciousness among the employees.

Key Words: Environmental Values, Hospitality, Environmental Branding, Commitment, Consciousness
Identifying The Factors Of Goal Orientation, Student Engagement, And Academic Self-Efficacy As Perceived By The Management Students

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Abstract:

Student engagement has been a major concern for faculty members and educational institutions, who want students to achieve better in the academic. In India Management educational institutions are growing at a high rate which promotes high competition in Higher education space in India (Singh & Srivastava, 2013; Singh & Srivastava, 2014). However, students’ performance in higher education institutions is a serious concern. So we need to think of various interventional strategies to engage students for effective learning and academic performance. Moreover, studies have shown that student engagement in educational institutions has contributed to academic performance and great outcomes. This study advances a deeper understanding of Goal-orientation, Academic self-efficacy and student’s engagement. Specifically, this paper aimed to identify the factors of goal orientation, Academic Self-efficacy, and student engagement as perceived by Management students. The result indicated that goal orientation has five factors, academic self-efficacy has four factors and student engagement also has four factors.

Keywords: Goal orientation, Academic self-efficacy, Student Engagement, Self-motivation, Management education.
EMERGING CONCEPTS IN CRIMINAL JURISPRUDENCE TOWARDS COMPENSATION TO THE VICTIMS OF CRIME IN INDIA: ISSUES AND CHALLENGES

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ABSTRACT

This research paper is aimed at critical analysis of compensatory jurisprudence with regard to Criminal legal provisions and challenges. In this paper various provisions of criminal law dealing with victim compensation have been dealt and critically analyzed. A detailed study of various reports of Law Commission of India and Malimath Committee has been conducted to shape up this paper. Position of victims prior to The Code of Criminal Procedure (Amendment) Act 2008 and post amendment has been discussed in detail to analyze the emerging trends in Criminal Jurisprudence towards compensation to the victims of crime.

Key Words: Victims, Compensation, Victimology, Compensatory Jurisprudence
PROTECTION OF TASTE MARKS AND ITS IMPACT ON THE PHARMACEUTICAL SECTOR: MUCH ADO ABOUT SOMETHING

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Introduction

Sensory evaluation is a “scientific method used to evoke, measure, analyze, and interpret those responses to products as perceived through the senses of sight, smell, touch, taste, and hearing”.¹ The recent emphasis on non-traditional trademarks stem from the progression of society from an ‘industry centric economy’ to a ‘consumer centric economy’ and the consequent pressure on brand owners to portray their goods as being distinctive.² Branding guru, Martin Lindstrom has rightly observed that “if branding wishes to survive another century it will need to change track and more communication by using mere words in an already overcrowded world simply won’t do it”³
ABSTRACT

Like other financial players that have incorporated innovation in recent years, insurers and banks too have developed novel tools and products. One such innovation is catastrophe risk securitization through the issue of Catastrophe bonds also called mortality or pandemic bonds. A World Bank pandemic funding program has funded world’s poorest countries that have reported cases of COVID-19 to help tackle the fast-spreading disease through such bonds. The World Bank launched a number of instruments under its Pandemic Emergency Financing (PEF) program including pandemic bonds to provide rapid financing to affected poor countries. The funds help countries finance essential and critical life-saving medical equipment, personal protective equipment, therapeutics and medicine, as well as support for health workers on the frontlines of the crisis. This papers aims at understanding these pandemic bonds and catastrophic and pandemic risk securitization and their usefulness to fund the catastrophic and pandemic events.

Key Words: Catastrophes, Pandemics, Securitization, Insurance risk, mortality bonds.
PROBING THE INFLUENCES OF CUSTOMER LOYALTY AND TRUST IN ESCALATING THE REPURCHASE INTENTION OF PREPAID MOBILE SUBSCRIBERS BELONGING TO EASTERN UTTAR PRADESH

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ABSTRACT
Mobile telephony market in India is rapidly advancing day-by-day due to enormous development in the sector in recent years. During the past few years, the feud to gain a competitive edge over the other has increased among the existing players. The telecom operators have now centered their focus on both retaining the current user base as well as persuading the new customers through introductory pricing and other lucrative policies. The real motive of this effort is to get down to brass tacks of customer’s repurchase intentions through the parameters namely, Customer Loyalty and Trust, which seemingly have a profound effect on the customer’s future buying tendency. For achieving the above objective, convenience sampling was employed to obtain the data from 243 consumers of Eastern Uttar Pradesh through a structured questionnaire. The collected data was later analyzed graphically as well as statistically by using Cronbach’s Alpha, Correlation & Regression Analysis. The findings of this research showed that the vast majority of the consumers relied heavily on Media Advertisements and Internet for gathering the information on telecom services. It was found that Price, Brand Name and Customer Service are the premises that play a crucial role in service provider selection. Furthermore, Brand and Individual related behavioural and attitudinal elements were found to be affecting the customer’s evaluation process towards decision making for availing the right services. The results of this research effort can be utilized by telecom service providers to develop and implement innovative branding, marketing and customer retention strategies to sustain themselves in the market.

Keywords: Brand and Individual elements, Customer Loyalty, Repurchase Intention, Telecom Services, Trust.
Factors Influencing Shopping Behavior of Customers Regarding Apparels: A Study of Malls Vis-à-vis Standalone Retail Outlets

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Abstract

Retailing has emerged as one of the sunrise industries in India. The retail boom in India is likely to push the number of malls in the country. The present paper tries to identify key factors influencing choice between Malls and Standalone Retail Outlets. The objective is to identify the key parameters on the choice between malls vis-à-vis standalone retail outlets with respect to apparels. A self structured questionnaire has been used for collecting the data from 500 consumers of six cities of Punjab i.e. Ludhiana, Amritsar, Jalandhar, Mohali, Patiala and Bathinda. Cluster convenience sampling method has been used for the study. The emerging retail formats considered in the present study are –malls and Standalone stores. The factor analysis technique is used as a statistical tool for identifying clusters of variables. Factor Analysis is an interdependence technique in that an entire set of interdependent relationships are examined. The findings of the paper reveal that ten major factors or decision variables affecting the shoppers’ perception towards malls vis-à-vis standalone in case of apparels have been identified using exploratory factor analysis. All these factors have been given appropriate names which are Display, Facilities, Ambience, Convenience, Entertainment, Latest trends, Influence, Speciality outlet, Ambiance and Credibility. The study concludes that the above significant variables affect consumer behaviour more as compared to other variables. The study also indicates that consumers’ prefer malls for apparels.
A Comparative Study of Occupational Stress among Public and Private Sector Bank Employees

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Abstract

Stress is an unwanted gift of modern living. Every human being faces certain situations in the life where he needs to manage stress. Present paper is study about occupational stress in banking sector. The paper highlights the various reasons of stress in both sectors of bank. It attempts to explain that the reasons behind stress are physical environment, organisational policies and e-channels. Not only the stress but also extent of stress among employees has also analysed with the help of T-test

Keywords: Stress, Public sector banks, Private sector banks
Exploring the Associations among Intellectual Capital, Organizational Learning Capabilities and Effectiveness: Evidence from the Pharmaceutical Industry in India

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Abstract:

The present study aims to explore and investigate linkage between intellectual capital (IC) and organizational effectiveness (OE) through organizational learning capabilities (OLC). The study further aims to propose a conceptual framework to provide insights in relation to linkage among intellectual capital, organizational learning capabilities and effectiveness. Sample was taken from employees (n=405) working at different levels in three top Indian pharmaceutical firms through structured measuring instrument. Confirmatory factor analysis along with structural equation modeling was employed to investigate relationship among selected constructs. OLC were examined as a mediator among IC and OE. This study supports resource-based-view of management theory. First three hypotheses formulated to assess the links between IC, OLC and OE was proved significantly. Further, fourth hypothesis resulted that OLC partially mediated the relationship of IC and OE among Indian pharmaceutical firms. The results of the research recommended that managers should focus and make efforts to establish intangible resources like intellectual capital and also enhance learning capabilities within the organization which will facilitate enhancement in performance as well as effectiveness.

Keywords: Intellectual capital (IC), organizational learning capabilities (OLC), organizational effectiveness (OE), Pharmaceutical firms.
Impact of Emotional Labour on Burnout- An Empirical Study

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Abstract
Every time we feel hurt, angry, and sick or upset, we try to adjust our emotions with the requirements of our job by suppressing our real feelings. However, this adjustment of emotions does not come free of cost; it leads to job dissatisfaction, absenteeism, stress, which gradually converts into Burnout. When burned out, problems seem unconquerable, everything looks empty, and it’s difficult to collect the energy. Productivity starts declining and gradually weakens strengths, leaving you in despair, aggrieved, bitter & eventually you become hostile. You see nothing but quitting as the only way. Having positive emotions is a must for teachers to successfully accomplish their responsibilities and developing negative emotions can not only lead to decreased quality of teaching but also affect their health. Therefore, this study is an attempt in this domain of research to find out the relationship among the two constructs. The current study is relational in nature and uses a structured questionnaire for measuring the study constructs. The results reveal that Burnout is high among the sample organization which is a result of personal and work-related Burnout.

Keywords: Burnout, Emotional labour, Work-related Burnout, University teachers, job dissatisfaction.
A SYSTEMATIC LITERATURE REVIEW ON ENERGY EFFICIENT SECURITY MECHANISM: CLOUD MOBILITY PERSPECTIVE

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Abstract

Energy efficient approaches are the next generation approach. Mobile adhoc network’s mobility model in cloud domain is one of the novel ways to manage mobile traffic effectively. There are very a smaller number of researchers are going on this topic, and the aspect of energy efficient hasn’t been considered by most of the researchers. Here in this work, we have use this as a primary investigation and gathered all the work done in this field of cloud Manet mobility aspect. No model will get global acceptance if that will not consider the energy efficient approach. This will not solve the purpose of providing the overall quality standards. Creating mobile ad-hock network (MANET) has many benefits, One of its benefit is that peer connection will be provided to nonmembers (members who doesn’t have direct access to the internet), using this technique in modern era of cloud service provider will also make the same effect in distributed way and will be beneficial for most of the users. Ensured access to cloud administrations is significant on account of crisis or fiasco recuperation circumstances. As dealing with a MANET is a troublesome undertaking, this paper presents a systematic and critical review for managing the MANET which utilizes cloud based facilities. While safeguarding the ad-hoc feature of a cellular network, its administration by the cloud gives unwavering quality and power. The structure and execution of the framework are investigated, just as a strategy for permitting ad-hoc system creation on Android gadgets. To assess the practicality of the proposed review of MANET environment.

Keywords-Cloud environment, Energy efficiency, Cloud MANET, Mobility, Ad-Hoc networks
Classification of imbalanced dataset in E-Commerce

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Abstract

Online purchase portals have a spectacular opportunity for business expansion. E-commerce portals have data repositories pertaining to online transactions that could be analysed through data analytics to find valuable insight for further expansion of business as well as targeted marketing. But now a day’s e-commerce industry has a problem of abandoned carts or losing customers between cart and check out is an important hurdle for all online merchants. When companies trying to build a classifier using AI technology to predict customer buying behaviour on this type of abandoned cart data, their is a high possibility of having an imbalance dataset.

In this paper, we review a number of re-sampling techniques proposed in the literature to handle unbalanced e-commerce datasets and study their effect on classification.
Gap analysis of tourists pre-dining expectations and perceptions formed during dining of local food with respect to gender

(A study of local Punjabi food outlets of Amritsar)

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Introduction

Tourists today are searching for and expecting new, unique and more meaningful travel experiences (Marson 2011). They are looking for authentic, traditional, and/or innovative culinary experiences. Tourists travel all over the world to seek different types of cuisine and create memorable experiences through them (Bessiere, 1998; Hall & Sharples 2003; Long 2004). There is a growing interest among the tourists to explore local cuisine whenever they plan to visit any destination due to the significant contribution made by the social media, food shows, and celebrity chefs displaying their creativity on travel channels. Tourists are more concerned about the sumptuous flavors and unique variety of cuisine offered at a destination. Local delicacies and cuisine significantly affects in the choice of a tourist destination (Hall & Mitchell 2001; Long; 2004 Quan & Wang; 2004), and greatly influence the enjoyment of the stay (du Rand & heath, 2006; Fox; 2007; Nield, Kozak; 2000).

Although there is an extensive body of literature discussing the tourist experience and various attempts have been made by researchers to discuss the experience of tourists with in an experiential phase framework, but very few have conducted a comprehensive analysis of tourists food consumption experiences and especially the different stages as mentioned by Larsen, S. (2007) in a study ‘Aspects of a psychology of the tourist experience’. The tourists experience with food comprises of three stages; pre, during and post dining. Before the visit the tourists have an assumption of the desirable events through expectations and during the visit, they might have different perceptions formed of the actual experience at a place, and after the visit the tourists are carrying only the memories of the experienced events at the destination. The study is an attempt to understand the first two stages of dining with the tourists, pre and during dining experience with local Punjabi food of Amritsar.
Perception of Employees on Workplace Spirituality

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Abstract

The idea that led to the conduct of the current research study was to comprehend the topic of workplace spirituality through new aspects. In the era of globalization, the business competition is at a peak. Every organization strives to get the best output from their workforce. Therefore, it is necessary to understand about needs of employees and aligning their values with the organization. Spirituality is one such factor that helps in connecting the soul of employees to their work so that they become passionate and committed towards the work conduct. The complex organizational policies escorted the conception of this study to a leading private sector bank. The gender of a person is in a chief role that contributes towards building perception about an organizational variable in India. Contradictorily, the findings of this research study contradict that gender can influence the level of workplace spirituality in the bank.

Key Words – Workplace Spirituality, Globalization, Banking Sector, Spirituality, Aligning Values, Gender
Work Locus of Control and Demographic Variables: A Study of Job Involvement

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Abstract:

Human resources are the key resource for the organization. Organizations can succeed if human resource show positive attitude towards their job. But with the increasing competition and stakeholder expectations, bank employee feels a lot of pressure. Increased work pressure, rigid rules or lack of control over the work make the situation more complicated. This impacts the level of job involvement of employees. Our study aims at analyzing the impact of work locus of control on job involvement. Sample size is 295. Confirmatory factor analysis (CFA), path analysis, simple linear regression, t-test and anova are the statistical test applied. Researchers found negative impact of work locus of control on job involvement of bank employees. Significant difference was observed in job involvement on the basis of age, gender and education. Lastly, demographic variables do not moderate the relationship between work locus of control and job involvement.

Key Words: Work Locus of Control, Job Involvement, Employee, Banks
Investigating Effect of Demographic Variables in Assessing Student Satisfaction: A Study of Selected Universities

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ABSTRACT
The quality, success and overall effectiveness of higher educational institutions are generally measured by student outcomes, such as student satisfaction and retention. Student satisfaction is particularly important for educational institutions operating under paid tuition fees, as this may influence both the student retention and student enrollments in future. Perception of satisfaction is subjective, and is believed to differ with the demographic attributes of students. This study attempts to examine the effect of demographic factors on student satisfaction in the context of higher education. The data was gathered from post graduate students of commerce and management in four university campuses of Punjab, by using a self-administered questionnaire consisting of both closed and open ended questions and a Likert rating scale which scored the levels of satisfaction. T-test and one way ANOVA were used to examine relationships between selected independent demographic variables and perceived level of satisfaction. It was found that gender and age have considerable effect on student satisfaction. The research findings advocate that education marketers should take above demographic factors into consideration while designing and developing the educational services.

Key Words: Demographic factors, higher education, Student Satisfaction, Student retention
MOOCS: WHEN KNOWLEDGE MEETS NETWORK

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Abstract: Mapping on to new technologies have given a rise to networked learning, thereby creating advanced pedagogical approaches. Educational institutions need to grapple with the contemporary and accelerated global transition. As a latest development Massive Open Online Courses (MOOCs) are emerging all over the globe. This paper attempts to demonstrate outline of MOOCs with its rising enrolments in India. It has formed an innovative platform to potentially fetch the positive changes and proposes a framework for its success to revolutionize the current education sector. In order to contribute to the debate of MOOCs regarding its scope/reach and possibilities in education sector, it’s important to know the ground realities of the system that requires systematic and detailed review. It envisages the theoretical and technical background of various platforms of MOOCs that exist in India such as NPTEL, mooKIT, ApnaCourse, e-PG Pathshala, IITBombayX and SWAYAM. It exhibits how these platforms have allowed massive participants to join without cost and no constraints of spatial and temporal aspects. Since the reach of MOOCs for e-learning has sparked, there are certain challenges which are being faced in its implementation in India which have been discussed in the last section of the paper.

Keywords: MOOC, ApnaCourse, NPTEL, MooKIT, ApnaCourse, e-PG Pathshala, IITBombayX and SWAYAM.
A Study of Status and Factors Affecting Financial Inclusion in India

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Abstract

Financial inclusion is the key to inclusive growth that leads to reducing poverty and boosting prosperity. The government of India is making continuous efforts to improve the level of financial inclusion by expanding deposit, credit, pension and insurance facilities. With all these initiatives, the extent of financial inclusion in India has started improving and gaining momentum but still a number of factors are restraining and create hurdles in the process of inclusion. Therefore, further actions are required to attain the financial inclusion goals. The present paper has explained the status of financial inclusion and has explored the factors that are affecting the level of financial inclusion in India. Measures to improve the level of financial inclusion have also been suggested.

Keywords: Financial inclusion, inclusive growth, poverty, financial literacy, economic growth.