IMPACT ASSESSMENT OF COVID-19 (PANDEMIC) ON SELECTED PLAYERS IN ORGANIZED HOSPITALITY & TOURISM SECTOR IN INDIA AND ROADMAP FOR THEIR RECOVERY

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ABSTRACT

Hospitality and Tourism sector in India accounts for more than 7.5% of the Gross Domestic Product (GDP) and as of 2019, about 4.2 crore jobs were created in the Tourism sector in India alone as per an estimate of India Brand Equity Foundation (March, 2020) which was 8.1% of total employment in the country. Further, importance of this sector can be gauged from the fact that in the Travel and Tourism Competitive Index (of World Economic Forum), India has moved up from the 65th rank in the year 2014 to 34th rank in the year 2019. Foreign exchange earnings of this sector, in January 2019, i.e., just prior to the spread of COVID-19, were Rs. 1.88 lakh crore. Every sector in Indian economy got affected due to COVID-19 but Hospitality & Tourism Sector has seen significant job loss estimated around 38mn which is almost 70% of the total workforce. Impact on Hospitality & Tourism Sector in India is such that it was the first one to get disrupted due to pandemic and will be the last one to see a resumption of activities.

In the present paper, the impact of COVID-19 on listed companies of Hospitality & Tourism Sector which are part of BSE-500 Index has been analysed. An attempt has been made to suggest the recovery roadmap as devised by these affected companies to deal with the prevailing situation and as observed from overall analysis.

Key words: - Pandemic, Hospitality and Tourism, Job Loss, Travel and Tourism Competitive Index

A STUDY ON THE SPECIAL ISSUES OF CULTURAL TOURISM IN KERALA

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ABSTRACT

The study proposed a detailed scientific enquiry into the problems of cultural tourism activities in the state of Kerala which also constitute the objective of the study. There are various apprehensions, misbeliefs, over expectations and under estimation of the different aspects of cultural tourism as conceived by the tourists and the local residents. There are problems arising out of these deliberations affecting the effective cultural tourism activities in the state. Of these various problems, issues such as the concept of Paradise, Imperialism, and Host-Guest Relationship merit special consideration.

Key Words: Cultural Tourism, Paradise, Imperialism, Host-Guest Relationship, Tourists

ETIOLOGY OF CHILD LABOUR: ECONOMIC CONSTRAINTS AND JURISPRUDENTIAL NECESSITY

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ABSTRACT

The children need to be protected from all kind of exploitation, moral and material abandonment. They need to be provided with opportunities to education and development as per the constitutional mandate. But inspite of all these guidelines children have to work during their tender years. The guidelines in different legislations are not taken care of and the children are made to work for longer hours with lesser wages. So, the paper analyses the etiology of child labour wherein all the major factors contributing to the problem are discussed. The mandate of Child Labour (Prohibition and Regulation) Act, 1986 are discussed alongwith the latest amendments and the judicial decisions.

Keywords: Child Labour, Act, Working Hours, Prohibition, Adolescents

A STUDY ON SERVICE QUALTY OF SELECTED HEALTH INSURANCE INDUSTRY IN PUNJAB AND UNION TERRITORY OF CHANDIGARH

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ABSTRACT

In these days, most of the population of our country is suffering from one or more disease due to bad eating habits, busy life style or any other reasons. Every person needs medical care sometimes or at old age. Due to increasing health problems and increasing medical cost it becomes very complicated for a common man having limited financial resources to survive. Thus, it can be said that health insurance is become essential to reduce the burden of out of pocket expenditure on health and to remove the financial burden. The success of any corporation depends upon the availability of products and quality of service provided to its customers. Due to increasing competition in the market every insurer wants to please its customers by providing best quality of the products. It is very difficult for the customers to evaluate the service quality of services as compare to goods due to lack its physical attributes. Service quality in health insurance depends upon the capacity of the companies to fulfil the expectation of the customers. So, it becomes necessary for the health insurance companies to provide better services to its customers. This paper is an attempt to study the service quality of selected health insurance companies in Punjab and Union Territory of Chandigarh.

Keywords: Health Insurance, Service quality, Perception, Servperf.

EMPLOYEE DEVELOPMENT AND QUALITY OF LIFE: TLF APPROACH

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ABSTRACT

A better quality of life is important for increasing the satisfaction level of employees. If the employee will be satisfied, then he/she will work efficiently to accomplish the ultimate objectives and goals of an organization and for career growth. This paper aims to improve the employee's professional and personal quality of life by procuring them suitable training and development modules to provide them job satisfaction. Taguchi method is a statistical process used for the improvement of the quality of the product by reducing the cost. Taguchi explained that a drop in quality occurs when the customer is not satisfied by using the product which he purchased at a given price within a period. The study concludes that for making employee's quality of life their development and enhancement of their skills, knowledge, and exposure, etc is significant. Taguchi loss function helps to manage the quality of employee's life by providing the development program. This study contributes to identifying the controlled and non- controlled factors of employee development for improving the professional and personal life of employees.

Keywords: Quality of Life, Job satisfaction, Taguchi method, Training and development, Controlled and non-controlled factors, Employees

ASSESSMENT OF MD&A READABILITY USING FLESCH READABILITY FORMULA: A STUDY OF INDIAN COMPANIES

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ABSTRACT

In this study, the easiness of reading the Management Analysis and Discussion (MD&A) reports of seven companies listed in Bombay Stock Exchange has been checked. This study has applied the Flesch readability formula for checking the readability of the MD&A reports of these seven companies and the Flesch read score is not found to be so satisfactorily from the chosen sample. So, it is suggested that there is need to improve the content, language and the vocability by the companies in Indian context with regard to MD&A disclosures and further, the length of sentences and words should be kept shorter for providing effective understanding of the text of MD&A report. And use of passive voice in sentences should also be reduced to ensure the right meaning of what management wants to convey to their stakeholders.

Key Words: MD&A, Readability, Flesch Readability Formula, Listed companies

AN EMPIRICAL STUDY OF PRODUCT EVALUATION BY INDIAN CONSUMERS WITH REFERENCE TO INDIAN PRODUCTS VIS-À-VIS FOREIGN PRODUCTS

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ABSTRACT

With wide portfolio of choice to the consumers, competitive requirements of businesses have increased worldwide. The scenario has become rather tougher for the developing nations like India where the businesses have to constantly compete with the products from the developed countries. However, given the amount of population and size of domestic market, Indian companies have got huge opportunity to sell their products in India. This requires a favourable shift in the image of Indian products that most of Indian consumers carry in their minds. This paper attempts to analyse the factors that determine the product evaluation and consequent purchase decisions of Indian consumers and also to study the perception of Indian consumers towards Indian products vis-à-vis global products with a view to bring out measures that can help to increase purchase intention for Indian products

A REVIEW ON DEVELOPMENT OF SMART CHATBOT USING NATURAL LANGUAGE PROCESSING

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ABSTRACT

Chatbots have become increasingly popular in recent years, and many have been programmed to replace existing chatbots. A chatbot is a program that allows you to communicate with a computer. An application that collaborates with users and caters to their needs. The chatbot responds to the user's questions and can even make recommendations, perform activities on a regular basis. Early chatbots were too difficult to create, but newer chatbots are much easier to build thanks to development frameworks and source code. It may also used to build a chatbot can profoundly understanding (NLP). In comparison to traditional methods. In order to be efficient, chatbots and Deep Learning bots need a large amount of data well-informed. The purpose of this document is to demonstrate how different types and classifications of chatbots can be developed. The performance of bots is also explored in this paper. This aids in the development of better bots.

Keywords:Chatbots, Natural Language Processing (NLP), Deep Learning

FEATURE BLENDING FOR AUGMENTED CLASSIFICATION ACCURACY WITH RESTRICTED TRAINING IMAGE DATA

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ABSTRACT

Enhanced familiarity with effortlessly available image capturing devices has resulted a paradigm shift in behavior of the mass. Content base image identification has gradually reduced the popularity of text keywords as generic means of searching from archived databases. In this work, we have statistically examined the affinity of users towards accuracy and timeliness of searching with content-based image data. The outcome of the experiment has encouraged exploring techniques to enhance accuracy of classification in absence of enough training data. In recent times, popularity of pre-trained convolutional neural network (CNNs) has presented considerable improvements in content-based image classification. But deep neural networks require huge amount of training data for feature generalization which is not available all the time and are also resource intensive. To address such scenario, the paper has examined and proposed two different feature extraction techniques which include a handcrafted technique and a pre-trained CNN based feature extraction. A small dataset is purposefully considered so that training data can be restricted. Further the features are fused to investigate probable improvements in feature generalization resulting in enhanced classification accuracies with limited training data.

KEYWORDS: Binarization, Content Based Image Classification, Feature Extraction, Feature   Fusion, Convolution Neural Network

AN EXPLORATORY STUDY ON THE DIMENSIONS OF WOMEN'S ECONOMIC EMPOWERMENT

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ABSTRACT

Globally, women's empowerment has gained momentum to reduce gender inequality in order to meet the 5th Sustainable Development Goal. Despite numerous studies on women's economic empowerment, a consensual understanding of the concept is missing.Hence, the purpose of this study is to review published research on women's economic empowerment (WEE).This exploratory study has explored research articles and reports from reliable sources to form a thematic review using version 12 of NVivo.The study, identified critical themes from the reviewed literature using NVivo 12. Unexplored areas such as measurement issues in WEE, a debatable topic, have been probed.The results indicate attributes of empowerment frequently cited in the literature. The paper also recommends future research directions to examine antecedents of WEE in the Indian context.

Keywords:Women, Economic empowerment, Development, Measurement

SCHOOL EXPERIENCE PROGRAMME: PATHWAY FOR PROFESSIONAL DEVELOPMENT OF INTERNS

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ABSTRACT

If you want to be a teacher School Experience Programme (SEP) can help strengthen your professional skills and more experiences increase your chance to be a professional. Teacher Professional Development (PD) has been in high demand during the last decade. This paper is an attempt for highlighting the importance of SEP for PD of interns (future teachers) as there is a strong need for teacher professional development. In this paper the researcher has noticed the seamless connection between SEP and PD as an interncontinues his/her school experience programme, the professional development acquired.

Keywords: School Experience Programme, Professional Development, Interns

ENDURANCE OF OEMS THROUGH EFFECTIVE HRD CLIMATE

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ABSTRACT

Purpose: The purpose of this paper is to extend the endurance strategy of selectedf Original Equipment Manufacturers (OEMs)of Bhavnagar District of Gujarat State,from the perspective of HRD Climate by investigatinghow OEMs survive.Total 260 respondents participated in this research study. Number of respondents from category A Cluster is 147 Employees (Executives 58, Non Executives 89). Number of respondents from category B Cluster is 93 Employees (Executives 24, Non Executives 69). Number of respondents from category C Cluster is 20 Employees (Executives 08, Non Executives 12).

Design/Methodology/Approach – This paper is based on original questionnaire by Prof (Dr) T.V. Rao, which was restructured due to the local population of Bhavnagar district by the researcher. The research questionnaire is based on likert's five point scale. This cross-sectional study is conducted in Bhavnagar District. This paper offers an analysis of General Climate, OCTAPAC and HRD mechanism and its impact on each employee's performance in selected Original Equipment Manufacturers (OEMs) of Bhavnagar District of Gujarat State.

Findings – The main finding is that overall HRD Mechanism in selected OEMs of Bhavnagar District was truly at Good level in reliability test (Cronbach's Alpha). The Value of Cronbach's Alpha (.903) for Overall HRD climate is a Good level of internal consistency prevailing in selectedOEMs of Bhavnagar District, which indicates a good sign for selected OEMs growth. It shows that their employees are satisfied with the working environment, climate and culture. The group average Mean of the items was found to be (74.32) with a standard deviation of (10.083).

Originality/value –This research paper gives a more complex understanding of General Climate (GC), OCTAPAC, HRD Mechanism and Overall HRD climate prevailing in selected OEMs of Bhavnagar District.

Keywords: General Climate (GC), OCTAPAC, HRD mechanism, HRD ClimateOriginal Equipment Manufacturers (OEMs), Bhavnagar District

REAL EARNINGS MANAGEMENT ACROSS FIRM LIFE CYCLE: AN EMPIRICAL ANALYSIS IN THE INDIAN CONTEXT

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ABSTRACT

The fundamental differences among the Firm Life Cycle stages posit varying ability and motivation of managers to engage in Real Earnings Management (REM). The related literature has dealt with mostly Accrual Earnings Management and captured developed countries. This study aims to examine the behaviour of REM of managers from Firm Life Cycle perspective. The sample of the study consists of all the companies listed on the Bombay Stock Exchange as on 31st March, 2019 for ten financial years i.e., 31st March, 2010- 31st March, 2019. Upon controlling for firm-specific variables, this study finds that firms in Introduction and Decline stage indulge in REM through overproduction and heavy sales discounts. Growth and Mature firms do not indulge in REM significantly. The findings of the study have important implications for investors and policy makers of Indian firms.

Keywords: Real Earnings Management, Firm Life Cycle, Earnings Quality

EVALUATING WORKFORCE EXPECTATIONS AND SATISFACTION WITH TRAINING PRACTICES OF PUNJAB TOURISM INDUSTRY

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ABSTRACT

Training plays a significant role in the tourism industry where quality is the most important characteristic creating uniqueness in an organisation. The present study is based on public sector organisation. The study emphasis the importance of workforce expectations and satisfaction from training. The purpose of this research is to analyze the gap between workforce expectations and satisfaction in Punjab tourism industry. Paired t-test was applied. Results of paired T-test showed that workforce expectations were met. This study suggests more understanding of the importance of workforce expectations and satisfaction from training and its consequences on workforce training practices in Punjab tourism industry.

KEYWORDS: Tourism Industry, Workforce Training, Training Expectations, Training Satisfaction

ATTRIBUTES OF BUYING BEHAVIOUR FOR FASHION APPAREL: AN EXPLORATORY STUDY

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ABSTRACT

In this paper an attempt has been made to identify the factors affecting buying behaviour of the consumers for fashion apparel in select tier-II cities of north India. With intent to achieve the objective of measuring buying behaviour of women, exploratory factor analysis has been used. Before undertaking the analysis, a pilot study was done followed by exploratory factor analysis. Data was collected from 300 women respondents from two cities of Lucknow and Chandigarh, representing generation X and Y, selected for conducting the present study. Exploratory Factor Analysis was employed for analysis. The study concludes that consumer characteristics being the crucial attribute that influences buying behaviour of women consumers followed by external factors , product attribute and store characteristics.

Keywords: Fashion, Buying Behaviour, Consumer Characteristics, External Factors

A REVIEW ON PREDICTING STUDENT'S GRADE USING MACHINE LEARNING TECHNIQUES

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ABSTRACT

Predicting student grade with precision for future course plays very crucial role in their development and more importantly it can help student in improving their academic result and also these prediction model can help teachers to figure it out the low achiever in their subject, so that they can give some kind of remediation to help improve their result. In this study, several papers were analysed with respect to what kind of models they were using and on what kind of data they are implementing and also how diverse their attributes whether they are focusing on academic related data only or considering the extra co-curricular activities and their family background to predict the students' grade, as nowadays multiple factors need to take into consideration as these factors may drastically impact on the students' academic performance, so that a model can predict the student's grade more accurately and can benefit the educators to plan the strategy to help the student to perform better.

KEYWORDS:Prediction, machine learning, grade, decision tree, naïve Bayes

A STUDY ON IMPACT OF GLOBAL STOCK MARKET INDICES ON INDIAN STOCK MARKET INDICES

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ABSTRACT

This study aimed to examine the impact of selected Global stock market indices such as NASDAQ Composite index, Dow Jones Industrial average, Hang Seng Index and NIKKEI 225 on the performance of selected Indian stock market indices such as S&P BSE SENSEX and NSE NIFTY during the year 2019 by considering 240 consecutive trading days' index value.Statistical examinations such as normality of daily returns, homogeneity of average return, correlation and causation have been used. During the study period, the daily returns of selected Global stock market indices and Indian stock market indices were non-normal and the average return remained equal. Statistically insignificant correlation between selected Global stock market indices and Indian stock market indices except Hang Seng Index.Systematic risk exposure pertaining to Indian stock market indices from selected Global stock market indices were found to be statistically insignificant except Hang Seng Index. In nutshell, the selected Global stock market indices have had less impact during the study period.

Keywords:Stock Market, Global Indices, Investment,Normality, Causation

DEMOGRAPHIC VARIABLES AND THEIR RELATIONSHIP WITH LIFE SATISFACTION: AN EMPIRICAL STUDY OF MILLENNIALS OF DELHI, INDIA.

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ABSTRACT

The purpose of this empirical study is to examine the levels of Life satisfaction among the millennials of Delhi-India, using a newer scale called the Riverside Life Satisfaction Scale (2018). A questionnaire- based study was conducted on 530 millennials to assess the relationships between the six demographic variables and the Life satisfaction. The data was analyzed using ANOVA and t-test. The results indicated that out of the six variables, only gender had no significant relation with the Life satisfaction levels. Married millennials, in the age range of 35-38 years, having higher income level of above INR 500000, with Post Graduate education level, engaged in Business, had significantly higher level of Life satisfaction than others.

Keywords: Life satisfaction Millennials; Riverside Life Satisfaction Scale; Demographic variables

AN ANALYSIS BETWEEN THE RELATIONSHIP OF PERCEIVED ORGANIZATIONAL POLITICS AND DEFENSIVE SILENCE IN INDIAN PRIVATE SECTOR BANKS

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ABSTRACT

Employees are the most valuable assets of the organizations. They provide information, feedback, ideas and, opinions for adopting change and developing their organization. For an organization, without the involvement of employees, it is not possible to survive in market. Organizational politics is perceived as positively and negatively both. When it is perceived negatively, employees remain silent; which is not beneficial for any type of organization. The present study was conducted to find out relationship between perceived organizational politics and defensive silence among the employees of Indian private sector banks. On the basis of 150 respondents, it was found that there was significant and positive relationship between perceived organizational politics and defensive silence

Keywords: General Political Behaviour, Perceived Organizational Politics, Defensive Silence

AN EMPIRICAL STUDY ON WORK ENGAGEMENT OF REMOTE WORKFORCE

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ABSTRACT

Covid crises has ushered in many changes in the ways businesses operate worldwide and the world of work too is undergoing a paradigm shift. Globally, education is one of the sectors which are facing immense disruption due to the ongoing pandemic. Online teaching became the buzzword in the academic world and the offline classroom teaching has paved way for the virtual classrooms. The entire academic fraternity is severely impacted by the chaos and is still adapting to the new teaching-learning scenario. The present study explores the work engagement level of teachers amidst the rapidly evolving academic environment which has affected the teaching learning process across the world. An internet based cross sectional study of 208 higher education teachers who are working from home was done. Social support and organizational support were positively linked with work engagement while the family life negatively affected work engagement of employees. The successful implementation of the online teaching method significantly depends on the active involvement of academic fraternity and the present study indicates that the work engagement level of teachers is quite low in the current scenario and has several implications for successful delivery of online education in the current pandemic situation.

Keywords: Covid-19, work engagement, multiple regression, UWES 17, Work from home

ASSESSMENT OF EMOTIONAL INTELLIGENCE AND ORGANIZATIONAL COMMITMENT: A SYSTEMATIC REVIEW

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ABSTRACT

Emotional intelligence is characterized as a capacity of the individual to control and measure his own emotion and the emotion of others. Itplays an indispensable part in organizational productivity. The individual with high emotional intelligence shows an inspirational mentality towards the organization and emotional intelligence significantly impacts organizational commitment.The present study is based on previous literature and the objective of the study was to systematically review the relationship between emotional intelligence and organizational commitment. This research specifies the implications from the theoretical perspective. The reviewed studies pointed to positive associations between emotional intelligence and organizational commitment and highlighted several involved mechanisms.Besides, the study suggests that employers must consider workers emotional intelligence capabilities when making strategy and taking the decision as they correspond with organizational commitment. The findings of the studyindicate the need of drawing in and utilizing highly emotionally intelligent people, training them in various levels and driving them towards the use of the abilities required.

Keywords: Emotional Intelligence, Organizational Commitment, Systematic Review, Emotional Quotient

DEEP LEARNING FOR DIGITAL PATHOLOGY USING REPRESENTATION LEARNING

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ABSTRACT

Disease diagnosis if made early and accurately will save lives. Pathologists manually diagnose diseases based on tissue samples. The diagnostic process is usually time-consuming and costly. As a result, automated tissue sample analysis from histopathology images is important for early diagnosis and treatment. The collection, management, exchange, and interpretation of pathology knowledge including slides and data in a digital environment is referred to as digital pathology. Digital pathology is a field that combines pathology and computers, and it has the potential to replace traditional microscope-based diagnosis soon. In this paper, a deep learning-based representation learning method for automatically classifying histopathological images is proposed. Two well-known and current pre-trained convolutional neural network (CNN) models, VGG-16, and Inception-v3, have been used for feature extraction. The VGG-16 and Inception-v3 pre-trained model were tested on the color images of the Kimia Path24 dataset. Additionally, to reduce the number of extracted features, a Principal Component Analysis (PCA) was done keeping in mind the future applicability of this proposed model in real life scenarios. According to the obtained results, it may be said that the proposed pre-trained models can be used for fast and accurate classification of histopathology images and assist pathologists in identifying some of the most critical and life-threatening diseases like cancer at an early stage and improve the chances of survival.

Keywords: Deep Learning, Classification, Digital Pathology, Transfer Learning, Representation Learning, Convolution Neural Network

A CRITICAL REVIEW OF THE APPLICATION OF MASLOW'S MOTIVATION THEORY IN INDUSTRY

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ABSTRACT

Entrepreneurship holds the key to the faster economic development of nations. India needs entrepreneurs of high caliber to realize Dr. Kalam's dream of a developed nation by 2020. Entrepreneurs are highly motivated individuals willing to take risks to achieve their entrepreneurial goals. There are many factors which motivate individuals to don the garb of an entrepreneur. Many of them start their enterprises for fulfilling a set of specific needs. This study aims to discover the motives for creating their enterprises, the needs satisfied through entrepreneurship and the level of satisfaction they enjoy through entrepreneurial activity.

Keywords: Entrepreneurship, Motivation, Needs, Satisfaction, Achievement

WATER RESOURCE MANAGEMENT AND SUSTAINABLE DEVELOPMENT IN INDIA: AN OVERVIEW

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ABSTRACT

India's, water resources and water economy system largely determinants its socio-economic sustainable development. Water resource and water sustainability for future generations, Water and environment security, public access to clean water, the reliability and sustainability of water supplies for meeting the economy's needs, the condition of water bodies and water resources, and the ability to forecast and prevent the damage wrought by water-caused emergencies, all play a large part in any state's national security. Water resources are national assets and natural resources. It is the quantitative and qualitative changes in the country. At the present time, 76 percent of the total population has a specific water availability of fewer than 5.0 thousand M^3 per year per capita, with 35 percent having very low or catastrophically low water supplies. This situation will deteriorate further at the beginning of the next century; in 2025 most of the earth's population will be living under the commodity of low or catastrophically low water supply. This paper discusses in detail the concepts of water resources and sustainable development along with water resources, various sectors, and also the current position of water resources in India.

Keywords: Water resources, Sustainable development, water measurement, Water requirement

CAUSALITY AMONG BANKING STOCK PRICES AND MACRO ECONOMIC VARIABLES IN INDIA: A POST 2008 SUB-PRIME LENDING CRISIS SCENARIO

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ABSTRACT

Recent developments such as depreciation of Indian Rupee against US Dollar, demonetization adversely impacting money supply, reductions in interest rates etc. have the potential to alter the previously established relationship of stock prices with macroeconomic variables. The aim of the study is to examine the causal relationship between Indian banking stock prices and macroeconomic variables such as industrial production, inflation, money supply, exchange rate and interest rate. The study considers monthly time series data from April 2009 to March 2018 i.e. the period post sub-prime lending crisis to identify significant relationships. The study applies ADF, PP and KPSS tests to find presence of unit root in data series at level but stationary at first difference. The study thus applies Granger's causality test on the first differenced variables and found strong unidirectional relationship from banking stock prices to exchange rate and two weak unidirectional causal relationships from stock prices to interest rates and from inflation towards stock prices.

Keywords: stock prices, macroeconomic variables, unit-root, Granger causality

ANALYSIS OF VARIOUS MACHINE LEARNING ALGORITHMS FOR HEART DISEASE PREDICTION

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ABSTRACT

The data mining is the approach which can process information which is present in large scale. The prediction analysis is the method of data mining to predict future possibilities based on current information. The heart disease prediction is the approach which can predict future heart disease possibilities based on the current information. The various heart disease prediction techniques are reviewed in this paper. It is analyzed that supervised machine learning algorithms are the best performing algorithm for the heart disease prediction.

Keywords: Heart Disease, Prediction, Machine learning, Supervised learning

A STUDY ON AWARENESS LEVEL OF PRADHAN MANTRI MUDRA YOJANA IN SHIVAMOGGA DIST. KARNATAKA

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ABSTRACT

Micro units consist of various small scale activities. These units are known as the Non-corporate small business sector. This sector facing many challenges like shortage of funds, limited access to equity capital, lack of technology and among the biggest bottleneck of this sector is the week institutional financial support. In order to eliminate the financial difficulties faced by Micro entrepreneurs, the Central Government launched the Schemecalled Mudra to funding the unfunded. The present research has been taken to study the current knowledge, awareness, and source of awareness of about PMMY scheme among its beneficiaries. The primary data were collected from 50 beneficiaries of Mudra scheme through questionnaire in Shivamogga district and secondary data from Mudra Website. The data was analyzed through SPSS by using statistical tools like frequency, percentage and t-test is used to test the hypothesis. The finding of the study waslow level of awareness about PMMY scheme among its beneficiaries and majority of 36% of respondent's source of awareness is from relatives & friends.

Keywords: Knowledge, Awareness, Micro enterprises, PMMY

ANALYSIS OF IMPACT OF DEMONETIZATION ON THE AUTOMOBILE INDUSTRY IN INDIA

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ABSTRACT

On November 8th, 2016 Prime Minister Sh. Narender Modi took the whole country on surprise with the announcement of Demonetization of Rs. 500 and Rs. 1000 currency notes. The sudden announcement of stripping the currency unit of Rs.500 and Rs.1000 of its status as legal tender created a cash crunch in the economy where in every sector was effected. The present paper aims to analyze the impact of demonetization on production, domestic sales and export of vehicles in automobile industry in India. Analysis revealed that although demonetization had affected the automobile sector for short period, yet, at present, the growth rate of production, domestic sales and exports is either declining or negative as a result of combined effect of major structural reforms like demonetization, changes in BS emission standard norms, rise in unemployment in the country, economic and industrial activity slowdown etc. that had taken place in the last few years. Therefore, the sector has to show great advances in terms of technology and innovation catering to the needs of customers in the wake of global scenario.

Key words: Demonetization, Automobile industry, Compounded Annual Growth Rate (CAGR)

GENETIC CLUSTERING TECHNIQUE

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ABSTRACT

The privacy of network data and computer resources are limited. Any intruder misuses the information or resources over the network. IDS help to detect, identify and classify attacks in online or offline mode. This proposed techniques use anomaly based detection using clustering to find out network attacks. It uses genetic process. Each of chromosomes mentions the centroid of the k clusters. Proposed system use two stage fitness function i) Define confidence interval ii) Computer and increase inter-cluster variance. Accuracy of this method will high to detect and prevent attacks.

Keywords: Clustering, Anomaly based IDS, IDS.

EMPLOYEE MOTIVATION IN THE SERVICES SECTOR: PYTHON PROGRAMMING APPROACH

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ABSTRACT

High productivity and better services are the long-lasting benefits of employee motivation. Motivated employees are an important asset that places great value on strengthening and maintaining the company's business and financial growth. A well-motivated employee stays with the company in every situation. In addition to the various modes of motivation, popular motivators include job design, job nature, and incentives and rewards for employees, which play a decisive role in determining employee longevity, productivity, and efficiency

IMPACT OF DEVELOPMENT-ORIENTED HR PRACTICES ON ORGANIZATIONAL PERFORMANCE IN INFORMATION TECHNOLOGY INDUSTRY

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ABSTRACT

The relationship between development-oriented HR practices and organizational performance has been underrepresented in the literature. This research sought to better understand the possible linkages of development-oriented HR practices and organizational performance in IT companies in Bangalore. Online self-structured questionnaire were sent to employee to collect data (N =178). EFA and multiple regression were employed to analyze the data. Results suggested that learning and training, performance guidance and development have positive and significant impact on organizational performance but career planning and development was found to have insignificant effect on organizational performance. Finally the suggestions were provide for IT Company's HR professionals for making strategies.

Keywords: Organizational Performance, learning and training system, performance guidance and development, career planning and development, and IT industry

JOB RESOURCES AND WORK ENGAGEMENT: MEDIATING ROLE OF JOB SATISFACTION

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ABSTRACT

The study's main objective is to know the mediation effect of job satisfaction between job resources and work engagement. Primary Data is collected through structured questionnaires (five-point Likert scale) from the employees. Overall, three-hundred and fifty-two (352) respondents were chosen from the service sector, such as hotels, restaurants, and travels in Davanagere district, Karnataka State. Appropriate statistical tools used, such as simple percentage and correlation matrix, standard deviation, regression. This study includes involved both descriptive and inferential statistics. The study's findings demonstrate that job resources have a positive impact on job satisfaction and work engagement. In other words, job satisfaction fully mediating the relationship between job resources and work engagement.

Keywords: Job resources, Work engagement, Job satisfaction, Hotels, and Restaurants

AN EMPIRICAL STUDY ON SUCCESSION PLANNING & PRACTICES IN FAMILY BUSINESS

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ABSTRACT

The present study is based both on primary and secondary data. The primary data was collected through a sample survey of owners/founder of small business family-owned firms. Family owned or controlled businesses accounts for a large-scale employment and revenue generation the family business have dual qualities of ownership and policy making, both dominated by people of an emotional kinship group. The main purpose of this study is to throw light upon the process of business succession planning in small family firms. Consequently, this study addresses succession planning among small family-owned businesses. This study suggests that awareness regarding succession planning process and its importance/relevance must be increased in small family-owned firms so that the owners/founder can get the relevant information. This will help them to select the successor/new incumbent who will be suitable enough to run the business

Keywords: • Business System, Succession Planning, small family firms, Family business

AN ANALYTICAL CLOSED FORM SOLUTION BASED ON BLACK-SCHOLES MODEL WHICH FOLLOWS TRUNCATED NORMAL DISTRIBUTION FOR PRICING THE AMERICAN PUT OPTIONS

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ABSTRACT

An American option is an option that can be exercised anytime during the life, and not only at its expiration. In general, pricing American options is complex. In this paper, we use Black-Scholes put pricing formula based on truncated normal distribution by using put-call parity relation for pricing the American put option. By using the closed form solution, we can check its relevance with some numerical examples and observe some interesting underlying phenomena.

Keywords: American option pricing, truncated normal distribution, put-call parity, closed-form solution, Black-Scholes formula

AWARENESS AND UNDERSTANDING OF XBRL IN INDIA: AN EXPLORATORY STUDY OF CHARTERED ACCOUNTANTS

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ABSTRACT

XBRL (eXtensible Business Reporting Language) is a digital language designed for the exchange of business information.Chartered accountants (CAs) are at the forefront of this new development in business reporting. XBRL offers cost and time saving benefits to chartered accountants. Previous research showed that XBRL is currently not a well-known reporting tool internationally. Present study was carried out to elicit the views of chartered accountants regarding XBRL in India. The study found that 63.41 percent of respondents were not aware of XBRL. Further, only 46 percent of aware respondents had some knowledge of XBRL. The justification given by the respondents for using XBRL exhibited the perceived advantages described in the relevant studies. The ability to analyse and compare data has been perceived as most important benefit by respondents. Present study can be informative to the Indian Government and its regulatory and professional agencies in formulating policies to support the implementation of XBRL in India.

DIGITAL MARKETING EFFECTIVENESS STUDY: A SPECIAL FOCUS ON PROMINENT FUTURISTIC TOOLS OF DIGITAL MARKETING FOR INDIAN HOTELS

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ABSTRACT

Purpose- This is a research work primarily done to study 'Digital Marketing Effectiveness' for Hotel and Restaurant Approval & Classification Committee (HRACC)'s classified star category Indian hotels and also to probe upon prominent futuristic digital marketing tools.

Design/Methodology/Approach- This paper has evolved from extensive literature review followed by the survey methodology.

Data analysis- The collected data has been analysed with the help of SPSS

17.0 version software Findings- Digital marketing tools are playing very

effective role for the hotels

Keywords: Digital Marketing, futuristic tools, Effectiveness, Star category, HRACC Classified Indian hotels

A STUDY OF THE AWARENESS AND COMPLIANCE OF GOODS AND SERVICES TAX (GST) AMONG DIFFERENT SMALL BUSINESSES IN GOA

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ABSTRACT

GST is newly introduced in India from 1st July 2017 and considered as one of the biggest reforms in India. Before the introduction of GST there were number of indirect taxes. GST has replaced existing multiple cascading taxes levied by the Central and State Governments. Since GST is a newly introduced tax law it is very important to understand weather the business community are having a proper awareness of the GST law and what are their understanding about the GST law. In this research paper the researcher studies the awareness and compliance about GST amongst small businesses from the state of Goa. For the purpose of analysis descriptive and chi square analysis have been used through Jamovi software.

Key Words: Indirect Tax, GST, Small Business, Awareness, Compliance

WORK LIFE BALANCE: AN OVERVIEW

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ABSTRACT

Work life balance refers to how people combine and manage their work and other life responsibilities. Inability to balance the two spheres may lead to many undesired consequences both for the person as well as his employer organization. These may include stress, health issues, job dissatisfaction and strained relations. The present paper makes an attempt to understand the concept of work life balance and why it is considered so important.

Key Words: Work life balance, work family conflict

IMPACT OF PERFORMANCE MANAGEMENT SYSTEMS (PMS) ON EMPLOYEE ENGAGEMENT

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ABSTRACT

Organizations have started believing that they can bring competitive advantage with the help of employee engagement therefore; organizations have started harnessing the ability of engagement to solve obdurate organizational challenges such as high turnover rates and decreasing productivity. Performance management systems have proven to be crucial for improving employee engagement. The purpose of this study is to examine the performance management system characteristics that strongly predict employee engagement. The characteristics are divided into four categories namely purpose, measures, activities and structure of performance management systems. 100 employees were given structured questionnaires in the city of Chandigarh. The results of the analysis showed that the performance measures and activities category were found to be most influential in predicting employee engagement. These performance management system characteristics include development focused, contextual performance, feedback, recognition and link between performance management and reward systems. The organisations should incorporate these characteristics in their performance management systems to keep their employees engaged.

Keywords: Employee Engagement, Performance management system, Contextual performance, Participative decision making

EFFECTS OF GREEN ADVERTISING ON CONSUMER BEHAVIOR TOWARDS GREEN PRODUCTS: A SPECIAL REFERENCE TO GHAZIABAD DISTRICT

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ABSTRACT

Environmental degradation has changed the business practices as done in the past. Thereby in order to conserve the environment, eco- friendly products are manufactured also called green marketing. Hence the companies are undertaking various strategies to spread awareness among consumers so that they may start demanding more eco-friendly products and they may start contributing in protecting nature. Through these green marketing campaigns, the customers have started demanding as the perception of the customer is the important factor for the brand. Not only this, the consumers have started giving more attention to the environment through these green advertising campaigns adopted by the businesses. This paper will examine the awareness level brought through green advertising that consumers have for green marketing products for a sample of 120 consumers which has been measured using Likert scale tools. The present study will also focus on the factors that influence the decisions of consumers for purchasing green products and the green advertising strategies that companies have adopted for getting success.

Keywords: Green Advertising, Green Marketing, Consumer, Green Products, Consumer Behavior

THE PESTER POWER LEVEL IN AUTOMOBILE ADVERTISEMENTS-AN EMPIRICAL PERSPECTIVE

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ABSTRACT

Now-a-days the advertisers are considering the consumerism potentials among the children.Accordingly the advertisers are redesigning their advertising campaigns to attract the children across the world. These modifications can be witnessed in the television advertisements of the present era. If an advertiser can successfully attract a child towards a particular product category, the child can use his/her pester power to convince their parents for a purchase intention. This is phenomenon is common for the children aged 8years-12 years. Therefore the researchers intended to make a study on the pester power level of the children within the said age group.The researchers also intended to investigate the differences (if any) between pester power level and children's age. One important product category which has started considering children consumerism is the Automobiles. Hence for the study, this product category has been identified. The study area was Kamrup Metro, Assam. The study revealed the different levels of pester power as per the individual ages and it was concluded stating about the existing difference between the age and level of pester power for automobiles advertisements.

Keywords: Pester Power, Children, Advertisers, Automobile advertisements

GROWING IMPORTANCE OF AFTER SALE SERVICE IN INDIAN AUTOMOBILE SECTOR: A REVIEW OF STUDY

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ABSTRACT

After sales service play an important role in customer satisfaction and retention in automobile industry. It is considered as one of the key success factor of the automobile industry. A large portion of the business association of durable assembling don't know about the significance of after sales services and its impact on the satisfaction level of customer. Neglecting to understand the nearness of these services can obliterate the business relationship and lead disappoint to clients. Organizations can lose potential for new customer because of negative verbal. That is the reason, each business association should think about the objective and significance of after sales services and execute it in the each association to satisfy customers and make them faithful. This review paper is an attempt to understand the growing importance of after sales services which highly affect the satisfaction level of customers and make them faithful in automobile industry.

Key words: After sales service, Customer satisfaction, Automobile Industry

AN EMPIRICAL STUDY OF CONSUMERS' PERCEPTION AND ACCEPTANCE TOWARDS GREEN CONSUMER DURABLE PRODUCTS IN DELHI/NCR

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ABSTRACT

In the present times, environmental issues have taken serious consideration everywhere. The field of marketing has also not been un-touched by the same; marketers try to make their marketing strategies accordingly. Businesses try to adopt the sustainable development approach to tackle environment related issues and they work for society and the environment together along with profit making. With the growing awareness about environmental issues like global warming, the adverse impact of pollution and depletion of the ozone layer, etc., both marketers and consumers see green products as a sustainable solution to the said problem. Consumers' growing concerned about environmental issues pushing them to opt for green products as a part of sustainable consumption. This study will try to analyze the changing behavior of consumers, their perception and acceptance towards green products specifically Green Consumer Durable Products. To achieve the objective of the study questionnaire will be designed and collected the data from at least 200 respondents. A simple random sampling method will be used to select the data. To prove the hypotheses of the study descriptive and inferential statistics will be used with the help of Statistical Package for Social Sciences Software (version 26).

Keywords: Green Consumers, Green Consumer Durable Products, Consumer Perception and Acceptance towards Green Consumer Durable Products.

INTELLECTUAL CAPITAL AND FIRM PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Present study is an attempt to highlight the importance of intellectual capital (IC) in the present age of economy. Systematic Literature Review (SLR) approach has been used to identify the publication trends in the area of IC and firm performance. Descriptive analysis has been conducted to identify the yearly publication trends, most important journal outlets for this domain of research and highly cited publications over the period of studies. Further the content analysis of all the publications shortlisted from "SCOPUS" has been performed. Majority of the publications are found to have established a positive and significant impact of intellectual (IC) over firm performance.

Keywords: Firm Performance; Human Capital: Intellectual Capital; Value Creation

RETENTION OF EMPLOYEE USING TAGUCHI LOSS FUNCTION

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ABSTRACT

Purpose: The main aim of this paper is to define a impact that quality management have to retain a employees in any organization and its impact on performance and enhance productivity. This paper aims to examine quality control and its connection with employee retention levels using taguchi loss function.

Design/ methodology/ approach: In this paper methods is applied: Taguchi loss function (for service process performance improvement) to define the impact of factor (quality control) reduce voluntary turnover rates in organization. In research work it is defined that control and uncontrollable factor that impact a retention of employee within an organization, as it is define by Taguchi loss function. The method uses an orthogonal array system for examination of loss function and define as according to controllable factor.

Finding: We propose a series of research topics that personal stress& dissatisfaction from salary are few variables for employee turnover hence our new approach is by improving working condition of employees as per requirement of current scenario. By applying the techniques taguchi loss function it finds an optimum condition at which organization can retain its employees & engage them for the quality of life. Quality management is act which define all task and activities to maintain a level of excellence. It consists of the finding of quality policy, creation, and implementation the quality planning and quality control with improvement.

Research Limitation/ Implication: It mainly define that changes in certain factor leads to enhancement of quality at workplace. this method used by practitioners for effective quality management implementation.

Practical Implication: The paper will provide a deep insight to practitioners that there is need of changes required in certain factor that can improvement & enhancement on the productivity and fulfillment as well as retention of the workforce.

Originality/ Value: – This study indicate that a quality management may lead to high retention, as define by taguchi loss function. Although taguchi loss function has been successfully implemented to define the optimizing condition for retention and improve quality of life.

Keywords: retention, employees, turnover, quality, organization, work

A CRITICAL ANALYSIS OF PERFORMANCE OF AGRO BASED INDUSTRIES IN INDIA

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ABSTRACT

India is an agriculture based economy and Agriculture has key role to provide raw material to Indian Industries. Agriculture industries like food processing industry, paper, textile, etc. contributed to increase in employment in India. Agro-based industries included food processing industries and non- food processing industries. Approximately half of the total output of agro-based industries in India has come from the food processing industry and beverages accounts whereas Food processing industries are still under development. Government should take appropriate step to facilitate the agro based industries.

Keywords: Agro industry, Agriculture, Industrial development.

A STUDY ON WORK LIFE BALANCE AMONG FEMALE TEACHERS IN HIGHER EDUCATION (WITH SPECIAL REFERENCE TO SELECTED INSTITUTES & COLLEGES IN PUNJAB)

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ABSTRACT

Work life balance (WLB) has become a vital subject especially for women, as the times have changed in defining the gender roles of men and women in Indian Society over the years. Previously the responsibilities of men and women were defined, and they were primarily focused on men being the bread-earner of the family, and women were subjected to management of the house and children. Since the roles have changed now and women have stepped out of their nominal role of a home maker to an all-rounder, it is indeed very important to understand how women maintain balance between their professional and domestic life. In Indian scenario, women had to struggle a lot initially to break the stereotypes and establish their identity in a competitive world both professionally and personally. Therefore, the investigator tried to analyse the work life balance of female faculties of higher education Descriptive and Comparative research approach was used. For the study N-52 faculties were selected which may be married or unmarried and are appointed on a regular basis or adhoc basis with simple random sampling technique. Statistical independent sample t-test was implemented to analyse the data. Therefore, the study showed insignificant difference as (P>0.05) level of significance.

Keywords- Domestic life, professional life, working women, work life balance

FILTER BUBBLE AND SOCIAL MEDIA. AN EMPIRICAL STUDY

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ABSTRACT

During the Internet age, when large media providers no longer serve a gateway role, the diversity of individual exposures can shape individual choices using what sites we visit, who we friend and follow and algorithm choices. Internet companies such as Amazon, Facebook and Google are actively gathering knowledge about clicking and purchasing habits from their customers. This (big) data routinely analyzes light on consumer customer needs and helps businesses to deliver unique goods and services creating a filter bubble to personalized the service to its users. The paper implicated the conceptual background and resent changes seen in the concept in social media platform. The study further bring out the remedial measures that could be brought in social media by stepping out of the bubble .

Key words: Social media, Filter bubble, Fake news, rectification

AUDIT COMMITTEE SIZE AND ITS IMPACT ON SHAREHOLDER VALUE

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ABSTRACT

The present study aims at examining the connection between audit committee size and shareholder value of mid-cap companies listed in NSE, India. Six years data of the sample companies were collected from their Financial statements and annual reports for the years 2014-15 to 2019-2020. In a sample of 60 mid cap companies (Total 357 observations excluding three companies' data of 2014-2015) the study specified that, the audit committee size has important connection with the performance in terms of Return on Net Worth and Tobin's Q of the companies. This study further conceded that, the audit committee size has no correlation with the performance in terms of the Price Earning ratio of the companies. Some of the conclusion and future scope and managerial implication are also presented in the study.

Key words: Audit committee, Return on Net Worth, Corporate Governance, Audit committee composition, National Stock Exchange (NSE

MEASURE THE RELATIONSHIP BETWEEN PROCESSING AND WORKING MARKETING CHALLENGES BEING FACED BY TRADITIONAL TEXTILE MANUFACTURERS OF GARHWAL REGION OF UTTARAKHAND

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ABSTRACT

The handicraft industry in India plays a very vibrant part in the economic progress of rural people. Moradabad, Jaipur, Garhwal, Jodhpur, Saharanpur, and Narsapur are the major handicraft places in India. Overall, this industry employed more than 1 million people in India. Exporters of Handicrafts from the India have a superiority over competitors' countries like Malaysia, Philippines, China, etc. who mostly occupied by machine, whereas handmade products/items of India are widespread all over the world, courtesy, their unique designs with the talented workmanship. When it comes to the Garhwal region, it has a legendary history in wool. Wool is considered as sacred and people's life revolves around wool. Every year in winter, on the day of closing the "Badrinath shrine kapat" Mana village maidens weave a shawl of woolen called "Beena" and "Kamal" on the same day. The shawl is absorbed in ghee and after wrapping around the Sri Badrinath, the idol. When Kapat has to be re-open after six months two maidens of the village will offer a carpet to Sri Badrinath. Bhotia tribe people practice woollen craft in the entire Chamoli district. Bhotiya people are traditionally a trading community. Present research paper aims to measure relationship between processing and marketing challenges which are faced by the textile manufacturers of Uttarakhand.

Keyword: Textile Industry, working challenges, processing challenges, marketing challenges

STRESS AMONG STUDENTS DUE TO ONLINE LEARNING DURING COVID -19 AND COPING STRATEGIES

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ABSTRACT

This paper is intended to discuss the relationship of stress perceived by the students during their online learning through virtual platform in the pandemic era. Prolonged lockdown due to outbreak of COVID- 19 restricted the access of physical classes in schools and colleges in almost every country in the world which have pushed millions of students to shift on online mode of learning. This overnight shifting from offline mode of learning to online learning has caused a great stress among students. This paper has found empirically that how the perceived stress among students is caused due to online learning. It further explores that how the stress among students has been intervened by coping strategies due to which students have perceived less stress. A total sample for this study comprises of 844 students and the data collection tool was structured questionnaire which was sent through online mode. SPSS 20.0 software has been used to test the hypothesis. This research has concluded that with the help of some effective preventive measures and coping strategies, educational institutes and their administration could succeed in lowering down the stress level among students which has perceived due to online learning platform.

A STUDY OF INFORMATION TECHNOLOGY INFRASTRUCTURE
IN CO-OPERATIVE, NATIONALIZED AND PRIVATE BANKS

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ABSTRACT

There are various facets of IT in banking Industry. IT helps banking industry to take global opportunities. Banks are providing numerous IT based products and services 24/7/365 for customer convenience. They are prone to different disruptions due to high dependency on Information technology infrastructure. To provide continuous services banks need to prepare Business Continuity Planning (BCP) for information technology environments. This study focuses on the need, awareness and preparedness of the Business continuity in the Scheduled Urban Cooperative, Nationalised and Private Sector Banks located in Pune city. For this study 230 branches of three types of banks were selected. The findings of the study concludes that there is a need of Business Continuity planning (BCP) for IT based services and branches of selected are well aware and prepared for the same.

Keywords: Information Technology, Business Continuity Plan, Testing, Auditing, Training

AN EMPIRICAL INVESTIGATION ON THE UNDERPRICING OF INITIAL PUBLIC OFFERINGS – EVIDENCE FROM INDIAN CAPITAL MARKETS

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ABSTRACT

This paper demonstrates the presence of underpricing in both Book Built and Fixed Price Initial Public Offerings (IPO) and also to examine the influence of factors on the listing performance of IPOs. This study is conducted for a period of five years starting from 1st January 2015 to 31st December 2019 with a sample of 347 IPOs. The existence of underpricing is determined by comparing the raw return (RR) of IPOs with the Market adjusted excess return (MAER). Regression analysis is used to analyze the factors influencing towards the listing performance of IPOs. The work confirms the presence of IPO underpricing during the study. It is also evident from the work that the underpricing of Book built IPOs is substantially greater than the Fixed price IPOs. It also shows that Offer price and Index return contribute significantly in influencing the listing performance of IPOs.

Key Words: Initial Public Offering, Underpricing, Book Built, Fixed Price, Market Adjusted Returns and Raw Returns

CONSUMER PERCEPTION TOWARDS E-PHARMACY IN GUJARAT

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ABSTRACT

This study aims to explore the buying behavior of out-patients, perception towards E-prescription, the impact of on-time delivery, and consultancy service provided on sales share among a representative sample of Gujarat. A single cross-sectional exploratory study was designed. A semi-structured close- ended survey questionnaire was distributed among outpatients from January-2021 to February-2021. Spearman's rank correlation and chi test were used as an analytical tool with Excel and SPSS 22 for data analysis. Respondents have accepted retail pharmacy stores over online stores for buying medication. Furthermore, demographic factors were evaluated to understand the impact of education and qualification on purchase, and tableau was used to illustrate the same. In conclusion, youth is more inclined and enthusiastic to use an online pharmacy in the future. Factors such as legal authenticity, on-time delivery, improved user-friendliness of E-prescription and consultancy services will help E- pharmacies to generate greater revenue.

KEY WORDS: E-pharmacy, sales revenue, online medicine purchase, E-prescription, on-time delivery.

AN EMPIRICAL APPROACH ON THE EFFECTIVENESS OF THE EMPLOYEE ENGAGEMENT UNDER THE PROFESSIONAL ISOLATION SETUP

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ABSTRACT

Professional isolation has made employee and employer to face several challenges in performing employee engagement activities. There has been little evidence on the decision making construct of Professional isolation, which the employee deals with, during work from home .The driving force for this study was to progress the understanding of selecting suitable and strategic valid measurements for employee engagement according to the new norm of COVID-19.The Empirical study was conducted to describe the relation of employee engagement with professional isolation .This study is conducted with a quantitative research approach by a cross-sectional study on Indian employees. The validity, reliability and hypothesis testing was conducted on 203 self-administered questionnaires.

Keywords: Employee engagement, Professional isolation, Remote work

IMPACT OF INDUSTRIAL ACCIDENTS ON EMPLOYEES BEHAVIOUR AND PRODUCTIVITY

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ABSTRACT

Industrial accidents lead to injury, disablement and fatal cases. The paper reviews evidences on the actual enforcement and efforts related to elimination of industrial accidents. It is known that industrial accidents serve as a negative catalyst and directly results into change in employee's behaviour and loss of productivity. Therefore, to avoid the behavioural change among employees and loss of productivity industrial accidents must be prevented as it simultaneously and negatively effects on both employees and the industrial output. The researcher adopted the primary source of data collected from an industry. The secondary source of data involves the reference of journals, periodicals, magazines and data available with government authorised organizations like, National Safety Council (NSC).

The growing complexity of industries in India with increasing use of machinery and technology till cannot prove elimination of accidents. The focus of this paper is to examine the academic research on industrial accidents and its effect on employee's behaviour and industrial productivity. Also it is depending upon the nature of the accidents whether it is major or minor accident.

This paper offers a critique of recent scenario of industrial accidents in an industry in India.

Key words: Industrial accidents, employee's behaviour, loss of productivity, awareness about accidents and accidental prevention

AN EMPIRICAL ANALYSIS OF USAGE OF SOCIAL NETWORKING SITES (SNS) BY JOB SEEKERS IN RAJASTHAN

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ABSTRACT

Online SNS like Facebook, Twitter and LinkedIn offer a broad variety of options for interaction, including friendships, common interests or shared workplace relationships. One of the things that make social networking successful is the fact that users can develop a public presence and join other members in a network of their own. The main objectives of this paper are to find out the role of SNS in job search and to find out the preference of SNS used for job search. This paper highlights the ways that job seekers are using to hunt for jobs on the social networking platforms. A huge number of questionnaires, about 400, were distributed to the graduates, postgraduates and post-pg students who are searching for jobs via SNS. To arrive at a conclusion, researcher will apply an ANOVA and T test.

Key Words: Social networking sites, Job seekers, Job search, Facebook, LinkedIn

IMPACT OF CELEBRITY ENDORSEMENT ON BRAND PROMOTION

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ABSTRACT

Celebrity endorsements can be seen as a powerful and effective advertisement tool to cut through today's media clutter and grab the attention of consumers by sustaining a brand's image. Advertising professionals rely on the assumption that using a celebrity to endorse a brand will result in increase of consumer recall. Advertisers believe that using a celebrity endorser will not only create awareness but also has an impact on sales. The use of celebrities to promote the products and brands on different media has been steadily increasing over the past few decades.

The study has been done to evaluate the role of social media in today's world for the newly launched brands endorsed by the celebrities. As almost everyone is hooked to social media for daily updates so it has become more important for the marketers to push their content on this media as social media will not help in creating awareness for the products but also induce the trials. Respondents in this study has agreed to the fact that social media is educating them on all the new products and services and also tend to believe the products are of good quality which are endorsed by the celebrities.

Key words – Brand endorsements, celebrity, consumer, products, social media

DERIVATIVES FOR MANAGING EXPOSURES: A COMPREHENSIVE REVIEW OF USAGE, PREFERENCE, REASON AND FIRM VALUE

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ABSTRACT

This paper explores the different aspects of derivative usage through a systematic review of the various articles from the old to the latest period. The paper addresses five research questions and the findings show that most of the firms are using derivatives for managing their exposure especially large-scale firms. The forward contract is the most favored derivative instruments and exchange traded instruments are not preferred by firms even multinational corporations. Managing volatility of cash flows is a major reason for involving in derivative contracts. The link between derivative usage and firm value gives a controversial result. Exposures are not considerable and policy restrictions by board of directors are some of reason for away from derivatives, lack of knowledge about the derivatives is also a reason.

Key words: Derivatives, preference, reasons for hedging, firm value.

DYNAMICS OF BOARD INDEPENDENCE FOR LISTED COMPANIES IN INDIA

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ABSTRACT

The study attempts to verify dynamics of board independence and relationship of board independence at listed companies of India. For this purpose, the study has used the data of NSE 200 listed companies from financial year 2007-08 to financial year 2016-17. We find that in three year after first year each firm of upper quartile has tried to maintain the position in the same quartile. The results show that from fifth year to tenth year the sequence remains same. It means not much efforts by firms to step up or step down in the board independence from 4th year onwards. The study also verifies the relationship of board independence with other variables. We find that TM duality, board size and number of board meetings have significant relationship with board independence.

Keywords: board independence, corporate governance, listed firms