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AIMS AND SCOPE

The PIMT Journal of Research (PIMT JR), a peer-reviewed refereed journal, started in March, 2008 is the Quarterly publication of the Punjab Institute of Management and Technology, Khanna. The main aim of this journal is to disseminate knowledge and information in the multidisciplinary areas. The journal focuses on pure empirical, applied and interdisciplinary research in different areas. The journal is intended to provide forum for debate and deliberation for academics, policy planners, and research students of MBA and MCA programs. The PIMT Journal of Research publishes articles, research papers, abstract of doctoral dissertations, book reviews, case studies, short communications and bibliography in multidisciplinary or allied areas.

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From the Editor's Desk

I am pleased to place before the readers this issue **Vol-14, No.3** of PIMT Journal of Research (Peer Reviewed Refereed Journal), a publication of Punjab Institute of Management and Technology, Village Alour, Khanna. The response from the contributors of research articles has been overwhelming. The PIMT Journal of Research presents an academically proficient blending of research articles, short communications, book reviews and doctoral dissertation abstracts. The significance of Management and Information Technology has become very well founded all over the world. These fields are witnessing rapid challenges and changes in the face of globalization forcing researchers, academicians and practicing managers to keep them updated on the latest advances in multidisciplinary areas. To promote exchange of ideas among the scholars and practicing managers in the field, PIMT has launched the PIMT Journal of Research. The Journal reflects a keen interest and sustained efforts of researchers, academicians and professionals who have covered wide spectrum of contemporary issues in multidisciplinary & its allied areas. We appreciate the efforts put in by the researchers in terms of quality research work done by them and versatility in the methodology adopted in their research work.

We also express our gratitude to the reviewers of the various articles and contributors of the doctoral dissertation abstracts for giving their valuables contributions, comments and the suggestions for the enrichment of this journal. I thank and look forward to their continued association and support to PIMT Journal of Research.

Our commitment to the cause of promoting high quality research work in multidisciplinary areas that will contribute to enlighten our readers in the times to come.

The Chairman Sh. Naresh Aggarwal, President Sh. Pawan Sachdeva, Secretary Sh. Raj Kumar Goyal, and other members of Governing Council of the Institute have taken the keen interest in this academic endeavor. I am extremely grateful to them for their continued guidance and support.

Dr. Manisha Gupta

Editor-in-Chief PIMT, Alour, Khanna

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MAJOR BOVINE HEALTH ISSUES IN PUNJAB

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ABSTARCT

The present study aims to investigate the major bovine health issues in Indian Punjab. The study is based on primary data, collected through a detailed survey of 420 dairy farmers belonging to different farm size categories from 21 villages situated in three different agro-climatic zones (Shivalik Foothills, Central Plains and South-West Dry zones) of Punjab. The study reveals that repeat breeding syndrome is the biggest health issue in dairy animals, which may be due to the poor quality of the semen used for artificial insemination. Other major bovine health issues are fever, mastitis, retained placenta, abortion, adult cattle mortality, navel infection in calves, scours, skin lesions, acidosis, dystocia and heat stress among the dairy animals.

Keywords: Bovine, Abortion, Mastitis, Repeat breeding, Scours

ATTITUDE AND AWARENESS TOWARDS COVID-19 AND THE MEDICATIONS USED BY THE HEALTHCARE MANAGEMENT STUDENTS

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ABSTRACT

Healthcare students will be a driving force in responding to the COVID-19 pandemic and knowledge and awareness about the medicines used in combatting the Covid-19 pandemic is crucial to address the current catastrophic situation of Covid-19. The objective of the current study was to assess knowledge and Awareness of healthcare students towards medicines brands used in covid-19. A structured questionnaire was used to conduct a survey in an online based platform with students from different Pharmacy and medical colleges between December 2021-January 2022. The indulging participants were consulted and were notified about the gist of the survey by taking their approval. A total of 166 participants responded to the questionnaire, out of which female candidates stood at 55% while 45 % were males. By investigating the results, it was known that the audience were highly learned about the medicines used in Covid-19, however there was a lack of awareness among the brands used in the market. This kind of study gives an insight about the level of awareness among the healthcare students about the pharmaceutical brands used in the market so that proper interventions at the level of healthcare students could be designed to overcome the awareness gap in the healthcare students.

INTERPRETATION OF 'NECESSITY' IN INTERNATIONAL INVESTMENT LAW

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ABSTRACT

"Necessity" as a concept has been employed by many juristic set-ups as a permissible exception to obligations, as and when undertaking those obligations adversely impacts a party's "primary values." These could include environmental obligations, human rights, protection of foreign investment or trade. International Investment tribunals have used diverse approaches to interpret the manner in which a measure is „necessary." This analysis entails adjudicating the objective of a measure with reference to the obligations under investment treaties, including provisions such as fair and equitable treatment and non-precluded clauses. It has been observed that despite the perceptive importance of such a defense, the approach of investment tribunals towards the interpretation of necessity has been inconsistent. Scholars have often argued for investment tribunals to incorporate the consistent World Trade Organization (WTO) jurisprudence towards necessity, as such an interpretation would help in developing a clear body of precedent in international investment law that will provide for more certainty for host nations as well as investors. This paper seeks to explore the existing tribunal decisions on necessity with reference to non-precluded clauses, fair and equitable treatment as well as a possible claim in cases of expropriation

PROMOTION OF ENTREPRENEURSHIP IN INDIA VIS-À-VIS CHINA: THE POLICY IMPERATIVE

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Studies, Pune, India*

ABSTRACT

China is known to be the 'world factory' for manufacturing. It has a massive GDP and much of its revenue is generated through export of goods manufactured in China. China attracted huge foreign direct investment and did a lot of contract manufacturing in past three decades. The success of China in manufacturing has become a role model for other countries. India too followed the suit and launched 'Make in India' initiative in September, 2014 to give a big push to domestic manufacturing and attract highest foreign investment. On the contrary, the next year in 2015, China also came out with 'Made in China 2025' initiative to move further from contract manufacturing to innovation and hi-tech driven manufacturing. Whether it is 'Make in India' or 'Made in China', the role of entrepreneurship is important. What shapes entrepreneurship is the entrepreneurial behaviours, attitudes as well as ecosystems of economies which promotes entrepreneurship. This research paper aims to make a comparison of entrepreneurial behaviours, attitudes and ecosystems of India vis-à-vis China. The research paper has important lessons and implications for policy making to promote entrepreneurship and realize the high-stake dreams of becoming a manufacturing hub.

Keywords: - India, China, manufacturing, GDP, entrepreneurship, behaviours, attitudes, ecosystems

TRANSACTION EXPOSURE MODEL UNDER EXPONENTIAL DISTRIBUTION EXCHANGE RATE ERROR WITH NEWSVENDOR SETTING

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ABSTRACT

Whenever there is a time lag between the time when the order is placed and the time it is realized in a global supply chain consisting of one retailer and one manufacturer, Exchange rate fluctuations affect pricing and quantity decisions. Here, we explain the effect of exponential distribution on the exchange rate error under linear demand with additive error in newsvendor settings where the retailer or manufacturer shares exchange rate risk.

Keywords: Transaction Exposure, Exchange Rate Error, Newsvendor Problem, Optimal Pricing and Quantity, Exponential distribution

A STUDY ON JOB STRESS AMONG TEACHERS IN SELF FINANCING COLLEGES AFFILIATED TO CALICUT UNIVERSITY

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ABSTRACT

Human life to-day is characterized by complex and multifarious activities unlike life in the past. In the past people lived in harmony with nature, which was worshipped and the human activity was friendly towards it. Environment today is exploited and man tries to fight against nature, instead of living in harmony with it. This unnatural approach is the root cause for all the disorders, discomforts and diseases suffered by man. Living in this world today is full of pressures, strains and stress. Stress obviously, is the result of one's greed, desires and ambitions. Teaching also has its own strains and stresses. It is no more mere preparing the lessons, lecturing in the classes and evaluating the student. But, to-day teaching includes many aspects apart from the core activities, especially in higher studies. In this connection, the system for record-keeping has to be maintained by the teachers. The colleges should maintain the records-related admission applications, admission list, attendance records, course registration records, final examination records, pass/fail statements. Apart from this, the colleges have to go for National Academic Accreditation, ISO for academic excellence. This result in more clerical work-load for the teachers apart from their regular teaching work. Since, self financing college teachers have more work load, along with other psycho-social problems. These problems create more stress and ultimately affect the performance of the teachers. Keywords: Job stress; Self-financing college; Calicut university

A STUDY ON LEVEL OF RECOGNITION AMONG CONSUMER REGARDING GREEN EVOLUTION OF CONSUMER GOODS

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ABSTRACT

The consumer plays a crucial role in green evolution of consumer goods. In recent years, the demand of organic consumer goods has been doubled which indicate that the shift in consumers mindset and purchasing-decision factors. The activation of consumer is owed to the ill effects that have started to come to sight with unpredictable weather conditions, newer and incurable Fitness ailments, climate change and natural emergencies. This awareness creates the consumer to agree the ill effects of inorganic/harmful products and benefits of organic and green products. This recognition makes the consumer more aware and related about safety, sustainability, Fitness and quality of products. This survey is conducted among 150 consumers using convenience sampling. This helps to know the consumers level of identification about green evolution of consumer goods and the consumers character to increase perception about green products, green product manufacturer, procurement and transportation, utilization and 3R's (Recycle, Reuse & Reduce)

Keywords: Green Evolution, Level of recognition, Green product, consumer goods

STUDY OF EXPECTATION AND PERCEPTION LEVEL OF CUSTOMERS TOWARDS ORGANIZED RETAIL STORES OF PUNJAB

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ABSTRACT

In the world of retailing, whether they are organized or unorganized retail marketers, they are competing for the customer's attention. The success of any business depends on their ability to provide right goods at the right place, time and at the right price to the customers. In today's context, service quality becomes an extremely important criterion for measuring the customer satisfaction. The present research has looked into the expectation and perception level of customers with regard to the service quality of organized retail sector. The objective brought thorough understanding of the customer satisfaction towards the retail service quality with help of questionnaire. There has been a sufficient evidence from the study that it is difficult to win customers' trust who buying their products along with the quality of services. Various factors influence the expectations and perceptions level of customers are Physical Aspects, Reliability, Personal Interaction, Problem Solving and Policy.

Key words: Organized retailing, retail industry, service quality, Customer satisfaction, service quality dimensions.

CORPORATE INSOLVENCY RESOLUTION PROCESS: FACILITATING BUSINESSES EXIT

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ABSTRACT

The paper describes the Insolvency and Bankruptcy Code, 2016 and appraises its efficiency against a number of benchmarks. The purpose of the enactment of the Code is to consolidate various legislations on the subject and provide a vital platform for revival and/or liquidation of corporate and non-corporate bodies and self- proprietors. The substantial policy and procedural changes envisaged in the Insolvency and Bankruptcy Code aims to salvage the movable and immovable assets engaged in the distressed organizations in a time-bound manner to protect the interests of not only creditors but also employees, worker, government dues and others involved. An attempt has been made to understand as to how far the corporate insolvency resolution process under the code is effective for resolving distressed assets and containing non-performing assets of banks in India and why it is being recognized that bankruptcy law is not enough to manage the bad loan situation in India and need more concerted action.

Keywords: *Insolvency, Bankruptcy, Liquidation, Haircut, Fresh start, Calm period*

TRENDS IN EXPORT AND IMPORT OF AGRICULTURAL COMMODITIES FROM INDIA-A STUDY

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ABSTRACT

India's different atmosphere guarantees accessibility of all assortments of new natural products and vegetables. India is the world's second biggest maker of the agrarian items, for example, wheat, rice, sugarcane, a few dry foods grown from the ground biggest maker of numerous new vegetables (Eggplant, Potato, Pumpkin, squash and gourd). According to National Horticulture Database distributed by the National Horticulture Board, during 2015-16, India created 169.1 million metric huge amounts of vegetables. The territory under development of vegetables was developed on 10.1 million hectares. India is the biggest maker of ginger and okra among the vegetables and positions second underway of potatoes, onions, cauliflowers, brinjal, Cabbages, and so forth. The immense creation base offers India enormous open doors for send out. During 2018-19, India sent out vegetables worth Rs. 10236.93 crores, which contained worth of Rs. 5419.48 crores. Onions, Mixed Vegetables, Potatoes, Tomatoes, and Green Chilly contribute generally to the vegetable fare crate. The significant objections for Indian vegetables are Bangladesh, UAE, Netherland, Nepal, Malaysia and so on. Agro handling and farming fares are a key zone and it involves fulfillment that India's part in worldwide fare of horticultural items is consistently expanding. India is as of now positioned 10th among the significant exporters worldwide.

Key words: Trends, Area, Production Import, Export

FAMILY OWNERSHIP AND FIRM'S FINANCIAL DECISIONS: EMPIRICAL EVIDENCE FROM S&P BSE 500 COMPANIES

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ABSTRACT

Publicly traded companies in India are largely dominated by founding families. From an agency perspective, family-owned firms are different from other businesses. The family agenda may indeed influence the financing decisions of family firms. The present study is an attempt to explore the financing choices (in terms of debt-gearing and debt maturity pattern) of Indian family firms using the sample of the S&P BSE 500 Index for the period from 2015 to 2019. Using the fixed-effects panel regression models, the study reveals that the family firms prefer to use leverage (especially short-term debt) in their capital structure than non-family businesses as the agency cost of debt in family firms is comparatively low. Thus, following the trade-off theory, these firms opt for high leverage. However, the results show no significant influence of family shareholding on overall debt and debt maturity patterns.

Keywords: *Family business, Capital structure, Debt maturity, Leverage, S&P BSE 500 Index*

MICROFINANCE BASED BANKING SERVICES IN PUNJAB: A PERCEPTION STUDY

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ABSTRACT

The present study aims to study the perception of Punjab's microfinance borrowers about different banking services provided by microfinance programs in the state. A questionnaire survey was conducted during 2019-2020 for 2000 respondents selected through multi-stage random sampling. The results indicated that the mean scores of the perception related to banking services of microfinance participants varied between low to high impact scores. Further, the results of ANOVA indicated a significant difference in the mean scores of the perception about microfinance based banking services at the district level and age of respondents. However, mixed results were indicated for the difference in the mean scores of perception for different age of the beneficiary respondents.

Keywords: Microfinance, Banking Services, Perception, Financial Inclusion