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ASSESSING THE IMPACT OF AMBIDEXTROUS HUMAN RESOURCE MANAGEMENT ON EMPLOYEE PERFORMANCE: ROLE OF ORGANIZATIONAL CULTURE

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ABSTRACT

Purpose – The dynamic environment has necessitated searching for new ways of managing and grooming people for sustainability. The purpose of this study is to explore ambidexterity in human resource management for better management of paradoxical tensions and its effect on employee performance. Further, this research also addresses the black box in this relationship by evaluating the mediating role of organizational culture in this relationship. A quantitative research methodology has been used. The data have been thoroughly examined for reliability and validity. The findings revealed that organizational culture mediates the relationship between ambidextrous human resource management and employee performance. Finally, the theoretical and managerial implications have been also been put forth. The study contributes towards ambidexterity literature by examining it from HRM perspective. Further, it will also help in managing the paradox tension in better way at system as well as individual levels.

Keywords: Ambidextrous Human Resource Management, Organizational Culture and Employee performance.

REINFORCEMENT LEARNING-BASED ENERGY EFFICIENCY OPTIMIZATION IN IOT-ENABLED CLOUD COMPUTING RESOURCE ALLOCATION

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ABSTRACT

Cloud computing systems must optimize energy use to support IoT infrastructure growth (IoT). This research uses reinforcement learning to allocate resources in cloud computing settings based on the Internet of Things (IoT) to save energy (RL). Our method uses RL's dynamic decision-making to allocate cloud resources to minimise energy consumption and optimize performance. We first create a cloud computing environment-connected framework for IoT devices to meet their fluctuating resource needs. Reinforcement learning ensures efficient resource distribution in this framework. This algorithm learns and adapts to changing conditions. RL model training and validation on real-world cloud computing and IoT scenarios. Its energy efficiency is much higher than traditional resource allocation methods. Meeting service-level agreements allows the model to control energy consumption and satisfy customers (SLAs). The study also examines our RL-based solution's scalability, cloud computing scenarios, and ability to adapt to changing network conditions and device variability. Our method lowers cloud data centre energy consumption, which is essential for low operating costs and IoT infrastructure sustainability.

Keywords—Energy Harvesting, Deep Learning, Energy Generation, Cloud Computing Resource

NAVIGATING THE GLOBAL PATH: INTERNATIONALIZATION OF FAMILY BUSINESS: A PERSPECTIVE ARTICLE

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ABSTRACT

***Purpose:** The purpose of this perspective article is to shed light on the dynamic process of internationalization within family businesses. We aim to explore the factors that drive family businesses to expand internationally, the strategies they employ, and the inherent benefits and challenges associated with this journey.*

***Methodology:** Extended Literature Review*

***Originality:** This Perspective Synthesises existing literature on Internationalization of Family Business*

***Findings:** Through an in-depth analysis of existing literature and real-world case studies, this perspective article reveals that family businesses embark on the path of internationalization driven by a myriad of factors, including growth aspirations, market diversification, and competitive advantage.*

***Contribution:** This perspective article contributes to the existing literature on family business and internationalization by offering a holistic understanding of the subject. It uncovers and provides a light into the importance of internationalization of family business in future.*

***Keywords:** Family business, Internationalization, strategy*

A GENDER-INCLUSIVE PERSPECTIVE ON WOMEN SHAPING INDIA'S ECONOMY THROUGH FAMILY BUSINESS – A PERSPECTIVE ARTICLE

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ABSTRACT

Purpose – This perspective article delves into the transformative role that women play in shaping the future of India through the family business domain and the importance of gender diversity and inclusivity for the sustained growth and prosperity of these enterprises.

Design/Methodology/Approach - This paper is an integrative review based on a concise and critical literature study.

Findings: The author reviews and integrates that women in the Indian family business landscape drive economic prosperity through inclusivity, diversity, and sustainability initiatives, contributing significantly to business and economic growth and adaptability despite the traditional barriers and challenging stereotypes.

Originality/Value - This perspective article introduces a fresh perspective on the role of women in shaping the future of India through family businesses. It distinguishes itself by triangulating gender dynamics, entrepreneurship, and family business, in offering an innovative lens to address evolving challenges, contributing to future research and practical solutions in the domain of Indian family businesses.

Keywords – Women Entrepreneurship; Family Business; Gender Equality; Inclusivity; Sustainability

EXPLORING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE INDIVIDUAL'S FITNESS ATTITUDE

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ABSTRACT

The current decade known for the new revolutions on the internet and thus resulted in a new trend of increased use of social media applications. Influencers on social media have an influence which ranges from content creation to selling and distribution of various products. As a result of this internet revolution people got great access to fitness resources and provide great opportunities to individuals of varying ages backgrounds and abilities to explore their fitness journey. The online influencers play a significant role right now and which includes guiding and helping the individuals in their journeys by providing them information and guidance. This role is confirmed by the fitness influencers rapidly surging followership. The pandemic created great awareness among people about the significance of health and fitness. With more people turning to online platforms for fitness advice and encouragement, social media has become a vital source of healthcare knowledge for people today. This study investigates how social media influence the individual's fitness choices in their fitness journey. The study focused on those who follow fitness-related online influencers and have an interest in fitness. In addition to examining whether there are gender differences in people's attitudes towards fitness, the current study examines how social media influencers affect people's attitudes towards fitness by taking into account independent variables like perceived expertise, trustworthiness, and sincerity of the influencers. A standard online questionnaire was developed and disseminated through an online survey for this study. Regression analysis, independent t-test, and correlation were the statistical techniques used in the data analysis process. The finding shows that there are gender differences in the individual's attitude towards fitness and this Fitness Attitude impacted by social media influencers.

Keywords: Social Media, Social Media Influencers, Fitness Attitude, Physical Fitness

THE INFLUENCE OF BIG FIVE PERSONALITY TRAITS ON E-BUYING BEHAVIOR OF MILLENNIAL WORKING WOMEN

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ABSTRACT

Comprehending the workings of online shopping platforms and customer behaviour is crucial for professionals vying for business in the rapidly developing virtual economy. Customers may visit online stores at their convenience thanks to e-commerce, which acts as a platform. This study investigates the influence of the Big Five Personality Traits on the e-buying behavior of apparel among millennial working women. For this purpose, data were collected from 500 millennial working women from northern India (Chandigarh, Panchkula, and Mohali). The data was analysed using structural equation modeling in AMOS. Recognizing the significance of individual differences, this research explores how specific personality traits shape preferences, decision-making, and overall behavior in the context of online apparel shopping. The aims of the research are quite well understood because of the data analysis that was done. Research gaps and their consequences for marketing are also covered.

Keywords: Apparel, Big Five Personality Traits, E-Buying Behavior, Millennial Working Women

FINANCIAL PLANNING AND SATISFACTION: A STUDY OF THREE GENERATIONS OF INVESTORS IN PUNJAB

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ABSTRACT

Financial planning is a dynamic and essential component of individuals' lives, guiding them toward their financial goals and ensuring a secure future. Similarly, financial satisfaction is a crucial aspect of an individual's overall well-being and is influenced by various factors, including autonomy, relatedness, and competence satisfaction. The study employs a one-way ANOVA test to analyze the differences in perceptions among baby boomers, generation X (Gen. X), and generation Y (Gen. Y) concerning financial planning and satisfaction. For this purpose, data were collected from 450 investors from Punjab (Ludhiana, SAS Nagar, Jalandhar, Amritsar, and Patiala). The data was analyzed using SPSS software. The analysis of the data collected provides a fair understanding of the objectives of the study. Implications and areas for further research are also discussed.

Keywords: Financial Planning, Financial Satisfaction, Investors Generations

SUSTAINABLE PACKAGING AND BUYING BEHAVIOUR IN FMCG INDUSTRY: A CUSTOMER PERSPECTIVE

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ABSTRACT

In recent years, environmental concerns have become an escalating issue, posing destructive and adverse threats to the environment and people. An eco-conscious society is an aftermath of this situation. Heightened awareness of the deteriorating health of the environment has made people demand for sustainability in all facets of their lives. The fast-moving consumer goods (FMCG) industry being the biggest contributor to this condition, has been pressured to switch to more sustainable ways, including sustainable packaging. However, concern about environmental issues does not always translate to sustainable purchase decisions among people. This lack of alignment often discourages companies from switching to sustainable packaging solutions. Existing literature presents contradictory views on the relationship between people's beliefs and actual purchase decisions. This research contributes to decoding the link between environmental concern, sustainable packaging perception, packaging quality, and purchase decision of sustainably packaged FMCG products. Results suggest environmental concern and sustainable packaging perceptions have a positive association with purchase decisions. This paper highlights the need for businesses and governments to take the initiative to create more awareness regarding the consequences of environmental degradation to encourage people to switch to more sustainable alternatives. This study employed a questionnaire that was circulated across India to understand and study buying behaviour in the FMCG industry.

Keywords: *Green Packaging, Green Marketing, Sustainability, Consumer Behaviour, Environmental Concern, Fmcg.*

A STUDY ON FINANCIAL INCLUSION INITIATIVES AND WOMEN EMPOWERMENT: SPECIAL REFERENCE TO TRIBAL WOMEN IN KOLLAM

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ABSTRACT

This paper delves into several studies that explore the economic empowerment of women, with a special focus on tribal women residing in Kollam. It reviews research conducted in various regions, such as Jharkhand, Telangana State, sub-Saharan Africa, Bangladesh, and India. The research topics range from microcredit borrowings and entrepreneurship programs to the influence of socioeconomic factors on health and healthcare utilization. These studies illuminate the hurdles faced by tribal women in accessing financial resources and opportunities for economic advancement. Moreover, they underscore the significance of tailored interventions like microcredit schemes, self-help credit programs, and financial literacy initiatives in fostering economic empowerment among tribal women. By amalgamating findings from diverse contexts, this paper aims to enrich our comprehension of the pathways to economic empowerment for tribal women in Kollam. It stresses the importance of implementing targeted policies and programs to address the unique challenges they encounter.

Keywords: Tribal Women, Economic Empowerment, Microcredit, Entrepreneurship, Financial Literacy