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CONTENTS

MODELLING STOCK MARKET RETURN VOLATILITY IN INDIA USING GARCH MODELS

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ABSTRACT

The present paper attempted to explore stock market volatility patterns using both symmetric as well as asymmetric models particularly whether negative and positive shocks have same influence on the stock market volatility or there is difference in their impact and along with whether FIIs influence the volatility. The monthly data on closing stock prices were taken from the websites of National Stock Exchange and Reserve Bank of India. To find the asymmetry affect two tests from GARCH family, Exponential GARCH model and Threshold GARCH model were used. The manuscripts discovered the clear presence of asymmetry in the return series meaning thereby any negative news have a larger impact on the volatility than any positive shock. FIIs confirm to have positive but immaterial influence on stock market volatility of NSE in India. But GARCH-M model found no evidence of risk premium indicating no reward for assuming additional risk. Finally, the study affirms GARCH (1,1) and EGARCH are the better performers in symmetric and asymmetric category of techniques respectively following the lowest values of Akaike information criteria and Schwartz information criteria.

Keywords: Volatility, FIIs, GARCH, Stationarity, NIFTY, symmetric and Asymmetric

AN ANALYSIS ON HOW WORK STUDY AND MEASUREMENT CAN IMPROVE PRODUCTIVITY

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ABSTRACT

Background

Design capacity is the maximum output an operation process is designed for. Developing alternatives means plans to handle capacity gaps. Work study comprises of method study and work measurement. Work can be ideally divided as repetitive work where main operation continuously repeats during the complete production process and non-repetitive work wherein main operation is rarely repeated. The proposed research work has the aim of analyzing the impact of work study and measurement on productivity. Review of literature indicates that the topic has been introduced in various fields of science and related its usefulness in practical applications.

APPRAISAL OF WOMEN BEHAVIOUR TOWARDS ONLINE PURCHASING

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ABSTRACT

Internet has revolutionized people's life and is steadily gathering steam. Prosperity of internet services has dramatically transformed the shopping world into online shopping. The trend of online shopping is accelerating at a fast pace. As a radical change, women have converted their shopping passion into their careers. Women spending can't be neglected as they have emerged into active consumer segment. Through the online shopping pattern of women, online marketers' are able to design effectual promotion strategies. This research paper is confined to study the factors influencing women behavior towards online shopping in Patiala district of Punjab. A well defined structured questionnaire was used for data collection. The data collected was analyzed through diagrammatic presentation, statistical tools like T-test and One-Way Anova.
Keywords: Online shopping, behavior, product, internet, market

AN ANALYSIS OF INCOME OF FARMERS IN BORDER AREAS OF RURAL PUNJAB

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ABSTRACT

Punjab is the prime example of rapidly developing economy with agriculture as its foundation. Even though the share of the agricultural sector has declined, two-fifths of the state domestic product still comes from this sector alone. The share of agriculture and other sectors also changed in farmer's income. This study analyzed the levels, pattern and distribution of income among the farmers in border areas of rural Punjab. The two-stage sampling techniques have been used. One village is selected from each development block adjoining the international border. Study shows the different sources of income of the farmers. The farm income is main source of income of all the categories. The analysis also shows differences exist in the income levels of farmers belonging to the different farm size categories. The Gini Coefficient value for household income of farmers is the highest for marginal farmers and the lowest for the large farmers. Keywords: Farmer Income, Socio-economic, Rural area.

RISE OF SOCIAL MEDIA INFLUENCERS AS NEW MARKETING TECHNIQUE

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ABSTRACT

In this era of digitalization, rapid growth of social media user has given rise to the social media influencer marketing as a recent marketing tool to word-of-mouth promotion. Now a days organizations have also realized the power of influencers to create trustful relation between the brand and their potential customer in order to build brand identity using engaging marketing content on social medias to affect purchase decision. This research paper seeks to delve into the multifaceted landscape of influencer marketing, focusing specifically on the transformative role of social media influencers. Using a quantitative research design, data was collected through online surveys from 128 Indian consumers who have been exposed to some form of social media. The findings indicate that depending upon the age of the consumer and the amount of time spent by an individual on the social media platforms has a positive impact on consumer attitudes towards purchasing new brands, perceptions of brand credibility, and purchase intentions. The study shows that entertainment, knowledge of domain area, credibility, trust and means to get discount are the attributes proven to be significant to cultivate positive attitude for influencers. Thus, Influencer marketing as a brand engagement strategy has the potential to multiply the product sales by choosing right influencer to convey target audience with well curated creative content.

Keywords: influencers, Influencer marketing, consumer behavior, potential customer, purchase

BUSINESS ANALYTICS IN FASHION INDUSTRY: STRATEGIC DECISIONMAKING AND INNOVATION

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ABSTRACT

Business analytics, a powerful discipline at the intersection of data science and business management, refers to the use of data analysis tools, techniques to derive insights, make informed decisions, and drive strategic planning. It encompasses a wide range of approaches, including statistical analysis, data mining, etc., to help businesses gain a competitive edge and improve overall performance.

This research paper delves into the intricate relationship between business analytics and the fashion sector.

The primary objective is the identification of challenges faced by the fashion industry from ecological concerns, to navigating shifting consumer desires, supply chain disruptions and cyber security challenges. This research examines the intricate network of challenges obstructing the advancement of the industry.

The second objective is to propose data-driven solutions to address these challenges with the help of leveraging tools of business analytics like data visualization, BI, social media, and supply chain analytics, this paper outlines strategic interventions for strengthening the industry against disruptions.

This study relies on secondary data sources, employing business analytics tools to analyze, and interpret challenges and solutions within the fashion industry.

In conclusion, this research paper blends theory with practical applications, offering insights that enhance academic discussions and provide industry stakeholders with guidance to navigate challenges and opportunities, fostering a resilient and innovative future in fashion.

Keywords: Business Analytics, Fashion Industry, Challenges, Proposed Solutions.

IMPACT OF E-BANKING PRACTICES ON QUALITY OF WORK LIFE OF BANK EMPLOYEES

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ABSTRACT

In this article author has tried to find out the impact of ebanking practices on service quality of work life of employees of Indian commercial banks. With the increase of ICT in banking the work life of bank employees has impacted in various ways. Views of operational level employees were collected from Public sector and Private sector banks based on the Tricity (Chandigarh, [Panchkula and Mohali). A pre-tested structured questionnaire was used in obtaining 300 valid responses from the existing employees of the banks of Tricity. For this purpose the questionnaire was structured with various dimensions of work life of bank employees like workload, working hours, processing time, job security, etc. for assessing the impact of independent variable e-banking its impact is tested on various variables by applying multiple regressions. Analysis was made using Descriptive statistics. It evidenced the well-built impact of electronic banking practices on the work life of the employees

BIBLIOGRAPHY ANALYSIS ON ANALYZING COMMUNITY-BASED RURAL MANAGEMENT TOOLS FOR ENHANCING SMALLHOLDERS' ACCESS TO LIVELIHOODS

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ABSTRACT

Bibliometric analysis is a method of statistical review for evaluating published scientific literature, as detailed by Shekhar (2021). It employs quantitative measures to map research within specific study areas, providing an objective evaluation of scientific outputs (Zupic & Čater, 2015). This study utilizes bibliometric methodologies to analyze the socioeconomic contributions of exclosures to smallholder farmers. By examining empirical articles, review papers, and research studies from 1996 to 2022, we observe an annual increase in scientific production and citations, particularly from 2012 to 2022, indicating heightened research interest. Various bibliometric techniques—such as co-citation analysis, co-occurrence networks, and multiple correspondence analyses—are employed to reveal key themes and research trends. Findings highlight significant research on rural livelihoods, smallholder farmers, and agricultural practices. The study emphasizes that bibliometric analysis, particularly using Biblioshiny, in uncovering trends and insights within the opportunity of smallholder farmer communities and livelihoods, demonstrating a substantial growth in related publications and citations over the studied period.

Keywords: Scientific Articles, Article Citation, Co-Citation, Co-Occurrence, Network

IMPACT OF MARKET ORIENTATION ON THE PERFORMANCE OF RESTAURANTS

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ABSTRACT

Market orientation is a business philosophy that prioritizes understanding and meeting customer needs for long-term success. It involves identifying and meeting customer preferences, subsequently aligning organizational strategies, products, and services accordingly. The company prioritizes customer satisfaction and loyalty, monitors competitors' activities and market trends, gathers and analyses market intelligence to inform strategic decisions, continuously develops products and services based on customer feedback, creates value by offering products or services that meet customer needs better than market alternatives, and is flexible and adaptable to changes in the market environment. A national survey and structural equation modeling were used. Results show successful firms are more internally focused on interfunctional coordination and innovativeness, rather than externally focused on competitor and customer orientation. In this research, structured questionnaire is used of sample size 50. Convenience sampling technique is applicable.

Keywords: Competition, Continuous Improvement, Cross –Functional Coordination, Innovation, Customer Satisfaction, Market Orientation.