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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-17, 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 valuable 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.

Sh. Naresh Aggarwal

Editor-in-Chief PIMT, Alour, Khanna

CONTENTS

1. BUYBACK OF SHARES AND ITS IMPACT ON MARKET PRICE OF SHARES <i>Rekha</i>	1-5
2. INVESTIGATING THE EFFECT OF DEMOGRAPHIC VARIABLES ON PEOPLE'S PERCEIVED SATISFACTION WITH THE USAGE OF UPI APPLICATIONS <i>Gurleen Kaur Chawla</i>	6-10
3. TURN-IN AND TURN-OUT RATES OF EMPLOYEES AND WORKERS IN INDIAN AUTOMOTIVE INDUSTRY <i>Seema Chopra, Harmeet Kaur</i>	11-15
4. EXPERIENTIAL ANALYSIS OF SOCIAL SUSTAINABILITY PRACTICES OF ALTRUIST PVT LTD <i>Pooja Bhagwan</i>	16-18
5. EXPLORING THE USEFULNESS OF ARTIFICIAL INTELLIGENCE IN ACADEMIA <i>Puja Jain</i>	19-22
6. DETERMINANTS OF ONLINE BUYING DURING FLASH SALES IN INDIA: A PERCEIVED RISK THEORY PERSPECTIVE <i>Indranil Saha, K. Priyadharshini, Lipsa Mohapatra</i>	23-29
7. IMPACT OF ARTIFICIAL INTELLIGENCE ON CONSUMER BEHAVIOR <i>Manveen Gill, Bhoomi</i>	30-35
8. UNVEILING THE SUSTAINABILITY PRACTICES OF HIGHER EDUCATION INSTITUTES (HEIS) IN KARBI ANGLONG DISTRICT: A QUALITATIVE ASSESSMENT <i>Ujjal Bhuyan, Harbamon Rongpi</i>	36-41
9. PSYCHOLOGICAL CAPITAL IN ACADEMIA: A COMPREHENSIVE REVIEW OF SCOPUS AND WEB OF SCIENCE RESEARCH <i>Preeti, Arunachal Khosla</i>	42-52
10. AN APPRAISAL OF DIGITAL PAYMENTS AND FINANCIAL PERFORMANCE OF INDIAN BANKING INDUSTRY <i>Rimpi Kaur</i>	53-57

BUYBACK OF SHARES AND ITS IMPACT ON MARKET PRICE OF SHARES

***Rekha**

**Assistant Professor of Commerce, Government College for Women, Sonipat*

ABSTRACT

The paper reveals details of the share repurchases premeditated by seven prominent pharmaceutical companies during 2016 and 2022. In this research paper, an effort has been made to scrutinise the short-term market response to the buyback announcement on the stock price and the Earnings per share of selected pharma companies during 2016 and 2022. The market model of the event study methodology has been used to evaluate the impact of share buybacks on company stock prices. The result of the paired t test shows that there is a significant impact of the buyback of shares on earnings per share of the selected companies.

Keywords: CMIE, EPS, EPS bump, Event study methodology, Market Model, Paired T Test

**INVESTIGATING THE EFFECT OF DEMOGRAPHIC VARIABLES ON
PEOPLE'S
PERCEIVED SATISFACTION WITH THE USAGE OF UPI APPLICATIONS**

**Gurleen Kaur Chawla*

**Deputy Vice President, HDFC Bank Ltd., New Delhi.*

ABSTRACT

The advent of digital financial technologies has significantly altered the landscape of monetary transactions in India. At the forefront of this digital revolution is the Unified Payments Interface (UPI), introduced by the National Payments Corporation of India (NPCI) in 2016. UPI has enabled real-time, seamless fund transfers across multiple bank accounts through a unified mobile platform. The growth trajectory of UPI has been unprecedented, with billions of transactions recorded monthly across various platforms such as Google Pay, PhonePe, Paytm, BHIM etc. The user-friendly interface of UPI apps, low transaction costs, and government support have been instrumental in redefining how individuals and businesses manage and conduct financial transactions in the digital age. While the quantitative success of UPI is evident in transaction volumes and market penetration, it is equally important to examine the qualitative dimensions of its adoption. The way different demographic groups, categorized by age, gender, income, education, and geographic location, perceive and interact with UPI applications reveals critical insights into the inclusivity and effectiveness of the platform.

The objective of the present study is to find out the relationship between personal factors and users' perceived satisfaction regarding the usage of UPI apps. A sample of 152 users was chosen for data collection from the different cities of the National Capital Region (NCR). The present study concludes that among the various demographic variables, gender, age, and income level of users of UPI apps significantly influence overall perceived satisfaction towards usage of UPI apps regarding online payments and receipts. Therefore, this understanding of differences in perceived satisfaction towards usage of UPI apps based on demographic variables can provide valuable insights for policymakers, developers, and financial institutions aiming to enhance digital financial inclusion and optimize user experience.

Key Words: National Payment Corporation of India, Personal factors, Satisfaction, Technology,

TURN-IN AND TURN-OUT RATES OF EMPLOYEES AND WORKERS IN INDIAN AUTOMOTIVE INDUSTRY

**Seema Chopra **Harmeet Kaur*

**Assistant Professor in Commerce, Sri Guru Gobind Singh College Sector-26, Chandigarh*

***Assistant Professor in Commerce, Sri Guru Gobind Singh College Sector-26, Chandigarh*

ABSTRACT

Turnover rates are a matter of concern in every industry, organization and department be it the government owned or a private sector. HR departments of these organisations constantly make every effort to reduce these rates. These rates are even higher and more bothersome in heavy industries. Automotive industry is one of the heavy industries and present study attempts to identify the turnover rates of permanent employees and workers in Indian automotive companies ranked in fortune 500 for the year 2024. It also attempts to find out the gender variations in these rates. Finally, the study mentions the probable reasons of turnover rates by correlating these with turn-in rates. The findings of the study can be useful for prospective career seekers in decision making, industry and government to frame policies in this regard.

Keywords: Automotive, turnover rate, workers, employees

EXPERIENTIAL ANALYSIS OF SOCIAL SUSTAINABILITY PRACTICES OF ALTRUIST PVT LTD

**Pooja Bhagwan*

**Assistant Professor, Sri Guru Gobind Singh College, Chandigarh*

ABSTRACT

Social sustainability practices (SSR) is an arrangement of self-regulation unified into a commercial model. The comprehensive governance practices of a company have become risky to all-inclusive efforts to alleviate and reinforce worldwide markets and defend stockholders. SS empowers organisations to comprehend their company goals, defend stockholder rights, encounter all legal meets, and show to a broader community the way they are steering their trade. The study was carried out in Panchkula and the information/data has been collected from Altruist Pvt Ltd employees. In this study, evaluation has been done concerning the prospects of SSR existing in Altruist Pvt ltd, recognizing SSR prospects and the explanations why the company is involved in social accountability, market alignment and instant pecuniary influence and degree of commitment.

Keywords: Social, Governance, capital markets, finance

EXPLORING THE USEFULNESS OF ARTIFICIAL INTELLIGENCE IN ACADEMIA

**Puja Jain*

**Assistant Professor, Sri Aurobindo College of Commerce and Management,
Ludhiana*

ABSTRACT

Studies are getting added to the literature that talk of the application of artificial intelligence in the field of education. Purpose of current study was to explore the usefulness of AI in the field of academia. For this purpose, three LLMs i.e. ChatGPT, Meta AI and Copilot were taken and to see the results two examples related to the domain were taken. Results section discusses the results obtained by the use of AI, followed by conclusion and implications of the study. At last, limitations and scope for future research have been discussed.

Key Words: Artificial intelligence, large language models, academia

DETERMINANTS OF ONLINE BUYING DURING FLASH SALES IN INDIA: A PERCEIVED RISK THEORY PERSPECTIVE

Indranil Saha **K. Priyadharshini *Lipsa Mohapatra*

**Assistant Professor, National Institute of Fashion Technology, Bhubaneswar*

***Assistant Professor, National Institute of Fashion Technology, Bhubaneswar*

****Assistant Professor, National Institute of Fashion Technology, Bhubaneswar*

ABSTRACT

This study investigates the determinants of online buying behavior during flash sales in India using a perceived risk theory framework. It examines how time, performance, financial, and psychological risks influence consumer trust, which in turn affects purchase decisions. Data collected from 238 Indian consumers aged 18–35 were analyzed using Structural Equation Modeling. Results reveal that all four risk types negatively impact trust, while trust significantly enhances purchase behavior during flash sales. The study provides theoretical insights into risk dimensions and offers practical recommendations for e-commerce platforms to build trust and reduce risk perception in time-sensitive promotional campaigns.

IMPACT OF ARTIFICIAL INTELLIGENCE ON CONSUMER BEHAVIOR

**Manveen Gill **Bhoomi*

**Assistant Professor in Commerce, Sri Guru Gobind Singh College, Sector 26, Chandigarh*

***Student, Sri Guru Gobind Singh College, Sector 26, Chandigarh*

ABSTRACT

This study explores the impact of Artificial Intelligence (AI) on consumer behaviour, examining how AI-driven technologies influence purchasing decisions, customer experiences, and brand interactions.

With AI's growing presence in marketing, personalization, and customer service, consumers are increasingly exposed to AI tools that tailor their experiences based on past behaviours, preferences, and interactions. Through a survey of 102 respondents across various age groups and genders, the research analyses the perception of AI-powered product recommendations, personalized advertisements, and AI-based customer service solutions. Key findings suggest that a significant portion of consumers, particularly younger demographics, find AI-generated content and suggestions to be more relevant and helpful compared to traditional methods. Furthermore, a substantial number of respondents believe AI will continue to play an integral role in shaping their daily lives and purchasing behaviours in the near future. However, the study also highlights the mixed reactions toward AI-driven customer service, with some consumers expressing dissatisfaction with AI's ability to handle complex issues. Overall, the research underscores the growing influence of AI in shaping consumer behavior, while acknowledging the need for further innovation.

KEYWORDS – *Artificial Intelligence, Consumer Buying Behaviour, Personalized Recommendations, Customer Experience, AI Powered Customer Service*

UNVEILING THE SUSTAINABILITY PRACTICES OF HIGHER EDUCATION INSTITUTES (HEIS) IN KARBI ANGLONG DISTRICT: A QUALITATIVE ASSESSMENT

**Ujjal Bhuyan **Harbamon Rongpi*

**Assistant Professor, Dept. of Commerce, J.B.University, Jorhat, Assam.*

***Assistant Professor, Dept. of Commerce, J.B. University, Jorhat, Assam.*

INTRODUCTION

- 1 Policy makers and researchers across the globe are experiencing jitters with the concern to nurture a more sustainable environment for the mankind. This concern for urgent need to adopt sustainable practices across can be best addressed by the 'Planetary Boundaries' framework, which was first proposed by John Rockström and a panel of eminent scientists in 2009. The framework states that infringing the proposed nine thresholds can prove to be detrimental to human survival and could bring about irretrievable damage to the environment (Rockström, J. et al. (2009)). Richardson et al. (2023, p.1) in their recent research article made a shocking revelation that "Earth is now well outside of the safe operating space for humanity". This calls for an urgent need for engaging all potential institutions and individuals to contribute in any possible way to foster a more sustainable environment and bring a halt to the unending environmental damage caused from human actions. Looking at the startling set up of the contemporary society, educational institutions role is called into question, as they are capable of creating awareness among and persuading students' towards adopting conscious choices pertaining to regional and global surroundings in which they reside (Levi& Rothstein (2018)). Through encouraging learning and reasoned thought, higher education institutions have transformed societies.

PSYCHOLOGICAL CAPITAL IN ACADEMIA: A COMPREHENSIVE REVIEW OF SCOPUS AND WEB OF SCIENCE RESEARCH

**Preeti*

***Arunachal Khosla*

**Doctoral Scholar; University Institute of Applied Management Sciences, Panjab University, Chandigarh, India.*

***Associate Professor, University Institute of Applied Management Sciences, Panjab University, Chandigarh, India.*

ABSTRACT

In the contemporary landscape of higher education, the cultivation of Psychological Capital comprising hope, efficacy, resilience, and optimism emerges as a pivotal factor for enhancing the wellbeing and performance of students, faculty, and administrative staff. This study conducts an extensive bibliometric analysis of the literature on PsyCap in universities, colleges, and higher education institutions to give a thorough review of this field's present state and future directions. To achieve this, a total of 376 journal articles were gathered from the Web of Science and Scopus databases. This study identifies key publications, sources, documents, and co-word analysis to forecast future trends and emerging themes. The findings revealed that the research trend in the domain had grown exponentially after COVID-19 with "mindfulness" and "academic engagement" as the recent buzzwords, indicating a heightened focus on mental health and student involvement in academic activities, underscoring the need for evidence-based strategies to foster supportive academic environments.

Keywords- Psychological capital (PsyCap), Universities, HEIs, College, Bibliometric Analysis.

AN APPRAISAL OF DIGITAL PAYMENTS AND FINANCIAL PERFORMANCE OF INDIAN BANKING INDUSTRY

**Rimpi Kaur*

**Assistant Professor in Commerce, SGGS College, Sector 26, Chandigarh*

ABSTRACT

Digital Payments have grown exponentially and surpassed the paper based payments. In the last ten years, volume of digital transactions has increased more than 90 times that shows that the people are using digital platform for the transactions with banks and other organizations for making payments. This happened mainly during the Covid pandemic when the public has no choice other than digital tools. The present paper concludes that paper based transactions are negatively correlated with the electronic transactions and after the Covid period electronic transactions have shown rise. It is also observed that there is a significant increase in 'digital payments' after the Covid period and various modes of 'digital payments' have significant impact on ROA but insignificant affect on expenses. Keywords: ATMs, Electronic transactions, Paper based transactions, Digital payments, ROA and Expenses.

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