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CRITERION 3

3.3 RESEARCH PUBLICATIONS AND AWARDS

Metric 3.3.1

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Criteria 3.3 - RESEARCH PUBLICATIONS AND AWARDS

3.3.1 Number of research papers published per teacher in the Journals notified on UGC website during the last five years

INDEX

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Maharaja Agrasen Institute
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Sector-22, Rohini, Delhi-86

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PSP Area,
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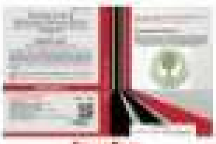

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EMPLOYEES PERCEPTION TOWARDS THE VARIOUS PROBLEMS ENCOUNTERED IN DRIVING E-CRM IN BANKS

Dr. Anitha. G
Associate Professor
Maharaja Agrasen Institute of Management Studies
New Delhi, India

ABSTRACT

Customer relationship management (CRM) is referred to as the principles, guidelines, and practices that an organization follows when interacting with their customers. From the organizations perspective, the entire relationship comprises direct interactions with potential customers, such as sales and service-related processes, forecasting, and the analysis of customer trends and behaviors, and so on. Banks are using E-CRM tools for creating relationship with their customers. Bank employees are working with these tools and success entirely depends on the ways in which it is properly adopted and used by these employees. Electronic customer relationship management (E-CRM) is inspired by easy internet access through various online platforms and devices like laptops, desktop Personal Computers, Television sets, and mobile gadgets. It is not software, however, but rather the utilization of Web-based technologies to interact with their customers, understand and ensure customer satisfaction and experiences. Typically, E-CRM strategy includes collecting customer data, transaction history, information about products and services, contents information, and click stream. Electronic Customer Relationship Management (E-CRM) provides an avenue for better interactions between businesses, its customers, and its employees through Internet-based technologies. This study was conducted with an objective to know the employee's perception towards the various problems encounter in driving E-CRM in banks.

Keywords: Customers Relationship Management – E-CRM – Encounter in Drives.

1.1. INTRODUCTION

The Customer Relationship Management is an overall business strategy. Customer Relationship Management is an integrated business approach that connects back office and front office, uniting them into a single entity for the benefit of the customer. Different and unrelated functions like sales force automation, inventory Management, customer services, sales and aftersales support come together for a common Cause customer satisfaction. The use of Customer Relationship Management in banking has gained importance with the aggressive approaches used for customer acquisition and retention by the bank in today's competitive era. It has resulted in the adoption of various Customer Relationship Management initiatives by these banks. There is a shift from bank centric activities to customer centric activities. The private sector banks in India deployed much innovative strategies to attract new customers and to retain existing customers. Customer Relationship Management in banking industry entirely different from other sectors, because banking industry purely related to financial services, which needs to create the trust among the people. Establishing customer care support during on and off official hours, making timely information about interest payments, maturity of time deposit, issuing credit and debit cum ATM card, creating awareness regarding online and e-banking, adopting mobile request etc, are required to keep regular relationship with customers. This study deals with the role of Customer Relationship Management in banking sector and the need for it is to increase customer value by using some analytical methods in Customer Relationship Management applications.

Within turbulent, highly competitive marketplace, banks are finding it increasingly important to respond both quickly and effectively to changing patterns of customer demand. The opportunities are in managing customer relationships, controlling costs and applying customer profitability to the entire business. This paper begins to define, CRM and e-CRM; then identify the drivers for Banks to adapt e-CRM strategy; followed by studying the impact of CRM practices on banks dealings and discussion of Employee's perception regarding implementation& effect of CRM in banks; finally, the researcher suggest a framework for the better CRM Practices in banks.

1.2. REVIEW OF LITERATURE

- Dr R Mayakakkannan, C.Jaya Shankar, 2020– The research was made to study the financial performance of all Public and Private sector banks during 2015-2020. The CAMEL model was used. Mean differences and t-test is used to analyse the performance. The study revealed that though in some aspects, Public Sector Banks are good but in most of the aspects Private sector banks are outperforming.
- Dr.B. Revathy, Anitha, 2018 – The Research was made to study the Comparative study on services provided by public sector and private sector banks during 2018. Tthese banks are successful in retaining its customers by providing better facilities than that of public sector banks. However, private banks need to go a long way to become customers' first preference. In an economy

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A Consummate Hybrid Impeccable Global State Compilation Etiquette for Backward Error Recovery in Mobile Distributed Networks

Dr. Deepak Dagar1, Yashwant Singh Sangwan2, Dr. Sanjeev Kumar3, Dr. Ajay Sharma4 Dr.Amit Garg5, Dr. Deepak Chandra Uprety6

Abstract

Mobile distributed networks raise new concerns such as mobility, low bandwidth of wireless channels, disconnections, limited battery power and lack of reliable steady storage on mobile nodules. In lowest-collaborating-operation synergetic IGS-compilation (Impeccable Global State Compilation) , some operations may not save reclamation-dots for several IGS-compilation commencements. In the case of replenishment after culpability, such operations may rollback to far earlier IRL and thus may cause bigger forfeiture of reckoning. In all-operation synergetic IGS-compilation , the IRL is advanced for all operations but the IGS-compilation outlay may be remarkably high. To optimize both matrices, the IGS-compilation outlay and the forfeiture of reckoning on replenishment, we plan an outcrossed IGS-compilation arrangement, wherein an all-operation synergetic reclamation-dot is arrested after the accomplishment of lowest-collaborating-operation synergetic IGS-compilation arrangement for a fixed number of times. Thus, the Mobile nodules with low activity or in doze mode operation may not be disturbed in the case of lowest-collaborating-operation IGS-compilation and the replenishment line is advanced for each operation after an all-operation IGS-compilation. Additionally, we try to moderate the details carried onto each reckoning reckoning-communication. For lowest-collaborating-operation IGS-compilation, we plan a impeding arrangement, where no inoperable reclamation-dots are arrested and an effort has been made to optimize the impeding of operations. We plan to postpone selective reckoning-communications at the destination end. By doing so, operations are allowed to carry out their normal reckoning, consign reckoning-communications and partially accumulate them during their impeding span. The planned lowest-collaborating-operation impeding arrangement forces zero inoperable reclamation-dots at the cost of very small impeding.

Keywords

Distributed Systems, Fault tolerance, Consistent Global State, Coordinated Checkpointing, and mobile networks

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The Impact of COVID-19 on Stock Market Returns & Volatility: A Study of Thailand and Indian Bourses

*Nisha Jindal**
Department of Business Administration, Guru Gobind Singh Indraprastha University, India

Ravi Kumar Gupta
Department of Business Administration, Guru Gobind Singh Indraprastha University, India

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Abstract

The outbreak of COVID-19 has triggered a fall in the pandemic has completely changed the worldandtransformedour lives, the patterns of economies, and the behaviour of businesses. The market has the tendency to perceive long-term shocks which economy can give to the market, but contrary to generalization, short-term shocks are more vulnerable. The objective of the study was to provide an overview of the impact of the 'Outbreak of COVID-19 Pandemic Shockwaves on the returns and volatility of Thailand and Indian Stock Market. It also analysed whether both countries were reacting similarly to the pandemic. The data was divided into three categories, i.e. Before COVID-19 pandemic, During COVID-19 pandemic and the Whole Period collectively. The 'Pre-Pandemic Time Period' was taken from 1st July 2019 to 31st January 2020, 'During Pandemic Time Period' from 1st February 2020 to 31st August 2020 and the 'Whole Time Period' from 1st July 2019 to 31st August 2020. Three Stock Exchange Indices of both markets were monitored in the study. The standard GARCH models like GARCH, EGARCH, TGARCH, and PARCH models were used to assess the volatility of both markets. The study revealed that the negative shocks had greateraimpact on these markets than the positive shocks during the pandemic period. However, most of the parameter estimates were found to be statistically significant in all models, which meant there was the presence of leverage effect in returns of both stock markets.

Keywords:COVID-19 Pandemic, Stock Market Volatility, Thailand Stock Market, Indian Stock Market etc.
JEL Classifications:G12, G13, G14.

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* **Corresponding author:**Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086, India.E-mail: njindal144@gmail.com

┼ This paper was presented in 6th International Conference on 'Drivers of Global Economic Recovery' organized by Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi (India) in partnership with the Faculty of Economics, Thammasat University, Thailand, and Waljat College of Applied Sciences, Oman on April 23, 2021.

IMPACT OF MARKETING, SOCIO-ECONOMIC AND CULTURAL VARIABLES ON CONSUMER CHOICE OF HEALTH INSURANCE

-Monica Sharma, Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi
-Tanu Agarwal, Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi

ABSTRACT

In an econometric framework, the present study is an examination of the relationship between the consumers' choice for health insurance and its determinants. The Structural Model assessment has been employed to study the impact of Marketing Variables, Socio-Economic Variables and Cultural values on Consumer Choice in Health Insurance segment. The results have found to be statistically significant which shows that there is impact of Socio-Economic Variables, Marketing Variables, and Cultural values on Consumer Choice.

Keywords: *Marketing Variables, Socio-Economic Variables, Cultural Variables, Consumer Choice, Health Insurance*

INTRODUCTION

In the recent past in US, we have witnessed examples of stimulating consumer choice whereby the Patient Protection and Affordable Care Act of 2010 has mandatorily introduced health insurance exchanges at state level in the U.S. In India despite the introduction of Ayushman Bharat- – Pradhan Mantri Jan Arogya Yojana in 2018 and other State Govt. schemes, 30% of the total population which accounts for 40 crore individuals is still devoid of health insurance coverage (NITI Aayog, 2021). This uncovered section of society has been given the name of missing middle which spreads across rural and urban areas constituting all sorts of people organised in formal and informal sectors. Therefore, the need is realised to design an insurance cover to match the unmet demand of this missing middle. The problems aggravates when in the process of making optimal choices, the consumers' also do not mind switching insurance providers to get maximum utility of the money spent.

In such an environment it is pertinent for insurance providers to know about the factors and variables that influence consumers' purchase of health insurance and how these factors affect the consumers' choice of health insurance provider. The contribution of this study is an examination of the relationship between the consumers' choice for health insurance and its determinants, in an econometric framework.

The rest of the paper is organized as follows. Section 2 provides, a literature review of the empirical research related to marketing, socio-economic and cultural variables that are

13. Development and Empowerment of Society by Financial Inclusion

Dr. Shallu Aggarwal
Assistant Professor, Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Rohini.
Dr. Meera Bamba
Assistant Professor, Department of Commerce, Indira Gandhi University, Meerpur, Rewari.

Abstract

Financial Inclusion is very important for an individual as well as the whole society. An individual who is not financially included is Financially Excluded and consequences of Financial Exclusion are quite dangerous for healthy economic growth. Financial Inclusion can up-lift the standard of living and improves financial condition of the low income people and disadvantaged section of the society. Bankers' responses towards 'Effectiveness of banks in Empowerment' are highly positive.

Introduction

Financial inclusion is instrumental in reducing poverty and accelerating inclusive economy development. Financial Inclusion is very important for an individual as well as the whole society. An individual who is not financially included is Financially Excluded and consequences of Financial Exclusion are quite dangerous for healthy economic growth. Financial Inclusion can up-lift the standard of living and improves financial condition of the low income people and disadvantaged section of the society. And Banks play a pivotal role in financial inclusion discourse and hence accelerate the pace of economic growth.

The present study focuses on whether the efforts and initiatives of Government of India and Reserve Bank of India up-lift the standard of living of the downtrodden society or not, it is imperative to study the perception of services providers. Financial Inclusion Bankers or bankers' personnel play a key role in the successful implementation of Financial Inclusion schemes and plans.

Right to Health in India: Whether a Reality, Myth or Mirage?

Mr. Shridul Gupta & Prof. (Dr.) Richa***

ABSTRACT

Thecurrent period of corona pandemic is the most appropriate time to evaluate an important questionwhich has often been neglected and ignored by the polity since independence. The question is whether theIndian Parliamentshould guarantee its citizensaclearly defined'Right to Health'?At present in India, healthcare is being treated as a commodity by corporate hospitals rather than as afundamental right to receive healthcare.The Constitution of India, though does not explicitly declare health as a fundamental right, butIndian judiciary, time and again, has pronounced healthcare as a fundamental right. Despite the Supreme Court declaring health as afundamental right, nearly seventy percent of the populationis compelled to take health care at private hospitalsby paying exorbitant cost. Unfortunately, our legislators don'tbother aboutthe plight of people, thuskeeping their eyes and mind closed towards the misdeeds of corporate hospitals. So, it is essential for our Parliament to enact a legislation that declares right to health as a fundamental right.

Keywords: Health, Constitution, Fundamental Right, Pandemic and Parliament.

INTRODUCTION

During the ongoingcrisis of corona pandemic, millions of Indians have spent exorbitantly on healthcare treatment either by taking loans or exhausting their savings &assets andthus being forced into massive debt. Despite the Supreme Court interpreting the Fundamental Rights and Directive Principles of State policy to make health a fundamental right, government has discarded many other socialist values. It has liberalised the economy to allow the corporates to run numerous businessesfor profit that also includes healthcare.Privatisation of healthcare along with the shortage of government hospitals has made healthcare a rare commodity compelling those who are unable to afford treatment in corporate hospitalsto beg or borrow. Our government hospitals are functioning with worst infrastructure due to the apathy of polity.Even during this human tragedy of corona pandemic, private hospitals engaged in nefarious

* Ph.D. Research Scholar, School of Law, Maharaja Agrasen University, Baddi, HP.

** Professor, School of Law, Maharaja Agrasen University, Baddi, HP.

International Journal of Consumer Studies

ORIGINAL ARTICLE

Applying the theory of reasoned action to examine consumers' attitude and willingness to purchase organic foods

Sachin Kumar, Kamal Gupta, Ashwani Kumar, Amol Singh, Rajesh Kumar Singh

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Abstract

The organic food market has emerged as a growing trend among consumers. The present study examines the relationship between Health Consciousness (HC), Organic Food Knowledge (OFK), Subjective Norms (SN), Price Perception (PP), Environmental Concern (EC), Attitude (ATT), Willingness to Purchase (WP), and Actual Buying Behaviour (ABB) towards organic food. Furthermore, the study explores the mediating effects of ATT and WP in the relationship between the aforesaid variables and ABB. The data was collected from 240 respondents using convenience sampling approach. The Structure Equation Modelling (SEM) using ADANCO 2.2 is used to test the hypotheses of the conceptual model proposed in the present study. The study found that the variables HC,

A STUDY ON CUSTOMERS ATTITUDE TOWARDS MOTIVATION OF SELECTING THE BANK

Dr.Anitha.G

Associate Professor, Maharaja Agrasen Institute of Professional Studies, New Delhi.

Keywords: Customers Attitude – Efficient Services- Reliable services - Bank Offerings - Personalized Service

ABSTRACT:

The aim of this study is to investigate the factors influencing the consumers attitude towards motivation of selecting bank. The *Efficient Services, Reliable services, Bank Offerings and Personalized Service* along with demographic profile of selected bank users were examined. 320 respondents from eleven major banking service users of different bank operators participated in the consumer survey. The infrastructural facility of updated user-friendly technology and its availability was found to be the most important factor that motivated consumers' attitudes in selected bank. By addressing the concerns of and benefits sought by the consumers, marketers can create positive attractions and policy makers can set regulations for the expansion of mobile banking services.

INTRODUCTION:

The research examines and measures the service variables which influence relationship quality of E-CRM by the bank. Because most E_CRM implementation cannot be directly seen or recognized by customers. The banking industry were used to develop a new construct called "Customer –based service attributes" to measure service variable which influence relationship quality of E-CRM from customer's perspectives. In the emerging competitive driven banking era, banks have to strive hard for set their customer base.

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Health Sector Budgeting for the Revival of Global Economy

Sanjay Kumar Mangla
Department of Economics, Maharaja Agrasen Institute of Management Studies, India

*Nikita Jain**
Department of Economics, Maharaja Agrasen Institute of Management Studies, India

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Abstract

Aside from various economic crises faced by different countries are different time , the countries, and sometimes the world as a whole, have faced serious pandemics such as Spanish Flu, Ebola, bubonic plague and the recent COVID 19, among others. In order to boost the economy, the government tends to introduce different stimulus, relief and financial packages in favour of the citizens of its country. The government is inclined to follow the Keynesian model as it focuses on increasing the demand of consumers. It is the need of the hour to realise the importance of health care for the growth and development of the economy as it has been observed that countries where the economic impact of the crisis is huge and prolonged, also suffer from a great impact on healthcare services. The following study concludes, after both theoretical and empirical analysis, that health expenditure plays a major role in increasing global GDP. Thus, the government should focus on increasing expenditures on health during any crisis. This reduces the amount of income spent by consumers on health care and provides them with security. Further, workers' efficiency increases at a great rate, as does their life expectancy. Higher efficiency is associated with higher output and thus higher growth.

Keywords: Gross Domestic Product; Health budget; RCEP countries; Keynesian model; Economic Crisis
JEL Classifications: C51; C52; C55; I12; I15

* **Corresponding author:** Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086, India E-mail address: jain.nikita2091@gmail.com

† This paper was presented in 6th International Conference on 'Drivers of Global Economic Recovery' organized by Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi (India) in partnership with the Faculty of Economics, Thammasat University, Thailand, and Waljat College of Applied Sciences, Oman on April 23, 2021.

Stock Market in India and Covid -19- An Empirical Understanding

Amit Kundu
Associate Professor,
Department of Commerce,
Cooch Behar Panchanan Barma University
Cooch Behar, West Bengal, India.
Email: prof.amitkundu@gamil.com

Anil Kumar Goyal
Associate Professor,
Maharaja Agrasen Institute
of Management Studies,
New Delhi
Email: anilgoyal20@gmail.com

Abstract

This article has focussed on the impact of Covid-19 on the share markets in India since the pandemic begun. BSE and NSE stock exchanges have been considered. Specially 21securities (on the basis of market capital) of different sectors of NSE have been considered in this article to have a better understanding of the impact of Covid-19 on Indian Stock market over the period of study.

Key words: BSE, NSE, Stock price, Covid-19, Indices

Introduction

If we look back far enough in history, we can see that the share market meltdown was caused by a variety of causes. Here's a rundown of the top ten market collapses in history. Tulip Mania in the Netherlands caused the market to crash in 1673. The South Sea bubble pulled the stock market in the United Kingdom to a halt in 1720. In the year 1873, the price of the shares in Vienna plummeted as a result of uncontrollable gambling. The largest and most important financial market meltdown occurred in the United States in 1829. The largest financial collapse in the contemporary financial system happened in October 1987, with its origins in Asia and intensification in the United Kingdom. Foreign investors lost faith in Thailand's financial market in 1997 as a result of the nation's debt situation, which resulted in an Asian stock market crisis in 1998. The Dotcom bubble popped in the year 2000, when prominent IT companies like Dell and Cisco liquidated their shares at the NASDAQ index's peak of 5048.62 on March 10, 2000. Investors panicked, and the market dropped 10% of its value as a result of this behavior.The financial market in the United States crashed spectacularly in 2008 after Lehman Brothers went bankrupt. The flash crash fraud that occurred in the United States on May 6, 2010 lasting only 36 minutes. In 2015-2016, the Chinese stock market crashed.

In India, the Covid-19 pandemic has had a mostly disruptive economic impact. According to the Ministry of Statistics, growth of India slowed to 3.1% in the fourth quarter of fiscal year 2020. Several major Indian corporations, including Larsen and Toubro, Ultra Tech Cement

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Psychological capital and innovative work behaviour: The role of mastery orientation and creative self-efficacy

Dharmendra Kumar [a,*], Yogesh Upadhyay [b], Radha Yadav [c], Anil Kumar Goyal [d]

[a] Delhi College of Technology and Management, Palwal (Haryana), India
[b] School of Studies in Management, Jiwaji University, Gwalior (M.P.), India
[c] Christ University, Bangaluru, India
[d] Maharaja Agrasen Institute of Management Studies, New Delhi, India

ARTICLE INFO

Keywords:
Innovative work behaviour
Psychological capital
Creative self-efficacy
Mastery orientation
Hotel industry

ABSTRACT

Continuous innovation is what helps companies survive the highly discontinuous competition. Securing innovative work behaviour from employees has drawn the attention of businesses and researchers alike. The current work draws on broaden-and-build theory and goal orientation theory to propose how an individual's psychological capital, which is malleable, helps in achieving innovative work behaviour from employees. The study has been conducted in the context of three-star hotels located in and around New Delhi, the capital of India. The data was collected using standard scales from a dyad of 229 employees and their managers. The present study enriches the innovative work behavior literature by combining different perspectives in a coherent framework and demonstrates the partially mediated positive relationship of psychological capital and innovative work behavior via mastery orientation. Also, the study reveals that the partially mediated indirect effect varies among employees based on their level of CSE.

1. Introduction

Given the overlapping realms of industry, forecasting forthcoming competitive challenges is getting increasingly difficult. Further, considering the rising convergence of technology, the competition could be right next door in from a completely different and disconnected vertical. In such contexts, Porter (1990) suggested that innovation is the key to attaining a competitive advantage. To attain the same, employees serve as the first line defense in efficiently minimizing such shocks by immediately sharing knowledge and proposing and executing novel solutions. Innovative businesses aggressively engage their staff in finding one-of-a-kind solutions to their customers' problems and challenges (Lawson and Samson, 2001). The resource-based perspective of the company contends that employees are a critical resource for organizational innovation (Wernerfelt, 1995). One of the cornerstones of continual innovation is to tap into the tacit knowledge of people at all levels (Nonaka and Takeuchi, 1995). Their modest acts of creativity add up to long-term continual innovation (Lawson and Samson, 2001). Innovative work behaviour (IWB) of employees has emerged as a critical resource for businesses. In this vein, Scott and Bruce (1994) suggested that IWB should find its place in the job description of every employee.

Researchers have been attempting to eke out factors that contribute towards the IWB of employees serving in the hotel industry. Existing research in this area indicates a positive relationship of IWB with goal orientation (e.g., Kim and Lee, 2013; Slåtten, 2014), task feedback (Hon et al., 2013), leadership (Kim and Koo, 2017; Slåtten et al., 2011; Slåtten and Mehmetoglu, 2015), job satisfaction (Tongchaiprasit and Ariyabuddhiphongs, 2016), perceived creativity (Slåtten and Mehmetoglu, 2015), high-performance human resource practices (Dhar, 2015), work climate (Baradarani and Kilic, 2018; Slåtten et al., 2011), creative self-efficacy (CSE) (Slåtten, 2014; Teng et al., 2020), psychological capital (Ozturk and Karatepe, 2019), optimism (Bouzari and Karatepe, 2020), organizational culture (Eid and Agag, 2020) etc.

However, studies pertaining to the hotel industry have not looked into how state-like psychological capital (PsyCap), personality (goal orientation), and self-beliefs about creative ability (creative self-

Abbreviations: Psychological capital, PsyCap; Mastery orientation, MO; Creative self-efficacy, CSE; Innovative work behavior, IWB; Positive organizational behavior, POB.

* Corresponding author.
E-mail addresses: zealaman@gmail.com (D. Kumar), yogesh400@gmail.com (Y. Upadhyay), yadavradhika121@gmail.com (R. Yadav), anilgoyal20@gmail.com (A.K. Goyal).

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Economic, political and institutional determinants of foreign direct investment inflow in emerging and developing Asia

Anil Kumar Goyal

Maharaja Agrasen Institute of Management Studies,
Sec. 22, Rohini, New Delhi 110085, India
Email: anilgoyal20@gmail.com

Abstract: This study investigates the role of economic, political and institutional factors in attracting foreign direct investment (FDI) inflow in the top five host economies of emerging and developing Asia consisting of China, Hong Kong, Singapore, India, and Vietnam for the period 2006–2016. The study is based on determinants, identified from literature review on the basis of their relevance and significance, of FDI inflow. The study uses fixed effects panel regression in order to measures the significance of determinants of FDI inflows in the top five host economies of developing Asia. The findings of panel regression model reveal that most of the economic variables seem to be statistically significant and determinants FDI inflow as compared to institutional and political variables of FDI. After imputing variables into economic, political and institutional, multiple regression estimates indicate that the coefficients of economic and institutional factors are significant as determinants of FDI inflow in developing Asia.

Keywords: determinants of FDI inflow; economic; political and institutional factors; emerging Asia; developing Asia; FDI host economies; China; Hong Kong; Singapore; India; Vietnam; panel data; fixed effect; multiple regression.

Reference to this paper should be made as follows: Goyal, A.K. (2022) ‘Economic, political and institutional determinants of foreign direct investment inflow in emerging and developing Asia’, *Int. J. Intelligent Enterprise*, Vol. 9, No. 1, pp.59–77.

Biographical notes: Anil Kumar Goyal is currently working as Associate Professor in Maharaja Agrasen Institute of Management Studies, affiliated to GGSIP University, Delhi. He has more than 17 years of academic experience and winner of Best Teacher Award for Academic Session 2017–2018, 2018–2019 and 2019–2020. He holds a Doctorate from Dr. B.R.A. University, Agra. He has vast experience in financial accounting, cost accounting, management accounting, finance management, financial analysis, international financial management and working capital management and has more than 50 research papers published in journals and conferences of national and international repute to his credit.

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Contextualizing Abusive Behaviour of Dominant Entity-Challenges Before Fair Competitive Market

[1]Dr. Nisha Dhanraj Dewani, [2]Dr. Zubair Ahmed Khan, [3]Dr. Shaharyar Asaf Khan

Abstract

Unfair practices and abuse of dominant positions are prohibited in India as they together attempt to disrupt healthy market competition. In India, sections 3 and 4 of the Competition Act 2002, deal with these unpreferred practices and abuse of dominant position, respectively. It's crucial to grasp the differences between the aforementioned clauses since, despite their superficial overlap, they each has a separate scope of action. Only when an agreement pertaining to the production/ supply of products or rendering of services creates or is likely to cause significant detrimental effect on competition inside India makes a company or association of companies liable under Section 3 of Competition Act, 2002. Dominance concerned with the dominating enterprise's or group's unilateral behavior is called abuse of dominance. While the assent of two or more independent entities is required to establish a case of abuse of dominance. It is one-sided act, does not arise from an agreement requiring the permission of more than one party. Finding out if there has been a real abuse of dominating position takes three stages. First, the target market must be identified. Second, it is weighed if the firm has a dominating position in the relevant market. Finally, dominance per se is not deemed anti-competitive. Section 4 requires an abuse of dominating position. So, to restate, mere domination is not illegal. Also, identifying dominance serves as a strainer while imposing penalty. Finally, there are several laws dealing with the idea of "dominant" position and its misuse in various countries. As a result, there is a dispute over a standard definition in the case of cross-border transactions. As a result, this article will take a realistic approach to a comprehensive examination of India's competition laws and the misuse of its dominating position. Many variables influence an organization's dominance, including market portion, economic influence, and entrance and exit obstacles. Thus, this article aims to examine dominance and its misuse using supporting case laws and experiences. Also, this research will cover the threat of Dominance Abuse and its limitation aspects.

Keywords: Abuse of Dominance, Market, Competition, Monopoly.

INTRODUCTION

The espousal of fair competition is with an aim to protect consumer welfare and freedom of trade. Competition is thought to lead to efficiency, lower pricing, and new product development. and innovation. Because monopoly in whatever form is a major foe of the free market, it's impossible to ignore the link between efficient implementation of competition rules and economic development. As a result, understanding the aspect of "abuse of dominant position" is critical, as most competition rules prohibit it across the jurisdictions .As India's economy has opened up to the world, economic regulations have been relaxed. With the implementation of a new competitive legislation system, India has taken a significant stride toward facing out against domestic and foreign competition. This legislature's overarching goal is to encourage businesses to compete on the basis of their efficiency rather than anti-competitive behavior. Though companies can use the competition regime to assure fair play in the relevant market, the new regime's goal isn't to make it easier for weaker enterprises to thrive or force the more lucrative players into ceding market share. These ideas differ from previous legislation in India dealing with restrictive trade practices, i.e. the Monopolies and Restrictive Trade Practices

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Autoregressive Integrated Moving Average & Gold Price in India

Amit Kundu[1]
Anil Kumar Goyal[2]
Shubham Sah[3]

Abstract

Gold is one of the precious and expensive metals in world-wide. Earlier, Gold was only purchased at the time of marriage, any occasion / ritual or at any specific function in the family. But now, it is seen as one of the important instruments of investment and acts as a hedge against inflation and strengthens during the financial crisis. Making prediction about gold prices is relevant from the point of view of an investor, banks, jewellery makers, and other individuals too. One of the most widely used and popular techniques for estimating future prices is Time Series Analysis, it helps to make an estimation about the future prices of a variable and also investigates the trend. This article uses ARIMA forecasting for Gold prices in India. The data from June 2015 to June 2021 has been used in this study. The main objective of this article is to guide investors to reduce their risk at the time of investing in gold. ARIMA (1, 1, 0) model is the appropriate model to forecast the gold price over the study period.

Keywords: ADF, ARIMA, Autocorrelation, Gold Price, RMS

Introduction

Gold is one of the most demanded metals in India due to its uses in nearly all festivals, rituals, weddings and in any special occasion across all over the country. From ancient times to current times, it catches the huge attention of all the individuals. As it is known that its demand is very high, so its prices keep moving upward with the passage of time and here it creates

1 Associate Professor, Department of Commerce, Cooch Behar Panchanan Barma University, Cooch Behar, West Bengal, India and can be reached at prof.amitkundu@gmail.com

2 Associate Professor, Department of Commerce, Maharaja Agrasen Institute of Management Studies, New Delhi and can be reached at anilgoyal20@gmail.com

3 Ph. D Scholar, Department of Commerce, Cooch Behar Panchanan Barma University, Cooch Behar, West Bengal, India and can be reached at shubhamsah8759@gmail.com

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Assessing the Usage of Visual Communication Design inMass Communication

Jitender Vig[1], Dr. Manish Kumar Jaisal[2]
Department of Mass Communication,
[1,2]Shri Venkateshwara University,Gajraula (Uttar Pradesh)

Abstract

Visual communication is a form of communication that uses visual elements to deliver a message. Visual communication can take many different forms, such as illustration, typography, color, signage, and drawings. A strong visual communication piece should be able to clearly communicate its message to the viewer. With time, visual communication design, or graphic design, has been invented to endorse an artifact of service and to transmit a message. During the past ten years, the usage of visual communication design in mass communication has gradually increased. Thus, the main concern of this piece of writing is to assess the changing pattern in the use of visual communication design in mass communication. To accomplish this research a qualitative research method has been used which is based on secondary sources and is descriptive in nature. This research has concluded a sharp shift in the usage of visual communication design or visual graphics in mass communication.

Keywords: Visual communication design, mass media, newspaper, magazines,television media, social networking sites.

Introduction

Visual communication design or graphic design is a way to endorse an artifact or service and to transmit a message. It is connected to the process of fictionalising many visual components such as typographical items with pictures, illustrations, and comics in accordance with the functional aspect and data taking into consideration the design principles. As an interdisciplinary phrase, it makes reference to several fields that have concentrated on communication and presentation points as a means to communicate the message, which is prepared as images, to the audience that is being targeted. The phase that corresponded to the late 19th and early 20th century saw visual communication design as a primary component of mass media. Visual communication design is a visual way of expressing oneself. The creative process of visual communication design involves the visualisation of written and visual elements by organising them in all digital media and on two-dimensional surfaces. These components are then transmitted using various media in order to convey the message to the predetermined audience in accordance with the planned marketing strategies and objectives. Since then, the use of visual communication design has been increasing day by day. Therefore, this work intends to assess how visual communication design has been used in mass communication and what kind of changes it has brought up.

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ASSOCIATION BETWEEN RISK TAKING BEHAVIOUR AND BUSINESS STARTUP

Dr. Charu Mohla[1] & Dr. Tanu Aggarwal[2]
[1]Associate Professor, Maharaja Agrasen Institute of Management Studies, Delhi, India
[2]Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi, India

ABSTRACT

People do have different personality traits and they believes that these personality traits will be either healthy. Generally personality traits are characteristics of enduring behavioural and emotional patterns. So we don't consider isolated occurrences because anyone occasionally can lose patience, feel angry so on. Myers- Briggs developed an introspective self –analysed questionnaire and discussed major personality traits Extraversion/Introversion, Sensing/Intuition, Thinking/Feeling, and Perceiving/Judging. In this present paper we would be discussing Extrovert and Introvert personality traits and would try to analyse their influence on risk taking behaviour with specific reference to Start Ups. If we talk about Extroverts are those who enjoy life. But things are not as easy as it seem. There are some negative aspects of extroverts also. Similarly if we talk about introverts, they too have positive and negative traits. On the other hand introverts are being alone.

The data has been collected from 100 respondents and in detailed we have discussed the pros and cons of both introversion and extroversion and find out who is more likely to take risks for a business startup.

***KEYWORDS**: Introverts, Extroverts, Business Startup, Entrepreneurs, Personality Traits, Risk Taking Behaviour*

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INTRODUCTION

Many Entrepreneurs at the initial stage spend most of their valuable time in building up their business. They make personal sacrifices to get their business on track. Even after establishment of his own business an entrepreneur never stops taking calculated risks once the business is doing well. They may take –

- **Market Risk**: Entrepreneurs should remain updated with what is most demanded in the market and they should focus to offer the same service or product to fill the gap.
- **Financial Risk:** Most importantly, they need to be Cash Cow so that proper cash flow can be produced to survive in the market.
- **Technology:** Technology plays a vital role and its failure causes interruptions in smooth operations. If put simply, technology helps businesses keep their ideas away from competition. So focus should be on selecting proper technology for business operations.

Analytical Study on Pradhan Mantri Awas Yojana (Housing for All)

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ISSN 2456-7574(Online)
Peer Reviewed Refereed Journal

https://vips.edu/journal/

Tanu Aggarwal*
Charu Mohla**

Abstract

The role of this study is to provide information to home buyers about Housing for All(Urban) by 2022 in an Indian context. The study has been conducted to know about budget allocation, contributions of public and private sector banks, state wise project under consideration and financial assistance provided to states under PMAY. The Housing sector alone contributed around 6.5 % to country's Gross Domestic Product (GDP) in the year 2018 and it will reach upto 11% till 2022 with the help of Pradhan Mantri Awas Yojana(PMAY). This also leads to increase the economic growth of the country. The Research is descriptive in nature. The budget allocation scheme has been undertaken for the development of housing and financial assistance provided to states under Pradhan Mantri Awas Yojana has been shown with the help of Trend Analysis. The contribution of public and private sector banks towards Pradhan Mantri Awas Yojana has been studied through Karl Pearson Correlation Analysis.

Keywords: *Housing, Public sector banks, Private sector banks,*

INTRODUCTION

PMAY (Pradhan Mantri Awas Yojana) is an initiative by Prime Minister Narendra Modiji of India to provide affordable housing to the urban poor. It was launched on 9th June 2014. After 75 Years of its independence, every family will have the pucca houses with

* Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi.
Email: tanuaggarwal35@gmail.com
** Associate Professor, Maharaja Agrasen Institute of management Studies, Delhi.
Email: charu12mohla@gmail.com

A Coherent Minimum-Process Dependable Reclamation Line Collation Scheme for Fault-Tolerant Mobile Distributed Systems

Dr. Deepak Dagar[1], Dr. Ajay Sharma[2], Dr. Sanjeev Kumar[3], Dr. Ajeet Kumar[4], Mohit Kumar[5]

[1]Assistant Professor,Maharaja Agrasen Institute of Management Studies,Delhi;deepakdagar.faculty@maims.ac.in

[2]Associate Professor, Kasturi Ram College of Higher Education, Delhi; ajay0202@gmail.com

[3]Assistant Professor,Maharaja Agrasen Institute of Technology, Delhi; drsanjeevsharma001@gmail.com

[4]Assistant Professor, Department of Computer Science and Engineering, Tula's Institue, Dehradun; ajeet7488@gmail.com

[5]Assistant Professor, Department of Electronic Engineering, Tula's Institute, Dehradun; mohitdodval@gmail.com

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Abstract

We advocate a minimal-process coordinated Dependable Reclamation Line Collation arrangement for non-deterministic mobile distributed interconnection; where no incompetent recuperation-points are captured. An effort has been made to moderate the intrusion of proceedings and synchronization overhead. We capture the partial transitive interdependencies during the normal accomplishment by piggybacking interdependency arrays onto computation communications.Recurrent terminations of Dependable Reclamation Line Collation arrangement may happen in mobile interconnection due to exhausted battery, non-voluntary disengagements of M_Nodules (Mobile Nodules), or poor mobile connectivity.Therefore, we advocate that in the first stage, all pertinent M_Nodules will capture evanescent recuperation-point only. Evanescent recuperation-point is stored on the memory of M_Nodule only. In this case, if some proceeding miscarries to capture recuperation-point in the first stage, then M_Nodules need to abandon their evanescent recuperation-points only. In this way, we try to moderate the loss of Dependable Reclamation Line Collation (DRL-collation) work when any proceeding miscarries to capture its recuperation-point in coordination with others

Keywords:- Fault tolerance, consistent global state, coordinated Dependable Reclamation Line Collation and mobile interconnection.

1. Introduction

In the mobile distributed interconnection, some of the proceedings are running on mobile nodules(M_Nodules). AM_Nodule communicates with other nodes of the interconnection via a special node calledmobile support station (Mobl_Suppt_stn) [1]. A cubicle is a geographical area around a Mobl_Suppt_stn in which it can support an M_Nodule. A M_Nodule can change its geographical position freely from one cubicle to another or even to an area covered by no cubicle. A Mobl_Suppt_stn can have both wired and wireless links and acts as an interface between the static network and a part of the mobile network. Static network connects all Mobl_Suppt_stn.

Recuperation-point is defined as a designated place in a program at which normal processing is interrupted specifically to preserve the status information necessary to allow resumption of

A STUDY OF WORK PLACE DEVIANCES WITH RESPECT TO AGE AND GENDER

-Sangeeta Malik, Professor, Maharaja Agarsen Institute of Management Studies, Rohini, Delhi

ABSTRACT

Workplace deviances have always been critical issues in organization among researchers and managers. The occurrence of deviant behavior involves deception, employees thievery (stealing & shoplifting), squashing, unexcused absences, taking long breaks, rude violent behavior, and sexual abuses at the workplace accounts a big task for organizations. The impact of these behaviors is enormous on organization and individual & such behavior incur massive economic loss. To make organization productive & effective, we need to work hard to get over with this problem and bring harmony among them and in the organization. Keeping in mind the present study aims to study workplace deviant behavior in private sector among the working professionals. A sample of 60 working professional were taken from private sector undertaking and tested on the two aspects of workplace deviances ie., interpersonal deviances and organizational deviances. The aim of this paper is to study the impact of age and gender on workplace deviances. The age & gender has shown significant relation with interpersonal deviances than organizational deviances.

Keywords: *Workplace deviances, organizational deviances, Interpersonal deviances, age and gender.*

INTRODUCTION

Today, workplace deviant behavior is one of the major concern for the organization and also a focal area of further study and attention (Bennett & Robinson, 2003).Research support several studies of the past that the negative workplace behavior do not impact financial concerns only but social and psychological impacts are more on the organization productivity (Hollinger & Clark, 1982; Hollinger & Clark, 1983; Murphy, 1993). This includes deliberate malicious attempt to harm organization by causing problems at the workplace. Deviant behavior are of two types, interpersonal deviances, which involves spreading rumors, gossiping, yelling at someone, aggressive behavior, lying, bullying, blaming others for their own mistake, abusive supervisors, substance use at workplace .Organizational deviances such as reporting late ,lying about hours worked ,theft of organizational property, sabotage etc. It has been found that between 33 to 75 percent employees have found indulging in offenses like stealing, embezzlement, damage, and disruption (Harper, 1990). The less frequent aggressive behaviours were lying (DePaulo & DePaulo, 1989), spreading rumors (Skarlicki & Folger, 1997; Fox & Spector, 1999), with holding effort (Kidwell and Bennett, 1993) and absenteeism

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Leadership Skills for Industry 4.0: Scale Development and Validation

Puja Khatri

University School of Management Studies, Guru Gobind Singh Indraprastha University, India

*Sumedha Dutta**

Department of Business Administration, Maharaja Agrasen Institute of Management Studies, India

Khushboo Raina

Department of Management, Lal Bahadur Shastri Institute of Management, India

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Abstract

Varying impact of digitalization is felt on all organizations irrespective of their sector/industry. The milieu is relatively under researched for the manufacturing sector. Complexity of the situation is further intensified by volatile, unpredictable, complex and ambiguous conditions (VUCA) of the existing environment, announcing onset of the fourth industrial revolution – Industry 4.0. Leading an organization amidst such circumstances calls for a special skill set matching this unique nature. Scholarly work focusing on distinctive features of Industry 4.0 and its effect on several sectors is abundantly available. Nevertheless, an instrument to quantify the skills desired in leaders for effectively leading in Industry 4.0 is left unattended. In the present work, three major 4.0 skill dimensions needed in a leader in Industry 4.0, referred as '4.0 Leader's Skill Set' were identified, namely Digital Comfort, Cognitive Thinking and Team Sensitivity. The study was conducted in two phases wherein the first phase, data from 250 employees of manufacturing sector were taken. An additional sample of 294 employees were taken in Phase II for confirmatory analysis and validation of the scale. Satisfactory values of KMO (0.931) and Bartlett's test of Sphericity: $p<0.05$ were obtained. Overall reliability of scale capturing 4.0 Leader's Skill Set is 0.9. 4.0 Leader's Skills was established as a reflective – reflective second order construct with the identified 3 dimensions; CT, TS and DC wherein reliability and validity of the scale was established by using PLS-SEM.

Keywords: Cognitive Thinking; Digital Comfort; Emotional Efficacy; Industry 4.0; Leadership

JEL Classifications: L2; L6; M15

***Corresponding author:** Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086, India E-mail: sumedha.maims@gmail.com

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Right to Free Gender Reassignment Surgery in India : Exploring its Indispensability & Constitutionality

Ms. Aarushi Agarwal & Dr. Leena Pawar***

ABSTRACT

The trans community in India in spite of its considerable visible presence since time immemorial have yet not been able to become a part of the mainstream and continues to suffer discrimination, apathy and indifference due to the binary stereotypes of the society. However, the recent landmark decisions of the Hon'ble Supreme Court of India in National legal Services Authority vs. Union of India and Navtej Johar vs. Union of India, can be seen as watershed moment in the struggle for trans rights in India. The Apex Court in above decisions categorically recognized Third Gender/ Transgender identity and fervently upheld their right to gender identity. Looking at the development of law towards inclusion of trans equality and recognition of right to gender identity, the question of right to free gender reassignment surgery assumes utmost importance as such surgical procedure is one of the foremost recourse resorted to as desired by transsexuals to change their physical body and bring it in accord to their self perceived gender identity. In this backdrop, the present paper tries to examine the scope of right to health guaranteed under Article 21 of the Constitution of India to include within its ambit the right to free Gender Reassignment Surgery (GRS) for transgender persons in India. The researcher further tries to argue that such right to free GRS is a part and parcel of Right to Gender Identity. It urges that such right is indispensible and is a facet of Article 21 of the Constitution itself which assures the right to live with utmost dignity. The paper towards the end suggests an unequivocal obligation on the state machinery to provide for such life saving medical procedures free of cost to transgender people who cannot afford them but needs such surgeries.

***Key Terms:** Right to health, Gender Reassignment Surgery, Gender Identity, Transgender Rights, Health Care Needs.*

INTRODUCTION

The brunt of discrimination faced by trans community in accessing health care facilities across India aptly resonates the pain and concern which can be felt in the

* Ph.D. Research Scholar, School of Law, Maharaja Agrasen University, Baddi, H.P. E-mail: aarushiagarwal29@gmail.com, Mobile: 9871215225

** Assistant Professor, School of Law, Maharaja Agrasen University, Baddi, H.P. E-mail: leena1079@gmail.com, Mobile: 7988909547

words expressed by Martin Luther King Jr. while addressing a Medical Committee for Human Rights in Chicago in the year 1966 that *"of all forms of inequality, injustice in health care is the most shocking and inhumane"*.[1]

Besides existence of several socio-medical barriers in accessing health care facilities by transgender people such as prejudices of society and health care professionals, non conducive institutional environment, financial constraints, illiteracy, lack of awareness etc., there has also been a sheer disregard and continuous inadvertence on part of the State towards their health care needs. This, *inter alia*, has resulted in poor health consequences and horrid outcomes like fatalities, attempt to suicide, loss of job etc. for many transgender persons in India.

The history is full of such tragic instances which bears the testimony of the above fact. The recent heart wrenching stories of fatality of injured transgender person due to delay in medical treatment owing to inability of hospital staff in allocating room to the deceased[2]; suicide committed by a trans woman due to an apparently botched sex reassignment surgery (SRS)[3]; non treatment of trans women-victim of gang rape and refusal to prescribe her recommended medication[4] are mere reflections of blatant denial of basic human right to health of transgender people.

Additionally, numerous traumatic experiences of unfair treatment, derogatory & abusive remarks, and administrative hurdles in getting treatment for even common ailments are regularly faced by transgender people[5]. All these unpleasant and discriminatory experiences driven from non acceptance of their gender identity, primarily acts as a deterrent and prevents them in seeking medical assistance at the very first instance thereby resulting in further degeneration of their health[6]. Also, the health inequities *vis a vis* transgender persons are accentuated by the absence of basic infrastructural facilities and lack of proper training, sensitization and awareness of medical professionals at public hospitals to handle gender diverse people and respond efficiently to their medical needs[7].

1 Drexel University Dornsife School of Public Health, available at https://drexel.edu/dornsife/news/deans-blog/2020/January/martin-luther-king-and-public-health/ (last visited Dec. 30, 2021).

2 Soumya, E. Z. (2014, May 18). Indian transgender healthcare challenges, available at: https://www.aljazeera.com/features/2014/6/18/indian-transgender-healthcare-challenges.

3 Ramesh Babu, *Kerala orders probe against hospital after transgender's suicide*, The Hindustan Times (online), (Jan. 25, 2022, Thiruvananthapuram), *available at* https://www.hindustantimes.com/india-news/kerala-orders-probe-against-hospital-after-transgender-s-suicide-101643052251363.htm. (last visited Jan 28, 2022).

4 *Supra* note 2.

5 Department of Social Justice and Empowerment, Report of Expert Committee on Issues relateing to Transgender persons, 2014 *available at* https://socialjustice.nic.in/writereaddata/UploadFile/Binder2.pdf (last visited Dec. 21, 2022).

6 NDTV, *available at https://swachhindia.ndtv.com/discrimination-and-barriers-make-access-to-quality-healthcare-a-challenge-for-many-transgenders-58669/*. (last visited April 20, 2022)

7 Jaffee, KD, et.al, *Discrimination and Delayed Health Care Among Transgender Women and Men: Implications for Improving Medical Education and Health Care Delivery*, 54(11) Med Care, 1010-1016 (2016).

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Research article

Evaluating the Attitude of Employees from the Practice of Exclusive Talent Management: A Study of Hotel Employees in Delhi

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Rajneet Bhatia[1] and Papori Baruah[2]

Abstract

Understanding employees' attitude towards the practice of exclusive talent management (ETM) has become increasingly important for ethical concerns. Despite its significant importance, this study is one of its kind, which first aims to examine the positive and negative attitude arising from the practice of ETM and also checks for the difference between the talented and non-talented employees. Based on social exchange and signalling theories, past studies have conceptually proposed that there may exist a difference in talented and non-talented employees because of their perception of justice and support, as this practice follows workforce discrimination in the organisation. Second, this article also aims to analyse how perceived justice and perceived support affect the attitude of employees towards ETM practices. Data was collected through the questionnaire method by applying convenience sampling technique, and responses of 735 employees were collected across 15 luxury hotels in New Delhi. Structural equation modelling and mediation analysis were conducted in AMOS to test various relationships. The findings suggest that ETM practices significantly affect both positive and negative attitude of employees. Also, talented employees perceive higher levels of positive attitude than non-talented employees, whereas no significant difference was found in their perception of negative attitude. Further, it was proposed that the differences in the attitude of the employees are because of their perception of justice and support towards ETM practices. It was found that perceived justice mediates the relationship of ETM with both positive and negative attitudes, but perceived support only mediates the relationship of ETM practices and the negative attitude.

[1] Research Scholar, Department of Business Administration, Tezpur University, Napaam, Assam, India
[2] Professor, Department of Business Administration, Tezpur University, Napaam, Assam, India

Corresponding author:
Rajneet Bhatia, Research Scholar, Department of Business Administration, Tezpur University, Napaam, Assam 784028, India.
E-mail: rajneetbhatia18@gmail.com; rajneet@tezu.ernet.in

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Organisational Citizenship Behaviour of Employees Towards Organisation and Individuals: An Empirical Study of Indian Service Organisations

Ravi Kumar Gupta
Faculty of Management, Maharaja Agrasen Institute Management Studies, India
Amar Nath Gupta
Faculty of Management, University of Delhi, India
*Sakshi Gupta**
Faculty of Economics, Maharaja Agrasen Institute Management Studies, India
Vishal Kumar
Faculty of Management, Maharaja Agrasen University, India

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Abstract

Organisational Citizenship Behaviour is now emerging as an important aspect of human behavior at work, which has a significant impact on teamwork and success of an organisation. The present study was a modest attempt to expand the knowledge base relating to the vital question of whether and how managers in service organisations go voluntarily beyond their prescribed official duties to assist and cooperate with their colleagues and, ultimately, contribute to achieving the organisational objectives. It was designed to investigate the 'perceptions of managers', working in Indian service organisations, regarding different dimensions of Organisational Citizenship Behaviour. The present study was descriptive research; and was intended to identify and obtain credible information on the characteristics of service sector employees' perceptions. The research sample was formed by 306 employees. The data was provided by a structured questionnaire. Various statistical techniques were applied to SPSS and MS Excel to test and analyse the hypothesised model. The findings of the present study make credible addition to the body of knowledge existing on the topic of Organisational Citizenship Behaviour and its two significant aspects, viz., Organisational Citizenship Behaviour towards Individuals and Organisational Citizenship Behaviour towards Organisation. It was found that the managers of Indian service organisations voluntarily assume citizenship behaviour towards Individuals and organisations in the 21st century; and promotion of this tendency by senior business leaders may undoubtedly promote the achievement of such organisations'objectives in the long run.

Keywords: Organisational Citizenship Behaviour, Perception of Employees, Indian Service Organisations, Organisational Behaviour.

JEL Classifications: L2, M5

*Corresponding author: Maharaja Agrasen Chowk, Sector 22, Rohini, New Delhi, Delhi 110086, India Email: professor.sakshi@gmail.com

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Impact of mentoring on organisational role stress and role efficacy: an empirical evidence from India

Bharti Shauran and Neetu Jain

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Abstract

This study examines the impact of career and psychosocial mentoring on the role efficacy and organisational role stress of employees. Survey methodology was used to test the hypotheses. The sample was randomly selected amongst the employees working in the IT sector in Delhi and National Capital Region (NCR), India. A total of 220 complete responses were received where 89 employees did not have any mentor and 131 employees were mentored. A pilot study was carried out to develop valid data items for the survey and to test the reliability and internal consistency. The findings indicate that mentoring plays a significant role in improving role efficacy and in reducing organisational role stress in the case of mentored employees as compared to non-mentored employees.

EFFECTIVENESS OF MARKETING COMMUNICATION STRATEGIES OF FMCG SECTOR DURING COVID-19

Ms. Neha Bhagat
Research Scholar, Amity University Rajasthan

Dr. Tanushri Mukherjee
Associate Professor, Amity School of Communication, Amity University Rajasthan

Abstract
Coronavirus shook the world and many countries are still struggling to overcome this pandemic. While some countries overcame and won over this deadly pandemic, few have learnt to live with it. As scientist all over the world are still experimenting on finding out vaccines to fight against the disease, there still seems to be long journey ahead to triumph over COVID-19. India today has nearly 9, 00,000 cases of patients and stands third in the world currently. Among many other countries India too is struggling with this situation. Many sectors and industries have been adversely affected with COVID-19. FMCG sector that owns several products and invests resources months in advance for their campaigns also had to face the brunt of it. During this time, the marketers have been forced to revisit their marketing strategies and implement changes to navigate to the consumer's mind. The paper besides discussing few prominent marketing strategies that the leading FMCG companies employed during the challenging times of pandemic, also analyses how effective they have been in influencing consumers' mindset and their buying decisions. Quantitative Survey Method has been employed as a part of Research Design and the collected data has been subject to statistical analysis through SPSS software.
Keywords: Consumers, COVID 19, FMCG Sector, Marketing Communications, Marketing Strategies, Marketing Campaigns, Mindset

Introduction

Nikhil Dey, Vice Chair at Weber Shandwick points out that this is an unprecedented challenge on all fronts, including communications. "Every communicator has an even higher-than-normal obligation to truth, frequency of communication and the well-being of its people, clients and communities".

(Quoted: How the PR & Communications industry is handling the Coronavirus crisis at work by Nafisa Shaheen").

In the present times, the consumers have plethora of choices and therefore consumer satisfaction and consumer retention has become the priority and a very challenging task for the brands. Companies use marketing mix to satisfy the consumers and create a demand for their products which in the long run helps in profit generation for the brands. In today's competitive times the meaning of marketing has undergone sea change. Today it's all about what the consumer's want and delivering as per their expectations to generate brand loyalty. Many companies have lately started to use multi-media platforms and made it as integrated marketing communication, also known as the use of 360 Degree Approach. With the introduction of new media for interaction has developed novel chances for advertising scopes for marketers and business (Chawla, Journal of Content, Community & Communication, 2020).

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THE ISSUE OF CONTENT CONTROL ON INTERNET - CHALLENGES & WAY FORWARD

Kriti Johri

Assistant Professor (Law), Maharaja Agrasen Institute of Management Studies, GGSIP University.

Abstract

World community is confronted with a plethora of challenges bearing the potential of menacing world peace and security. Of course, crime ever since the primordial times has been a threat to peace and security of communities but it takes form of challenge for world community only when its radar crosses those superficial boundaries of nations. This transnational nature of crime raises the issue of jurisdiction that lies at the centre of it and impedes the criminal justice system. Jurisdiction simply is a claim over situation by State machinery which is distinguished in terms of the national territories. However, with respect to transnational crimes like terrorist activities, human trafficking, illegal trading of endangered species, smuggling, and drugs trafficking jurisdiction precludes the process of investigation as well of prosecution of crime. Another emerging issue with transnational nature is cyber crime. The complex nature of the crime as one that takes place in the borderless realm of cyberspace is compounded by the increasing involvement of organized crime groups that have a has a panoramic view ranging from local to global terrain.. Perpetrators of cybercrime and their victims can be located different regions, and its effects can ripple through societies around the world, highlighting the need to mount an urgent, dynamic and international response.

Keywords: Issue, Content, Control, Internet, Challenges, Way, Forward.

True, the invention of internet proved to be the industrial revolution of twentieth century with the greatest contribution to humanity that transformed the style of communication between humans and their relationships.[1] In the early 1980s, only scientists and academicians were found making use of internet. The primary objective of the ARPANET (first incarnation of internet)[2] was to enable sharing of resources between different systems like hardware processing power, software and data. Later, with the feature of email, connections further developed into what we call today as 'Internet'. From 500 host computers (with unique IP address) in 1980s to 200 million by 2000 and to **7,340,093,980**[3] by 2016 (figure 1.1), internet has been the most rapidly growing mean of connectivity of millions of people across the world and as *The Economist* quoted has caused "the death of distance"[4]. It is now one common language[5] that allows the world of computers to share a world of information.

#	Country	Population, 2016 Est.	Internet Users 2016	Internet Penetration	Growth (*) 2000 - 2016	Facebook 2016

[1] Micha Kaufman, *The internet revolution is the new industrial revolution*, FORBES MAGAZINES, Oct 5, 2012, at 03:42PM, http://www.forbes.com/sites/michakaufman/2012/10/05/the-internet-revolution-is-the-new-industrial-revolution/#1310407559805

[2] RICHARD A. SPINELLO, CYBER ETHICS- MORALITY AND LAW IN CYBERSPACE, p.28-31, (3rd ed. 2006)

[3] As on June, 2016 http://www.internetworldstats.com/top20.htm

[4] http://www.economist.com/node/598895

[5] *Supra* note 3

Review of Studies on Stress, Job Satisfaction and Resilience among Nursing Professionals

Shikha Sharma[1], Parvaiz Talib[2], Ganesh Singh[3]

[1]Research Scholar, [2]Professor, Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh, Uttar Pradesh, [3]Professor & Program Director- Ph.D, All India Management Association – Centre for Management Education, New Delhi, India

Abstract

Nursing profession is quite stressful. Numerous studies had been carried out to identify the stress, job satisfaction and resilience among nursing professional. The aim of this study is to collate the available literature on the relationship among role stress, job satisfaction and resilience among nursing professionals. Electronic databases (CINAHL, Medline, Scopus, ScienceDirect, PsycInfo, PsycArticles and Proquest) were searched using the various combinations of keywords: nursing stress, nurse resilience and job satisfaction. In addition to electronic databases, manual searches were also undertaken in various nursing journals including the *Journal of Advanced Nursing*, the *International Journal of Nursing Practice* and the *International Journal of Nursing Studies*. A total of eight descriptive and descriptive-correlational studies published in English were included, and data are presented in a narrative summary. The findings revealed a negative relationship between nursing stress and job satisfaction and reported a mediating role of resilience in the relationship. The degree of role stress, resilience level and job satisfaction varied among different demographics and work settings. Workload and staffing inadequacy were reported as the major stressors for nursing professionals. A high level of job satisfaction was attributed to the presence of intrinsic and extrinsic rewards in the profession and the resilient nature of nursing professionals played a pivotal role in managing the level of stress and increases the level of satisfaction among them. Within the limitations of the study such as the lack of literature including all three constructs of the study and methodological constraints of multiplicity of instruments, it was noted that nursing professionals are often stressed due to heavy workload and demanding work conditions, express job dissatisfaction, they try to adjust to the conditions by being resilient. This imposes a persistent need for the health-care system to strategize and ensure the management of workload, sufficient staffing and adequate training for nursing professionals to ensure the delivery of quality health care. A very limited number of studies have examined the role of resilience in the relationship between role stress and job satisfaction. Furthermore, no studies in the Asian context have previously been conducted.

Keywords: Job satisfaction, nursing professionals, resilience, role stress

Introduction

Stress, job satisfaction and personality variables have been reported to have strong correlation with each other in the field of occupational psychology. Nurses constitute the largest proportion of health-care workers throughout the world and play a vital role in the health care system of any country. The nursing profession is stated to be demanding career worldwide,[1-3] and the detrimental consequences of stress among nurses have been extensively studied.[4-7] Furthermore, job satisfaction among nursing professionals is reported to have the positive outcomes of work performance, intention to stay, professional commitment and quality of care directly or indirectly.[8,9] In addition, the role of personality variables in influencing actions and the way nursing professionals respond to a work situation has been acknowledged. Stressors can be different in diverse work situations but some nursing professionals possess personality trait of being resilient that enable them to deal with stressors at work, recuperate swiftly and perform better than others and enhances their level of job satisfaction. Multidimensionality of the concept of resilience, inconsistent research results and presence of multiple

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Address for correspondence: Mrs. Shikha Sharma, C-8, 260A, 1st Floor, Keshav Puram, Lawrence Road, Delhi - 110 035, India. E-mail: sharma.shikha3684@gmail.com

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Article

Augmenting Employees' Efforts in Innovation

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Nikita Jain[1,2]

Abstract

Strong labour laws play a major role in motivating innovation among employees. It has been found in the literature that stringency of labour laws is positively linked with employees' efforts in innovation, in particular, wrongful discharge laws (WDL). However, employees may also bring nuisance suits against employers. Usually, the result of these suits is that both parties settle with each other. Thus, even if employees are justly dismissed, they may be able to bring nuisance suits against employers and gain a settlement amount. This article investigates how the possibility of nuisance suits affects the impact of WDL on employees' efforts in innovation. In this respect, a game-theoretic model is developed in the article to find the equilibrium level of employees' efforts in the presence of nuisance suits, where there is a possibility of employees getting discharged from the firm. I find that if nuisance suits are a possibility, the stringency of WDL has no impact on employees' efforts if defence cost of the firm is low; but for higher defence costs, WDL affects employees' efforts. The efforts exerted by an employee are found to be weakly increasing in the defence costs of the firm.

Keywords

Innovation, wrongful discharge laws (WDL), employee's efforts, nuisance suits, game-theoretic model, defence costs.

JEL: D9, J5, K1, K4, O3

[1] Assistant Professor, Department of Economics, Maharaja Agrasen Institute of Management Studies, IP University, Delhi, India.

[2] PhD Research Scholar, Centre for International Trade and Development, School of International Studies, JNU, Delhi, India.

Corresponding author:
Nikita Jain, Assistant Professor, F1U 91, Pitampura, Delhi 110034, Delhi, India.
E-mail: jain.nikita2091@gmail.com

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Changing patterns of the teacher as a servant leader in Asia Pacific: a review and research agenda

Puja Khatri[a], Sumedha Dutta[b] and Neeraj Kaushik[c]

[a]University School of Management Studies, Guru Gobind Singh Indraprastha University, New Delhi, India; [b]Department of Business Administration, Maharaja Agrasen Institute of Management Studies, New Delhi, India; [c]Department of Business Administration, National Institute of Technology, Kurukshetra, India

ABSTRACT
The ability of the Servant Leadership in transforming the learning experience for faculty and students encouraged the authors to study the role of the 'Teacher as a Servant Leader'(TSL). Using the TCCM (Theory, Context, Characteristics and Methodology) approach, a systematic review of TSL studies is conducted to outline noteworthy contributions. Research gaps are identified and a framework for a research agenda is outlined. Further, a comparative view between the countries of Asia-Pacific and the Rest-of-the-World is undertaken. This area holds immense potential for theoretical extension and development as many of its nuances are left unattended in prior research. Focussed insights offer signposts for taking this academic journey forward.

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KEYWORDS
Academics; Asia Pacific countries; education; faculty; servant leadership; teacher as a servant leader

1. Introduction

In a learning environment, the role of a teacher as a leader is well recognized by instructional communication researchers (Richmond and McCroskey 1992; Chory and McCroskey 1999). However, of late, researchers have directed their efforts towards examining outcomes of specific teacher leadership behaviour on students. These include satisfaction, learning and motivation (Pounder 2003, 2006; Bolkan and Goodboy 2011; Bolkan, Goodboy, and Griffin 2011; Noland and Richards 2014); giving rise to a trend of studying particular leadership theories to teacher leadership (Pounder 2003, 2006; Bolkan, Goodboy, and Griffin 2011; Horan et al. 2013). In educational settings, researchers have extensively deliberated on transformational style and servant style of leadership, due to the people-oriented approach of these two distinct styles (Bass and Avolio 1993; Greenleaf 2002; Parolini, Patterson, and Winston 2009; Stone, Russell, and Patterson 2004). Dynamism and effectiveness of both these styles for organizational as well as school leadership is well accepted (Stone, Russell, and Patterson 2004).

Pounder (2003) initiated a step towards examining the applicability of transformational leadership to a learning environment. This study reported constructive student consequences such as facility to produce out-of-the-box techniques to problem solving and enhanced critical thinking. Undoubtedly, teacher transformational leadership has been

CONTACT Sumedha Dutta sumedha.maims@gmail.com

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Moderating Impact of Foreign Financing, Government Ownership, Firm Liquidity and Size on Leverage - Performance relationship : An Indian Evidence

PREETI BANSAL*
C.S. SHARMA**
AMIT KUMAR SINGH***

Abstract

Research is ambivalent on the impact of leverage on performance. The present study revisits this relationship to discover possible reasons for it by examining the moderating role of firm characteristics such as foreign financing, government ownership, firm liquidity and firm size, which individually are empirically known to be determinants of capital structure and performance.The analysis is based on 17 years financial data of non-financial BSE 500 firms from 2000 to 2016. Leverage was found to have significant negative impact on firm performance, measured by ROA and RONW. However, this relationship was found to be positively moderated by firm characteristics under study. The study also provides insights into the reasons for the moderating impact of these firm characteristics; foreign financing reduces the overall cost of funds, government ownership offers implicit loan guarantee, high liquidity improves debt service capacity and bigger firm size warrants better access to capital markets on better terms.

I. Introduction

CAPITAL STRUCTURE DECISIONS play a vital role in affecting the cash flows, earning per share, share price, risk complexion, flexibility, control, growth and survival of the firm. In addition, the capital structure acts as a signalling device whereby debt is issued to those firms which are less vulnerable to default and display high quality financials. In contrast, well-established capital structure theories such as pecking order theory and market timing theory suggest that firm performance affects the capital structure. This study examines the impact of leverage on firm performance in view of this observed two way causal relationship by using instrumental variable approach. This study adds to the literature by examining the moderating

* Research Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, University Enclave, Delhi 110007, INDIA.

** Associate Professor, Shri Ram College of Commerce, University of Delhi, University Enclave, Delhi 110007, INDIA.

*** Associate Professor, Department of Commerce, Delhi School of Economics, University of Delhi, University Enclave, Delhi 110007, INDIA.

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Impact of COVID on the stock market: a study of BRIC countries

Varuna Kharbanda and Rachna Jain

Published Online: 17 Jun 2021

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Abstract

The study examined the impact of COVID confirmed cases and deaths on BRIC countries' stock market return and volatility. The entire data was collected for the time duration from 1 June 2019 to 31 May 2020 for all the four BRIC nations. The results based on GARCH (1, 1) model revealed that stock markets were adversely affected due to COVID 19 crisis. Moreover, results suggest the negative correlation between stock market return and volatility index. The results are robust, as VAR-X model also suggests that volume of BRIC nations stock market have a negative significant impacted due to cases and deaths by COVID.

Information

Keywords

stock market | COVID 19 | volatility | BRIC | investors

Authors and Affiliations

Varuna Kharbanda[1]
Rachna Jain[2]
1. Maharaja Agrasen Institute of Management Studies, Flat-22B, Jyoti

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Working in lockdown: the relationship between COVID-19 induced work stressors, job performance, distress, and life satisfaction

Parul Kumar[1] · **Neha Kumar**[2] · **Priti Aggarwal**[3] · **Jasmine A.L. Yeap**[4]

Accepted: 2 March 2021 / Published online: 14 March 2021

Abstract

Background & aim In the wake of COVID-19, organizations all over India have closed their premises and shifted to work from home policy to curb the further spread of the virus. This has led to increased stress and anxiety among employees, which explicably affects their satisfaction with life. Thus, the present study analyses the effect of COVID-19 induced stressors (role overload, lifestyle choices, family distraction, and occupational discomfort) on employees' distress levels and job performance. Subsequently, the impact of such distress and job performance on the employees' life satisfaction is analyzed during the lockdown period.

Methodology Data was collected from 433 working professionals of private and public organizations in the Delhi and NCR region of India during India's third and fourth phase of lockdown via a survey, which was distributed online. Partial least squares structural equation modelling was applied first to establish the validity of this study's model (measurement model validity) and subsequently test the hypothesized relationships in the model (structural model).

Results The COVID-19 induced stressors, i.e., role overload, lifestyle choices, and occupational discomfort, were significant predictors of distress during the lockdown. It has been found that role overload and change in lifestyle choice did not significantly affect job performance. Family distraction, occupational discomfort, and distress were significant in impacting job performance, with distress being the most significant one. During the COVID-19 pandemic, life satisfaction has reduced due to a significant increase in distress levels and lowered job performances.

Keywords COVID-19 · SARS coronavirus · Job performance · Life satisfaction · Family distraction · Role overload · Occupational discomfort

Introduction

Globalization and technological advancements have contributed to economic growth, enhanced our standard of living, and provided innumerable means of comfort (Abdel-Hadi 2012). However, the other by-products like cut-throat competition, enhanced workload, extreme working conditions, and increasing job demands cannot be ignored, which are significantly contributing to occupational stress (Prasad and Vaidya 2020). Occupational stress or job stress is the pressure that an employee feels due to employment-related factors. When the expectations/demands put on an employee do not match with the available resources, i.e., knowledge, skill, or abilities, they tend to experience stress (Colligan and Higgins 2006). Further, the changing society, cultural environment, and lifestyle affect employee performance and disturb the work-life balance. The past studies have reported several ill-effects of work-related stress, namely hypertension, diabetes, insomnia, asthma, musculoskeletal disorders, and others (Padma et al. 2015). This impact of occupational stress could be seen across

✉ Priti Aggarwal
Priti3789@gmail.com

Parul Kumar
dr.parulk1808@gmail.com

Neha Kumar
kumarneha89@gmail.com

Jasmine A.L. Yeap
jasmine@usm.my

1 Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Delhi, India

2 The NorthCap University, Gurugram, India

3 Delhi School of Business, Vivekananda Institute of Professional Studies - Technical Campus, Delhi, India

4 School of Management, Universiti Sains Malaysia, Penang, Malaysia

Impact of mentoring on academic success of students in similar and cross gender mentoring relationships

Bharti Shauran, Rachna Jain and Neetu Jain

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Abstract

The study examined the impact of faculty mentoring/mentoring functions on academic success of the students in case of similar gender and cross gender mentoring relationships. Data has been collected from 400 college students. To examine the moderating effect of gender, stepwise regression has been run between four mentoring supports and academic success. Findings indicate that in case of same gender of mentor and mentee, mentoring has more impact on academic performance of the students. This indicates that mentoring functions give significantly more positive outcomes related to the academic success of the students in case of same gender as compared to the cross gender mentoring relationships. Similar gender

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Are The Women Empowered or Economically Abused? -Dilemma For 21st Century.

AUTHOR'S NAME-MS. TARANPREET KAUR

AFFILATION-ASSISTANT PROFESSOR AT MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES ROHINI, DELHI-110085, AFFILATED TO GGSIPU, DELHI

Abstract

WOMEN EMPOWERMENT- Women's empowerment can be defined to promoting women's sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others.

It is closely aligned with female empowerment – a fundamental human right that's also key to achieving a more peaceful, prosperous world.

ECONOMIC ABUSE is defined as behavior that denies a person economic or financial autonomy according to the ***Family Violence Protection Act*** **(2008)** Vic. It is the threatened or actual behavior that is coercive, deceptive or unreasonably controlling of another person's financial independence without that person's consent. Economic abuse often occurs in conjunction with other kinds of physical or emotional abuse. This could include being left with substantial liability and debt, or being excluded from employment.

Economic Abuse may include:

- Controlling a partner's credit cards, bank account and access to money
- Withholding, or threatening to withhold, the financial support necessary to meet a person's reasonable living expenses if that person is dependent on them for financial support to meet those living expenses.
- Stopping someone from holding a job or going to school as a means of controlling their ability to be financially independent.

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An impact of content delivery, equity, support and self-efficacy on student's learning during the COVID-19

Parul Kumar[1] · Neha Kumar[2] · Hiram Ting[3]

Accepted: 28 June 2021 / Published online: 7 July 2021

Abstract
Due to the outbreak of Covid-19, the colleges and universities across the world have shifted to online classes in place of face-to-face classes. In the wake of this outbreak, the present study focuses on analyzing the impact of sudden shift to online classes, on the undergraduate and postgraduate student's overall learning. The PLS-SEM results concluded that the content delivery has been the most significant construct to impact both self-efficacy and overall learning. The self-efficacy partially mediates the support and equity relationship with the overall learning. The student with greater self-efficacy will have better overall learning from this e-synchronous teaching methodology. However, content delivery has a stronger role in impacting the overall learning even if there is absence of self-efficacy, thus concluding no mediation.

Keywords Student centered learning · Teacher effectiveness · Educational research · Synchronous communication · Online education

Introduction

The year 2019 ended with the emergence of COVID-19 in Wuhan, China. However, it rapidly spread to other parts of China in the beginning of the year 2020. The authorities in China locked down several places in China, to prevent it from further spreading (Xiang et al., 2020). Even when residents of other countries were only understanding the severity of the COVID-19 in China, cases have started emerging in their own countries. This soon transformed into a global threat (Spina et al., 2020), which has brought countries to a standstill in the first quarter of the new year. On March 11, 2020, this COVID-19 was declared as a pandemic (WHO, 2020). In response to the WHO news, countries all over the world, imposed travel restrictions to further prevent the spread of COVID-19. Being a highly contagious virus, the only option left was to impose lock-down in the nations to force people to stay at homes to control containment.

The Government of India (GOI) also announced complete lockdown of the nation on March 24, 2020 (Gettleman & Schultz, 2020). All the corporate houses, government offices, businesses, schools, colleges, universities have been shut down. GOI has been taking measures of self-isolation, quarantine, social distancing, strengthening the health facilities and asking people to work from home, to fight against the invisible enemy. According to the United Nations, the speed and scale of disruption due to COVID-19 pandemic is "unparalleled", especially in the education sector impacting more than 72% of the students in the world (UNESCO, 2020). This crisis has crystallized the dilemma faced by academic administrators and management to either educational institution (to reduce the contact and save lives) or keep them open (asking the faculty members to work from home). However, abiding by the lockdown restrictions and severity of the COVID-19, the schools and colleges decided to shift to online or synchronized learning instead of face-to-face classes, overnight.

From recording lectures to sharing notes with the students (asynchronized learning); from taking classes online (synchronized learning) to motivating students to enroll for online courses, the faculty members across the globe have been making every possible effort to engage students in academics, while being in their homes. Moving forward with the discussion on online teaching, teachers have been delivering their

✉ Parul Kumar
dr.parulk1808@gmail.com

[1] Department of Business Administration, Maharaja Agrasen Institute of Management Studies, Delhi, India

[2] School of Management and Liberal Studies, The NorthCap University, Gurgaon, India

[3] Faculty of Hospitality and Tourism Management, UCSI University, Kuala Lumpur, Malaysia

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An impact of FPI inflows, Nifty returns, and S&P returns on India VIX volatility

Parul Kumar, Sunil Kumar and R.K. Sharma

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Abstract

This paper analyses the relationship between FPI and the implied volatility. The daily data have been used for analysing the impact of FPI, Nifty returns, S&P 500 returns and CBOE VIX (the proxy of volatility expectation in the US) on India VIX, the proxy for volatility expectations. The time period for this study starts from March 2008-December 2017. The overall objective of the study was to analyse the impact of FPI, Nifty returns, S&P returns, volatility of US market and interaction effect among them on the implied volatility index (India VIX). ARIMA GARCH has been used to test the hypothesis of the study. It was concluded that implied volatility is impacted by the FPI investment in India, Nifty returns, S&P returns and CBOE VIX. It was

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Effect of occupational status of married working women on family life, job satisfaction and her psychological well being

Ms.Taranpreet Kaur

Assistant Professor, Department Of Commerce, Maharaja Agrasen Institute Of Management Studies, India. taranpreetkaur.faculty@maims.ac.in

Abstract - The study examined the impact of work and family role characteristics on work–family conflict, and indicators of psychological wellbeing among women. Results shows that employment type and gender have independent main effects on several of the study variables. Literature has conceptualized well-being in the work domain through specific constructs, such as job satisfaction, work alienation, work-family conflict, and the perception of decision-making. Research from a gender perspective has examined gender differences in relation to these variables, showing that—compared to men—women in most cases experience lower job satisfaction, less decision-making, and higher work-family conflict. Another body of studies has driven the attention to the impact of the occupational status, demonstrating a general positive effect of high-status occupations. However, considering disparities between men and women in career success, the documented gender differences may also be influenced by the fact that women generally hold lower positions, as well as the effects of status may be related to the prevalence of men in high-status job.

Keywords-Working women, emotional sustainer, emotional wellbeing, economic independence and dependence.

I. INTRODUCTION

The working women is not a new addition to the Indian scene women in the labor field have been working since long for wages in factories as servants or as unskilled laborers on construction sites and also as domestic maids in the houses.

It is only the women of middle or upper classes who were confined to homes and taking up jobs was considered derogatory for them but now due to various social – economic and political legal factors have brought about a newly emerging middle class of working women in India. In present economic hardships and crisis, wife's participation for family financing has become a utmost necessity and also the attitudes of society towards marries women taking up jobs have also been changed. The main reason is the economic condition of the middle class and also everybody understands that these days wife's income is also essential to family's standard of living. It has also been researched that marital happiness and satisfaction depends upon work and carrier of the marital partner as marriage is a social cultural system providing satisfaction for love,affection,intimacy,relatedness,affiliation,emotional sustenance, financial-social security,parenthood,companionship ,physical safety and social service. While there are other reasons as well to expect that the positive effects of employment on psychological well being of the women but on the other hand it is less clear how employment and motherhood are associated with psychological well being of the mothers and their children.Or, do mothers not benefit from employment in terms of their psychological well-being. After exploring the effects of employment on the association between motherhood and psychological well-being, this study further considers work characteristics and age of children to account for possible variations in the association between role statuses and psychological well-being. Because marriage is an important confounding factor for employment status, parental status and individual's psychological well-being, I also incorporate marital status into analysis. The importance of using the scientific method in the study of happiness can be illustrated by referring to the work of Bertrand Russell, one of the greatest minds of the twentieth century.

II. LITERATURE REVIEW

"Russell' in his analysis of psychological well-being in The Conquest of Happiness maintained that the majority of people are unhappy, in part because they compare themselves to other who appear superior to them. However, contemporary researchers have discovered that most people, at least in modern Western nations, consider themselves to be happy.(Robert Biswas- Diener , Ed Diener, & Maya Tamir 2004.)

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The Impact of the Use of Visual Communication Design on consumptionCulture in Print and Broadcast Media: A Critical Assessment

Jitender Vig[1], Dr. Manish Kumar Jaisal[2]
Department of Mass Communication,
[1,2]Shri Venkateshwara University, Gajraula (Uttar Pradesh)

Abstract

Visual communication is a form of communication that uses visual elements to deliver a message. Visual communication can take many different forms, such as illustration, typography, colour, signage, and drawings. A strong visual communication piece should be able to clearly communicate its message to the viewer. With time, visual communication design, or graphic design, has been invented to endorse an artifact of service and to transmit a message. At present, the younger generation is very much influenced by this new way of communication. The individuals of this generation collect and process pictures in a very different way than their older counterparts have historically done, particularly in the context of new media, where young viewers are regularly exposed to internet graphics. This is because young viewers are persistently exposed to online visuals. Thus, the main concern of this research is to critically assess the impact of the use of visual communication design on consumption culture in print and broadcast media. For this, a quantitative research method has been used which is analytical in nature. And to accomplish the work, a survey has been conducted on 300 random individuals in the Delhi-NCR area. The results of this work demonstrate a sharp shift in consumption culture due to the gradually increasing use of visual communication design in printand broadcast media.

Keywords: Visual communication design, consumption culture, print media, andbroadcast media.

Introduction

The term "visual communication" is no longer considered cutting-edge lingo in today's society. Indeed, anything that can be seen by using our eyes is considered to be a form of visual communication. Media is the primary means via which designers interact with the general public. Images are prevalent in our lives. The idea of communication through the use of visuals is one that may be generalised with relative ease. It is a type of expression that uses the word "vision" in its design. Visual communication design can be used for any design behaviour so long as it is visible to the naked eye. This is the defining characteristicof the field (Sreedharan, 2008).

Visual communication is a design that has been imbued with the spirit of the company, and the goods that are designed via the process of visual communication serve as a connecting point between the company and its clients (Zhang, 2017). Graphics, text, and colour are the primary constituents of visual communication design, which primarily consists of these three visual aspects. When these three main visual elements are put together and arranged as per the designer's ideas, the goals of getting people's attention and getting notios across clearly are met (Zhang, et al. 2022).

Because of digitization and the gradual increasing usage of visual communication design or graphic design in print and broadcast media, the consumer behaviour has been changed gradually (Baldži, 2016).

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An Empirical Study on Analysing the Pathway of Success for Leaders in Hospitality Industry

Authors' First Name: Dr. Charu

Authors' Last Name: Mohla

Designation: Associate Professor

Institution: Maharaja Agrasen Institute of Management Studies, New Delhi

Contact No: #9899030936

Emailed: charu12mohla@gmail.com

Abstract

The leadership management in the hospitality industry is becoming a challenge nowadays. However there is a little competition in the market especially in the field of leadership management in the hospitality industry. The hospitality industry must be developed because of the development of the open market operations within the country to stop the government has been given a high rate of tax from the hospitality industry as well. This is the reason why the government is helping for the development of the hospitality industry. In each and every industry there is a high necessity of leaders who are much more effective and efficient in handling any situation under any circumstances and without any hesitation. They must be trained as per the rules and regulations of the hotel management. In this research paper the researcher has applied both qualitative and quantitative methods in order to find out what has the situation of the leadership industry in hospitality Management during the time of the pandemic. In this research paper several skills are also discussed and the reasons and the circumstances are also described in a brief manner which will be helpful for analysing the findings of the research paper. Administrative policy in the area of the hospitality industry is one of the most leadership challenges for the faculty of the hospitality industry. Therefore in the academic session leadership management should be a part of study.

Keywords- Hospitality industry, Open market operation, Administrative policy, Academic session

Chapter 1 - Introduction

Leadership in general terms is considered to be an universal definition of directing and indicating other people in a strategic way so that a particular goal must be achieved within due time. However the understanding of leadership is based on several theories and conditions. In this research paper the researcher is going to explain the leadership quality which should be required in the hospitality industry. In the hospitality industry good quality of leadership is the most important thing that should be assured by the employees of the organisation. In the hospitality sector the importance of leadership depends upon the effective leaders and their ability to handle a task with perfect skill of maintaining a team under pressure and perfect environment. Examples of perfect leadership in the

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An Empirical Study of Relationship between Work Experience and Occupational Stress

Charu Mohla*

ABSTRACT

The current research investigated role of work experience on occupational stress. Job stressors Group cohesiveness, Role Clarity, Fair Compensation, Consistent Role Demands, Adequate Workload, Managerial Support, Context Sensitive, Comfortable Job, Job Capability Fit, Role Autonomy were studied in detail. Attempts have been made to examine the relationships of independent demographic variable work experience with occupational stress in hotel industry employees and IT industry employees. A purposive sample of 282 associates from Indian five star Hotels and 278 associates from Indian listed IT Companies was chosen. Region of data collection was Delhi and NCR. The Shailendra Kumar's' Occupational Stress Scale was used for data collection, while MANOVA and ANOVA were used for statistical analysis. The results revealed that work experience impacted significantly on the occupational stress.

Keywords: Stress; Occupational Stress; Job Stress; Work Experience; IT; Hotel.

INTRODUCTION

Work is a predominant part of person's life. The only way to fulfill basic living needs, to achieve life goals and to accomplish career aspirations is Work. Recognition and Growth Opportunities in the organization play a vital role in person's work life. When work place denies further growth opportunities and reasonable rewards to the hard work of an employee it creates negative notions in the mind of affected employee. Further, these negative notions blocks the creativity, intelligence and decision making skills of that employee. It generates the feeling of emotional or physical tension. This feeling makes an employee frustrated, angry, and nervous or even loses confidence in the present working system. Human being a social animal, requires recognition, timely rewards and growth opportunities at the work place, which are directly associated with the status in the society. Therefore, if an employee feels dissatisfied and not able to accomplish career aspirations and enough growth at the work place than that gives direct threat to its status in the society. This is when stress starts, which is a natural feeling of being not able to cope up with the organizational environment.

The working population constitutes a major section of the community. Industrialization and automation of industrial processes in our country have resulted in rapid changes in the psychosocial environment at workplace and in the reactions of the workers to this environment. Exposure to these factors depends on various external factors (e.g. fast changing technology, competitive environment, pressures to improve performance) and internal factors (e.g. organizational climate, various management processes, the physical and psychological conditions at work and so on). Occupational stress – also called work stress, job stress or stress in organizations- "is a condition wherein job-related factors interact with the worker to change, either disrupt or enhance, his or her psychological or physiological conditions such that the individual's mind and/or body are forced to deviate from normal functioning".

In today's fast moving world, organizations survive with innovations and competitions. So they cannot afford their employees to fall behind in their task accomplishment, quality of service and sense of

*Associate Professor, Maharaja Agrasen Institute of Management Studies, Delhi. E-mail: charu12mohla@gmail.com

Impact of Education level on Occupational Stress

The present study examined the relationships of independent variable education with occupational stress in hotel industry employees and IT industry employees. A purposive sample of 282 associates from Indian five star Hotels and 278 associates from Indian listed IT Companies was chosen. Region of data collection was Delhi and NCR. The Shailendra Kumar's Occupational Stress Scale was used for data collection, while MANOVA and ANOVA are used for statistical analysis. For the present study ten variables of occupational stress Group cohesiveness, Role Clarity, Fair Compensation, Consistent Role Demands, Adequate Workload, Managerial Support, Context Sensitive, Comfortable Job, Job Capability Fit, Role Autonomy were studied in detail. The study strongly indicates the relationship between occupational stress and demographic variable education.

***Keywords**: Stress, Occupational stress, Education, IT, Hotel.*

Charu Mohla
Assistant Professor Sr.;
Maharaja Agrasen Institute of Management Studies,
New Delhi

Introduction

Present era is characterized by changes that are transporting human civilization from one epoch to another at a much faster pace than experienced by human history ever before. In fact, a new civilization seems to be emerging in our lives all over the world.This new civilization brings with it new family styles; changed ways of working, loving and living; a new economy; new political conflicts; and beyond all this, an altered consciousness as well. The key to such an extra ordinary change is, of course, the computer coupled with new advancements in electronics and communication technology. These technologies multiply the means and powers of spreading the new developments in different fields at different nook and corners of the world.

Readymade information easily tapped from internet and other information technology sources trembles all spheres of human life and all systems of human activity like marketing, engineering, management and so on. Information has become the vital resource, valuable input and a super power for societal development. The future society will be functioning around the axis of information values rather than material values. Knowledge capital will predominate over material capital in structuring the national economy. Consequently, the information and knowledge industries

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ORIGINAL RESEARCH PAPER

Management

IMPACT OF CULTURAL COMPETENCIES IN AUTHENTIC LEADERSHIP TO ENHANCE DIVERSITY IN THE WORKPLACE

KEY WORDS: Autocratic leadership, cultural diversity, transformational leadership, cultural competency, transactional leadership, loyal customer base, competitive advantage, authentic leadership, communication, healthy work environment, motivational lecturers.

Dr. Charu Mohla

ABSTRACT

It has been observed that companies were paying more attention towards maintaining cultural competency to improve organizational reputation and enhancing brand image and brand worth in the global context. Maintaining a culturally diversified workforce has become an important factor as it increased productivity of an organization to a great extent. Effective implementation of appropriate leadership styles has become essential for monitoring and regulating various organizational activities in a smooth way. Moreover, it might be mentioned without any doubt that several companies have been focusing on changing leadership styles in order to achieve organizational goals while maintaining a culturally diversified workforce.

INTRODUCTION

Cultural diversity in the workplace has emerged as an essential factor for the growth and development of the retail industry in the global context and leadership plays a vital role in maintaining a proper cultural competency. It may be stated that cultural competency has a direct impact on the performance of the workforce as it enhances the productivity of the employees to a great extent. In this report, a detailed discussion will be made on the different aspects of cultural diversity in the retail industry and the way in which different leadership styles become important in handling the changes in an effective way.

Discussion On Various Leadership Styles

The role of leadership has a direct impact on the growth and development of any industry and the retail sector is no exception to it where different leadership styles are applied to handle the fast-changing situations in an effective way. Autocratic leadership is one of the most widely used leadership styles in the retail industry as it helps in taking strict decisions and autocratic leaders are efficient in taking challenging decisions. It may be mentioned that autocratic leadership is best known for its ability to take individual control over decision making which becomes effective in managing the various business operations properly (Chukwusa, 2018).

Transformational leadership is known as the leadership style in which a leader encourages, motivates and influences employees or followers in achieving success for a given organization and may also help the subordinates grow in individual careers as well. In transformational leadership, leaders give employees a sufficient amount of freedom to be creative and also involve the employees in the decision-making process for the given company to obtain unique ideas for the growth of the organization. However, according to research, it may be argued that transformational leadership theory has little to no impact on the creativity level of an employee (Ma and Jiang, 2018).

Other than transformational leadership, transactional leadership style has become quite popular and widely known in the modern age and this style of leadership is used by many leaders for achieving organizational goals. In transactional leadership theory, a leader has adopted a give and take strategy to exempt the best possible outcomes from the employees by introducing a reward and punishment system that motivates and also forces the employees to work with full potential.

Research suggests that transactional leadership style has been proven to have a more positive correlation with the productivity and performance of employees in comparison to transformational leadership (Kalsoom *et al.,* 2018).

Discussion On Importance Of Cultural Competency Of Modern Organizations

Cultural competency is the concept of communication with people who belong to various cultural groups by displaying positive behaviour and attitude and this practice also helps an individual gather knowledge about different cultures and values as well. In a workplace, it has become a necessity to include employees from several different cultural backgrounds, as the majority of businesses have decided to expand business globally. Therefore, it is required to recruit employees from all the countries the brand has decided to expand its business to, since a local employee may have more idea about the ways a business may operate in a particular area or country. According to research, many top-level executives of various giant companies are now grasping the concept that a diverse and heterogeneous workforce has a greater chance of showing more creative and better performance than a homogeneous workforce (Roberts and Mayo, 2019).

A more diverse workforce provides more creative and unique ideas that are brought to light as people from different cultural backgrounds may have an unique perspective on a given subject matter that will only help an organization to grow even more. A culturally diverse workplace helps the organization to see more creativity in the final outcome of the company's overall growth, since people from different cultures show different forms of creativity and uniqueness in their work. Considering research, diversity management in a workplace refers to the concept of bringing more people of colour, women and employees from backward classes into the organization to create an inclusive work culture (Shore *et al.,* 2018). A diverse workforce allows the employees of the company to be more adaptive and work under various different circumstances with several people, which only helps an individual to grow in one's respective career in the future. Research suggests that cultural competency is considered to play a crucial role in the growth and overall productivity of an organization in the competitive world (Cherian *et al.,* 2020).

Relationship Between Cultural Competency And Authentic Leadership

It may be stated that an exemplary leader will always attempt to create an inclusive workplace, since a good leader knows that an inclusive and culturally competent workplace may only boost the collective productivity of the team members. An authentic leader always tries to focus on the things that may bring significant results for an organization and in order to gain competitive advantage in today's age a diverse workforce is the most common necessity. Authentic leaders are aware of the fact that a culturally competent work culture will only help in boosting productivity of the team members as working with people from different cultures may create an atmosphere of healthy competition inside the workplace. Other than that, creating a culturally diverse workforce may provide a myriad of different and unique ideas that will only

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The Blind Side: Social Media Literacy and Usage Patterns among the Visually-Impaired

Gulshan Gupta[1]
Sarvesh Dutt Tripathi[2]

[1] Doctoral Scholar, University School of Mass Communication, GGSIPU, Dwarka, Delhi, India. gpreit07@gmail.com

[2] Assistant Professor, University School of Mass Communication, GGSIPU, Dwarka, Delhi, India. sarveshdt@gmail.com

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To What Extent Digitalization in India has Helped Visually Impaired People during COVID-19?

GULSHAN GUPTA[1]

ABSTRACT

Today, when India is becoming progressively digital and the system is also motivating the countrymen to become a digital citizen then persons with visual disability feel the change of inclusive development in the society. This study put some light on to what extent digitalization in India has helped people with visual impairment to be media literate. It seems that the digital change is empowering visually disabled people but the study also raised the curtain from the scarceness of the provided resources as well as the shortcomings of the performing authorities. This study provides an inside vision of difficulties and challenges people with visual impairment are facing. To achieve the objective of the study qualitative methods have been adopted to identify the challenges being faced by the people with visual impairment towards digital literacy. The focused group discussion and expert interviews were conducted to understand the challenges people with visual impairment are facing during the COVID-19 pandemic in the digital age. A study has been done wherein people with visual impairment discussed on what are the scopes, opportunities and challenges of digitalization to become digital citizens of India to overcome the COVID-19 effect. The overwhelming points that were put together by those people said that 'people with visual impairment are still struggling to connect with the digital society'. Findings from expert interview and focus group discussions show that to be a media literate citizen, the prerequisite for persons with visual impairment is to have accessible platforms. COVID-19 was an unannounced calamity for the world and the Indian population. In this context, the study recommends that during the policy-making and implementation of the policy, machinery should also focus on the capabilities of the (visually) disabled people so that inclusive facilities could be developed.

Keywords: Digital India, Visual impairment, Digital empowerment, Visually impaired, COVID-19

Introduction

Persons with visual impairment and sighted people both experience the digital world differently. It is significant to experience and apprehend the challenges people with visual impairment are facing towards becoming a digital citizen and also to fight the pandemic like COVID-19.

Today, all forms and tools of communications are towards coin the major digital changes in the world. However, the digitalization plays an important role towards making visually impaired people's life easier. But after a new normal (lifting of lockdown of COVID-19 pandemic) picture become clearer that we are more or less stereotyped in terms of inclusive society and our preparations for digital accessibility are scrimpy. However, there is a need for training and developing an understanding of the benefits of digitalization that couldn't be delivered to Visually Impaired Persons (VIPs) properly. Also, the challenges of digitalization that VIPs face everyday couldn't be understood by the developer of the digital platforms.

As per the Census 2011, in India, out of the 121 crore population, about 2.68 crore persons are disabled which is 2.21% of the total population. India has the largest population of visually impaired people in the world. Dr. S. S. Badrinath, (Ophthalmologist and founder of Iconic Sankara Nethralaya of Chennai) says, majority of the visually impaired population of the world reside in India. India as a country gives equal rights to its citizens. The Persons with Disabilities Act (1955) especially emphasizes on the rights of equal opportunities, protection of rights and full participation of the persons with disabilities. But when we consider the digital world we often forget people who are visually challenged. Most of the visually challenged people remain excluded from the digitalization process.

In various institutions and places, the opportunities to handle digital media are scarce and also there is still a lot to be done on technological advancement. Now, the question raises that are digital platforms and equipment equally useful and accessible to visually impaired people too?

[1]Ph.D Research Scholar, University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi, 110 078, India. Email: gpreit07@gmail.com

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Reaction to COVID-19, social media engagement and well-being: a mediation analysis

Puja Khatri [a], Khushboo Raina [b], Sumedha Dutta[c], Harshleen Pahwa[a] and Preeti Kumari[a]

[a]University School Of Management Studies, Guru Gobind Singh Indraprastha University, Delhi, India; [b]Assistant Professor, Lal Bahadur Shastri Institute of Management, Delhi, India; [c]Department Of Management, Maharaja Agrasen Institute Of Management Studies, Delhi, India

ABSTRACT

The COVID-19 pandemic has led to disruption of employee well-being; changing the work scenario across the globe. The psychological impact of this pandemic is an undeniable stressor greatly affecting employee well-being across cultures. Social media, in such a time of crisis, can provide the requisite support by filling the emotional, informational and instrumental voids. In order to explain how reactions to the COVID-19 pandemic influences an individual's employee well-being, this study first examines the relationships between pandemic reactions, social media engagement and employee well-being, and then develops a completely mediated model by fully integrating these links. The results, of structural equation modelling analyses conducted for 304 employees from Hospitality (129) and IT/ITeS sector (175) in India, offered strong support for the proposed model. We found that pandemic reactions were indirectly and positively associated with employee well-being; mediated by social media engagement. This study theoretically contributes to the employee well-being literature by revealing how social media engagement completely mediates the relationship between pandemic reactions and employee well-being. The study also offers practical implications by stressing the significant role played by social media engagement in influencing employee well-being in these testing times.

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KEYWORDS
Employee well-being; social media engagement; pandemic reactions; COVID-19; mediation analysis; structural equation modelling

Introduction

The World Health Organization (WHO), in March 2020, categorised the COVID-19 outbreak as a pandemic. Across the world, over 150 million people have been infected and more than 3 million have succumbed to this very deadly virus (World Health Organization (WHO) 2021). Aside from the great health risks, associated with the pandemic, it also brings with it economic downturns, great financial hardships, social isolation, and fear (Ebert et al. 2020). These psychosocial stressors can engender different reactions in different people. Where some endure, others can become greatly distressed (Taylor 2019). The psychological impact of the pandemic is undeniable, and together these stressors can greatly affect pandemic reactions and well-being of an individual.

CONTACT Puja Khatri pujakhatri@ipu.ac.in

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Predictive Analysis of Manpower Requirements in Scrum Projects Using Regression Techniques

Kamna Vaid[a*], Udayan Ghose[b]

[a,b] *USICT, Guru Gobind Singh Indraprastha University, Dwarka,New Delhi- 110078, India*

Abstract

Flexible iterative development life cycle, adaptive nature and fast delivery has given Agile an upper edge as compared to all other software development frameworks. In the current industry scenario agile methods are gaining popularity, owing to its people centric approach, hence organizations are adopting agile development methodologies at a large scale. Agile projects work in self-organizing small collaborative teams. Team size varies according to the project requirement however, agile development focus on smaller team size. Supervised machine learning is applied in this study to provide optimum prediction model. All the available regression models in Matlab R2019b are used to predict number of team members required for an agile project. Iterations from five different open source projects are considered for this study. The results after training all the variants of each regression model, namely Linear Regression models, Support Vector Machine models, Tree models, Ensemble models and Gaussian Process Regression models are compared using Root Mean Square Error (RMSE) score and R-squared values. On the basis of evaluative and comprehensive analysis, the most significant model to predict manpower requirement for an agile project has been chosen.

Keywords: Scrum; Agile projects; Team size; Regression models

1. Introduction

Software project management deals with all the aspects of project development with lots of challenges and issues. Planning of whole project gets effected by many uncertainties [13]. One of the major key drivers in any type of development is Human resource. Resource allocation and collaboration between the team members is a major

*Corresponding author. E-mail address: kamnavaid@gmail.com

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Accessibility of Films and Level of Film Literacy in Visually Impaired People: An Exploration of Media Literacy Skills

Gulshan, Sarvesh Dutt Tripathi
(Ph.D Research Scholar, USMC, Guru Gobind Singh Indraprastha University, Delhi)
(Assistant Professor, USMC, Guru Gobind Singh Indraprastha University, Delhi)

Abstract
This paper records the experiences of visually impaired people who face discrimination of exclusion from cinema which is not accessible to them. Cinema was one of the sectors among several, they are excluded from. This paper inquires about their accessibility skills to the films and measures the level of film literacy. Focus group discussion and expert interviews were part of the research methodology. With the help of a structured questionnaire, film literacy level was measured.

This study shows that emerging technology has made film accessible to the people who have seeing disability and assistive tools and software are helping to understand films better than ever before. Responses from the FGD show that satisfaction level of entertainment has increased as well as the critical and analytical capacity also have been developed.

The result with audio described movies *(Sanju and Dangal)* was much better than the non-audio described movie *(Bajrangi Bhaijaan)*. If we talk about audio described movies, participants were aware about the critical and hidden meanings of the dialogues, able to synchronize and clearly visualize the flashback scenes and capable to understand the vision of the filmmaker. While on the other side, it was difficult and challenging for them to understand and provide appropriate description of scenes of film without audio description. This study propounds that, assistive technology, such as audio description and XL Cinema can enhance film and media literacy skills of persons with visual disability but still they face certain physical limitations to learn these skills.

Key Words: Film Literacy, Film Accessibility, Media Literacy Skills, Persons with Visual Impairment.

Introduction
There is a say 'Cinema does not tell, it shows'.
Film and Cinema is a part of media and a most inventive medium of communication in modern world. From black and white silent movement in the early19th century now it has transformed into a coloured audio-visual medium using images, sound and editing to communicate, through which even illiterate people can understand what is happening on the screen. Film is actually a combination of different art forms where audience can be communicated and entertained through verbal and non-verbal communication about various real and fictitious narratives. Singh, H. (2011) opines that a film not only speaks through words but also speaks through silence, pauses, facial expressions, body language etc.

When we enter into a picture hall, not only a body enters into a building but it also carries a thought that apart from the entertainment what will be the take away from this movie after spending a long time span. After all, cinema is a reflection of the time and the society we live in, and therefore it plays a strategically significant role in shaping the perceptions and values of the masses including people with visual disabilities. The society gets affected from both positive and negative impact of cinema and from carrying the traditions to adopting the modern lifestyle, cinema's contribution in our routine life can be seen vividly.

To communicate and entertain huge audience including illiterate masses, as compared to other media of mass communication, cinema is the best medium and films have high commercial value. But even in 21st century of modern India, this medium of entertainment remains inaccessible for people who cannot see. Entering a cinema hall is itself a challenging task for visually impaired people. Even if they dare enter a cinema hall, (sighted) people surround them usually found commenting curiously "Ye Film Kaise Dekhega? (How he/she will watch a film?).

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Exclusive talent management and its consequences: a review of literature

Rajneet Bhatia & Papori Baruah

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Abstract

The aim of this paper is twofold, i.e. first to explore the ethical ambiguity arising out of exclusive approach to talent management practices and second to take into consideration the employees' reaction of such practices. Workforce discrimination or segmentation may be feasible from the point of view of cost-benefit, but it imposes serious implications on the fairness perceived by employees. The paper involves extensive use of existing literature which comprises of journals, books, published reports, articles, etc. from various sources that are critical to the subject of study. The literature is selected based on the availability, language

ROLE OF DEMOGRAPHIC VARIABLES IN EMOTIONAL INTELLIGENCE: AN EMPIRICAL STUDY OF BANK EXECUTIVES

Shilpee Aggarwal*, Parvaiz Talib

Assistant Professor and Research Scholar*; Chairman & Dean,

Maharaja Agrasen Institute of Management Studies, Rohini, Delhi and Aligarh Muslim University, Aligarh*;
Aligarh Muslim University, Aligarh

Abstract: Emotional Intelligence has been identified as an important factor to determine the success and performance of individuals in the banking sector. Banking being the service sector, has pivotal role of emotions to manage its interface with customers on a routine basis. Irrespective of the type of bank; public sector or private, bank executives have to be engaged in managing customers and that can be dealt well only if they have an adequate level of Emotional Intelligence (EI). The study delves into the relationship between EI of bank executives with various demographic factors like Age, Gender, Highest qualification and Type of Bank, Managerial level respectively. The results revealed that bank executives have a high level of Emotional Quotient. Furthermore, a significant positive relationship between managerial level and EI was found. The scores also varied with respect to the type of bank. Whereas, there were no significant differences found in age, gender, and the highest qualification.

Keywords: Emotional Intelligence, Demographic variables, bank executives, age, gender, qualification, type of bank, managerial level.

I. INTRODUCTION

The popularization of the concept "Emotional Intelligence" has given a fresh dimension to the research initiatives that link personality factors with superior performance (Cooper & Sawaf, 1997). With the advent of the concept of Emotional Intelligence, especially in the workplace parlance, it has been commonly experienced that people who are intellectually the brightest may not necessarily be the most successful (Goleman, 2000). All of us at some point, must have come across an individual or a business executive, who in spite of superior intelligence and even best education, fails to establish himself/herself in his/her career.

Also we must have observed cases where an average scoring person during his/her academic performance, excels at the workplace. These cases seem to suggest that there is definitely something other than the much acknowledged attribute like intelligence, knowledge or conceptual skills that ultimately matter in the run (Kaur, 2015). This phenomenon, has been popularised as Emotional Intelligence. It is defined as " as a set of abilities that pertain to the organized set of responses to events that constitute emotions (Mayer & Salovey, 1997; Salovey & Mayer, 1990)". Each of the abilities that constitute EI represents variation about the capacity of individuals to solve a set of problems that involve emotions. As such, EI differs from other intelligence factors, such as perceptual intelligence and verbal intelligence, which focus on cognitive processes (Cote & Miners, 2006; Mayer *et al.*, 2008).

It is believed that emotional, creative, practical, and social abilities also influence an individual's differences in job performance and career success (Thorndike, 1937; Wechsler, 1958; Sternberg, 1985 & Cantor, 1987). The banking industry especially falls under the purview of a higher need to hire executives who need to have an amalgamation of these qualities. the working environment, nowadays, in Indian Banks is highly volatile, dynamic and demands high efficiency. This situation is quite apparent as a result of the crisis that happened due to demonetisation in 2016 (RBI, 2017). Bank executives in India have consistently been subjected to the rage

Conceptualising the Rights of Muslim Women in Context of Islamic Personal Law

***Dr. Shaveta Gagneja*[1]**

Abstract

Despite the constitutional commitment for the gender-just laws and equal safeguards for minorities still Muslim women face considerable challenges as a member of largest minority and, are among the poorest, economically vulnerable, educationally and politically marginalized group in the country. Personal law, based on religious laws as modified by state legislation and judicial precedent, governs family relations including marriage, divorce, inheritance and maintenance and applies to individuals on the basis of their religious identity have become the benchmarks of a gender-just existence. According to Sacher Committee report media has extensively highlighted on select cases of Muslim women passionately in identifying the Muslim religion as the sole locus of gender injustice in the Community. In this paper author shall attempt to provide an exposition of statutory and judicial framework of India's religion-state relations and further illustrate the rights of Muslim women laid down under Holy Qur'an for the protection of Muslim Women. It also briefly look in to the legislative enactments of The Muslim Women (Protection of Rights on Marriage) Act, 2019 over the triple talaq.

Key Words:- *Personal Law, Muslim Women, Triple Talaq, Marriage*

1. Introduction

Muslim women in India face considerable challenges as citizens and as members of the largest minority because they have been broadly represented as passive victims. The status of Muslim women largely specifies the shortage of three essentials: knowledge (measured by literacy and average years of schooling), economic power (work and income) & autonomy (decision making power and physical mobility) as the defining feature of women's low status.[2] Zoya Hasan and Ritu Menon too pointed out in there survey that recent interventions on Muslim women in post-colonial India are caught up in misconceptions that usually leave Muslim women invisible.[3] Muslim women's rights became a subject of considerable debate, because, two sets of notion existing in the society on the status of Muslim women: the tendency to see Muslims, particularly Muslim women, as a monolithic category; and the overwhelming importance attached to Islam, especially the Muslim personal law in defining Muslim women's status.

[1] Senior Assistant Professor, Maharaja Agarsen School of Law (MAIMS), affiliated to Indraprastha University, New Delhi

[2] Kalpana Kannabiran (ed.) *Religion, Feminist Policies and Muslim Womens* (Sage Publications, New Delhi, 2014)

[3] Zoya Hasan & Ritu Menon, *Unequal Citizens A Study of Muslim Women in lndia* 8 (New Delhi, 2004)

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Coverage of Rural Development News In Print Media With Special Reference To Rural Areas of Delhi

Nidhi Chaudhry[*1] and Manoj Dayal[2]

[1]Department of Communication & Management Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana
[2]Department of Communication & Management Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana

ABSTRACT

The purpose of this research investigation is to find out what role media can play in rural development and to what extent is the print media, and particularly the newspapers, are serving or promoting rural development. This study tries to find out the extent of coverage and treatment given to rural development news in print media with reference to rural areas of Delhi. Print media specially the newspaper is one of the important tools to communicate about development information to the rural population. How far newspapers are catering to the informational needs of the rural folk regarding development is under scrutiny. The content analysis of the two leading newspapers of Delhi, *Amar Ujala,* Hindi daily and *The Times of India*, English daily have shown that rural development news hardly appears in newspapers. The maximum rural news published in newspapers is not related to rural development; it is only concerned with accidents, scandals, controversies, corruption, crime and politics. Hence, the development cycle is hampered resulting in the gap between the rural and urban India and the gap is widening rapidly. Rural keeps on remaining the same underdeveloped, laid back or deprived; the first step towards bridging this gap would be equal or due coverage information access and inclusion of rural issues in coverage, it's about time that print media consider this duty important. The reasons for this lack of coverage of rural development news may be varied but gatekeeping due to commercialisation in journalism might stand out as the key reasons for the same. The dream of a developed nation cannot be realised until the rural areas develop and access to information is vital for the same.

KEYWORDS: development, rural, newspaper, coverage, news

***Corresponding Author:**

Nidhi Chaudhry

Contact No: 9818446199

Email I.D.: ncnidhichaudhry@gmail.com

D-72, second floor, entry from gate no. 4,

Subham Enclave, Paschim Vihar, near Jwala Heri market,

New Delhi-110063.

वर्चुअल लाइफ बनाम रियल लाइफ

गुलशन गुप्ता

आज सोशल मीडिया के दौर में प्रत्येक व्यक्ति स्वयं को वर्चुअल (आभासीय) दुनिया में अधिक सहज महसूस करता है। जबकि लोगों से आमने-सामने पेश आने में उसे असहज लगने लगा है। दूर बैठे अदृश्य या आभासीय दृश्य व्यक्तित्व को वह अधिक क़रीब पाता है जबकि उसके निकट बैठे जीवंत व्यक्तियों में उसे जीवन नज़र नहीं आता। इस बात को वह समझना ही नहीं चाहता कि जिस आभासीय जगत में वह जी रहा है वह वास्तव में विश्वसनीय दुनिया नहीं है। आप सोशल मीडिया पर व्यापारिक लेन-देन कर सकते हैं, अपने चाहने वालों से जुड़ सकते हैं, उनके बारे में जान सकते हैं और कभी-कभी उनसे पारस्परिक संवाद भी कर सकते हैं। किंतु भावनाओं की विश्वसनीयता सहज ही नहीं अर्जित कर सकते। जो एक लय-ताल आप अपनों के बीच रहकर पाते हैं और उन्हें अपनी व्यक्तिगत भावनाओं से अवगत करा पाते हैं इस विश्वास के साथ कि वे आपकी भावनाओं को सम्मान देंगे और आवश्यकता अनुसार गोपनीय भी रखेंगे। इस भावनात्मक जुड़ाव का एहसास आप सोशल लाइफ में तो पा सकते हैं किंतु सोशल मीडिया पर नहीं।

घटना के घटने या वस्तुओं के उपयोग करने से पहले या कुछ समय बाद उन पर शोध कार्य किया जाने लगता है। ऐसे ही सोशल मीडिया के विभिन्न पहलुओं पर भी अनेक शोध हुए हैं जिसके सकारात्मक और नकारात्मक दोनों पहलू सामने आए हैं।

एक शोध यह बताता है कि सोशल मीडिया के अलग-अलग प्लेटफॉर्म यदि एक देश होते तो फेसबुक आज सबसे अधिक आबादी वाला देश होता। आज की तारीख़ में दुनिया में फेसबुक के 2234 मिलियन यूज़र्स हैं। इसके बाद यू-ट्यूब (1900 मिलियन यूज़र्स), और व्हाट्सएप (1500 मिलियन यूज़र्स) आदि का स्थान आता है। कहने का तात्पर्य यह है कि इन अलग-अलग सोशल मीडिया के प्लेटफॉर्म्स के यूज़र्स की संख्या इतनी तेज़ी से बढ़ रही है कि प्रत्येक सेकंड में लगभग 9 लाख लोग फेसबुक पर आते हैं।

आज सोशल मीडिया यूज़र्स के लिए ये बातें (तंज) आम हो गई हैं कि इनके पास स्क्रीन से आँखें हटाने का समय ही नहीं होता। घरों में भी लोग एक-साथ बैठकर भोजन करने या आपसी बातचीत करने के बजाए फ़ोन पर अधिक व्यस्त रहते हैं। इस प्रकार अपने दैनिक समय के अधिकतर भाग को टी.वी. कंप्यूटर या फ़ोन पर बिताने से हम क्या और कितना कुछ खोते जा रहे हैं शायद इसका अनुमान हम नहीं लगा पा रहे।

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ABSTRACT/ORDER

Impact of Career and Psychosocial Mentoring Functions on the Role Efficacy of Employees

Neetu Jain
Indian Institute of Public Administration, India

Bharti Shauran
Maharaja Agrasen Institute of Management Studies, India

Volume 12: 2019, pp. 97-120; ABSTRACT

This study examines the impact of career and psychosocial functions of mentoring on the role efficacy of the employees in Indian organizations by taking into account the employees who were mentored and those who were not mentored. The study assesses the impact of nine functions of career and psychosocial mentoring on three major aspects of role efficacy i.e. role making, role centering and role linking of employees. For the survey, 350 questionnaires were distributed to the managerial level employees. The findings indicate that the career and psychosocial mentoring had a significant impact on all the aspects of role efficacy. The mentored employees have a higher role efficacy index value than those who were not mentored. Out of the nine sub-functions of mentoring, counseling, friendship, exposure/visibility, and role modeling were highly and positively correlated with the role efficacy. Friendship, exposure/visibility, and counseling played an important role in improving the role efficacy index of the mentees. Therefore HRD professionals in India should advise mentors to take a more friendly approach with their mentees to increase role efficacy. Increases in role efficacy will result in better organizational outcomes.

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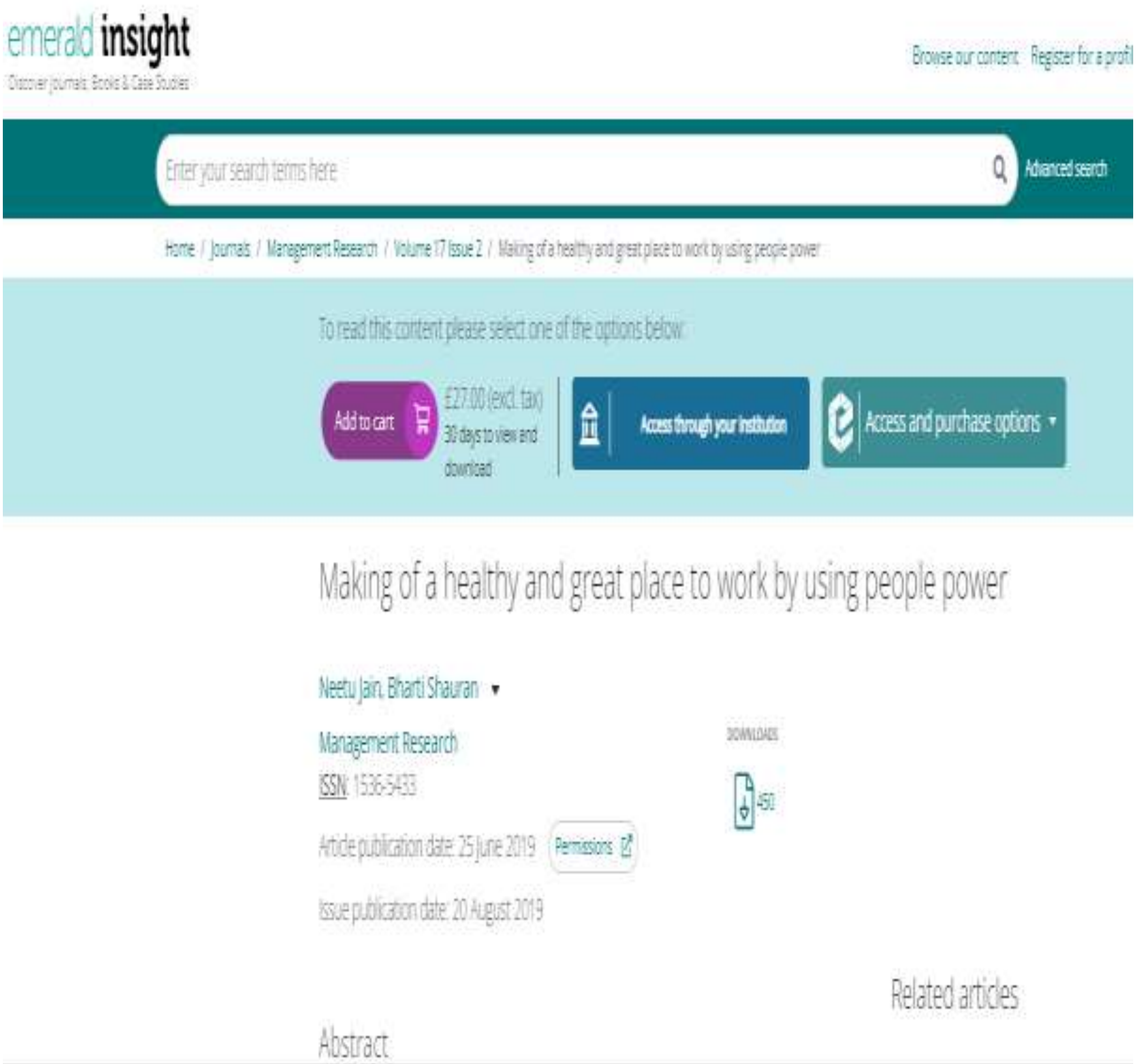

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Divergent Thinking – It's Time to Change the Box!

[1]Puja Khatri & *[2]Sumedha Dutta

[1]*Professor, University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi (India)*

*[2]*Assistant Professor with Maharaja Agrasen Institute of Management Studies, Delhi & Research Scholar at University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi (India)*

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***Corresponding Author**
Email: sumedha.maims[at]gmail.com

ABSTRACT

The fast paced environment with ever evolving technology necessitates an education system facilitating creativity, innovation and critical thinking. The Indian management education system needs to make rigorous efforts to create a nation of thinkers capable of changing the box; rather than thinking out of the box. We need to move towards an approach wherein students' autonomous learning and self expression is put in front. This self – directed and open – ended learning will inculcate 'divergent thinking' among the students; equipping them with higher level of potential to handle the uncertainties enveloping any situation. Divergent thinkers are capable of identifying gaps and inconsistencies in life, and they often derive contentment by exploring or filling those gaps by applying their intelligence (Maxwell, 2009). As educators we should present conditions where solutions are not apparently visible, where students are encouraged to search for order in a seemingly chaotic situation. Simply 'telling' will not work; we need to make the students capable of finding clarity amidst all the obstacles of confusion and complexity. Learning as a productive process should produce stages of disequilibrium brought on by novel ideas to foster and cultivate divergent thinking among the students. Divergent thinking will empower the students to come up with creative ideas or solutions and augment their problem – solving skills. Management teaching strategies that hone divergent thinking skills not only makes the classroom environment vibrant but also helps the students in developing an understanding and appreciating differences in various approaches directed towards solving a problem. With this background, the objective of our present work is to promote an approach which encourages divergent thinking among the students in management educational institutes. Deliberation on the concept and benefits of divergent thinking will lead to identifying various means/methods of cultivating and strengthening divergent thinking skills among the budding managers of tomorrow.

Design / Methodology / Approach - Through different keywords, relevant research papers on Google scholar were taken for the study. In addition, various databases like Questia on – line library, EBSCO Host, Emerald Management, Elseiver, etc were selected for conducting the present exploratory work.

Originality / Value - The findings of the study will offer guidance to the management institutes towards developing a teaching pedagogy which encourages divergent thinking among the students; thus preparing them as the backbone of innovation in our economy. The outlined management teaching strategies to hone divergent thinking skills among students will make the classroom environment vibrant and will also help them in developing an understanding and appreciating differences in various approaches directed towards solving a problem.

1. Introduction

The early 21st century strikes with the start of a novel 'dynamic era' of business. The vibrant and multi-faceted environment is characterized by cut-throat competition, rapid changes and turbulence. The operations in modern organizations is characterized with expressions, such as, Digitalization, Information Age, Internet era, the Web economy, knowledge – based economy and a time filled with vagueness and disruptions. These listed expressions necessitate fresh approach towards working of the organizations with a view to earn competitive advantage. Under such conditions, it is imperative for managers to keep abreast with the current trends, concepts, techniques, methods and principles for continuous improvement and effective management of the organizations. Sustainable competitive edge is earned by organizations which are able to carve a niche for themselves by significantly outperforming their rivals. Such organizations augment their performance and break their own performance benchmarks by implementing innovative techniques, introducing unique quality products and providing services; building a strong and positive brand image in the minds of target audiences. Thus, organizations hunt for managers, who are well equipped with unparallel challenges arising on account of technological pace, technological advances, diverse workforce, etc. The managers need to be effectual in generating sustainable growth for the future by making the most of the opportunities.

In this connection, the management institutes should strive towards creating divergent thinking environment in their

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Psychological Ownership: Journey of Past towards a Promising Future...

[1]Puja Khatri & [*2]Sumedha Dutta

[1]*Professor at University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi (India)*

[*2]*Assistant Professor, Maharaja Agrasen Institute of Management Studies, Delhi & Research Scholar at University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi (India)*

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Positive Psychology, Psychological ownership, Efficacy and effectance, Self – identity

[*]Corresponding Author
Email: sumedha.maims[at]gmail.com

ABSTRACT

Psychological ownership (PO), a relatively new construct in the domain of positive psychology, is still in its nascent stage. A clearer understanding of what is known about PO and what still needs to be explored, would provide a more focussed direction for future research initiatives in this direction. This study reviews papers published between 2001 and 2017 that fulfilled the criteria of being qualitative and/or quantitative studies on PO. An inductive review of the studies helped the researchers to unravel a model of (a) antecedents to PO which describes the factors affecting PO, (b) intervening role played by PO, (c) an outcome of PO, and d) distinguishing nature of PO making it stand apart from other related constructs. Towards the end, based on the review, directions for future research have been proposed for a greater understanding of the relationship between PO and other constructs, especially in the organizational context can be attained. Specifically, the present work presents a platform for the expansion of an inclusive theory of PO and concrete underpinning for empirical testing. This systematic review would help in understanding how organizations can benefit from psychological ownership since such a feeling would inculcate responsibility and stewardship amongst employees.

1. Introduction

Seligman & Csikszentmihalyi (2000) asserted that psychology was not delivering enough "knowledge of what makes life worth living" (p. 5). In their opinion, psychology had added much to our understanding about racism, violence, self esteem management, depression, and growing up under adverse circumstances but at the cost of remaining silent or dormant about character strengths, virtues, civility and conditions encouraging high levels of happiness. However, the scale turned sharply and in just 5 years the movement of positive psychology gained momentum by dominating the themes of numerous conferences and handbooks (example, Schmuck & Sheldon, 2001; Snyder & Lopez, 2002; Aspinwall & Staudinger, 2003; Keyes & Haidt, 2003; Lopez & Snyder, 2003; Peterson & Seligman, 2004). Positive psychology involves study of situations and processes contributing towards the development or optimal functioning of people, group and institutions. In this regard, many constructs of positive psychology have been deeply explored, such as, hope, optimism, self – efficacy, mindfulness, civility, etc.

One construct in positive psychology, 'psychological ownership', has increasingly captured the attention of scholars and practitioners as a prospective predictor of employees' behaviour and attitudes (Peters, 1988; Brown, 1989; Pierce, Rubenfeld, & Morgan, 1991; VandeWalle, Van Dyne, & Kostova, 1995; Dirks, Cummings, & Pierce, 1996; Pierce, Kostova, & Dirks, 2001). Psychological ownership, the feeling that a particular object is 'mine', is a psychologically experienced phenomena wherein employee nurtures and exhibits possessive feelings for an object or a target. In the area of management, scholars have examined the role of formal organizational ownership arrangements (like, employee stock option plans, cooperative plans, etc) and psychological ownership (Dirks et al., 1996; Pendleton, Wilson, & Wright, 1998; Pierce, Pierce et al., 2001; Rubenfeld & Morgan, 1991) to unravel the hidden layers of employees' behaviour in organizational settings.

PO produces a psychological contract which intensifies the relation between organization and employees; making employees readily accept extra – role behaviours contributing to organizational performance (Rousseau, 1989). Psychological ownership develops a cordial bond between employers and employees since the psychological perception formed by employees motivates them to display positive attitudes and behaviours in the work place. Employees' feelings of possession towards the organization, which is "common values", as well as the connection of similarity and partnership branching from this feeling may provide for development of 'organizational commitment'. In such an organizational culture, employees expect each other to work with solidarity and over a period of time, these expectations form normative rules and limits. Thus, psychological ownership builds up moral values and mutual rights and liabilities, paving the way for 'organizational citizenship behaviours'.

Even though psychological ownership's relationship with other work related constructs should be studied but equal emphasis should be laid on acknowledging its fundamentally different conceptual base to appreciate its distinctive explanatory power. In the present work an endeavour is made by the researchers to identify the uniqueness inherent in the construct of psychological ownership that will help in viewing it in isolation. This will augment our understanding of employees' work behaviour and attitude, by elucidating variation over and above already established constructs (like, job satisfaction, job involvement, psychological empowerment, organizational commitment, etc).

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International Journal of Public Sector Performance Management > 2018 Vol.4 No.1

Title: Measuring demonetisation: a path towards the cashless India

Authors: Kritika Nagdev; Parul Kumar; Anupama Rajesh; Sunil Kumar

Addresses: Amity Business School, Sector 125, Noida, Uttar Pradesh 201313, India ' Maharaja Agrasen Institute of Management Studies, Plot no. 1, PSP Area, Sector – 22, Rohini, Delhi – 110086, India ' Amity Business School, Sector 125, Noida, Uttar Pradesh 201313, India ' School of Management Studies, Indira Gandhi National Open University, Maidan Garhi, New Delhi – 110068, India

Abstract: The objective of the paper is to analyse the immediate impact of demonetisation on the Indian economy along with analysing the barriers in moving towards cashless economy and investigates the influence of demonetisation towards cashless economy. Scale was constructed for measuring effectiveness and impact of demonetisation on Indian economy. The responses were asked only from the people who were earning an income

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Perceived Academic Stress among Students

*Shikha Sharma

Research Scholar, Aligarh Muslim University & Assistant Professor, Maharja Agrasen Institute of Management Studies, Affiliated to GGSIPU, Dwarka, Delhi (India)

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Stress, Perceived Academic Stress

***Corresponding Author**
Email: sharma.shikha3684[at]gmail.com

ABSTRACT

This study examined the perceptions of major sources of academic stress among male and female undergraduates. Academic stress has major implications for student retention and dropout intention (Elias, Ping, & Abdullah, 2011; Tinto, 1975). Results that indicate the impact of academic stress can provide students, teachers and administrators information on how to deal with stress in the learning environment. Data were collected via a survey in which 131 students participated, with mean of age 18.14 and standard deviation of 0.893; and the statistical package for social sciences (SPSS) was used for data analysis. There was a non-significant difference between male and female undergraduate students on scores on the Perceived Academic Stress Scale (PAS). The findings from this study may be useful for further research on how these potential sources of stress influence the performance and the health of the students.

1. Introduction

This paper examines the perception of academic stress among male and female undergraduate students. This study is focused on the exploration of how undergraduate students perceive stress and experience specific stress effects in their studies, in order to foster the development of different kinds of strategies with regard to the management of stressful situations. Stress among undergraduate and graduate students is multidimensional, arising from both academic and non-academic factors, including socio-cultural, environmental, and psychological attributes (Brand and Schoonheim-Klein, 2009). Stress levels may escalate to significant proportions in some students, to present with symptoms of anxiety especially during tests and examination periods. Current study explored the gender difference in terms of perception of academic stress among undergraduate students.

Stress arises when there are burden on the person which exceed his available assets. If stress is harsh and extended, it can lessen academic performance, hinder with a student's capability to involve in and add to campus life, and raise the probability of substance abuse and other potentially destructive behaviors (Richlin-Klonsky & Hoe, 2003). Researchers (Vermunt & Steensman, 2005; Topper, 2007; Malach-Pines & Keinan, 2007) have defined stress as the insight of incongruity between environmental burden (stressors) and person's ability to fulfill these demands. Researchers usually define stress as the undesirable response people have to extreme strain or other sort of burden placed on them. Stress occurs when a person deal with a situation that they recognize as irresistible and cannot manage.

2. Literature Review

Stress is considered to be a part of students' life and can impact the students coping strategies in accordance with the demands of academic life. This is so because academic work is always accomplished with stressful activities (Agolla & Ongori, 2009). Students reported their experience of high academic stress at predictable times in each semester which results from preparing and taking exams, class ranking competition, and mastering huge amount of syllabus ina comparatively very small amount of time (Rawson, Bloomer, & Kendall, 1999).

Academic stress is a student's perception of the pressure they face, time constraints to complete assignments, academic workload, and their academic self-perception (Bedewy & Gabriel, 2015). Symptoms of academic stress include anxiety, depression, decrease exercise, changes in eating habits, and sleep disturbance (Backović, Živojinović, Maksimović, & Maksimović, 2012; Schraml, Perski, Grossi, & Simonsson-Sarnecki, 2011). Among college students, a strong relationship is found between stressful life events and reduced academic performance as well as there is a link between health related quality of life and stress (Dusselier, Dunn, Wang, Shelley & Whalen, 2005; Misra & McKean, 2000).

There are several factors that influence academic stress. Students who participate in more rigorous academic studies, such as the international baccalaureate at the high school level have higher amounts of academic stress compared to students in general education (Suldo & Shaunessy-Dedrick, 2013). However, in a comparison of on-campus and distance education, no difference was found in the academic stress of the students (Furlonger & Gencic, 2014). Therefore, the rigor of academics appears to have a stronger influence than the setting in terms of contributing to academic stress. Undergraduate students stated that stress was the most common factor among all health factors which impact their academic performance, as stress harmfully affects physical and psychological health (Dwyer & Cummings, 2001). Winter and Yaffe (2000) concluded that high level of stress during the first year of college forecast lower level of overall adjustment and can make the students more susceptible to many social and psychological problems, thus leading to a lower grade point average (GPA) in the final year. Many studies have addressed this issue and it was found that many psychological

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Role of Demographic Variables in Investment Decisions

[*1]Dr. Rachna Jain & [2]Ms. Shikha Sharma

[*1]*Assistant Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi (India)*
[2]*Assistant Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi (India)*

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[*]Corresponding Author
Email: jain.rachna[at]rediffmail.com

ABSTRACT

Investment behaviour of an investor is strongly influenced by his/her risk tolerance level. However demographic characteristics of the investors drive their risk aptitude. Present study aims at investigating the critical role of demographic variables of age, gender, income, marital status, educational qualifications and occupation on risk tolerance level of investors. An instrument developed by Gomez-Mejia and Balkin (1989) is used to measure the risk aversion level. To interpret the results, the scores were evaluated by the theory developed by Barsky et al. (1997) is used. Regression analysis is used to investigate the relationship between above mentioned demographic variables and overall risk tolerance level, high risk tolerance level and low risk tolerance level of investors with respect to investment behaviour. The results of the study indicate that the dynamic role of demographic variable in present scenario is influencing the risk tolerance and aversion aptitudes to a large extent. The regression results indicate that demographic variables of age, gender, income and marital status have a significant relationship with overall risk tolerance level. The results of the study gives valuable insights into investor's risk tolerance level which can be used to make necessary changes in portfolio management strategies.

1. Introduction

Investment behaviour of investors is an area of great interest for researchers from last few decades. Investment involves allocation of funds in various avenues with the hope of stretching and expanding the financial power with high returns and payoffs. Traditional theories of investment presume that the basic attribute of an investor is rationality (Von Neumann and Morgenstern, 1944). But with growth advancements in financial sector and knowledge domain of investors, the behaviour depicted by investors is dynamic and unpredictable to an extent. It is highly affected by numerous factors present in the financial spectrum that can be intrinsic as well extrinsic in nature.

Investors take investment decisions in dilemma about the risk and return profile of various avenues. There are numerous of studies focusing on availability of different avenues of investment (Geetha and Ramesh, 2011). Also, there is a pool of literature that explores the factors that influence investor's behaviour and their preferences among various investment choices (Chambers and Schlagenhauf, 2002; Gomes, et. al, 2004; Kesavanet al., 2012). Behaviour of investor is influenced by number of factors that include personality attributes, socio-psychological and demographic factors to name a few. Investment decision of investor is also related to his/her capacity of bearing risk and the attitude towards risk. Risk attitude of investor determines the investment style that gives preference to some specific investment options over others (Bali et al., 2009; Fellner and Maciejovsky, 2007; Hunter and Kemp, 2004). Key factors determining the risk attitude and investment decision identified by many researchers are personality traits, emotional stability, knowledge and experience and many more (Corter and Chen, 2005; Grable, 2000; Hunter and Kemp, 2004; Young et al., 2012). Picking the thread from the studies conducted by Achar, 2012 ,Jain&Mandot, 2012; Jamshidinavid et. al., 2012; Geetha& Ramesh, 2011, the present study focuses on the relationship between various demographic variables and overall risk tolerance. Risk tolerance is one factor that determines the combination of investment options in a portfolio which is most favourable in terms of risk and return according to the needs and requirements of the individual (Droms, 1987).

Lewellenet al. (1977) concluded that there is a significant relationship between risk tolerance level and demographic variables like age, gender, income etc with respect to investment choices. Further the study conducted by Mittal and Vyas (2009) explored impact of several demographic variables on overall risk tolerance. He explained that higher income investor prefer to invest in high risky investment options like mutual fund and equity market whereas investors with lower income prefer to invest in low risky investment options like post office schemes. He also concluded that male investors prefer risky investment options as compare to their female counterparts. Regarding the factor of age, the study found that young investors prefer risky investment choices as compare to the older investors. Educational level also proved to be positively related to the risk tolerance of investors in investment decisions. Occupation also plays an important role in influencing the investment decisions of investors. The purpose of present study is to explore the impact of demographic variables of age, gender, income, marital status, occupation and educational qualification on overall risk tolerance of investors. The study will provide insights about the behaviour of investors in building preferences among various investment options depending upon their demographics.

2. Objectives of the study

1. The main objective of the study is to explore the impact of demographic variables on overall risk tolerance with respect to investment decisions.

Impact of Demonetization on Indian Stock Market

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Rachna Jain

Manju Gupta

Abstract

The several countries of the world have demonetized their currencies time to time for one or another reason. Many countries accepted the policy of demonetization with an aim to make the country's failing economy strong. India has also taken this major step to curb black money effect on the economy which is controlled by some powerful politician and businessmen. On 8th of Nov, the P.M played its master stork and demonetized 500 and 1000 rupee notes. India is an economy where 90% transaction has taken place in cash only. To see the real impact of demonetization on several sectors the stock market is a good indicator. Therefore, the present study was conducted with the aim to show the impact of Demonetization on Indian Stock Market. This study is based on Event Study Methodology to analyse the stock of BSE Sensex companies. The result is being observed from the comparison of both pre and post-event window and found that there is no significant impact of demonetization on the stock market. The study also found that this short period downfall in the stock prices can be due to some other factors.

Keywords: Demonetization, BSE Sensex, Stock Market, Event Study.

Introduction

Demonetization is the withdrawal of a particular form of currency from circulation. Through demonetization the old currency is replaced by the new currency or a currency circulation is blocked. In the world history, there were several instances of the

Dr. Rachna Jain, Assistant Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi
E-mail: jain.rachna@rediffmail.com
Dr. Manju Gupta, Associate Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi
E-mail: manju.mait@gmail.com

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Role of Demographic Variables in Investment Decisions

*1Dr. Rachna Jain & 2Ms. Shikha Sharma

*1*Assistant Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi (India)*
2*Assistant Professor, Maharaja Agrasen Institute of Management Studies, GGSIPU, Delhi (India)*

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***Corresponding Author**
Email: jain.rachna[at]rediffmail.com

ABSTRACT

Investment behaviour of an investor is strongly influenced by his/her risk tolerance level. However demographic characteristics of the investors drive their risk aptitude. Present study aims at investigating the critical role of demographic variables of age, gender, income, marital status, educational qualifications and occupation on risk tolerance level of investors. An instrument developed by Gomez-Mejia and Balkin (1989) is used to measure the risk aversion level. To interpret the results, the scores were evaluated by the theory developed by Barsky et al. (1997) is used. Regression analysis is used to investigate the relationship between above mentioned demographic variables and overall risk tolerance level, high risk tolerance level and low risk tolerance level of investors with respect to investment behaviour. The results of the study indicate that the dynamic role of demographic variable in present scenario is influencing the risk tolerance and aversion aptitudes to a large extent. The regression results indicate that demographic variables of age, gender, income and marital status have a significant relationship with overall risk tolerance level. The results of the study gives valuable insights into investor's risk tolerance level which can be used to make necessary changes in portfolio management strategies.

1. Introduction

Investment behaviour of investors is an area of great interest for researchers from last few decades. Investment involves allocation of funds in various avenues with the hope of stretching and expanding the financial power with high returns and payoffs. Traditional theories of investment presume that the basic attribute of an investor is rationality (Von Neumann and Morgenstern, 1944). But with growth advancements in financial sector and knowledge domain of investors, the behaviour depicted by investors is dynamic and unpredictable to an extent. It is highly affected by numerous factors present in the financial spectrum that can be intrinsic as well extrinsic in nature.

Investors take investment decisions in dilemma about the risk and return profile of various avenues. There are numerous of studies focusing on availability of different avenues of investment (Geetha and Ramesh, 2011). Also, there is a pool of literature that explores the factors that influence investor's behaviour and their preferences among various investment choices (Chambers and Schlagenhauf, 2002; Gomes, et. al, 2004; Kesavanet al., 2012). Behaviour of investor is influenced by number of factors that include personality attributes, socio-psychological and demographic factors to name a few. Investment decision of investor is also related to his/her capacity of bearing risk and the attitude towards risk. Risk attitude of investor determines the investment style that gives preference to some specific investment options over others (Bali et al., 2009; Fellner and Maciejovsky, 2007; Hunter and Kemp, 2004). Key factors determining the risk attitude and investment decision identified by many researchers are personality traits, emotional stability, knowledge and experience and many more (Corter and Chen, 2005; Grable, 2000; Hunter and Kemp, 2004; Young et al., 2012). Picking the thread from the studies conducted by Achar, 2012 ,Jain&Mandot, 2012; Jamshidinavid et. al., 2012; Geetha& Ramesh, 2011, the present study focuses on the relationship between various demographic variables and overall risk tolerance. Risk tolerance is one factor that determines the combination of investment options in a portfolio which is most favourable in terms of risk and return according to the needs and requirements of the individual (Droms, 1987).

Lewellenet al. (1977) concluded that there is a significant relationship between risk tolerance level and demographic variables like age, gender, income etc with respect to investment choices. Further the study conducted by Mittal and Vyas (2009) explored impact of several demographic variables on overall risk tolerance. He explained that higher income investor prefer to invest in high risky investment options like mutual fund and equity market whereas investors with lower income prefer to invest in low risky investment options like post office schemes. He also concluded that male investors prefer risky investment options as compare to their female counterparts. Regarding the factor of age, the study found that young investors prefer risky investment choices as compare to the older investors. Educational level also proved to be positively related to the risk tolerance of investors in investment decisions. Occupation also plays an important role in influencing the investment decisions of investors. The purpose of present study is to explore the impact of demographic variables of age, gender, income, marital status, occupation and educational qualification on overall risk tolerance of investors. The study will provide insights about the behaviour of investors in building preferences among various investment options depending upon their demographics.

2. Objectives of the study

1. The main objective of the study is to explore the impact of demographic variables on overall risk tolerance with respect to investment decisions.

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Coverage of Rural News in National Dailies of Delhi

Nidhi Chaudhry*[1], and Manoj Dayal[2]

[1] Research Scholar, Department of Communication & Management Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana

[2] Professor, Department of Communication & Management Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana

Abstract

This study tries to find out the extent of coverage and treatment given to rural news in national dailies of Delhi. Through content analysis the researcher tries to find out the coverage of rural news in two national dailies of Delhi, one Hindi and one English, namely, Dainik Jagran and The Hindu, respectively with comparative analysis. Print media specially the newspaper is one of the important tools to communicate about development information to the rural population. How far newspapers are catering to the informational needs of the rural folk is under scrutiny. The content analysis of the two leading newspapers of Delhi have depicted a dismal picture in coverage of development stories and news related to rural areas. Rural news hardly appears in newspapers and few news items reported in inner pages of the newspaper by the reporters. The maximum rural news published in newspapers is not related to rural development; it is only concerned with accidents, crime and politics. Far from balance between urban and rural reporting, there is negligible reporting about rural areas. Thus, only focus newspapers have is on urban elite, hence the development cycle is hampered resulting in the gap between the rural and urban India in achieving development. Rural keeps on remaining the same underdeveloped, laid back or deprive; the first step towards bridging this gap would be equal or due coverage and information access to rural areas, it's high time newspapers take this responsibility seriously.

Keywords: Rural, news, newspaper, development, urban, content analysis, coverage

Introduction:

Information and knowledge sharing are essential for democracy; they are the tools of development. Information and knowledge sharing are indispensable for people to effectively respond to the opportunities and challenges of social, political, economic changes, and technological advancement. Information and knowledge will be useful only if it is effectively communicated to people.

Rural development is significant for economic and social development of a nation and information sharing or communication is an important component in development process. For rural development to be achieved, the press has a role to play. The use of print media, especially newspapers, in development is to provide information and sensitise rural people. In rural areas, the challenge is to increase the quantity and accessibility of information, to ensure its exchange in appropriate ways, and to elicit more information from rural people themselves to guide development planning.

Media has a social responsibility in news coverage towards the majority of the population which in India's case is the rural population, where 70% of the population resides in rural areas. Thus, media has significant role to give balance reporting to both rural and urban reporting, to have fair representation of both rural and urban issues in news coverage.

Unfortunately, the media in India is not concerned about the rural majority rather their focus is the urban minority.

This study tries to find out the extent of coverage and treatment given to rural news by national dailies of Delhi.

Objectives:

1. To study the coverage of rural news in two national dailies of Delhi, Hindi daily *Dainik Jagran* and English daily *The Hindu*.
2. To find out the projection and treatment given to the rural news by a Hindi and an English daily of Delhi.
3. To study the comparative analysis of two newspapers, one Hindi and one English, in terms of their rural news coverage.

Research Methodology:

Content analysis method is adopted to calculate the coverage of the rural news in the selected newspapers. Two national dailies of Delhi, one Hindi and one English (*Dainik Jagran* and *The Hindu* respectively) were taken for 30 days on regular bases. The universe of the study comprised the all news items and articles appeared during one month that is from 1st April -30th April, 2017 in the two selected national dailies.

Review of Literature:

Santucci (2005) For more than 30 years, rural development has been a significant challenge for both developing and developed countries. Since the early 1970s, this multisector concept has been used to address the particular problems facing rural communities, but much remains to be done. Strategic communication is a comprehensive and

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Dropout and its Impact on the Household Economy

*Nirdosh Kumar**

The economic reforms which were made up for well being of all people equally could not do so. Consequently, economic conditions of poor people became worse. Education could be a key factor in improving economic conditions of a person but it is found that despite knowing that education can be a vehicle to come out from the misery people did not move towards getting education as the governments supposed. The problem of dropout is not always associated with poverty and lack of surety of jobs after getting education, the relationship among the parents, availability of family members at home, taking care of children and diseased family members by staying at the home are also found as responsible causes. Further, process of dropout does not merely result in leaving education but it also coincides with social and economic downfalls in the status of the person in society. People are inclined towards the education due to the inspiration from successful people rather than by the initiatives of the government.

[**Keywords :** Education, Dropout, Household economy, Misery]

1. Education : A Necessity of Social Life

Education has great importance in the whole life of a person. It is a process of learning which continues from birth to death. Education plays an important role in learning approved and disapproved behaviors of society. It is a factor in the process of socialization which prepares a child for social living and is helpful in the creation of prospects of people. Through socialization, a person learns social

* Research Scholar, Department of Sociology, Delhi School of Economics, University of Delhi, Delhi (India) E-mail: <chandelnirdosh@gmail.com>

COMPULSORY LICENSING AND GENERIC DRUGS: HEALING OR HARMING INDIAN ECONOMY

Dr. S Z Amani[1] and Nisha Dhanraj Dewani[2]
Professor[1] and Research Scholar[2], Department of Law Jamia Millia Islamia, New Delhi

ABSTRACT
The issue of compulsory licensing (CL) and generic medicines (GM) engrosses the concept of patent which is an essential part of patent. With the post 2005 amendments within the Indian Patent Act, 1970, several changes have appeared in the pharmaceutical sector for example i.e., changes within the market structure, changes in distribution policies, worth of the drugs, market competition and worth of branded drugs, the supply of drugs at the level of doctors, and lastly the accessibility of essential drugs to the people across the country. These changes stanch the verity that the Patent regime has been changed, which in one way causes deregulation on the prices of drugs where the firms are open to monopolize the market in respect of prices of newer drugs even without considering the very objectives of Doha Declaration. Secondly, the foreign investors are preventing life saving drugs in fact they are obstructing to reaching them to the Indian market because they have invested millions in research. Recently the 'Natco decision, 2012' has goaded severe ponder at the international front, specifically TNC and Pharmaceutical manufacturing units of USA. It was argued that India's licensing policy of sec 84 to 92A given under Chapter XVI violate the TRIPS agreement. Therefore by looking at the growing concerns and apprehensions rose over the above subject in India, this article is aimed to examine certain questions: How the current practices of CL affect the long run of pharmaceutical industry in India? Will the population of developing nations have access to essential medicines? Will the potential of pharmaceutical industry confirm India's position on CL in global market? Thus this article opens up with a brief analysis of the interaction between patents and GM. This includes an outline of the Indian market in respect of pharmaceutical trade and the right of access to medicines as an indication of human rights.

Keywords: BRICS, compulsory licensing, generic drugs, global economy, TRIPS.

1. INTRODUCTION

India's economy is a mixed economy that is still developing. It is the 6th largest nominal GDP economy in the globe and the 3rd largest by Purchasing Power Parity (PPP) and Gross Domestic Product (GDP) development, an average of 7.1% in 2016-17, which ranked India among the world's best-performing countries, but fell from 7.1% to 6.5% in FY 20 due to major reforms nevertheless it is estimated that India would be the world's fast major economy in future if India keeps improving the climate for rapid growth on the strength of its sustainable engines i.e., private investment and exports (Economic Survey, 2018). However, the other major components of this sustainable engine are the precious industries such as Information Technology, Telecommunications, ITES, Pharmaceuticals, Banking, Insurance, Light Engineering Goods, Auto Components, Textiles & Apparels, Steel, Machine Tools and Gems and Jewelry that are creating demand for Indian goods and services in global and domestic markets. Indian policymakers supported a deeply isolated, self-reliant economy after independence in 1947, with a primary focus on poverty reduction. Through state-driven industrialization, India attempted to accomplish advancement and pursued a socialist economic model.

In the name of generic, the Indian Pharmaceutical manufacturing units have made a noteworthy input to global healthcare by ensuring high-quality, inexpensive and available medications worldwide. Over the past decade, the sector has risen quickly and has been instrumental in global access to lashing generics. India is a remarkable hub for generic, R&D and pharmaceutical production due to its powerful value chain capacities (Khader and Feroz Ali, 2008). India's pharmaceutical industry ranks third in volume terms in the globe and 14th in value terms. India is contributing the world's second-largest share of pharmaceutical and biotech labor. The share of above industry rose by 9.5% in March 2018 (Gopal Nair, 2008). India also represents the second biggest amount of Abbreviated New Drug Applications (ANDAs) and, between April 2000-December, 2017, is the world leader in '*drug master files*' (DMFs) apps with the U.S. '*Indian Drugs & Pharmaceuticals*' IDP industry receiving cumulative US$ 15.59 billion in FDI. Currently, the supply over 80% of the antiretroviral medicines used worldwide to fight AIDS (Acquired Immuno Deficiency Syndrome) has been increased. India, however, did not have a product patent between 1970 and 2005. The Indian pharmaceutical industry evolved at a very rapid pace without any product patent. With the impact of the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement of the World Trade Organization (WTO), India was needed to implement product patent protection in its patent law. The Indian government amended its patent law in 2005 despite objections to the implementation of a product patent. The Patents (Amendment) Act, 2005 specifically contains

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Abstract of Doctoral Dissertation

An Empirical Study of International Listing of Stocks by Indian Companies

RACHNA JAIN*

I. Introduction

IN RECENT YEARS, internationalization of financial markets has gained greater attention. Indian companies have been allowed to tap the global market through international listing (also known as cross listing or dual listing or foreign listing). International cross Listing can be done by two ways through direct listing and depository receipts. Direct listing means that a firm meets all of the exchange's listing requirements and generally accepted accounting principles. Depository Receipts means a negotiable instrument issued by the depository bank to the international investors against the issuer's local currency shares. Depository Receipts (DR) can be of two different types i.e. American Depository Receipts (ADRs) and Global Depository Receipts (GDRs). ADRs are issued and/or listed only in the US market and GDRs are issued and/or listed in the European market. International listing has been rationalized due to segmentation – integration of capital markets.

Since 1991, the reforms in the Indian stock market have led to integration with the developed stock markets in the world. Depository Receipts (DRs) emerged as a vehicle to access developed stock markets for many Indian companies. Indian companies, banks, financial institutions and non- Banking Finance Companies registered with RBI were allowed to raise capital abroad through GDR. Two-way fungibility norms were finalized—re-conversion of ADR/GDRs was made possible, to extent of ADR/GDR which have been converted into equity shares and sold in local market. No specific permission of the RBI was required for the reconversion. Two-way fungibility decision was considered as a major financial sector reform for Indian stock market to take decisions to cross list abroad. The number of companies listed abroad after this reform has almost doubled.

1 The Thesis was submitted to, University of Delhi, Delhi in May 2013 for the award of Ph.D. Degree, awarded in March 2014, under the supervision of Prof. Vinita Tripathi and Prof. Jawahar Lal, Professor, Delhi School of Economics, University of Delhi, Department of Commerce, Delhi 110007 INDIA.

* Assistant Professor, Maharaja Agarsen Institute of Management Studies, PSP Area, Sector 22, Rohini, Delhi 110085, INDIA

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