

B2B Electronics Demand Forecast Model: PC Market Case

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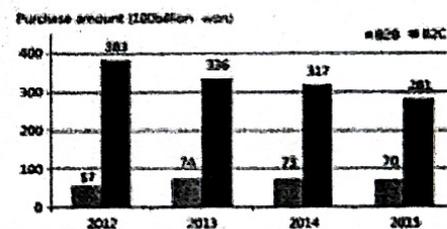
Keywords: B2B, demand forecasting, electronic products, quantitative approach, multiple regression, qualitative approach.

Abstract: Businesses want a trustworthy approach to estimate market demand due to the rising level of demand uncertainty in the B2B electronics sector. For a corporation to avoid producing too few or too many of its products, which could have an effect on the performance of the business, an accurate estimation of the market demand is essential. However, given the wide variety of businesses in terms of size, industry, and mode of operation, it can be challenging to estimate demand in a B2B market, particularly for the private sector. For B2B PC products, this study suggests using both qualitative and quantitative demand forecasting methods. Personal work, common work, promotion, and welfare are the four separate criteria for projecting PC products in the B2B market while accounting for the variety of PC uses. These calculations are backed up by survey data gathered from specialists in 139 companies, which may be applied when a specific company evaluates the demand for PC products in a B2B market. The multiple regression model, which has variables for area, industry, and company size, is the suggested quantitative approach. When it is necessary to estimate the whole demand for the domestic PC market, the regression model may be used.

1. INTRODUCTION

With the start of colour TV broadcasting in 1980, the rapid spread of the PC market in the mid-1980s, the expansion of the Internet user base in the mid-to-late 1990s, and the emergence of smartphones in the late 2000s, the domestic electronic market continued to grow [1]. However, due to the improvement of product durability, after-sales services and intensifying competition among manufacturers, the overall market growth has been slowing or declining in recent years [1]. In the economic situation, uncertainty about the future economy is gradually increasing due to a decrease in household income growth rate and an increase in household debt burden [1]. Looking at the size of the domestic electronic market, in 2014, it is estimated to be 39 trillion won, down 5% from the previous year, and in 2015, it is expected to reach 35.1 trillion won, down about 10% compared to 2014, as shown in

It also means a decline in the market for four consecutive years [2]. In 2015, it is analyzed that tablet PCs and hybrid PCs that will replace the



Source : DART System, Finance Supervisory Service.

Figure.1. Domestic Electronics Market

existing PC market along with high-performance smartphones will lead the market demand [2].

The domestic electronic market can be broadly divided into B2C and B2B [2]. B2C means a market for individuals, mass retailers, department stores, exclusive stores of suppliers, home shopping, and individual sales at online shopping malls [2]. On the other hand, B2B refers to the market for corporations and public institutions, and the B2B market, centered on corporate electronic devices, is expected to grow at



Do the two-wheeler safety harnesses effective in rider's safety – Analysis of attitude and switching intention

Bhuvanesh Kumar Sharma^{a, b}, Aman Sharma^{a, b}, Sanjay Kumar Sharma^{b, c},
Yogesh Mahajan^{b, c}, Sacha Rajput^d

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Highlights

- Objective: Assess two-wheeler riders' mode change inclination.
- Safety attitude mediates perceptions: safety, policy, cost, equipment.
- Employed CB-SEM to scrutinize relationship dynamics.
- Study findings reveal impacts on safety-oriented attitude.
- Perceived cost adversely affects safety-oriented attitude.
- Gender does not moderate intention to switch modes.

Abstract

To strengthen the safety of riders and kids in less than four years, the Indian Government drafted a new policy for two-wheeler riders. This study determines the riders' behavioural changes and intention to shift to entry-level four-wheelers. The study was conducted on riders who use two-wheelers as a regular mode of travel, have kids four years or less, and are aware of the new vehicle policy. An offline survey was conducted

EMPIRICAL ARTICLE

Work-life balance and withdrawal behaviors among knowledge workforce: High performance work system comes into play for managing boundaries

Garima Mathur, Chanda Gulati, Shilpa Sankpal, Daisy Mui Hung Kee ✉

First published: 18 April 2024 | <https://doi.org/10.1002/joe.22257>

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Abstract

In the wake of a turbulent era over the past 3 years, characterized by the unprecedented challenges posed by the COVID-19 pandemic, individuals have found themselves contending with the intersection of professional and personal responsibilities. The pursuit of luxury has given way to a collective nightmare, as work and family demands converged, each equally relentless and significant. Our paper focuses on the experiences of individuals who confronted and triumphed over these challenges. A sample of 368 professionals, predominantly working from home, was examined to explore the impact of high performance work systems and boundary management in a post-pandemic landscape marked by blurred boundaries. Our findings support the notion that effective boundary management, encompassing the management of non-work intruding on work and work encroaching on non-work, significantly influences withdrawal behaviors. Our study reveals the importance of organizations fostering work practices that empower employees with the IT skills to navigate virtual technologies seamlessly. By doing so, organizations can enhance work-life balance and mitigate withdrawal behaviors among their workforces.

CONFLICT OF INTEREST STATEMENT

The authors declare no conflicts of interest.

Ramification of work and life integration on exhaustion and work-life balance due to Covid-19 in IT and academic institutions

Mansi Tiwari, Garima Mathur, Sumit Narula ▼

Information Discovery and Delivery

ISSN: 2398-6247

Article publication date: 18 January 2024

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Abstract

Purpose

The Covid-19 virus badly affected working patterns in almost every sector. The purpose of this paper is to analytically substantiate how work and life integration impacts the exhaustion and work-life balance among employees of academic institutions and IT companies.

Design/methodology/approach

Current study is empirical in nature based on the survey of 500 respondents taken from academic (250) and IT companies (250) from Ahmedabad and Gandhinagar, Gujarat. Structural equation modelling (SEM) was used to test the hypothesis with the application of the software Smart-PLS. Two surveys were conducted to collect the data separately for academic institutions and IT organizations.

Macroeconomics of Emerging Economies during Covid-19

TARIKA SINGH SIKARWAR*
ANIVESH GOYAL**
SONU SINGH SURYAVANSHI***

Abstract

The spread of covid-19 affects a large number of people all over the world. It has spread to almost all the countries around the world. Countries suffered substantial economic losses due to lockdowns or various restrictions imposed by the governments of countries. The present study is an effort to comprehend the effect of covid-19 on potential output, productivity growth, per-capita income, unemployment, and inflation of emerging economies in the long run and contribute to the available literature on the topic. The results indicate implications for the Potential output of the U.S.; Productivity, the growth of Mexico and Australia; Unemployment for India and Spain while Inflation for Mexico and Japan. Not all economies are affected at the same level and on the same economic indicator. How strong the economy in terms of macroeconomic indicators is, can be accessed through the results of the study.

JEL Code : E2, E3, E7

Keywords : Potential Output, Productivity Growth, Per-capita Income, Unemployment, Inflation, Emerging Economies, Covid-19

I. Introduction

THE OUTBREAK OF various infectious diseases is widespread for a few decades. The infectious disease that marked its place worldwide, excepting very few countries, is Covid-19.

Due to the restrictions, it was apparent that this was going to affect the economies of the countries very badly, whether it may advanced, emerging markets or developing countries as almost all the economic activities were either at pause or continued at a meager pace. This has affected all three fronts - production front, consumption front, and growth/trade front.

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GENDER INEQUALITY IN THE WORKPLACE: CAUSES EFFECTS AND SOLUTIONS

GENDER INEQUALITY IN THE WORKPLACE: CAUSES EFFECTS AND SOLUTIONS

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Dr. Parsuram Pradhan. Principal Moulana Abul Kalam Azad T. T. College village Bagbar, po. Itahar, Dist: Uttar Dinajpur,

Abstract: Gender inequality in the workplace persists, despite great progress towards equality in recent decades. This study investigates the multiple origins, consequences, and potential solutions to gender imbalance in professional settings. Gender inequality takes many forms, including income discrepancies, limited professional growth chances, and occupational segregation. These differences have a significant negative influence on organisational productivity, employee morale, attrition rates, and overall economic growth. To solve these issues, companies must employ comprehensive solutions that include fair recruiting processes, pay fairness, supportive policies, and cultivating an inclusive culture. Leadership commitment and continuous monitoring are critical for long-term growth. In line with this, this research work studied gender inequality in the workplace: causes effects and solutions

Keywords: Gender inequality, employee, attrition, economic growth

1. Introduction: Gender disparity in the workplace is a chronic problem that affects many areas of organisational dynamics, employee well-being, and societal advancement. Gender inequality in the workplace is a multidimensional topic that continues to pose a challenge for organisations around the world. Despite tremendous progress in gender equality over the last few decades, discrepancies between men and women remain in a variety of professional settings. This inequality takes many forms, including income disparities, unequal opportunities for advancement, and underrepresentation in leadership positions. Historically, the workplace was designed to favour men, with women frequently assigned to lower-paying, less respected roles. Although public perceptions towards gender roles have shifted, these biases remain engrained in company cultures and practices. As a result, women frequently face impediments to their professional development.

Consumer ethnocentrism: What we learned and what we need to know? – A systematic literature review

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ABSTRACT

This systematic literature review aims to synthesize the academic research on consumer ethnocentrism comprehensively. The study systematically examines the development of consumer ethnocentrism research over time, including publication years, publication outlets, authorship, countries, methods, and theories utilized. Based on the synthesized literature, this review proposes a conceptual framework that integrates consumer ethnocentrism's reported antecedents, mediators, and consequences. Furthermore, a lexiconetric analysis is conducted to identify key themes and trends in consumer ethnocentrism research. The review also identifies under-researched areas in consumer ethnocentrism and provides directions for advancing future research, emphasizing theory development, contextual considerations, characteristics, and methodologies. Overall, this systematic review significantly contributes to the existing body of consumer ethnocentrism literature and offers valuable practical insights for destination marketers and policymakers aiming to implement consumer ethnocentrism strategies effectively.

ARTICLE HISTORY

Received 16 November 2022
Revised 24 May 2023
Accepted 16 February 2024

KEYWORDS

Consumer ethnocentrism;
Bibliometric analysis;
Conceptual framework;
Systematic literature
review; TCCM framework

REVIEWING EDITOR

Kooli Kaouther,
Bournemouth University,
United Kingdom

SUBJECTS

International Business;
Marketing; Research
Methods in Management

1. Introduction

Globalization has increased market competition, encompassing domestic and international products (Netemeyer et al., 1991). As a result, consumers now enjoy greater freedom in selecting from a wide variety of foreign brands, owing to their increased availability (Kashi, 2013). Consequently, scholars and practitioners in the market face the pressing need for a more profound comprehension of the factors that shape customer attitudes toward foreign products (Klein et al., 1998).

One concept that illuminates these attitudes is ethnocentrism, initially introduced by Sumner (1907), a sociologist from Yale University. Ethnocentrism denotes an individual's predisposition to favor and exhibit bias towards those who share similar cultural backgrounds while displaying aversion towards those who are culturally dissimilar. This notion was later adopted within consumer behavior, where its fundamental premise aligned with the imported construct (González-Cabrera & Trelles-Arteaga, 2021). Shimp and Sharma (1987) defined ethnocentrism as a belief system involving moral judgments about whether or not to purchase foreign-made products. Shankarmahesh (2006) illustrated ethnocentrism as consumers' tendency to avoid foreign-made products, regardless of their quality or price. In the modern consumer landscape, individuals are presented with a plethora of choices when it

 Restricted access | Research article | First published online September 19, 2024

The Ripple Effects of Bullying: Impact on Employees and Their Performance

Mansi Tiwari , Garima Mathur , ... and Manish Verma  [View all authors and affiliations](#)

OnlineFirst | <https://doi.org/10.1177/23197145241266018>

 Contents

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Abstract

For strongly securing the employer–employee relationship, it is important to have a desirable and positive working environment. This study investigates the impact of workplace bullying on self-concept, employee cynicism and life satisfaction, which effect employees' performances. The survey has been conducted through the adaptation of standard tools among 200 employees working in various banks like ICICI and Axis to name a few. The analysis of data will be done through G*power software and SmartPLS4 software to apply structural equation modelling. Results revealed that the relationship between workplace and personal bullying on employee cynicism, self-concept and job performance of employees is significant which effect the employee's satisfaction with life. It develops the turnover intention among employees. This study has very strong and valid implications for management for the employees of the banking sector. It will help in energizing and motivating their workforce more towards effective performances, which will make their well-being stronger. It will be effectively helpful in maintaining a productive working environment by prioritizing their daily role at the workplace. This study validates the relationship among the variables used in the study. It invites more research from a different perspective to identify the impact in understanding the role of workplace bullying which creates deviance among employees.

EVALUATING THE GOODS AND SERVICES TAX (GST) IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: CASE STUDY OF MANUFACTURING FIRMS (Article) (Open Access)

Lapalkar, S., Sharma, S., Saxena, P., Modak, V., Gautam, U., Galkwad, S.V., Sharma, S., Gupta, D.

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Abstract

Objectives: This study aims to examine the Impact of the Goods and Services Tax (GST) on the Indian economy, focusing on its effects on compliance, revenue generation, and the challenges faced by small and medium-sized enterprises (SMEs) and the Informal sector. **Theoretical Framework:** The research is grounded in tax reform theories, emphasizing the need for a simplified tax structure and the role of GST in enhancing economic efficiency and formalization of the Informal sector. **Method:** A mixed-method approach was employed, combining a comprehensive literature review with primary data collected through surveys and interviews with stakeholders, including taxpayers, tax consultants, and government officials. **Statistical methods,** such as regression analysis, were utilized to analyse the data. **Results and Discussion:** The findings indicate that GST has led to increased government revenue and formalization of the Informal sector, although it has also caused short-term disruptions for businesses. The study highlights the necessity for improved GST compliance mechanisms, user-friendly IT infrastructure, and educational initiatives to support SMEs in navigating the complexities of GST. **Research Implications:** The study underscores the importance of addressing compliance burdens and enhancing the GST framework to foster a more conducive environment for businesses, particularly in the Informal sector. It calls for further research on the long-term effects of GST on various economic sectors. **Originality/Value:** This research contributes to the existing literature by providing empirical insights into the challenges and opportunities presented by GST in India, particularly from the perspective of SMEs and the Informal sector, thereby offering valuable recommendations for policymakers and stakeholders. © 2024, Editora Alumnus In. All rights reserved.

Author keywords

goods and service tax

small and medium-sized enterprises (SMEs)

sustainable development goals (sdgs)

ISSN: 2965730X

Source Type: Journal

Original language: English

DOI: 10.47172/2965-730X.SDGsReview.v4.n02.pe01853

Document Type: Article

Publisher: Editora Alumnus In

Mastering Money: How Financial Literacy Shapes Personal Planning and Risk Tolerance?

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Cite this paper as: Kamini Rai, Mamta Sharma, Kavita Rana, Pratiksha Saxena, Karunendra Pratap Singh (2024) Mastering Money: How Financial Literacy Shapes Personal Planning and Risk Tolerance? *Frontiers in Health Informatics*, 13 (3), 3296-3311

Abstract

Financial literacy is the ability to make informed and effective decisions regarding the management of one's finances. This study explores the relationship between various dimensions of financial literacy—encompassing financial knowledge, awareness, behavior, and attitudes—and how they influence personal financial planning and risk tolerance among individual investors. The research involved a sample of 619 stock market investors from various national and limited corporations in Delhi. A structured survey based on a 5-point Likert scale was administered, using purposive sampling for participant selection. The data analysis utilized the Goodness of Fit test and Structural Equation Modeling (SEM) with AMOS software. Path analysis was conducted to test the hypotheses linking the four independent variables to the dependent variables. The results revealed a strong correlation between all aspects of financial literacy and the two dependent factors: personal financial planning and financial risk tolerance.

Key Words: Indian investors, Path analysis, Financial Awareness, Personal Financial Planning, Financial

ANALYZING THE ROLE OF SOCIAL MEDIA IN ADDRESSING PUBLIC HEALTH DEVELOPMENT IN INDIA THROUGH A MULTI-CRITERIA DECISION-MAKING APPROACH

MANOJ KUMAR DASH¹✉, GAURVENDRA SINGH^{2,*}✉ AND CHETANYA SINGH¹✉

Abstract. Nowadays, social media plays a vital role in managing public health developments. This research study has analyzed the factors of social media enhancing public health development. The analytic hierarchy process (AHP) is used to rank the factors, and the Decision-making trial and evaluation laboratory (DEMATEL) is used to find out the network relationship map of the role of social media in public health development. Results of AHP revealed that social media enhances public engagement and participation, collaboration of health professionals worldwide, and helps in remote monitoring of patients. Results of DEMATEL show that the development of health policies, repository of public health-related information, and prevention of health-related misinformation and fake news are classified as the topmost causal factors. Real-time monitoring of health conditions is the factor with the most significant impact on other factors. Policymakers and stakeholders should focus on improving public health through social media. Social media enhances collaboration among health professionals worldwide, and various stakeholders use it to address public health issues in the case of COVID-19.

Mathematics Subject Classification. 90B06, 90B50.

Received December 24, 2022. Accepted January 2, 2024.

Collaborative Filtering Based Personalized Hybrid Recommendation System Using Machine Learning Techniques

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How to cite this article: Krishan Kant Yadav, Ghanshyam Yadav (2024). Collaborative Filtering Based Personalized Hybrid Recommendation System Using Machine Learning Techniques. *Library Progress International*, 44(2), 436-442.

ABSTRACT

The sizzling growth of e-commerce platforms, online social networking websites, and online media has led to abundant information and choices, making it challenging for users to find what they want. Recommendation systems have arisen to solve this problem, proposing customized and relevant things to users based on their previous behaviour, interests, and context. Collaborative Filtering (CF) is an important part of recommendation systems approaches and it is most widely used in implementation of personalized recommendation systems. The machine learning techniques such as Matrix Factorization (MF) is a popular technique used in collaborative filtering, which is used to extract underlying factors from the user-item rating matrix. Another technique such as Neural Network (NN) has also been widely used in recommendation systems. In this paper, the use of matrix factorization with neural network have incorporated and suggested.

KEYWORDS: - E-commerce platforms, Social networking websites, Recommendation systems, Collaborative filtering, Matrix factorization, Neural network.

Document details - Indicators of Travel Purchase Decision

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International Journal of Hospitality and Tourism Systems

Volume 17, Issue 2, 2024, Pages 84-93

Indicators of Travel Purchase Decision(Article)

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Abstract

Tourism is one of the important activities of human life which helps to overcome an individual from hectic schedule or boredom and gives leisure and pleasure. Tourism demand is better known as Travel Purchase Decision depends on various factors like Perceived Risk, Personal Factors, and Knowledge of the destination. Many pieces of research based on these factors have been done earlier but not in the tourism sector. It is one of the prime reasons to conduct this research in the Gwalior region. This study examined the impact of Perceived Risk, Personal Factor and Knowledge of Destination on Travel Purchase. The 5 points Likert scale-based questionnaire was filled with online and offline users in the Gwalior region and applied tests like Reliability and the Univariate ANCOVA. By the study, it has been found that the Perceived Risk and Knowledge of Destination have a significant impact on Travel Purchase Decision whereas Personal Factors have no significant impact. ©Copyright IJHTS.

Author keywords

Knowledge of Destination

Perceived Risk

Personal Factor

Tourism Demand

Tourism Research

Travel Purchased Decision

ISSN: 09746250

Source Type: Journal

Original language: English

Document Type: Article

Publisher: Publishing India Group

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Topic:

Prominence percentile:  

Document details - Enhancing Computer Science: Exploring the Power of Decentralized Blockchain Techniques in IoT Security and Privacy

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International Journal of Intelligent Systems and Applications in Engineering

Volume 12, Issue 14s, 2 February 2024, Pages 535-541

Enhancing Computer Science: Exploring the Power of Decentralized Blockchain Techniques in IoT Security and Privacy(Article)

Papade, S.C., Deshmukh, S., Borz, N.P., Kavln, R., Deshpande, P.P., Adavala, K.M., Yadav, K.K.

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Abstract

The rapid growth of the Internet of Things (IoT) has brought about numerous opportunities and challenges in terms of security and privacy. With the increasing number of interconnected devices, traditional centralized approaches to security have become inadequate, leaving IoT systems vulnerable to attacks. In recent years, decentralized blockchain techniques have emerged as a promising solution to address the security and privacy concerns of IoT. This review paper explores the power of decentralized blockchain techniques in enhancing computer science, focusing on their application in IoT security and privacy. The paper discusses the fundamental concepts of blockchain technology, its benefits, and its potential applications in IoT security. It also highlights the challenges and future research directions in this field. By harnessing the power of decentralized blockchain techniques, we can pave the way for a more secure and privacy preserving IoT ecosystem. © 2024, Ismail Saritas. All rights reserved.

Author keywords

[Decentralized Blockchain Techniques](#) [Devices](#) [IoT](#) [Privacy](#) [Security](#)

ISSN: 21476799

Source Type: Journal

Original language: English

Document Type: Article

Publisher: Ismail Saritas

Cited by 1 document

Chen, Y., Jian, P., Zhang, Y.

A systematic solution of distributed and trusted chain-network integration

(2024) *Journal of Industrial Information Integration*

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Climate and Felt Obligation as Antecedents of Employee Voice Behaviour(Article)

Chauhan, A.S., Banerjee, R., Banerjee, S. 

Prestige Institute of Management and Research, M.P., Gwalior, India

Abstract

Notwithstanding the research on employees' voice – it was characterized as the discretionary transmission of perceptions, suggestions, opinions, ideas focused to enhance the organization's functioning. There has been little attention given to the impact of shared or collective beliefs (Voice climate) and limited literature pertaining to voice climate and its importance in the frequency of voice in organizations. Research highlights critical aspects by focusing on the impact of felt obligation for constructive change in determining voice climate and employees' voice behaviour, moreover it attempts to measure the moderation of psychological safety (PS) in establishing voice climate (VC) and employee voice linkage. The study was carried out by survey on 160 middle-level employees having a sales profile of banking/insurance organizations of Gwalior region (MP), India. Findings validate that with high psychological safety (PS) workgroup, the association between voice climate and employee voice behaviour was strong compared to low psychological safety group. Research contributes to the area of voice climate and employees' voice and suggest avenues for future investigations. © The Author(s), under exclusive licence to Springer Science+Business Media, LLC, part of Springer Nature 2022.

Author keywords

Employee voice (emp. voice) Felt obligation for constructive change (FOCC) Prohibitive voice behaviour (proh. voice)
Promotive voice behaviour (prom. voice) Psychological Safety (PS) Sales profile, banking, and insurance organizations Voice climate

ISSN: 08927545

Source Type: Journal

Original language: English

DOI: 10.1007/s10672-022-09435-0

Document Type: Article

Publisher: Springer

 Chauhan, A.S.; Prestige Institute of Management and Research, M.P., Gwalior, India;

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Title: Effect of service quality, customer satisfaction, customer trust, and security on customer loyalty with respect to virtual organisation

Authors: Brahmmanand Sharma

Addresses: Prestige Institute of Management and Research, Airport Road, Opp. DD Nagar, Gwalior-474020, India

Abstract: The main purpose of this research study is to examine the relationships with the effects of service quality (SQL), customer satisfaction, trust and security on customer loyalty (CUL) with respect to virtual organisation. This study collected data from 227 e-shopper in Gwalior, Madhya Pradesh, primarily e-shoppers, using questionnaires with a seven-point Likert scale. Multivariate linear regression is used to analyse the collected data. The findings indicate that aspects of independent variable SQL, trust, and security have a positive correlation with CUL. Service security and trust have the greatest impact on these determinants. This means that virtual organisation can better satisfy their customers by improving the quality of their services by ensuring their security and trust. Additionally, customer satisfaction (CUS) and loyalty are strongly and positively correlated. That means, if customers are highly satisfied with services of virtual retailer, not only will they give additional business to the virtual retailer, but will also recommend it to others. This also means that customers are more likely to remain loyal to virtual retailer, as

COGENT BUSINESS & MANAGEMENT
2024, VOL. 11, NO. 1, 2321800
<https://doi.org/10.1080/23311975.2024.2321800>



MARKETING | REVIEW ARTICLE



Consumer ethnocentrism: What we learned and what we need to know? – A systematic literature review

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ABSTRACT

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ARTICLE HISTORY

Received 16 November 2022
Revised 24 May 2023
Accepted 16 February 2024

KEYWORDS

Consumer ethnocentrism;
Bibliometric analysis;
Conceptual framework;
Systematic literature
review; TCCM framework

REVIEWING EDITOR

Kooli Kaouther;
Bournemouth University;
United Kingdom

SUBJECTS

International Business;
Marketing; Research
Methods in Management

1. Introduction



Collaborative Filtering Based Hybrid Recommendation System Using Neural Network and Matrix Factorization Techniques

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Submitted: 07/10/2023 Revised: 28/11/2023 Accepted: 08/12/2023

Abstract: This research paper presents a novel work on collaborative filtering based hybrid recommendation system. A hybrid recommendation system is a best combination of content based filtering and collaborative based filtering recommendation systems. In recent years, recommendation systems have become an essential part of our daily lives, assisting us in making informed decisions about what to buy, read, watch, and listen to. Collaborative filtering (CF) and matrix factorization (MF) are widely used techniques for building recommendation systems. However, they suffer from certain constraints, such as the cold-start problem, sparsity, and scalability. Hybrid recommendation systems combine multiple recommendation algorithms to overcome individual algorithms' limitations and improve recommendations' accuracy and coverage. In our next contribution, we have suggested a hybrid recommendation system to enhance the accuracy and coverage of suggestions by combining MF with NN. On the other hand, deep learning-based approaches such as neural networks (NN) have shown great promise in overcoming these limitations. In this research, we propose a novel hybrid recommendation system that combines the strengths of MF and NN to improve the accuracy and diversity of recommendations. We evaluate the proposed method on three popular datasets MovieLense, Hind Movie and Book Crossing and compare its performance with other state-of-the-art recommendation algorithms. The results demonstrate that the proposed hybrid approach outperforms the individual MF and NN models and achieves better coverage with the lowest Root Mean Squared Error (RMSE).

Keywords: Collaborative based filtering, Content based filtering, Coverage, Matrix factorization, Neural networks, Hybrid Recommendation system.