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PAPER 1

Document details - Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies

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FIIB Business Review

Volume 12, Issue 4, December 2023, Pages 439-458

Antecedents of Customer Loyalty and Word of Mouth: A Study on Consumer Durables in Emerging Economies(Article)

Upamannyu, N.K., Rajput, S., Bhakar, S.S. [🔍](#)

¹Prestige Institute of Management and Research, Opposite DD Nagar Maharajpura Airport Road, Madhya Pradesh, Gwalior, India
²ITM University, Turari Campus, Jhansi Road, Madhya Pradesh, Gwalior, India

Abstract

In the era of Marketing 4.0, where customers and companies interact online as well as offline, an immense need to understand the actions and reactions of a potential customer is generated. The expectation of the customer is sure to rise in the time ahead. There are challenges for

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Rastogi, T., Agarwal, B., Gopal, G.

Exploring the nexus between sustainable marketing and customer loyalty with the mediating role of brand image

(2024) *Journal of Cleaner Production*

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Customer Sentiment Analysis and Prediction of Insurance Products' Reviews Using Machine Learning Approaches

(2023) *FIIB Business Review*

Aruldoss, A., Rana, S., Parayitam, S.

Demystifying hedonic shopping motivation and consumer buying behavior

<https://journals.sagepub.com/doi/abs/10.1177/23197145211053398>

PAPER 2

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FIIB Business Review

Volume 12, Issue 4, December 2023, Pages 439-458

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FIIB Business Review
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Aruldoss, A., Rana, S., Parayitam, S.
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Millennial Asia
Volume 14, Issue 2, June 2023, Pages 278-299

Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study(Article)
(Open Access)

Chauhan, S., Banerjee, R., Dagar, V.

^aJiwaji University, Madhya Pradesh, Gwalior, India
^bPrestige Institute of Management Gwalior, Madhya Pradesh, India
^cAmity School of Economics (ASE), Amity University, Uttar Pradesh, Noida, India

Abstract

This article attempts to analyse the changes occurred in the behaviour of the customer for online buying of fashion products. The prime objective of

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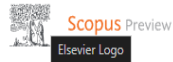
Shamim, K., Azam, M., Islam, T.
How do social media influencers induce the urge to buy impulsively? Social commerce context
(2024) *Journal of Retailing and Consumer Services*

Weber, N., Ritth, E.L.
Fast fashion: Exploring the impact of impulse buying among scottish generation-Z consumers
(2023) *Fashion and Environmental Sustainability: Entrepreneurship, Innovation and Technology*

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Rauf, H., Umer, M.

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Document details - Optimization of convolutional neural network hyperparameters using improved competitive gray wolf optimizer for recognition of static signs of Indian Sign Language

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Journal of Electronic Imaging

Volume 32, Issue 2, 1 March 2023, Article number 023042

Optimization of convolutional neural network hyperparameters using improved competitive gray wolf optimizer for recognition of static signs of Indian Sign Language(Article)

Paharia, N., Jadon, R.S., Gupta, S.K.

¹Prestige Institute of Management and Research, Department of Computer Science and Applications, Madhya Pradesh, Gwalior, India

²Madhav Institute of Technology and Science, Department of Computer Science and Engineering, Madhya Pradesh, Gwalior, India

³Jiwaji University, SOS Computer Science and Application, Madhya Pradesh, Gwalior, India

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Li, Z., Qu, S., Xu, Y.

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PAPER 7

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Mathematics

Volume 11, Issue 3, February 2023, Article number 580

Deterioration Control Decision Support System for the Retailer during Availability of Trade Credit and Shortages(Article)(Open Access)

Jani, M.Y., Patel, H.A., Bhadoriya, A., Chaudhari, U., Abbas, M., Alqahtani, M.S.

^aDepartment of Applied Sciences, Faculty of Engineering and Technology, Parul University, Gujarat, Vadodara, 391760, India

^bDepartment of Mathematics, M. G. Science Institute, Gujarat University, Gujarat, Ahmedabad, 380009, India

^cPrestige Institute of Management and Research, Madhya Pradesh, Gwalior, 474020, India

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Abstract

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San-José, L.A., Sicilia, J., Cárdenas-Barrón, L.E.

A sustainable inventory model for deteriorating items with power demand and full backlogging under a carbon emission tax

(2024) International Journal of Production Economics

Momena, A.F., Haque, R., Rahaman, M.

A Two-Storage Inventory Model with Trade Credit Policy and Time-Varying Holding Cost under Quantity Discounts

(2023) Logistics

Murmu, V., Kumar, D., Iha, A.K.

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PAPER 8

Document details - Operational risk and regulatory capital: do public and private banks differ?

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Journal of Operational Risk

Volume 18, Issue 3, 2023, Pages 91-129

Operational risk and regulatory capital: do public and private banks differ?(Article)

Sikarwar, T.S., Mathur, H., Lothi, V., Tomar, A.

^aPrestige Institute of Management and Research Gwalior, Airport Road, Madhya Pradesh, Gwalior, 474020, India

^bJiwaji University, Sachin Tendulkar Road, Kailash Nagar, Mahalgaon, Madhya Pradesh, Gwalior, 474001, India

Abstract

In financial institutions, operational risk is viewed as a serious risk as it can have a considerable effect on profitability. The primary objective of this research is to discover methods of quantifying operational risk and regulatory capital in financial institutions, as well as any interrelationships between them. The research is based on a sample of public and private sector banks. The study demonstrates the capability of certain public sector

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PAPER 9

Document details - Operational risk and regulatory capital: do public and private banks differ?

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Journal of Operational Risk
Volume 18, Issue 3, 2023, Pages 91-129

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Sikarwar, T.S., Mathur, H., Lothi, V., Tomar, A. ⓘ

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PAPER 10

Document details - Exploring the Effectiveness of Natural Language Processing in Customer Service

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2023 3rd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE 2023
2023, Pages 814-818
3rd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE 2023; Greater Noida; India; 12 May 2023 through 13 May 2023; Category numberCFP23Y63-ART; Code 191004

Exploring the Effectiveness of Natural Language Processing in Customer Service(Conference Paper)

Juglan, K.C., Sharma, B., Gehlot, A., Singh, S.P., Hussein, A., Alazzam, M.B.

^aLovely Professional University, Phagwara, India

^bPrestige Institute of Management and Research, Department of Management, Madhya Pradesh, Gwalior, India

^cUttaranchal University, Uttaranchal Institute of Technology, India

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Onkologia i Radioterapia

Volume 17, Issue 7, 2023, Pages 264-269

Classification of ultrasound breast cancer image using tuning up the hyper-parameter of convolutional neural network(Article)

Bansal, S., Jadon, R.S., Gupta, S.K. ⓘ

^aPrestige Institute of Management & Research, Gwalior, India

^bDepartment of Computer Engineering, MITS, Gwalior, India

^cSOS in Computer Science & Applications, Jiwaji University, Gwalior, India

Abstract

Breast cancer in women is a significant public health concern worldwide, with many cases going undiagnosed until the advanced stages. Early

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<https://www.oncologyradiotherapy.com/articles/classification-of-ultrasound-breast-cancer-image-using-tuning-up-the-hyperparameter-of-convolutional-neural-network.pdf>

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2023 World Conference on Communication and Computing, WCONF 2023

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2023 IEEE World Conference on Communication and Computing, WCONF 2023; Kalinga University Raipur; India; 14 July 2023 through 16 July 2023; Category number CFP23DU6-ART; Code 192397

Stock Price Prediction using Modified BPSO for Feature Selection with RNN Variants on Top Tech Companies (Conference Paper)

Gupta, P., Pahlaria, N., Gupta, S.K., Jadon, R.S.

¹Jiwaji University, SOS Computer Science and Applications, Gwalior, India

²Prestige Institute of Management and Research, Department of Computer Applications, Gwalior, India

³MITS, Department of Computer Science and Engineering, Gwalior, India

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PAPER13



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Document details - Role of Online Shopping Websites in Consumer Satisfaction Based Statistical Analysis

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Proceedings - 2023 12th IEEE International Conference on Communication Systems and Network Technologies, CSNT 2023

2023, Pages 945-949

12th IEEE International Conference on Communication Systems and Network Technologies, CSNT 2023; Technocrats Institute of Technology (Excellence)Bhopal; India; 8 April 2023 through 9 April 2023; Category numberCFP2318P-ART; Code 189084

Role of Online Shopping Websites in Consumer Satisfaction Based Statistical Analysis(Conference Paper)

Mittal, M., Singh, H., Chauhan, S., Gupta, S.

¹Knowtion GmbH, Karlsruhe, Germany

²Guru Nanak Dev University (Of Affiliation), Dept. of Computer Engineering & Technology, Amritsar, India

³Prestige Institute of Management, Gwalior, India

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International Journal of Trade and Global Markets

Volume 17, Issue 2, 2023, Pages 172-184

Encouraging employee voice behaviour through organisational support and felt obligation for constructive change(Article)

Chauhan, A.S., Mathur, G.

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¹SOS in Management, Jiwaji University, M.P., Gwalior, 474002, India

²Department of Management, Prestige Institute of Management, M.P., Gwalior, 474002, India

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[Abstract](#)

Employees in organisations face a dilemma of whether or not to speak up. The dissonance increases when they feel the compulsion to raise voice because it becomes necessary for the organisation's betterment. Here, support from the organisation comes in to play while the employee decides to speak up. This research explores the reason why salesperson's voice is vital to the organisation and how organisational support can promote it, which implies an obligation on salespersons to share the relevant information (received as a result of customer feedback) to help the organisation in making effective decisions related to marketing or sales of products/service. The research outcome revealed that perceived organisational support (POS) enhances the felt obligation for constructive change (FOCC) among the salesperson; both have a positive and significant influence on employee voice

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International Journal of Trade and Global Markets

Volume 17, Issue 2, 2023, Pages 172-184

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^bDepartment of Management, Prestige Institute of Management, M.P, Gwalior, 474002, India

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PAPER 16

Document details - Association of investors' investment decision, informational heuristics and demography: Indian evidence

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International Journal of Trade and Global Markets

Volume 17, Issue 2, 2023, Pages 120-132

Association of investors' investment decision, informational heuristics and demography: Indian evidence(Article)

Nathani, N., Mathur, G., Rohira, S. ⓘ

Department of Management, Prestige Institute of Management, Airport Rd, D.D. Nagar, Deen Dayal Nagar, Madhya Pradesh, Gwalior, 474020, India

Abstract

In the world of finance, cognitive psychology is emerging as a phenomenal aspect. In behavioural finance where human factor is involved, role of cognition becomes inevitable. Before investing many factors come to investor's mind, which may regulate the decisions related to investments. The

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International Journal of Trade and Global Markets

Volume 17, Issue 2, 2023, Pages 120-132

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Nathani, N., Mathur, G., Rohira, S. [🔍](#)

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International Journal of Trade and Global Markets

Volume 17, Issue 2, 2023, Pages 120-132

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Document details - Recommendation System Based on Double Ensemble Models using KNN-MF

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International Journal of Advanced Computer Science and Applications
Volume 14, Issue 5, 2023, Pages 618-625

Recommendation System Based on Double Ensemble Models using KNN-MF(Article)(Open Access)

Yadav, K.K., Soni, H.K., Pathik, N.

^aComputer Applications Department, Prestige Institute of Management & Research, Madhya Pradesh, Gwalior, India
^bComputer Science & Engineering Department, Amity University, Madhya Pradesh, Gwalior, India

Abstract

In today's digital environment, recommendation systems are essential as they provide personalised content to users, increasing user engagement and enhancing user satisfaction. This paper proposes a double ensemble recommendation model that combines two collaborative filtering algorithms, K-Nearest Neighbors (KNN) and Matrix Factorization (MF). KNN is a neighborhood-based algorithm that uses the similarity between users or items to recommend items. MF is a matrix-based algorithm that decomposes the user-item interaction matrix into two low-rank matrices, representing user and item latent factors. The proposed model uses the output of KNN to weight the MF results, resulting in a more accurate recommendation system. The experimental results show that the proposed model outperforms the baseline KNN and MF algorithms in terms of accuracy and user satisfaction.

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Yadav, K.K., Soni, H.K., Yadav, G.
Collaborative Filtering Based Hybrid Recommendation System Using Neural Network and Matrix Factorization Techniques
(2024) *International Journal of Intelligent Systems and Applications in Engineering*

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Document details - Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception

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International Journal of Hospitality and Tourism Systems
Volume 16, Issue 1, January 2023, Pages 97-104

Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception(Article)

Mathur, G., Banerjee, R., Pathak, R., Goswami, P. ⓘ

^aPrestige Institute of Management, Department for Management, Madhya Pradesh, Gwalior, India
^bRabindra Nath Tagore University, Madhya Pradesh, Bhopal, India
^cManagement, Jiwaji University, Madhya Pradesh, Gwalior, India

Abstract

Tourism has gained importance in the recent decades and youth is more concerned about the destinations to be visited. There are two classes of

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PAPER 21

Document details - Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception

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Novelty Vs Familiarity: Identification of Satisfaction and Loyalty in Context of Visitor's Perception(Article)

Mathur, G., Banerjee, R., Pathak, R., Goswami, P. 

^aPrestige Institute of Management, Department for Management, Madhya Pradesh, Gwalior, India

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^cManagement, Jiwaji University, Madhya Pradesh, Gwalior, India

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
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Mathur, G., Chauhan, A.S., Gulati, C. 

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Prestige Institute of Management & Research, Madhya Pradesh, Gwalior, India

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Abstract

When an employee leaves his organization, it's obvious that it creates a massive loss to the company and can have critical negative consequences for the company. Past studies have given due consideration to the reasons for employee turnover intention and have presented many steps to reduce this organizational issue. The need is to understand the strategies adopted by the employees initially to face these organizational challenges. This study aims to understand the Employees' emotional and problem – focused coping strategies and its effect on their intent to leave. Resilience, and Distress tolerance depicted as the emotion-focused & problem- focused coping strategies adopted by individuals when faced with organization based

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( Article in press ?)

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
Abstract

When an employee leaves his organization, it's obvious that it creates a massive loss to the company and can have critical negative consequences for the company. Past studies have given due consideration to the reasons for employee turnover intention and have presented many steps to reduce this organizational issue. The need is to understand the strategies adopted by the employees initially to face these organizational challenges. This study aims to understand the Employees' emotional and problem - focused coping strategies and its effect on their intent to leave. Resilience, and Distress tolerance depicted as the emotion-focused & problem- focused coping strategies adopted by individuals when faced with organization based

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
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Coping Strategies for Employee Turnover: Testing Emotion-Focused & Problem-Focused Dimensions

( Article in press ?)

Mathur, G., Chauhan, A.S., Gulati, C. 

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Abstract

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Lips and Tongue Cancer Classification Using Deep Learning Neural Network(Conference Paper)

Bansal, S., Jadon, R.S., Gupta, S.K. 

^aPrestige Institute of Management and Research, Gwalior, India

^bMits, Department of Computer Engineering, Gwalior, India

^cSos in Computer Science and Applications, Jiwaji University, Gwalior, India

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Analysis and Interpretation of Adolescent Multi Relationship and Privacy during COVID-19 Pandemic(Conference Paper)

Mukherjee, S., Rahman, K.F., Shukla, U.P., Gupta, S., Sharma, K., Jangid, D., Paharia, N. 

^aBanasthali Vidyapith, Department of Computer Science, Rajasthan, India

^bBanasthali Vidyapith, Department of Psychology, Rajasthan, India

^cKalaigna University, Department of Computer Science, Raipur, India

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Digital branding adoption by specialty eatery start-ups in the post-pandemic environment in India(Article)(Open Access)

Sharma, A., Sharma, B.K., Rajput, S., Mehra, A., Gulati, U.

^aSymbiosis Institute of Business Management, Symbiosis International (Deemed University), Pune, India

^bDepartment of Management, Prestige Institute of Management and Research, Gwalior, India

^cSchool of Management, Graphic Era Hill University, Dehradun, India

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Abstract

The aim of this research is to investigate the adoption of digital branding across specialty eatery start-ups in the post-pandemic environment.

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Internal Branding: Connecting Links to Establish Employees' Brand Behaviour in Hospitality Sector (Article in press)

Gulati, C., Mathur, G., Upadhyay, Y.

^aPrestige Institute of Management & Research, Madhya Pradesh, Gwalior, India

^bFaculty of Management, Jiwaji University, Madhya Pradesh, Gwalior, India

Abstract

Brand creation is accepted as a competitive strategy providing the organization with an edge to win over others. The service brand mainly relies on

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

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PAPER 29

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Prestige Institute of Management & Research, Madhya Pradesh, Gwalior, India
Faculty of Management, Jiwaji University, Madhya Pradesh, Gwalior, India

Abstract

Brand creation is accepted as a competitive strategy providing the organization with an edge to win over others. The service brand mainly relies on

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- Chhibber, P., Chahal, H., Kaurav, R.P.S. Is brand commitment the missing link in the internal branding and brand citizenship behaviours relationship in services sector: a meta-analysis
(2024) Management Review Quarterly
Tiwari, M., Mathur, G., Narula, S. Ramification of work and life integration on exhaustion and work-life balance due to Covid-19 in IT and academic institutions
(2024) Information Discovery and Delivery
Raut, S.K., Rana, S., Kathuria, S.

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PAPER 30

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Mathematics and Computers in Simulation
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Urmila Chaudhary, Amrita Bhadoriya, Mrudul Y. Jani, Biswajit Sarker

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Abstract

The down-cash-credit method is quite common in today's real-world commercial transactions. In light of existing legislation to decrease carbon pollution, this research aims to investigate how down-cash-credit payments impact business strategies for perishable items in the context of the most commonly utilized carbon tax legislation. Specifically, this article demonstrates an inventory system from the buyer's point of view

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

Krishan Kant Yadav
Sr. Assistant Professor & Research Scholar, Department of Computer Science & Engineering, Amity University, Gwalior, Madhya Pradesh, India.

Hemant Kumar Soni
Associate Professor, Department of Computer Science & Engineering, Amity University, Gwalior, Madhya Pradesh, India.

PDF

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PAPER 32



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A deterministic model for perishable inventory with variable demand under demand dependent production rate, inflation, and customer returns

Amrita Bhadoriya, Mrudul Y. Jani and Manish R. Betheja


Published Online: September 19, 2023 · pp 387-404 · <https://doi.org/10.1504/IJPM.2023.134198>

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Abstract

Due to highly competitive market conditions and globalisation, the manufacturer and the retailer are both struggling a lot to entice each potential consumer and convert them into paying consumers. The purpose of this article is to explore a production inventory model for non-instantaneous perishable goods with price, stock, and advertisement-dependent demand under inflationary conditions. In addition to other factors, such as the holding expense is presumed to be a linear function of time and the concept of customer returns has been included as a function of both demand and sales price. The

Figures References Related Details



Volume 18 · Issue 3 · 2023

ISSN: 1753-8432
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History

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PAPER 33

The screenshot shows the homepage of the Journal of Harbin Engineering University. At the top right, there are links for 'Register' and 'Login'. The main header features the journal's title 'Journal of Harbin Engineering University' in a blue banner. Below the banner is a navigation menu with items: Home, Editorial Team, Archives, Aims and Scope, Ethics & Policies, and Peer Review Policy. A search bar is located on the right side of the menu. Below the navigation, there is a breadcrumb trail: Home / Archives / Vol. 44 No. 7 (2023): Issue 7 / Articles. The main content area displays the title of the paper: 'Consumer Decision-Making in E-Commerce: A Literature Review of Factors Influencing Online Purchases'. To the right of the title is an 'Announcements' box with a 'Call for Papers' section, stating 'Receiving Paper for Upcoming Issue: Last Date of Submission: 31st July, 2023'. Below the title is a 'PDF' button and a list of authors: Dr. U. Jothimani, CS. Priyanka Mathur, Dr. Byram Anand, Dr. Darshan A. Mahajan, and Vivek Shrivastava. An 'Abstract' section is partially visible, starting with 'Purpose: The purpose of this research paper is to conduct a'. To the left of the abstract, there is a 'Keywords' section listing: Consumer Decision-Making, E-commerce, Online Purchases, and Consumer. On the right side, there is an 'Indexed by:' section with a logo of a tree.

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PAPER 34

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PAPER 35



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International Journal of Business Excellence > 2023 Vol.31 No.4

Title: Multilateralism in nations: an empirical research

Authors: Tarika Singh Sikanwar

Addresses: Prestige Institute of Management, Opposite DD Nagar, Airport Road, Gwalior – 474020, India

Abstract: The present study is based on the multilateralism of the ASEAN group with specific reference to two emerging powers of the Asian region, i.e., China and India. ASEAN is dependent on China for its economic and trade need. India apart from being a trading partner stands between the power game being played by the USA and China in the ASEAN region. The study is an effort to understand the multilateral relations India, China, and the ASEAN region have with each other especially in terms of trade. An analysis of the last 26 years' data on trade-related variables between ASEAN with India and China is done and an understanding of the trend of the same has been made. Using statistical tools, differences in these trade-related variables between ASEAN with India, ASEAN with China, and ASEAN with ASEAN has been checked. The results have policy implications for these nations and groups.

Keywords: multilateralism; trade integration; ASEAN; India; China; policy.

DOI: 10.1504/IJBEX.2023.135488

International Journal of Business Excellence, 2023 Vol.31 No.4, pp.542 - 567

Received: 07 May 2020
Accepted: 13 Dec 2020
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PAPER 36

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Home / Pesquisa / Does Electronic Banking Improve the Bank Performance of Indian Public Sector Banks: A Study of Post Covid Scenario

Does Electronic Banking Improve the Bank Performance of Indian Public Sector Banks: A Study of Post Covid Scenario

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

Pacific Business Review International; 15(8):1-6, 2023.

Artigo em Inglês | Web of Science | ID: covidwho-2307856

ABSTRACT

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PAPER 37

The screenshot shows the WHO COVID-19 Research Database interface. At the top, there is a navigation bar with the WHO logo and the text 'Organização Mundial da Saúde'. The main header reads 'Base de dados da OMS sobre COVID-19'. There are language selection buttons for العربية, 中文(中国), english, français, Русский, español, and português. A search bar is present with the placeholder text 'Título, resumo, assunto' and a search icon. Below the search bar, a yellow banner contains a notice: 'The WHO Covid-19 Research Database is a resource created in response to the Public Health Emergency of International Concern (PHEIC). Its content remains searchable and spans the time period March 2020 to June 2023. Since June 2023, manual updates to the database have been discontinued.' The main content area displays a search result for the paper 'Does Electronic Banking Improve the Bank Performance of Indian Public Sector Banks: A Study of Post Covid Scenario' by Chauhan, A. S.; Banerjee, R.; Banerjee, S., published in Pacific Business Review International, 15(8):1-6, 2023. The article ID is covidwho-2307856. On the right side, there is a sidebar with a 'Buscar no Google' button, an 'Imprimir' button, an 'XML' button, and a list of collections and metadata including 'Coleções: Bases de dados de organismos internacionais', 'Base de dados: Web of Science', 'Tópicos: Covid persistente', 'Idioma: Inglês', and 'Revista: Pacific Business Review'.

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Volume 15, Issue 1, 16 November 2022, Pages 68-78

E-Payment System reforms and its impact on Currency in Circulation in India: Evaluation using Vector Autoregressive Model (VAR)(Article)(Open Access)

Chauhan, A.S., Nathani, N., Singh, S.K., Joshi, N.

¹School of Management Sciences (SMS), Uttar Pradesh, Varanasi, India

²Prestige Institute of Management and Research, Madhya Pradesh, Gwalior, India

³Faculty of Commerce, School of Commerce & Business Studies, Jiwaji University, Madhya Pradesh, Gwalior, India

Abstract

The present study contributes to the literature by investigating the impact of E-Payment System on Currency in circulation after facing three major

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¹School of Management Sciences (SMS), Uttar Pradesh, Varanasi, India

²Prestige Institute of Management and Research, Madhya Pradesh, Gwalior, India

³Faculty of Commerce, School of Commerce & Business Studies, Jiwaji University, Madhya Pradesh, Gwalior, India

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Document details - Determinants of adoption of latest version smartphones: Theory and evidence

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Technological Forecasting and Social Change

Volume 175, February 2022, Article number 121410

Determinants of adoption of latest version smartphones: Theory and evidence(Article)

Mehra, A., Rajput, S., Paul, J. ⓘ

^aProfessor & Director, NSB Academy, Bengaluru, India

^bSr. Assistant Professor, Prestige Institute of Management & Research, Gwalior, India

^cEditor in Chief, International Journal of Consumer Studies (IF 3.9), Designation: Professor, University of PR, San Juan, PR, USA & University of Reading Henley Business School, UK, United Kingdom

Abstract

Technology has revolutionized the way we all use smartphones and has paved the way for devices with multiple functions like smart appliances.

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Understanding and predicting customers' intentions to use smartphone-based online games: A deep-learning-based dual-stage modelling analysis

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Tiwari, P., Kaurav, R.P.S., Koay, K.Y.
Understanding travel apps usage intention: findings from PLS and NCA

(2024) *Journal of Marketing Analytics*

Bekele, N.A., Muffatto, M., Ferrati, F.
Desirability of consumer internet of things products: how emerging businesses

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2022 IEEE Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation, IATMSI 2022; Gwalior; India; 21 December 2022 through 23 December 2022; Category numberCFP22CS6-ART; Code 188691

Technology Driven Tourism: A PLS SEM Model of its Antecedents in Tourist Behavior Intention(Conference Paper)

Rajput, S., Jain, E., Mehra, A., Thakur, K.S., Gupta, O., Singh, P.

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^aPrestige Institute of Management & Research, Management Department, Gwalior, India

^bTourism and Travel Management, Jiwaji University Gwalior, Gwalior, India

^cGraphic Era Hill University, Management Department, Dehradun, India

^dSchool of Commerce and Business Studies, Jiwaji University, Gwalior, India

^eInstitute of Business Management, Gya University, Mathura, India

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Abstract

The paper presents the impact of technology-driven tourism, identifies the antecedents of tourist behavioral intention concerning Indian tourism, and explores the need for information sharing on online platforms. Samples were collected from 450 respondents from various cities in India via the

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Employee Responsibilities and Rights Journal
Volume 36, Issue 1, March 2024, Pages 63-77

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

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Document details - Climate and Felt Obligation as Antecedents of Employee Voice Behaviour

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Employee Responsibilities and Rights Journal
Volume 36, Issue 1, March 2024, Pages 63-77

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

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Memon, K.R., Ooi, S.K.
Investigating the Relationship Between Relational Leadership and Employees' Promotive Voice Behavior
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Volume 36, Issue 1, March 2024, Pages 63-77

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Document details - Social media campaigns and domestic products consumption: study on an emerging economy

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Cogent Business and Management
Volume 9, Issue 1, 2022, Article number 2143018

Social media campaigns and domestic products consumption: a study on an emerging economy(Review)(Open Access)
Rajput, S., Dash, G., Upamannyu, N., Sharma, B.K., Singh, P. 
^aDepartment of management, Prestige Institute of Management Gwalior, India
^bCollege of Administrative and Financial Sciences, Saudi Electronic University, Riyadh, Saudi Arabia
^cDepartment of management, Symbiosis Institute of Business Management, Symbiosis International (Deemed University), Pune, India

Abstract
The impact of the "Internet" and the subsequent use of smartphones has led to exponential growth in social media usage. Social media marketing

Cited by 3 documents
Khan, Z., Khan, A., Nabi, M.K.
Demystifying the effect of social media usage and eWOM on purchase intention: the mediating role of brand equity
(2024) *Journal of Economic and Administrative Sciences*
Mishra, D., Muduli, K., Sevcik, L.
Combating of Associated Issues for Sustainable Agri-Food Sectors
(2023) *Sustainability (Switzerland)*
Dash, G., Sharma, C., Sharma, S.
Sustainable Marketing and the Role of Social Media: An Experimental Study

<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85142287440&doi=10.1080%2f23311975.2022.2143018&partnerID=40&md5=0258856adbe42b6b1c3996c270de35c5>

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Social media campaigns and domestic products consumption: a study on an emerging economy(Review)(Open Access)

Rajput, S., Dash, G., Upamannyu, N., Sharma, B.K., Singh, P.

^aDepartment of management, Prestige Institute of Management Gwalior, India

^bCollege of Administrative and Financial Sciences, Saudi Electronic University, Riyadh, Saudi Arabia

^cDepartment of management, Symbiosis Institute of Business Management, Symbiosis International (Deemed University), Pune, India

Abstract

The growth of the "Internet" and the subsequent use of smartphones has led to how social media users to connect with social media companies.

Cited by 3 documents

Khan, Z., Khan, A., Nabi, M.K.

Demystifying the effect of social media usage and eWOM on purchase intention: the mediating role of brand equity

(2024) *Journal of Economic and Administrative Sciences*

Mishra, D., Muduli, K., Sevcik, L.

Combating of Associated Issues for Sustainable Agri-Food Sectors

(2023) *Sustainability (Switzerland)*

Dash, G., Sharma, C., Sharma, S.

Sustainable Marketing and the Role of Social Media: An Experimental Study

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[85142287440&doi=10.1080%2f23311975.2022.2143018&partnerID=40&md5=0258856adbe42b6b1c3996c270de35c5](https://www.scopus.com/inward/record.uri?eid=2-s2.0-85142287440&doi=10.1080%2f23311975.2022.2143018&partnerID=40&md5=0258856adbe42b6b1c3996c270de35c5)

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^bCollege of Administrative and Financial Sciences, Saudi Electronic University, Riyadh, Saudi Arabia

^cDepartment of management, Symbiosis Institute of Business Management, Symbiosis International (Deemed University), Pune, India

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(2024) *Journal of Economic and Administrative Sciences*

Mishra, D., Muduli, K., Sevcik, L.

Combating of Associated Issues for Sustainable Agri-Food Sectors

(2023) *Sustainability (Switzerland)*

Dash, G., Sharma, C., Sharma, S.

Sustainable Marketing and the Role of Social Media: An Experimental Study

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[85142287440&doi=10.1080%2f23311975.2022.2143018&partnerID=40&md5=0258856adbe42b6b1c3996c270de35c5](https://www.scopus.com/inward/record.uri?eid=2-s2.0-85142287440&doi=10.1080%2f23311975.2022.2143018&partnerID=40&md5=0258856adbe42b6b1c3996c270de35c5)

PAPER 48


Document details - Factors of adoption of Artificial Intelligence (AI) and Internet of Medical Things (IOMT) amongst Healthcare Workers: A Descriptive Analysis

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International Journal of Systematic Innovation
Volume 7, Issue 3, 2022, Pages 15-26

Factors of adoption of Artificial Intelligence (AI) and Internet of Medical Things (IOMT) amongst Healthcare Workers: A Descriptive Analysis(Article)

Sikarwar, T.S., Mehta, S., Yadav, S., Arora, D. 

¹Prestige Institute of Management & Research, Opposite DD Nagar, Airport Road, MP, Gwalior, India

²IHMR University, India

³Prestige Institute of Management & Research, Gwalior, India

Abstract

The technologies like Artificial Intelligence (AI) and the Internet of Medical Things (IoMT) have revolutionized the healthcare system. The Covid-19

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PAPER 49

Document details - Volatility study in some of the emerging stock markets: a GARCH approach

1 of 1

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World Review of Science, Technology and Sustainable Development
Volume 18, Issue 3-4, 2022, Pages 364-378

Volatility study in some of the emerging stock markets: a GARCH approach(Conference Paper)

Nathani, N., Kushwah, S.V. 

¹Department of Finance, Prestige Institute of Management, Madhya Pradesh, Gwalior, India

²Department of Finance, New Delhi Institute of Management, New Delhi, India

Abstract

The current study analyses the volatility of stock indices of some developing and developed economies regarding the emerging index of India, Nifty. It also tries to understand the trends of the volatility of stock indices and the interdependence among the stock markets of these economies. Stock

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Hong, S., Luo, Y., Li, M.
Volatility research of nickel futures and spot prices based on copula-GARCH model

(2022) *Frontiers in Energy Research*

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[85133792459&doi=10.1504%2fWRSTSD.2022.123781&partnerID=40&md5=53c6dddf0ad49a727358d7beafe8471c](https://www.scopus.com/inward/record.uri?eid=2-s2.0-85133792459&doi=10.1504%2fWRSTSD.2022.123781&partnerID=40&md5=53c6dddf0ad49a727358d7beafe8471c)

PAPER 50

Document details - Analysis on road crash severity of drivers using machine learning techniques

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International Journal of Engineering Systems Modelling and Simulation

Volume 13, Issue 2, 2022, Pages 154-163

Analysis on road crash severity of drivers using machine learning techniques(Article)

Mittal, M., Gupta, S., Chauhan, S., Saraswat, L.K. ⓘ

¹INRIA, Nord Europe, Centre de Recherche en Informatique, Signal et Automatique de Lille (CRISTAL), Lille, France

²Department of Computer Science and Engineering, Thapar Institute of Engineering and Technology, Patiala, India

³Department of Management, Prestige Institute of Management, Gwalior, India

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Abstract

Traffic accidents are significant general well-being concerns, bringing a large number of deaths and injuries around the globe. To improve driving

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Kuppusamy, P., Kodavaluru, V.S., Manojkumar Bogar, S.

Brain Tumor Classification Using Optimal Features and Ensemble Learning Algorithms

(2023) 2023 1st International Conference on Advances in Electrical, Electronics and Computational Intelligence, ICAEECI 2023

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[85132044361&doi=10.1504%2fijesms.2022.123344&partnerID=40&md5=e49c33fe194afd9647ba58d46b9e001](https://www.scopus.com/inward/record.uri?eid=2-s2.0-85132044361&doi=10.1504%2fijesms.2022.123344&partnerID=40&md5=e49c33fe194afd9647ba58d46b9e001)

PAPER 51

Document details - Relationship assessment of perceived quality, perceived value, hospital image and patient satisfaction with respect to health services

1 of 1

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International Journal of Trade and Global Markets

Volume 15, Issue 2, 2022, Pages 201-216

Relationship assessment of perceived quality, perceived value, hospital image and patient satisfaction with respect to health services(Article)

Upamanyu, N.Kr., Singh, A.P., Gupta, R. ⓘ

Prestige Institute of Management and Research, Madhya Pradesh, Gwalior, 474020, India

Abstract

This study was conducted to assess the relationship among different variables for healthcare services rendered by the patients in hospitals. This study was conducted by distributing questionnaires and collecting responses and then doing data analysis for the same. The core objectives of this study

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[85127249321&doi=10.1504%2fIJTGM.2022.121448&partnerID=40&md5=2b6acea44de1a0c2efba0e53b2a11aff](https://www.scopus.com/inward/record.uri?eid=2-s2.0-85127249321&doi=10.1504%2fIJTGM.2022.121448&partnerID=40&md5=2b6acea44de1a0c2efba0e53b2a11aff)

PAPER 52

Document details - Examining the structural relationships among e-learning interactivity, uncertainty avoidance, and perceived risks of COVID-19: Applying extended technology acceptance model


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International Journal of Human-Computer Interaction

Volume 38, Issue 8, 2022, Pages 742-752

Examining the structural relationships among e-learning interactivity, uncertainty avoidance, and perceived risks of COVID-19: Applying extended technology acceptance model(Article)

Girish, V.G., Kim, M.-Y., Sharma, I., Lee, C.-K. 

^aDepartment of Business Administration, The Catholic University of Korea, Bucheon-si, South Korea

^bDepartment of Aviation Service, Joongbu University, Geumsan-gun, South Korea

^cDepartment of Management, Prestige Institute of Management, Gwalior, India

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Guan, Z., Shi, X., Ying, H.

An empirical study on traditional offline retailer's switching intention towards community-based group buying program: A push-pull-mooring model

(2024) *Electronic Markets*

Salifu, I., Arthur, F., Arkorful, V.

Economics students' behavioural intention and usage of ChatGPT in higher education: a hybrid structural equation modelling-artificial neural network approach

<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85115208255&doi=10.1080%2f10447318.2021.1970430&partnerID=40&md5=e900bf6a3cc0c9c4dd0a6312907412ee>

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Journal of Electronic Imaging

Editor-in-Chief: Zeev Zalevsky (https://www.spie.org/profile/Zeev_Zalevsky-58535?SSO=1&webSyncID=06c2622a-7e53-1685-3dd6-66066bc37dc8&sessionGUID=4561527b-dadc-85d0-5be1-7371c18b1ab5), Bar-Ilan University, Israel

The *Journal of Electronic Imaging*, copublished by IS&T and SPIE, publishes papers in all technology areas that make up the field of electronic imaging and are normally considered in the design, engineering, and applications of electronic imaging systems.

On the cover: The figure is from "Role of video sensors in observing visual image design in the construction of smart cities (<https://www.spiedigitallibrary.org/journals/journal-of-electronic-imaging/volume-31/issue-5/051406/Role-of-video-sensors-in-observing-visual-image-design-in/10.1117/1.JEI.31.5.051406.full>)" by Wei Luo in the Special Section on Image and Video Manipulation: Challenges and Solutions in Vol. 31, Issue 5,



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PAPER 55

ANVESAK
ISSN : 0378 – 4568

UGC Care Group 1 Journal

MACROECONOMIC VARIABLE INFLUENCE ON AUTO & BANK NSE SECTORAL INDICES

Lily Vats, Research Scholar, Jiwaji University, Gwalior (M.P.)
Amitabha Maheshwari, Assistant Professor, Prestige Institute of Management, Gwalior (M.P.)

Introduction

To do business, an individual or business must have sufficient cash on hand. Because the government lacks resources, it is unable to cover all costs. For the development of an emerging economy, funds are essential. To raise money, the private sector has a critical role to play. Everybody has a little extra money stashed away in case of an emergency. Such an additional sum can be placed in the stock market and utilized whenever necessary. If a company is in need of capital today, the stock market is the best location to organize shares and raise money.

Stock markets is trade place. It means investor involve to buy and sell stocks. Market condition/ forces is the reason for stock price fluctuation. Demand and supply settings interrupt the stocks market price. Demand of stock upsurge when investor found growth chances. Balance is mandatory for the economy's development. Stock market play a very imperative role in collecting and allocating funds in an efficient manner. Stock markets play a critical role in improvement of a country's burgeoning commerce and industry, which in blow have an influence on economy. The development of a country's booming commerce and industry has a substantial influence on the economy, and stock markets play an important role in this.

The movement of Stock indices is highly sensitive and is greatly influenced by the macroeconomic factors such as domestic and international economic, social or political events; market sentiments/ expectations about future economic growth trajectory or critical budgetary, monetary and fiscal policy announcements etc. All these variables including expectations, sentiments, political developments, international Events etc. will transmit their effect and produces volatility in Stock market. As a result, it has motivated the many researchers and academicians to investigate the impact of macroeconomic aggregates on the stock prices. The outcome of this study will assist future researchers to explore more.

PAPER 56

ISSN: 0974-5823

Vol. 7 No. 5 May, 2022

International Journal of Mechanical Engineering

Are Teachers Aware Enough for SWAYAM Usage?

Dr. Tarika Singh Sikarwar^{i*}, Dr. Monika Guptaⁱⁱ and Dr. Swati Vishnoiⁱⁱⁱ

ⁱProfessor, Prestige Institute of Management & Research, Gwalior; Opposite DD Nagar, Airport Road, Gwalior (M.P.)-474001

Project Director (ICSSR Major Research Project),

ⁱⁱProject Co-Director, Jiwaji University, Gwalior

ⁱⁱⁱResearch Associate, Jiwaji University, Gwalior

Correspondence concerning this article should be addressed to Prof. (Dr.) Tarika Sikarwar.

Acknowledgement: The research paper is part of ICSSR Major Research Project on "Reimagining the role of Technology in Education: Student and Teacher Perception and usage of SWAYAM Platform for Learning"

Abstract

Government's initiative of SWAYAM as an online platform for teaching and learning is thought to spread wings in every nook and corner of the nation. Both teachers and students play a pivot role in taking SWAYAM to new heights. Teachers are the first steps of making it a source which can be used by all even at distant places. But, the question is, are the teachers themselves aware about its usage? What determines their awareness? The study has resulted into six major determinants for awareness of teachers regarding usage of SWAYAM. Further it gives the practical implications which can be adopted by the government which can enhance the usage of SWAYAM at teacher's level.

Keywords: SWAYAM, Online Teaching, MOOCs, Usage, Awareness, Teachers

PAPER 57

Vol. 47, Issue. 02, No 2- 2022

DID INDIA FIND NEW INNOVATIONS POST COVID-19 PANDEMIC? : A STUDY WITH RESPECT TO FAST MOVING CONSUMER GOODS

Dr. Nishay K. Upamansya, Assistant Professor, Department of Management, Prestige Institute of Management, Gwalior, Madhya Pradesh, India
Gaurav Soan, Ph.D. Research Scholar, Department of Commerce, Jiwaji University, Gwalior, Madhya Pradesh, India

Abstract

Purpose: The purpose of this research is to discover new innovation spaces in India for fast-moving consumer goods that must be considered to overcome sudden changes in the future. The research also focuses on the essential features that consumers seek in food, home care, and personal care products during the COVID-19 pandemic outbreak.

Design/methodology/approach: This research, is both statistical and analytical in character. Using primary data, the research examines growing innovation areas in India for fast-moving consumer goods. People of various ages, genders, employment statuses, and family incomes from all throughout India are included in the target population. Simple Random Sampling is used to pick the sample. Through an online questionnaire via Google form, a consumer survey was done to better understand the major advantages customers want in food, home care, and personal care goods. Tables and Pie Charts were used to statistically analyze the acquired data.

Practical implications: Consumers in India place a high value on health, with the majority of respondents seeing personal cleanliness (such as hand washing) as more important. A year after the emergence of the health crisis, consumers are becoming increasingly worried about general hygiene, with at-home practices such as washing fruits and vegetables, cleaning surfaces, and eating healthy meals continuing to be used.

Originality/value: During the COVID-19 pandemic outbreak, the study is being done to learn what critical qualities customers desire in food, home care, and personal care goods.

Index Terms- COVID-19, Pandemic, Outbreak, FMCG, Personal hygiene, Surface disinfection, Nutritious diets

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PAPER 58



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International Journal of Knowledge Management

Volume 17, Issue 4, 1 October 2021, Pages 93-108

Teacher evaluation of institutional performance: Managing cultural knowledge infrastructure in knowledge organisations(Review)

Mathur, G., Chauhan, A.S.

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^aPrestige Institute of Management, Gwalior, India

^bSOS in Management, Jiwaji University, Gwalior, India

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Abstract

The education industry is also facing challenges related to achieving high organizational performance. In the view of enhancing organizational performance, most organizations are adopting knowledge management processes to improve efficiency. One of the essential aspects of knowledge management is shared thinking and understanding of individuals and should be imbibed in the culture of the organization to improve the performance of any organization. This research will be useful to teachers and academic institutions and considers teachers' perspectives on knowledge management and how this will enhance the performance of educational institutions. In this research, organizational performance was

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PAPER 59



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Document details - A technology acceptance model-based analytics for online mobile games using machine learning techniques

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Symmetry

Volume 13, Issue 8, August 2021, Article number 1545

A technology acceptance model-based analytics for online mobile games using machine learning techniques(Article)(Open Access)

Chauhan, S., Mittal, M., Woźniak, M., Gupta, S., de Prado, R.P.

^aPrestige Institute of Management, Gwalior, 474020, India

^bCentre de Recherche en Informatique, Signal et Automatique de Lille, INRIA, Villeneuve d'Ascq, 59655, France

^cFaculty of Applied Mathematics, Silesian University of Technology, Gliwice, 44100, Poland

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Abstract

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Mkedder, N., Ozata, F.Z.

I will buy virtual goods if I like them: a hybrid PLS-SEM-artificial neural network (ANN) analytical approach

(2024) *Journal of Marketing Analytics*

Gupta, S., Kumar, P., Tekchandani, R.

Artificial intelligence based cognitive state prediction in an e-learning environment using multimodal data

(2024) *Multimedia Tools and Applications*

Gupta, S., Kumar, P., Tekchandani, R.

An optimized deep convolutional neural network for virtual goods recommendation

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Department of Management, Prestige Institute of Management, Gwalior, 474 020, India

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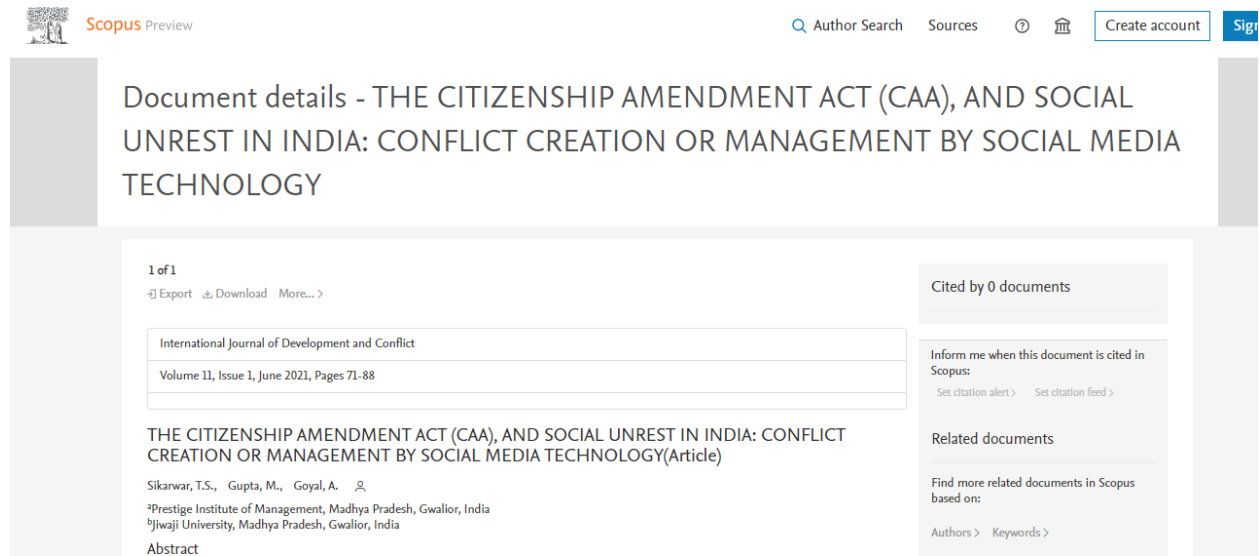
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Sikarwar, T.S., Gupta, M., Goyal, A. ⓘ

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^bDepartment of Commerce, Prestige Institute of Management, Gwalior, India

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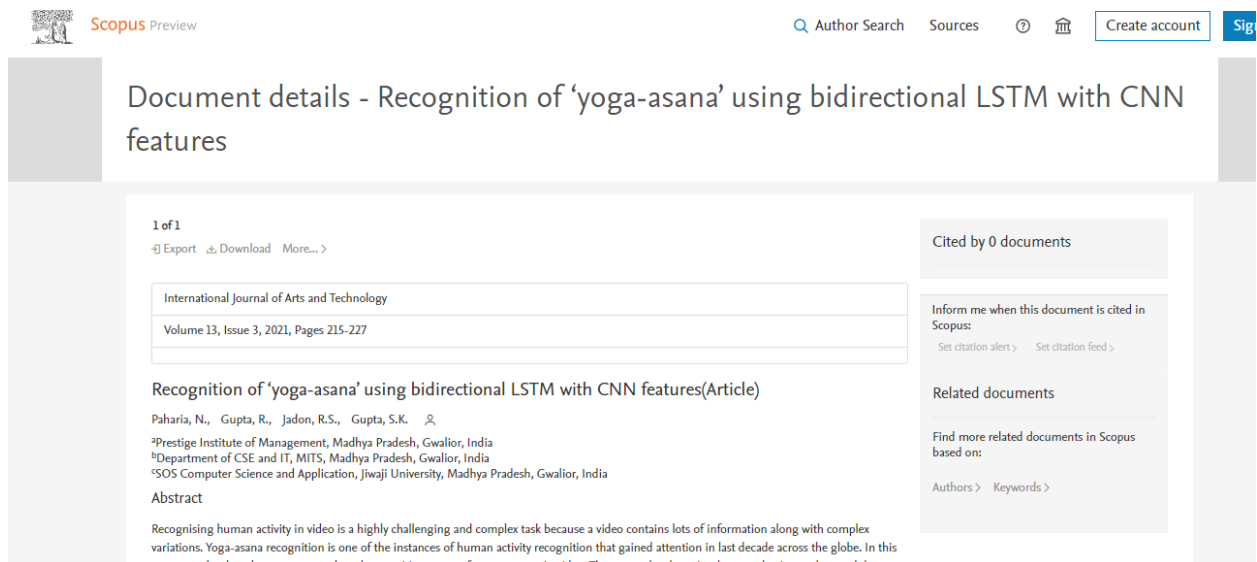
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²Department of CSE and IT, MITS, Madhya Pradesh, Gwalior, India
³SOS Computer Science and Application, Jiwaji University, Madhya Pradesh, Gwalior, India

Abstract

Recognising human activity in video is a highly challenging and complex task because a video contains lots of information along with complex variations. Yoga-asana recognition is one of the instances of human activity recognition that gained attention in last decade across the globe. In this paper, we developed an appearance-based recognition system for yoga-asana in video. The system has been implemented using end-to-end deep

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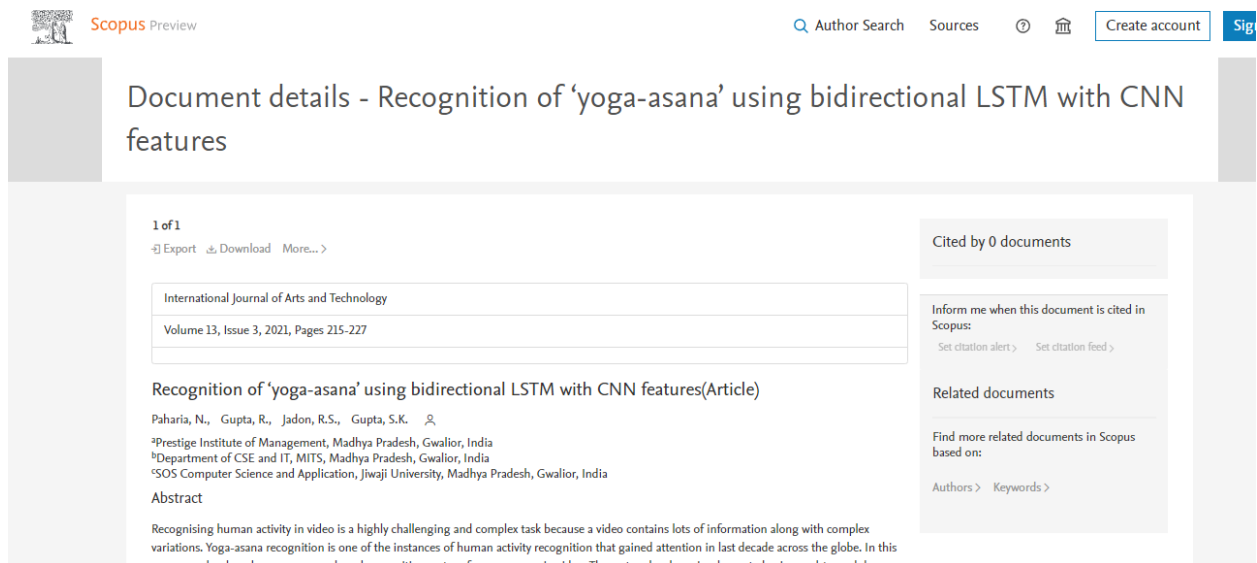
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Abstract

The potential growth in technology is very high from past two decades. Due to this, every field of life is connected to internet. Nowadays, millions of people use internet and do shopping online. The fashion industry has opened new gates for online users by providing various offers. In this paper, a model is proposed for analysing impulse buying (IB) towards apparels based on consumers' shopping behaviour. The data of 569 responses is collected and evaluated by using partial least square-structural equation modelling framework. Further, for analysing and identification of exact parameters that is highly important which affect user buying behaviour has used statistical approaches such as logistic regression. Based on results,

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Financial inclusion: Impact of accessibility, availability, and usage of financial services - A study on household workers in Madhya Pradesh, India(Article)

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^bPrestige Institute of Management, Gwalior, Airport Road, Opposite Deendayal Nagar, Gwalior, 474 020, India

Abstract

The purpose of this research paper is to investigate the impact of the availability of finance, the source of finance and usage of finance on financial inclusion in the different demography of people. This study had made an attempt to throw a light on availability, accessibility, and usage of financial services to the household worker in the selected study area. i.e., Gwalior city. Exploratory factor analysis is used to uncover several factors which need

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An interdisciplinary approach to the study of nepotism is taken into consideration in this article. Nepotism is one of the least researched and most poorly defined human resource

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A Study on the Effect of GST and Demonetization on the Growth of the MSME

Jitendra Kumar Dubey¹, Dr. Sanjeev Gupta², Dr. Nischchay Upamannu³

¹(Research Scholar) SOS Management Jiwaji University Gwalior

²(Professor) SLP College Gwalior

³(Assistant Professor) Prestige Institute of Management Gwalior

Abstract: GST and Demonetization are two striking choices taken by the Indian government to handle the issues which are available and to determine the developing issues which emerge step by step in the Indian economy. GST and Demonetization are probably going to be portrayed as distinct advantages of the Indian Economy. GST will expect organizations to be charge grievance as well as rearrange their structure and production network systems. Then again Demonetization is prompting blast the cashless installments. These two will render an incredible open door for clients to relook at their structure and update their stock chains since the present inventory network has been planned by interstate tax collection. This greatest Tax change in Independent India, the Goods, and Services Tax Act (GST) has expedited a platter, an idea called "Piece Levy" to its citizens. One of the key highlights of GST is the consistent progression of info credit over the chain (from the assemblage of

currency unit of its status as lawful delicate. The need for Demonetisation emerges at whatever point there is a difference in national currency. The old unit of currency must be resigned and supplanted with another currency unit. The significant thought process of this demonetization is to battle swelling, to battle debasement, and to dishearten a money framework. In this manner, the procedure of demonetization includes either presenting new notes or coins of a similar currency or totally supplanting the old currency with new currency [1].

2. IMPLEMENTATION OF GST


GST is a far-reaching backhanded tax that would supplant

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Abstract

Purpose

The purpose of this paper is to take the neglected influencing factors in brand alliance research into account based on consumer characteristics theory and discuss the influencing factors' interactive effects on brand alliance.

Design/methodology/approach

Based on the theory of consumer characteristics and the S&R model of brand alliance, an experimental design was conducted to examine the relationship among the various variables and moderators, which can test the changes of the dependent variables by controlling and manipulating one or more single variables. The sample includes 400 college students.

Findings

Related articles

How trust moderates social media engagement and brand equity
Hardeep Chahal et al., Journal of Research in Interactive Marketing, 2017

Does the tail wag the dog? Brand personality in brand alliance evaluation
David O. James et al., Journal of Product & Brand Management, 2006

Perceived social media marketing activities and consumer based brand equity: Testing a moderated mediation model
Kian Yek Koo et al., Asia Pac Journal of Mark

<https://www.emerald.com/insight/content/doi/10.1108/APJML-05-2019-0321/full/html>

THEORETICAL EXTENSION OF THE NEW EDUCATION POLICY 2020 USING TWITTER MINING

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Sumit Narula

Associate Professor, Amity University Madhya Pradesh, Gwalior

Ruturaj Baber

SCMS, Faculty of Management, Symbiosis, Nagpur

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DTHM, Jamia Millia Islamia, Delhi


ABSTRACT


In 2015, India adopted the UN's Agenda for Sustainable Development Goal 4 which aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all". As the existent educational system was inadequate to meet the desired sustainable goal, the Indian government introduced the New Education Policy (NEP) in 2020. Considered as an inclusive education policy that focuses on fostering knowledge and value-based education, this study aims to evaluate the paradigm of NEP in the higher education sector. The study collected data from official policy documents (from the Ministry of Human Resource Development website) and Twitter to explore the critical areas in the NEP. By adopting the qualitative analysis method, the data were analysed using computer-assisted qualitative data analysis software. After mining the data from tweets and policy documents, sentiment analysis and other forms of graphical representations were conducted. The study identified three themes namely students, language and discipline. The sentiment analysis revealed that the majority of the people were optimistic about the implementation

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A self-congruence and impulse buying effect on user's shopping behaviour over social networking sites: an empirical study

Shaifali Chauhan, Richa Banerjee, Chinmay Chakraborty, Mohit Mittal, Atul Shiva, Vinayakumar Ravi

International Journal of Pervasive Computing and Communications

ISSN: 1742-7371

Article publication date: 16 July 2021

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Abstract

Purpose

This study aims to investigate the shopping behaviour of consumers, mainly in fashion apparels, and intends to understand consumer buying patterns in Indian context. The study was designed to determine the level of consumer's sense of belonging towards apparel shopping by applying the concept of self-congruence.

Design/methodology/approach

The study used variance-based partial least squares structural equation modelling (PLS-SEM) on a cross-sectional study conducted on 569 consumers. The study was conducted by using questionnaire to collect the responses from the central zone of India. The results support most of the projected hypotheses.

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Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment
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A dual process on shopping well-being across shopping contexts: the role of shopping values

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A dual process on shopping well-being across shopping contexts: the role of shopping values

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[The role of sacrifice and service quality in the Indian restaurant industry](#)

by Prabhat Kumar Singh Kushwah; Pankaj Kumar Singh

International Journal of Business Excellence (IJEX), Vol. 23, No. 2, 2021

Abstract: The present study attempts to investigate the role of sacrifice and service quality in Indian restaurants. Responses were collected from 420 respondents using a convenience sampling approach and analysed with the help of confirmatory factor analysis and structural equation modelling. The data were collected using convenience study which was intended to point out the influence of service quality, sacrifice, service value, customer satisfaction, and behavioural intentions of 420 respondents of the metropolitan cities of India. Data analysis tools used in this research were EFA, CFA, and SEM the results disclosed that the service quality influenced sacrifice, service value, customer satisfaction, and behavioural intentions. For future study the research can focus on to identify antecedents of the sacrifice, service value and satisfaction relationship was not included in the model of the study in future research researchers can include this relationship in their model and sacrifice was not used as a mediator among service quality and service value in future research researchers can find out a mediating role of sacrifice.

Online publication date: Fri, 05-Mar-2021

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Vol. XXXV No. 4, December 2021
Pages – 1077-1101

A Sem Approach : Determinants of Capital Structure

TARIKA SINGH SIKARWAR*
SHIKHA GOYAL**

Abstract

The analysis is done using SEM analysis of thirty five organizations of the NSE through 2001-2014. The results recommended that growth, uniqueness, non-debt tax shields, collateral value, size, profitability and volatility were positively related to capital structure. It was found that the profitability was the most important factor in defining the capital structure of the company. Also variables like growth, uniqueness, and volatility help in defining the capital structure of the company. This study helps researchers to classify the elements of the capital structure; financial managers to give consultancy services to the company for designing their capital structure; organizations and investors. Organisation after understanding relationship between capital structure and its determinants can strive more for value creation and investors can invest their money after considering the relationship.

JEL Code : D70 ; L20 ; L80 ; L90 ; L30

Keywords : Capital Structure, Tax, Growth, Profitability.

I. Introduction

<https://financeindia.org/data/2021/FI354/FI-354-Art02.pdf>

International Journal of Business Excellence > 2023 Vol.31 No.4

Title: Multilateralism in nations: an empirical research

Authors: Tarika Singh Sikarwar**Addresses:** Prestige Institute of Management, Opposite DD Nagar, Airport Road, Gwalior – 474020, India

Abstract: The present study is based on the multilateralism of the ASEAN group with specific reference to two emerging powers of the Asian region, i.e., China and India. ASEAN is dependent on China for its economic and trade need. India apart from being a trading partner stands between the power game being played by the USA and China in the ASEAN region. The study is an effort to understand the multilateral relations India, China, and the ASEAN region have with each other especially in terms of trade. An analysis of the last 26 years' data on trade-related variables between ASEAN with India and China is done and an understanding of the trend of the same has been made. Using statistical tools, differences in these trade-related variables between ASEAN with India, ASEAN with China, and ASEAN with ASAEN has been checked. The results have policy implications for these nations and groups.

Keywords: multilateralism; trade integration; ASEAN; India; China; policy.**DOI:** 10.1504/IJBEX.2023.135488

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YEAR 2020



PAPER 82

Journal of Content, Community & Communication
Vol. 12 Year 6, December - 2020 [ISSN: 2395-7514 (Print)]

Amity School of Communication
Amity University, Madhya Pradesh [ISSN: 2456-9011 (Online)]

NEW EDUCATION POLICY: QUALITATIVE (CONTENTS) ANALYSIS AND TWITTER MINING (SENTIMENT ANALYSIS)

Dr. Rahul Pratap Singh Kaurav

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Prof. K.G. Suresh,

Vice Chancellor, Makhan Lal Chaturvedi National University of Journalism & Communication,
Bhopal, M.P.

Dr. Sumit Narula

Director, Amity School of Communication
Chairman, Centre for Detection of Fake News and Disinformation
Amity University Madhya Pradesh, Gwalior, MP

Ruturaj Baber

Assistant Professor, Prestige Institute of Management, Gwalior

ABSTRACT

The year 2020 has been an exceptional year for countries across the globe. In India, apart from Covid-19, one of the important changes that took place was the development of the New Education Policy (NEP) 2020. Time by time, various committees have recommended to increase the allocation of the budget for education to 6% of the GDP, this has lead to the interests of researchers. This paper aims to identify the concerns and focus of NEP 2020. The authors have utilized qualitative data analysis techniques to understand critical areas of focus of policy documents and computer-assisted qualitative data analysis software to address the issues. The research also uses data from Twitter. The data (policy documents) was downloaded from the Ministry of Human Resource Development (MHRD) website. For a better understanding of the collected data, Word Cloud, TreeMan, Project

https://www.researchgate.net/publication/352719514_NEW_EDUCATION_POLICY_2020_QUALITATIVE_CONTENTS_ANALYSIS_AND_TWITTER_MINING_SENTIMENT_ANALYSIS

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PAPER 84

Journal of Content, Community & Communication
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Amity School of Communication
Amity University, Madhya Pradesh [ISSN: 2456-9011 (Online)]

AN ANALYTICAL STUDY ON IMPULSE BUYING FOR ONLINE SHOPPING DURING COVID-19

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Richa Banerjee

Assistant Professor, Prestige Institute of Management, Gwalior, Madhya Pradesh, India

Mohit Mittal

Inria Lille - Nord Europe, CRISTAL, France

ABSTRACT

This study highlights the role of utilitarian shopping, hedonic shopping, and online advertisement on cognitive dissonance. Impulse Buying plays a role as a mediator in this research. The objective of this research is to investigate how utilitarian shopping value, hedonic shopping value, and online advertising influence the cognitive dissonance of customers. 338 response data have been collected from consumers involved in fashion apparel; respondents are majorly from central zone of India. Partial least square (PLS) – Structural equation modelling (SEM) is implemented using Smart PLS 3.0. The simulation result shows that utilitarian shopping value, hedonic shopping value, and online ads are found to be important in predicting cognitive dissonance and impulse buying, whereas impulse buying is impeccable in terms of predicting positive relationships with cognitive dissonance. Moreover, Impulse buying is playing as positive mediating effect in relation with constructs. Hence, this research suggests that a complex representation which may better understanding about consumer shopping behaviour. Conclusively, this research's major contribution towards authors' knowledge, and help the marketing expert to focus on important parameter of consumer

<https://www.researchgate.net/publication/348408342> An Analytical Study On Impulse Buying For Online Shopping during COVID-19

PAPER 85

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PAPER 86

IMPACT OF PRICE PROMOTION ON BRAND EQUITY MODEL: A STUDY OF ONLINE RETAIL STORE BRANDS

Dr. S. S. Bhakar

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Dr. Shilpa Bhakar

Associate Professor, Prestige Institute of Management, Gwalior, MP, India

Dr. Shailja Bhakar

Associate Professor, Prestige Institute of Management, Gwalior M.P., India

ABSTRACT

The study evaluates the effect of Price Promotion strategy (PPs), extensively used by online stores to promote sales and improve market share, on Brand Equity (BE) elements of these stores. The study focuses on the mediating role played by the two prominent elements of BE, perceived quality (PQ) and brand awareness (BA) in forming the relationship between the PPs on brand association (BAssso) and brand loyalty (BL) in case of online stores (Amazon, Flip Kart, Snap Deal). The data for the study was collected from the students of graduate and post graduate programs at Gwalior, Madhya Pradesh (India) selected on the basis of random sampling method. The causal relationships between PPs and the elements of BE along with moderating effects of PQ and BA on the relationships of PPs on BAssso. and BL were evaluated using SEM methodology. PPs contribute positively to all the four elements of BE (PQ, BA, BAssso. and BL). The study has thus, made significant contribution to the existing literature that unlike physical stores, in case of online stores, PPs contribute in improving all the elements of BE instead of having adverse effect. The study has made another very important contribution to existing literature in evaluating the mediating role played by PQ and BA. The results indicate that PQ fully mediates the relationships of PPs with BAssso. and BL. Similarly, BA fully mediates the relationships of PPs with BAssso. and BL.

Keywords: Price Promotion, Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty.

INTRODUCTION

Brand equity is the overall value that the customers attach to a brand. Major contributors to research on branding have conceptualized brand equity on the basis of

and Ballester, 2005), brand attitude (Faircloth et al. 2001), brand ambassador credibility (Dwivedi and Johnson, 2012), Event Marketing (Zarantonello and Schmitt, 2012) as predictors of BE. Therefore, many business organizations

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PAPER 87

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PAPER 88

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PAPER 89



Factors of Entrepreneurial Readiness in Society

Navita Nathani, Rahul Pratap Singh Kaurav, Ravindra Pathak
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rsinghkaurav@gmail.com

Abstract

In the last decade, the Indian economy grew very rapidly but still was unable to generate more employment opportunities. The no-cost solution to this problem is entrepreneurship, which attracted the many researchers to investigate entrepreneurial aspects. On the same track, this paper has identified four factors, named as – regulative, cognitive, normative, and conducive – which are considered responsible for social readiness of entrepreneurship.

https://www.researchgate.net/publication/372250314_Factors_of_Entrepreneurial_Readiness_in_Society

PAPER 90



Factors of Entrepreneurial Readiness in Society

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PAPER 91

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Congruence and Internalization as predictor of Citizenship Behaviour: Empirical Investigation using PLS

Effulgence

Vol. 18, No. 1

January - June, 2020

Rukmini Devi Institute of Advanced Studies

E-mail : effulgence@rdias.ac.in, Website : www.rdias.ac.in

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Chanda Gulati¹ ✉

Prof. (Dr.) Yogesh Upadhyay²

Dr. Garima Mathur³

Abstract

The purpose of the present paper is to empirically test the effect of congruence on extra-role behaviours among employees of hospitality sector in Madhya Pradesh (India). The established concept based hypotheses pointed several relationships and linkages that value congruence have on behavioural intentions. The results demonstrated that congruence effect the

<https://www.researchgate.net/publication/339083804> Congruence and Internalization as predictor of Citizenship Behaviour Empirical Investigation using PLS

PAPER 92

ISSN (O) : 2456-6675, ISSN (P) : 0972-8058

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Empirical Investigation using PLS

PAPER 93

ISSN No. 2349-7165

A Perceptual Study About Organizational Learning Practices & Its Effect on Organizational Commitment

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Prof. Suvijna Awasthi

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ABSTRACT

The growth of an employee is highly influenced by the growth of the organization which is highly dependable on how organization is maintaining the learning environment within the workplace. Researcher explored about the relationship between the organizational learning practices & organizational commitment of employees as the faculty members teaching in higher educational learning institutions of Gwalior, Madhya Pradesh. Faculties were approached as respondents for this study. Out of 250 questionnaires only 200 responses were taken as sample for & also the analysis was done by applying the reliability test, factor analysis & regression tests through SPSS. The findings of the study revealed that there is a positive & significant relationship between the organizational learning practices & organizational commitment of faculties of teaching firms. This paper further concludes that for attaining strong organizational commitment the organizational learning practices must have been given more priority for the academic institutions as it is

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PAPER 94

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Document details - What determines risk of bankruptcy?

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Finance India
Volume 34, Issue 4, December 2020, Pages 1429-1458

What determines risk of bankruptcy?(Article)

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Prestige Institute of Management, Opposite Deen Dayal Nagar, Airport Road, Gwalior, Madhya Pradesh, 474020, India

Abstract

External and internal environments related to the firm keep on changing. The changing environment affects a firm directly as well as indirectly. This is true for firms across the world. Changing the environment poses a risk for organizations. Bankruptcy risk is one of them. Many pieces of research have been conducted world over to know what determines the risk of bankruptcy in a firm and how high bankruptcy risk a firm has. These determining factors vary at different points of time as per the external & internal environment of business. This study is done for now the risk of bankruptcy for the National Stock Exchange-listed banking firms. Further, the work identifies and classifies firms as risky and healthy firms. This research work provides muchneeded information about the banks on the verge of bankruptcy and the process of determining the risk. There are

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Document details - Impact of individual market orientation on selling and customer orientation

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Journal of Strategic Marketing
Volume 28, Issue 4, 18 May 2020, Pages 288-303

Impact of individual market orientation on selling and customer orientation(Article)

Baber, R., Kaurav, R.P.S., Paul, J.

^aPrestige Institute of Management, Gwalior, India
^bUniversity of Puerto Rico, USA & Visiting Prof-Deakin University, Australia

Abstract

We analyze the direct effect of individual market orientation on selling orientation-customer orientation of corporate insurance agents licensed in an emerging market based on the data collected using a random survey of corporate insurance agents in the Life Insurance sector in India. The results

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Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation(Article)

Singh, P., Ahmad, A., Prakash, G., Kushwah, P.K.S. ⓘ

¹Marketing and Strategy, ICFAI Business School, IFHE Campus, Dontanpalli, Shankarpalli Road, Hyderabad, Telangana, India

²Humanities and Management, Dr BR Ambedkar National Institute of Technology, Jalandhar, India

³Prestige Institute of Management Gwalior, Gwalior, India

Abstract

Purpose: The purpose of this paper is to take the neglected influencing factors in brand alliance research into account based on consumer

Cited by 4 documents

Rodríguez-Torrico, P., San José Cabezedo, R., San-Martin, S.
Building consumer-brand relationships in the channel-mix era. The role of self-brand connection and product involvement

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Consumer purchase intention of intangible cultural heritage products (ICH): effects of cultural identity, consumer knowledge and manufacture type

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Application of 'masstige' theory and approaches for the marketing of smartphone brands in India(Article)

Baber, R., Upadhyay, Y., Singh Kaurav, R.P., Baber, P.

^aPrestige Institute of Management, Gwalior, Madhya Pradesh, India

^bSchool of Studies in Management, Jiwaji University, Gwalior, India

Abstract

'Masstige' is term emerged in the early years of the present century as an answer to the question – how the organisations are planning to penetrate in the emerging economies? 'Mass prestige' is commonly known as 'masstige'. Masstige marketing, evolved as a strategic activity, which focuses on

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Relationship between personality and job performance: Indian perspective of Triguna theory(Article) (Open Access)

Banerjee, R., Pathak, R., Mathur, G.

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

Abstract

The three Gunas namely, Sattva, Rajasic and Tamsic are considered as basis of personality formation according to Indian psychology which decides an individual's orientation towards something. In the study, two Gunas, i.e., Sattva Guna and Rajas Guna were taken into consideration as Tamsic Guna

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Rural tourism in India is increasingly becoming competitive. Customers expect better services and unique experiences. It is therefore essential for the service providers to better understand the expectations of the visitors and carefully match their offers. Segmentation and targeting of the market are accepted principles of business and there has been a lot of research on the basis of segmentation. The primary objective of this article is to identify the profile of the different clusters (popularly known as segments) of motivations of tourists traveling within rural India. The intention is to decipher the causative clusters, which influences the tourists to visit the rural areas. These variables are used to identify the various rural domestic tourist market segments. A self-administered instrument was used to collect the data. Four factors have been identified through exploratory factor analysis: socialization, escape, rural experience, and self-indulgence. After identifying factors, K-means clustering was used to segment the market. The researchers have identified two relevant

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Household Debt, Financial Inclusion, and Economic Growth of India: Is it Alarming for India?

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Tarika Sikarwar (singh.tarika@gmail.com), Anivesh Goyal and Harshita Mathur

Asian Economic and Financial Review, 2020, vol. 10, issue 2, 229-248

Abstract: The process of economic growth must strive to include participation from all sections. In India, inclusive growth has always been a priority. The agenda of inclusive growth is reflected in the kind of policies and regulations that the policymaking and regulating institutions have been developing over the past decade. From Agricultural Economy to developing economy, India has come a long way in implementing financial sector reforms especially related to financial inclusion. The motive is economic growth. The present study was done to find the causal relationship between India's financial inclusion and economic growth and household debt and economic growth using indicators for financial inclusion, household debt, and economic growth. The relationship was checked using the linear regression technique. The results indicated that only three out of ninety-six indicators of financial inclusion affected economic growth but. Household debt and economic growth have a negative relationship. The results have serious policy implications in India as India is moving towards financial inclusion.

Keywords: [Household debt](#); [Financial inclusion](#); [Economic growth](#); [GDP](#); [India](#); [Economy etc.](#) (search for similar items in EconPapers)

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Determinants of mobile apps adoption among young adults: theoretical extension and analysis

Aashish Mehra ✉, Justin Paul & Rahul Pratap Singh Kaurav

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ABSTRACT

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Mobile applications (apps) are now the most essential part of daily life. In this context, this study seeks to a) develop and validate a new hybrid model, (as a theoretical lens for future research) combining the Technology Acceptance Model (TAM) with the Diffusion

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Journal of Content, Community & Communication
Vol. 10 Year 5, December- 2019 [ISSN: 2395-7514 (Print)]

Amity School of Communication
Amity University, Madhya Pradesh [ISSN: 2456-9011 (Online)]

The Impact of Website Quality and Reputation on Purchasing Intention Towards Online Shopping

Shaifali Chauhan

Assistant Professor, Prestige Institute of Management, Gwalior

Dr. Richa Banerjee

Assistant Professor, Prestige Institute of Management, Gwalior

Dr. Subeer Banerjee

Director, Academic Guru, Gwalior

ABSTRACT

In today's scenario online business becoming a strong industry and the consumers have become more rational in decision. Present study investigates about the Impact of website quality and website reputation on Purchase Intention towards online shopping, the sample size chosen was a representation of population from 3 cities Gwalior, Bhopal, Indore and the age group chosen was 18 years to 36 years of age. The individual respondent had been used and 210 respondents were selected to collect data. The results specified that the data is highly reliable with the different values as reported by Cronbach's Alpha test. Exploratory factor analysis was applied in which 2 factors emerged in website quality, 2 factors emerged in reputation and 2 factors emerged in purchase intention. The Regression analysis concluded and proved that there was a positive significant Impact of independent Variable i.e. website quality and website reputation on dependent variable i.e. purchase intention.

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Journal of Content, Community & Communication
Vol. 10 Year 5, December- 2019 [ISSN: 2395-7514 (Print)]

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Nathani, N., Mathur, G., Dwivedi, G.

Prestige Institute of Management, Gwalior, India

Abstract

The rise of social responsibility in students has been exposed to be linked with academic achievement, success and higher self-esteem. Academic achievement stands for performance of a person to accomplished specific objectives in the instructional atmosphere of school, college and university

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International Journal of Recent Technology and Engineering
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Fit, identification and employees' overall brand evaluation: An empirical analysis using PLS(Article)
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Gulati, C., Mathur, G.

Department of Management, Prestige Institute of Management, Gwalior, India

Abstract

The purpose of the present paper is to empirically test the effect of P-O fit and P-B fit on employees' brand identification and overall brand evaluation. The review of previous studies pointed several assumptions indicating the relationship of fit with identification and brand evaluation as well as identification with overall evaluation of the brand. The analysis of the data was done using SmartPLS. The results revealed that fit affect the

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Personality traits and risk tolerance among young investors(Article)(Open Access)

Mathur, G., Nathani, N.

^aPrestige Institute of Management, Gwalior, India

^bManagement Dept., Prestige Institute of Management, Gwalior, India

Abstract

India is a developing nation with highest number of youths in world. The youth is growing in the era of internet, least fare Wi-Fi connections. They have ample of knowledge available at one click. For any decision they search multiple options which give them sense that they are opting for the best and will reduce the chances of setbacks. Although every individual vary in their risk taking capacity and the capacity to tolerate setbacks is mostly related to kind of personality characteristics an individual carry. Present study is an attempt to identify the kind of relationship between personality types in (BIG Five model) and risk tolerance among youth. There are five personality traits measured through BIG Five namely; Extraversion,

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Big Five Personality Traits and Financial Literacy: Effect on Risk Tolerance of Filipino Investors from Higher Education Institutions in Metro Manila

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Mendoza, D.M., Padernal, A.M.G., Pante, E.M.S.

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Psychological antecedents and impulsive buying in online shopping

Pallavi Mathur, S. S. Bhakar

Abstract: Impulse buying or also called unplanned purchase is the behavior of the person in which the person is not planning something in shopping. Consumers who do impulse buying do not think to buy a particular brand or product. Online shopping or online retailing is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the Internet without an intermediary service. The main objective of this study is to determine the relationship between website design, promotional approaches, and usage of credit and debit cards to do impulse buying while shopping online. Non probability technique was used to select the sample. The study was causal and effect in nature with survey method used as a tool for data collection. The overall sample size for the current study was 200 respondents. This study provides insights for customer impulse buying behavior in online shopping. The result of study shows there is positive relation between psychological antecedents and impulse buying.

Keywords: Impulse Buying, Online Shopping, Psychological Antecedents, Website Usage

reliability are essentially intervened by consumer loyalty. Two different antecedents that are exchange capacity and reaction have no noteworthy impact to both consumer loyalty and client dedication. While 2 different antecedents that are website composition and item variety just have a direct critical impact to client devotion.

Floh and Madelberger (2013), in his study distinguish the antecedents of web based shopping, for satisfying their target they have Followed the S-O-R model, based on a similar they have built up an exploration model that incorporates the natural attributes of an e-store model with the structure of Baker (1986) and Eroglu et al. (2003). The findings of the quantitative study of online customers proposed that the environmental signals of an e-store when all is said in done, and the structure and simplicity of route specifically, decidedly impact online drive purchasing

<https://www.ijrte.org/wp-content/uploads/papers/v8i1s4/A10040681S419.pdf>

EFFECT OF PERCEIVED CROWDING ON CUSTOMER LOYALTY IN MODERN RETAIL WITH MEDIATING EFFECT OF CUSTOMER SATISFACTION

Dr. S. S. Bhakar* Praveen Aronkar**

* Director, Prestige Institute of Management, Gwalior

** Research Scholar, Jiwaji University, Gwalior

ABSTRACT

Ever-growing retail sector is now at a revolution stage with transformation into modern organized retail. This organized retail is capturing large trade volumes as new era shoppers are more attracted towards it due to enjoyable shopping experience. This paper analyses the perceived crowding as dimension to customer satisfaction and customer loyalty. Moreover customer satisfaction is tested for any mediating role on

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Article

EFFECT OF SERVICE QUALITY & CUSTOMER SATISFACTION ON CUSTOMER LOYALTY IN ONLINE RETAIL

February 2020

Authors:

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Trinity/Prestige Group of Institutions, Bho...

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Article


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ENGAGING THROUGH INTERNAL BRANDING IN EDUCATION SECTOR

¹Chanda Gulati

¹Research Scholar, Jiwaji University

²Dr. Garima Mathur

²Associate Professor, Prestige Institute of Management, Gwalior


³Dr. Yogesh Upadhyay


³Professor, Jiwaji University, Gwalior

Abstract: The purpose of this paper is to study the effect of Internal branding on work engagement and affective commitment in the educational setting. The study used a quantitative survey with a sample of 200 faculty members working in management institutes of Madhya Pradesh (India). The study investigated that internal branding and work engagement significantly affected the affective employee commitment. The study also demonstrated that work engagement mediated the relationship between the two. The result implies that appropriate internal branding initiatives focused in improving the work engagement among the employees is a prerequisite to influence the employees' commitment. A significant managerial implication can be drawn from this study, for example using both internal communication and training dimension of Internal Branding engaging employees to influence employees' brand-supporting attitudes and behaviours. The internal constituents are the prime factor on which the success of brand relies. So, the engaged and committed faculty members may be taken as pivotal for the branding

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Authors

Singh Kaurav, Rahul Pratap; Rajput, Sneha; Baber, Raturaj

Abstract

Technological advancements have touched and transformed all walks of life and almost every aspect of human working. Education is one of the area which is highly influenced with its dynamism. Technology has created an ecosystem wherein education can be imparted through E-modes. This electronic learning ecosystem is diversified which is




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Abstract

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Dynamics of Financial Structure and value of firm: Evidence from Indian Automobile sector

Rajshree Sharma, Research Scholar, School of Studies in Management, Jiwaji University, Gwalior,
India. rajshree111@gmail.com

Dr. Navita Nathani, Associate Professor, Prestige Institute of Management, Gwalior, India.
drnavita@prestigegwl.org

Abstract This study examines the effect of capital structure on value of firm of Automobile companies Listed at NIFTY during 2004 to 2018. Variables including Profitability, size, Liquidity, Tangibility, Business Risk, Age, Growth, ROA and Price to Book ratio. The study used OLS technique to refer the factors of capital structure in Indian Automobile industries. Business Risk and Growth were not associated with all leverage components i.e. Total Debt (TD), Long Term Debt (LTD) and Short Term Debt (STD). The main objective of study is to identify the effect of leverage on firm's performance and on value of the firm. The study is also flavored by identification of macroeconomic effect on Leverage, Firm performance and Firms value. The study found Tangibility and size significant positive effect on Total Debt. In addition, Liquidity found negative significant to total debt but positive to short term debt. Moreover, considering the firm performance, leverage found associated but negatively. Similarly, firm's value also found negative association with leverage. As we also included macroeconomic variables and found Money supply negatively associated to leverage while GDP negatively associated to firms value but not with performance.

Keywords — Indian Auto companies, capital structure decision, determinants of capital structure, firm performance, value of firm, National Stock Exchange.

I. INTRODUCTION

The word finance was used as capital but after taken as

Therefore, appropriate portion of capital structure may help to bear on profitability to the company.

<http://ijream.org/papers/IJREAMV04I1147024.pdf>

PAPER 125

ISSN No. 2349-7165

A Perceptual Study About Organizational Learning Practices & Its Effect on Organizational Commitment

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Prof. Suvijna Awasthi

Jiwaji University, Madhya Pradesh, Gwalior (M.P.)

ABSTRACT

The growth of an employee is highly influenced by the growth of the organization which is highly dependable on how organization is maintaining the learning environment within the workplace. Researcher explored about the relationship between the organizational learning practices & organizational commitment of employees as the faculty members teaching in higher educational learning institutions of Gwalior, Madhya Pradesh. Faculties were approached as respondents for this study. Out of 250 questionnaires only 200 responses were taken as sample for & also the analysis was done by applying the reliability test, factor analysis & regression tests through SPSS. The findings of the study revealed that there is a positive & significant relationship between the organizational learning practices & organizational commitment of faculties of teaching firms. This paper further concludes that for attaining strong organizational commitment the organizational learning practices must have been given more priority for the academic institutions as it is directly linked with employee's commitment.

Key words: Organizational Learning, Organizational Commitment & Job Satisfaction

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PAPER 126

Document details - Cross markets equilibrium relationship an Indian evidence

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Finance India
Volume 32, Issue 3, September 2018, Pages 823-836

Cross markets equilibrium relationship an Indian evidence(Article)

Kaur, J., Nathani, N.

¹Faculty of Social Sciences, Agra, Uttar Pradesh 282005, India

²Prestige Institute of Management, Gwalior, Opp. Deen Dayal Nagar, Airport Road, Gwalior, Madhya Pradesh 474020, India

Abstract

The understanding towards the two markets, debt and equity, is important as they both comprise the optimum portfolio. The present study focused on the general paranoia among the investors that a little change in the equity markets, would cause them to switch themselves to the debt market, in order to secure their returns. This process of continuous arbitrage helps in determining the prices of the assets. Further to this explanation, the relationship between interest rates and bond prices, helped in determining the short run cointegration, running from bond markets towards equity markets. Infact, in the long run also, it was seen the yield to maturity and stock prices co-move, and direction of this relationship runs from YTM to

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Journal of Entrepreneurship Education (Print ISSN: 1098-8394; Online ISSN: 1528-2651)

Research Article: 2018 Vol: 21 Issue: 3

Gender-Based Discrimination Faced by Females at Workplace: A Perceptual Study of Working Females

Mansi Tiwari, Jiwaji University, Gwalior

Dr. Garima Mathur, Prestige Institute of Management & Technology, Gwalior

Dr. Suvijna Awasthi, Jiwaji University, Gwalior

Abstract

The presence of discriminatory problems has remained same especially when it comes to working females. This study aims to study about the different factors contributing to discriminatory problems which females are facing. Many studies have been conducted for understanding the discriminatory issues related to females at different sectors but this study evaluated the underlying factors which contribute more in discriminatory problems faced by working females when it comes to promotion, work allocation etc. This study includes the working females from Gwalior city. The measures for this were used as Factor analysis, Cronbach's Alpha. The results show that on actual ground discrimination is still exists in the workplace for females & major contributing factors are gender-based stereotype & prejudices, gender orientation, workload participation & work & family.

Keywords



<https://www.abacademies.org/articles/Gender-based-discrimination-faced-by-females-at-workplace-1528-2651-21-3-202.pdf>

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World Review of Science, Technology and Sustainable Development
Volume 14, Issue 4, 2018, Pages 376-393

Prediction of online perceived service quality using spider monkey optimisation(Article)

Agrawal, V., Bhakar, S., Rana, P.S., Tiwari, D.C.

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Abstract

With the evolution of technology, the attention of customers for the shopping has triggered to online platforms in a way that can never be thought of

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(2022) *World Review of Science, Technology and Sustainable Development*

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Machine learning for assessing quality of service in the hospitality sector based on customer reviews

(2021) *Information Technology and Tourism*

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World Review of Science, Technology and Sustainable Development

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^cSchool of Physics, Jiwaji University, Gwalior, India

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Document details - Marketing destinations to domestic travelers

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The Routledge Handbook of Destination Marketing

1 January 2018, Pages 123-132

Marketing destinations to domestic travelers (Book Chapter)

Sharma, S., Kaurav, R.P.S.

^aIndian Institute of Tourism and Travel Management, Noida, UP, India

^bPrestige Institute of Management, Gwalior, MP, India

Abstract

There is a need for destination marketers to clearly identify the target markets they want to cater to and the product mix that they want to offer to. Destination marketers must very diligently strategise their marketing activity. They must understand that there are difference in the profiles and expectations of domestic and international tourist and therefore, they need to have separate marketing strategy for domestic tourists as well as international tourists. Especially, the issue is more pertinent in destinations with the third world countries or 'emerging economies' that must

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- Destination marketing organizations: Roles and challenges
- Destination marketing research
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Analyzing the relationship between depression, abusive supervision & organizational deviance: An SEM approach

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Author

Listed:

- Garima Mathur
(Prestige Institute of Management, Gwalior, India)
- Abhijeet Singh Chauhan
(BVM College of Management Education, Gwalior, India)

Registered:

Abstract

Workplace deviance means the intention or desire of the employees to cause harm to the organizations. In current era, organizations are facing the deviant behavior of employees because of that employees are not working properly, absenteeism is increasing and employees are having low level of belongingness towards their organization and the consequences of these issues are observed in the organizations in the form of lower productivity & high turnover rate.


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