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3	Richa Banerjee	Insights of Social Science Research	Book 2
4	Gaurav Jaiswal	Insights of Social Science Research	Book 2
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6	Abhay Singh Chauhan	Insights of Social Science Research	Antecedents and Manifestation of Customer Satisfaction on Banking
7	Abhay Singh Chauhan	Insights of Social Science Research	Antecedents and Manifestation of Customer Satisfaction on Banking
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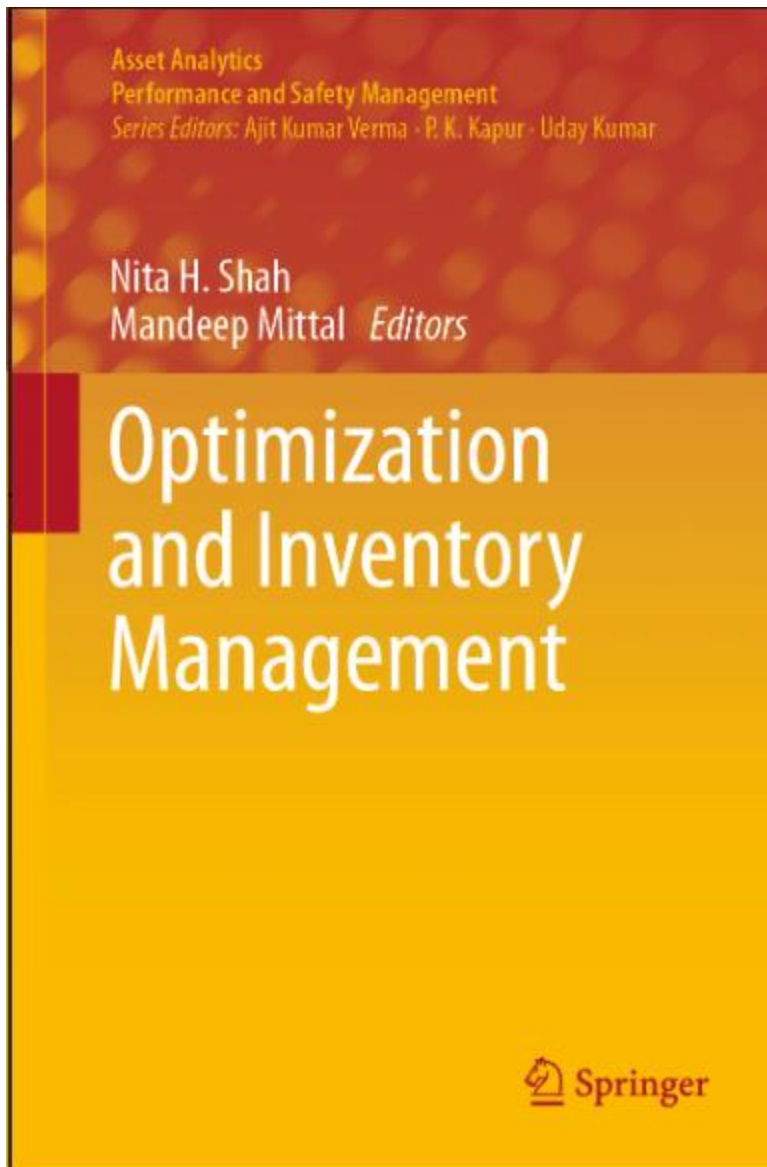
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Antecedents and Manifestation of Customer Satisfaction on Banking

S.S. Bhakar¹, Abhay Singh Chauhan², Anurita Shrivastava³, Vijay Salunke⁴, Mahesh Singh⁵, Mohd. Azmi Khan⁶ & Akshay Bhargava⁷

ABSTRACT

Customer loyalty has become extremely difficult in the extremely competitive environment where every manufacturer or service provider is doing their best to out-manoeuvre competition. The current study evaluates the mediation role of Brand Image and Customer Satisfaction on the relationship between Service Quality (both online and offline) and Customer loyalty. The study was conducted on a sample of 200 customers selected based on purposive sampling technique. Standardized questionnaires were used to collect data on a scale of 1 to 5. Online Service Quality had significant effect on Customer Satisfaction but did not affect Brand Image and Customer Loyalty significantly. Similarly, Offline Service Quality affected Customer satisfaction and Brand Image significantly but did not have significant effect on Customer Loyalty. Customer Satisfaction and Brand Image both did not have significant effect on Customer Loyalty. Both the mediating variables (Brand Image and Customer Satisfaction) did not have significant mediation effect on the relationships between on and off line service quality and customer Loyalty.

Keywords: Online Service Quality, Offline Service Quality, Customer Satisfaction, Brand Image, Customer Loyalty

INTRODUCTION

The banking industry has witnessed tremendous change after the post-independence. Financial service is the backbone of the service sector. Banking has become the most

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Household Financial Management: Relation Between Knowledge and Behavior

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ABSTRACT

This paper attempts to evaluate the factors of financial knowledge and their behaviour in managing personal financial planning. The study is based on planned behaviour theory given by Icek Ajzen (1985). Furthermore, this study also explored the financial knowledge and behaviour across various demographic variables to know the differences among genders, qualifications and profession. The study used statistical tool like ANOVA and regression through SPSS software.

Keywords: Financial Knowledge, Behaviour, Household Units.

INTRODUCTION

Recent economic troubles in all over the world have been emphasising the financial educators to think and come out with some appropriate solution. The urge is to understand the financial markets and act accordingly. The issue of financial knowledge and behaviour has become the subject of critical financial importance. The financial wellbeing of individual depends upon the actions and actions influence by lot many factors like social, economic, regulatory and political etc. Hence it can be concluded that financial decisions are affected by environment.

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Investigating Students Perceived Satisfaction and Effectiveness of E-learning on Behavioural Intention

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ABSTRACT

With the advent of e-learning system it is becoming difficult to make students behave in the desired way. However, learning and intention to behave depends upon the expectations of students from E-learning system. Chiu, Hsu, & Sun (2005) have stated that perceived satisfaction is a powerful factor in deciding continuous use of online learning system. There are few researches have been done related to Investigating students perceived satisfaction, effectiveness of E-learning and behavioral intention. This study aims at measuring the impact of E-learning on satisfaction level, behavioral intention, and effectiveness.

Keywords: Students Perceived Satisfaction, Behavioral Intention, Effectiveness, E-Learning

INTRODUCTION

In the last two decades Electronic learning (e-learning) has been researched and reported especially in IT (Roca et al., 2006). E-learning methods are new method for enhancing learning beyond classrooms or traditional teaching methods. There are many forms of disseminating E learning which majorly includes Intranet, Internet, Extranets, satellite broadcast, audio/video tape, interactive TV, and CD-ROM (Urdan & Weggen, 2000). Over the period of time the modes were changed for E-learning. However, few are still same but these processes have been changed. A wide data base is available free

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Modelling Relationship Between FDI, Inflation, Interest Rate and Stock Returns

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ABSTRACT

The present study was done in Indian context to evaluate the relationship between FDI, Inflation, Interest Rate and Stock Returns. The study was done considering sectoral indices and the time frame of the study was ten years (2005-2016). Linear regression was applied to check the causal relationship between sectoral Index returns and macro-economic variables under study. The results are significant in Indian context.

Keywords: FDI, Inflation, Interest Rate, Stock Returns, Macroeconomic Variables.

INTRODUCTION

The relationship between macro-economic growth and stock market development has dominated academic both academicians' and practitioner's literature in recent times. The growing linkages between macroeconomic variables and the movement of stock prices for different countries have well been documented in the literature over the last several years (Fama, 1981; Lee, 1992; Kaneko and Lee, 1995; Mukherjee and Naka, 1995; Booth and Booth, 1997; Mavrides, 2000; Maysami and Koh, 2000; Sadorsky, 2003; Chen, 2003; Humpe and Macmillan, 2007). Ahmed (2008) The movement of stock indices

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Impact of Perceived Quality and Trust on Brand Loyalty with Brand Attachment as Mediating Variable

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ABSTRACT

Brand loyalty is the most sought after area by marketers these days and lot of research is being conducted in this area. The current research was conducted to identify the impact of perceived quality and trust on brand loyalty with brand attachment as mediating variable. The data was collected using standardized questionnaires on the study variables on a Likert type scale of 1-7 with sample size of 200 respondents. Non probability quota sampling technique was used for identifying the respondents. The results indicated that brand attachment plays a major role in generating brand loyalty in case of fast food chains. Both perceived quality and brand trust has indirect effect on brand loyalty i.e. through brand attachment.

Keywords: Perceived Quality, Trust, Brand Loyalty, Brand Attachment.

INTRODUCTION

Brand loyalty is a very vast area in which marketing researchers are conducting continuous researches on different issues. Brand loyalty is a very important concept for organizations as quoted by several researchers in literature review (that is, Aaker, 1991; Dick and Basu, 1994; Fournier and Yao, 1997; Chaudhuri and Holbrook, 2001). Repeated buying of a brand as well as positive attitude towards a brand predicts the overall brand loyalty of a person towards the brand (Jacoby and Kyner, 1973; Trinquencoste, 1996; Bozzo et al., 2003).

With the increasing competition in the market and decreasing differentiation between the products, brand loyalty acts as a savior for the organizations (Fournier and Yao, 1997). When a customer is loyal he doesn't pay attention to any promotion done by

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Impact of Emotional Value on Loyalty in Baked Goods

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ABSTRACT

In baked goods, such as biscuits, a very strong association is often seen. Even though there has been proliferation in the brands available in certain product category, it is obvious that people keep purchasing the same biscuits that they are essentially fond of. The current study was done to understand the impact of emotional value on loyalty in baked goods. The study adapted questionnaire from standardized scales, and data was collected on college students. It was found that indeed emotional value has a very strong impact on loyalty.

Keywords: Emotional Value, Customer Loyalty.

INTRODUCTION

Consumer research has developed from an attention on the psychological parts of basic leadership to incorporate natural viewpoints, so that an article or experience can be seen to be esteemed for its own particular purpose. Holbrook and Hirschman (1982), for instance, contended for an experiential point of view that incorporated the symbolic, hedonic and esthetic parts of the utilization procedure. They recommended that the current data handling viewpoint inferred items were generally judged through utilitarian criteria, in light of how well an item or administration fills its proposed need or plays out its legitimate capacity. An experiential viewpoint sees items or administrations through hedonic criteria, in light of a valuation for the great or administration for its own purpose. Different specialists (e.g., Batra and Ahtola, 1990)

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A Relationship Between Workplace Spirituality and Organisational Commitment

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ABSTRACT

In this competitive era of 21st century, employees are suffering with stress, insecurity, less output, work pressure etc as the consequences of complexities, competition and structural changes and in these situations workplace spirituality can be termed as a ray of hope by which an organization can find out the solutions of above set problems. At organization level, a strong motivation can be driven by practicing the workplace spirituality. It approaches employees in more positive manner so that in the present research paper we are trying to analyse underlying factors of organization commitment and workplace spirituality, the relationship between organization commitment and workplace spirituality. For research purpose we have collected the primary data through survey method and the sample size is 200 respondents in which population includes the faculty members of professional courses in Gwalior City. The sampling technique used is Non - probability purposive method. The research was conducted to show a positive relationship between workplace spirituality and organization commitment.

Keywords: Workplace Spirituality, Organization Commitment.

INTRODUCTION

Educational Institutions plays an incredible role in the development of a country because in institutions there are numerous faculties who are working, and these faculty members

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Impact of Country of Origin on Brand Equity and Purchase Intention

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ABSTRACT

Today's businesses have been majorly affected by increasing globalization which has resulted in unprecedented problems for manufacturers, marketers and customers. The present study is an attempt to find out the impact of country of origin on brand equity and purchase intention. It was conducted on the Shoppers from Gwalior Region. The data is relevant and reliable. It was checked using the reliability and factor analysis test. Regression analysis was applied to know the effect of country of origin on brand equity and purchase intention. T-test was applied to know the effect of gender on all three variables. Confirmatory factor analysis was applied to confirm and validate the factors. The results show that country of origin is significantly affected by the brand equity. CFA was applied on individual variables. From COOI the leading factor was product distinctiveness with a construct reliability of .76 from BE the leading factor was brand strength with a construct reliability of .69 and from PI the leading factor was assessment with a construct reliability of .51. Gender did not have any significant impact on COOI, BE and PI.

Keywords: Country of Origin, Brand Equity and Purchase Intention.

REVIEW OF LITERATURE

Azim et al (2011) investigated the relationships among brand equity, purchase intention and brand preference from the point of view of Iranian young consumers. The secondary

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Antecedents of Work Life Balance

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Radhika Agrawal⁵, Megha Soni⁶ & Saksham Kukreja⁷

ABSTRACT

This paper is focused at identifying the antecedents of work life balance of the academicians of the Gwalior region. Work life balance or work family conflict is a burning topic for research for researchers and also for the social scientist. The increasing demands from a person in all the roles that he performs, is making these type of researches more important.

For this research data was collected with the help of standardized questionnaire and various statistical tools like regression, ANOVA etc. is applied on collected data to identify the antecedents of work life balance. The results revealed that employee engagement, personality type and demographics also play important role in determining work-life balance of employees of Gwalior region.

Keywords: Work Life Balance, Work Family Conflict.

INTRODUCTION

The present scenario of organization is altogether different from the past era. We can see increased women participation in workforce, the age of employees can range from 25 years to 70 years only males are not responsible to earn bread and butter for the family but females are equally supporting them. The jobs are no more 9 to 5 jobs but the job timings can extend beyond that, the relationship of work and worker has now been redefined. The change can also be envisaged in social scenario, the members of society (family) have to fulfill old roles and certain new roles also demand their attention.

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Quantified Image Analysis for Coronary Artery Disease Due to Plaque Formation Using Soft Computing Based Processing

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Mohit Yadav⁴ & Shubham Kumar⁵

ABSTRACT

Atherosclerosis, or hardening of the arteries, is a condition in which plaque builds up inside the arteries. Plaque is made of cholesterol, fatty substances, calcification, cellular waste products, calcium and fibrin (a clotting material in the blood). In this study various methods to detect the plaque form in coronary artery has been presented. This paper demonstrates some of the Image Processing activities like brightness enhancement, contrast adjustment, Histogram analysis, Inverse transformation of an image, thresholding of images, image enhancement in frequency domain, image restoration and de-noising. Edge detection has also been done to detect the plaque occurrence in the coronary artery. Soft computing approaches using genetic algorithm has been implemented for Image filtration.

Keywords: Plaque, Coronary Artery, Soft Computing, Image Processing, Thresholding.

INTRODUCTION

In the area of Medical Sciences, disease detection is the major concern. Image Processing is playing significant role in the area of Medical Images and in the detection of diseased area. In this paper, analysis of plaque detection in coronary artery has been demonstrated. Heart attack, in medical terms Myocardial Infarction (MI), is a major cause of human death in all over the world (Supriya Agrawal et al., 2013). Plaque is a substance made of cholesterol and fatty substances, calcium etc. which get deposits inside the arteries

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Effect of Foreign Exchange Rate on Oil Prices and Gold Prices in Indian Milieu

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ABSTRACT

This paper examined the impact of foreign exchange rate on oil prices (OP) and gold prices (GP) in India. The dependent variables in this study were oil prices and gold prices. The independent variable in the study was foreign exchange rate (FOREX). The main objectives of the study were to find the impact of foreign exchange rate on oil prices and gold prices. Various pre-regression analyses were performed including normality test, stationarity test and Granger Causality test. To analyze the data, Augmented Dickey-Fuller (ADF) was used to test stationarity. OLS model estimation was adopted to determine relationship among the variables. Granger causality test was used to investigate the impact of FOREX on Oil Prices and Gold Prices. We have used Eviews 8 to analyze the data. Granger causality results revealed that forex did not granger caused gold price and oil price. On lag selection, lag 2 was selected.

Keywords: Exchange rate, Gold Price and Oil Price.

INTRODUCTION

The import of oil signifies a huge part of the trade balance of an energy dependent country. The possible implication of oil prices for exchange rate movements have been noted by Oriavvoto and Eriemo (2012), Basher et al. (2011), Nikbakht (2009), Aziz (2009) as well as Amano and van Norden (1998). Dawson (2004) explains that changeability in oil prices has a vast impact on the comparative values of the currency

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Analysis and Interpretation of Abnormalities in the Brain Using Genetic Algorithm

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Rani Kumar Paliwal⁴, Sarita⁵ & Manorama⁶

ABSTRACT

Medical Imaging plays a pivotal role in the analysis and interpretation of various diseases linked with any anatomical aspect of human being. Brain is an integral part and is being treated as the most important body part through which controlling of entire system is being covered. The role of medical imaging perspective for any abnormality in the brain has gained tremendous importance in recent years. The present paper is a gentle attempt to analyze and interpret abnormalities in the specific portion of the brain. The MRI data set has been taken from Curawell Diagnostic Center, Jaipur, Rajasthan. Genetic algorithm has been used for Gaussian filter to get the optimized value. The result obtained is promising and provides a potential for budding researchers in the field of medical image analysis and interpretation.

Keywords: Image Processing, Medical Image Processing, Brain Abnormalities, Genetic Algorithm, MATLAB, Medical Image Analysis and Interpretation, MRI.

INTRODUCTION

The brain is the most important part of the central nervous system which controls the internal and external activities. It is responsible for controlling behavior, interpreting the senses and initiating body movement. The brain is made up of many types of cells. Each type of cell has special functions. When cells lose the ability to control their growth, they divide too often and without any order, this atypical division of cells is termed as abnormalities that may cause Tumor, Alzheimer or other brain related diseases.

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The Impact of Intensity of Companies Intangible Assets on the Volatility of their Stock Prices in India

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Rashmi Kumari⁴, Rajat Agarwal⁵ & Sachin Chaudhary⁶

ABSTRACT

The study has evaluated the causal relationship between intensity of intangible assets on the volatility of their stock prices. Regression analysis was applied using E-views software to evaluate the causal relationship between the intensity of intangible assets and their stock price volatility. Analysis was done for three different sectors. The effect of coefficient of intangible assets to total assets on stock price volatility in Pharmaceutical industry and Fast Moving Consumer Goods (FMCG) is significant where as in IT industry the effect is insignificant. Results indicate that volatility of stock prices increase with increase in the intangible assets index in the total assets, where as in IT industry it is not effected by the intangible assets index.

Keywords: Intangible Assets, Intensity of Intangible Assets Intensity, Volatility of Stock Prices.

Introduction

In present time the main cause of corporate growth is acquisition and management of intangible assets size. The increasing importance of intangible assets and the absence of explicit information about the contribution of intangible to earnings imply strong market incentives for analyst to provide value-added information for high-intangible firms. Information complexity of intangible assets increases the difficulty of forecasting earnings of intangibles-intensive firms.

To earn higher profit pharmaceutical industry expends billions of Rupees yearly on intangibles. Thus, Institutional and individual investors are interested to know whether intangible assets and expenditures actually create shareholder wealth.

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A Study of Deviant Workplace Behavior and Withdrawal Intentions in Education Sector

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Ankit Parashar⁵ & Deeksha Parashar⁶

ABSTRACT

The paper investigated the effect of Deviant workplace behaviour on the Withdrawal Intention among the employees of education sector. The paper is based on a sample of 110 employees on education industry. The differences in opinion across gender was observed in Withdrawal Intention but, not in Deviant Workplace behavior. The study indicated that DwB results in the intention to leave the organization among the employees.

Keywords: Deviant Workplace Behavior, Withdrawal Intention, Education Sector.

INTRODUCTION

Employees' behaviour and attitudes towards work is key for any organisation to achieve its goals and objectives. However, employers of labour must recognise the fact that not all employees embrace good behaviour; some may consciously or unconsciously exhibit unethical and unruly behaviours in the course of work; this regarded as workplace deviant behavior.

Behaviour is considered deviant when employees are non-conforming to an organisation's policies, core values, culture etc., and such behaviour impede the vision, welfare and organizational standards, deviant behaviors are believed to be detrimental to the goals and interests of other members of the organisation. Deviant behaviour is counterproductive and whether such behaviour is noticeable or not, it does not only has adverse effects on organizational productivity.

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What Constitute Effectiveness in Advertisement? Study of Television Commercials in Tourism Industry

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Trilok Pratap Singh⁴, Roshan Sheikh⁵, Sanjeet Yadav⁶ & Kajal Jain⁷

ABSTRACT

Television commercials play a crucial role in provoking the desires of its viewers towards a destination. However, measuring the effectiveness of advertisements are considered to be the difficult task for the marketing houses. Therefore, the present study was done to explore the constituents of television commercials which results in an effective advertising strategy.

The present study measures the effectiveness of recent television commercial launched by Rajasthan State Government named as "Jane Kyi Dhikh Jaye". It sets forth the objective of measuring pre-and post-intention among the respondents by viewing the advertisement. Data was collected from students of Gwalior region by non-probability judgmental sampling method. In total, 300 respondents were asked to fill the questionnaire which was in three parts. One is about dimensions of advertisements effectiveness, secondly is about pre-and post-measures, and the third one is about the social-economic background of respondents.

Data analysis was done by using exploratory factor analysis and paired sample t-test. Information, communication and trust were three factors emerged from factor analysis. Results suggested that advertisement has improved the position of Rajasthan as a tourist destination on various dimensions.

The present study could be useful for Public and private sectors & various marketing houses. It contributes to the existing literature about the different aspects which are needed to be considered while formulating the advertisement strategy.

Keywords: Advertising Effectiveness, TV Commercials, Exploratory Factor Analysis, Paired Sample t-test, Gwalior, India.

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Product Knowledge, Ethnocentrism and Country of Origin Image on Purchase Intention: A Study of Mobile Segment

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Manjari Pandey⁴, Shashank⁵ & Komal Sharma⁶

ABSTRACT

The Main objective of the current research is to investigate relationship among product knowledge, ethnocentrism, and country of origin Image on purchase intention in the context of mobile industry. The data was taken from 180 respondents who were seeking to buy mobile phone in the city of Gwalior. The results of the current study revealed the Positive causal relationship between product knowledge and country of origin Image, product knowledge and purchase intention, ethnocentricity and purchase intention, whereas, the relationship between country of origin Image and purchase intention was not found linear relationship. Hence, quadratic equation was used to develop the quadratic relationship between ethnocentricity and country of origin image. The result of this analysis in the current study was appropriate according to proposed model.

Keywords: Product Knowledge, Ethnocentrism, Country of Origin Image, Purchase Intention, Linear Regression.

CONCEPTUAL FRAMEWORK

Product Knowledge

Product knowledge can be defined as product related information stored in memory, such as information about brands, products, attributes, evaluations, decision heuristics

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Effect of Perceived Ease of Use, Perceived usefulness, Service Content Quality and Service Delivery Quality on Service Convenience in Electronic Service Provider Environment

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Nitin Shrivastava⁴, Arpit Singhal⁵ & Vandana Sahibani⁶

ABSTRACT

This study shows the relationship between perceived ease of use, perceived usefulness, service content quality, service delivery quality and service convenience the study was carried in nature and it include the sample size of 189, the data was collected through questionnaires and its contained 56 items, tools for data analysis shows that which type of test have been applied. In this research reliability, EFA, CFA and SEM test has been applied. Analysis reveals that the service quality effecting customer perceived value and service quality effecting customer satisfaction.

Keywords: Perceived Ease of Use, Perceived Usefulness, Service Content Quality and Service Delivery Quality on Service Convenience.

INTRODUCTION

The concept of convenience in 2002 Berry et al introduced the first conceptual model of service convenience which proposed a more comprehensive multi dimensional measure of convenience within service context. They suggested that all business are service business, service business are everywhere. Therefore, service convenience refers to consumers time and effort perception related to using or buying a service. Service conveniences are those that save shoppers time or effort and includes variables such

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A Firefly Approach to Collaborative Filtering based Recommender Systems through Fuzzy Features

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Abstract: Recommender system (RS) is most important methods which offer the recommendation to the online user with ease to make his right decisions on items or services. The User-based Collaborative Filtering (CF) technique is one of mainly important method amongst various recommender systems. Collaborative Filtering (CF) approaches are either model-based/ memory-based. While the previous is more precise, it's not flexible in compare of model-based approach. Here we proposed a hybrid fuzzy-firefly method to RS, which maintain the precision of memory considered as CF & scalability of model considered as CF. Utilizing the hybrid characteristics, new user model (UM) has been created, which assisted in reaching vital reduction in system difficulty, sparse & create the grip of neighbour transitivity association. UM is working to discovery group of compatible clients in which a memory-based hunt is performed. Experimental results on Movie Lens dataset shows that proposed method not only improves recommendation accuracy significantly but also increases quality of prediction and recommendation performance.

Index Terms: Collaborative filtering; fuzzy logic; Firefly algorithm; Recommender systems.

I. INTRODUCTION

Due to the massive utilization of internet, there are large

considered on user's personal attributes & creates approval on the basis of demographic sections, while CBF advises previously identical items to the users liked. CF is broadly utilized for RS filtering. It offers recommend through examining the rating details of items / the clients. Because of its ease, productivity & capability to generate precise & personalized recommendations, CF is considered to be a major technique in RS. In our work we are incorporating fuzzy logic in recommender system. Fuzzy logic was presented via LotfiA Zadeh, where fuzzy sets are determined through the membership function (MF) values lies between 0 & 1 [8]. Although many researchers have introduced fuzzy logic in different directions but some of them are still unlisted. Nasraoui et al. [9] the fuzzy approximate analysis is used to create common system for approval method, whereas the relational fuzzy subtractive clustering method is used by the Suryavanshi [10] used. Shahabi et al. [5] introduced Yoda RS, which gradually classifies the active user depends on specific samples of clients & it gives soft commendations for it. User profiles have many features which is terms as fuzzy. But it is tough to fuzzify the profile at the item level, since it will need prohibitively huge space & lengthy processing period. Al-Shamri et al. [7] made a fuzzified hybrid model



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1 Prestige Institute of Management, Gwalior, India



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Social Influence and Individual Financial Behavior for Digital Banking: A Causal Study

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URL: <https://doi.org/10.5296/ijaf.v9i4.15905>

Abstract

Digital banking is a buzz word these days. There are many factors responsible for the adoption



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Determinants of Trading Decision: An Experiential Examination

[International Journal of Financial Management](#)

Volume 9 Issue 1

Published: 2019

Author(s) Name: Gunjan Sharma, Tarika Singh, Sujijna Awasthi | **Author(s) Affiliation:** Research Scholar, School of Studies in Management, Jiwaji University, Gwalior, Madhya Pradesh, India

Locked Subscribed Available for All

Abstract

In the midst of increasing globalization, the past two decades have observed huge inflow of outside capital in the shape of direct and portfolio investment. The increase in capital mobility is due to contact between the different economies across the globe. The growing liberalization in the capital market leads to the growth of various financial products and services. Over the past decade, the Indian capital market has witnessed numerous changes in the direction of developing the capital markets more robust. With the growing Indian economy, the larger inflow of funds has been fetched into the capital markets. The government is continuously working on investor's education in order to increase retail participation in the Indian stock market. The habits of the risk-averse middle class have been changing where these investors started participating in the Indian stock market. It is an explored fact that human beings are irrational and considering this fact becomes imperative to investigate factors that influence the trading decisions. In this research, 'an attempt has been made to investigate various factors that affect the individual trading decision'. The data has been collected from various stockbroking firms and from clients of those stockbroking firms their opinions were recorded by means of a questionnaire. Data collected through the structured questionnaire, 22 questions were assessed which was given to the 220 respondents.

Data Security by Steganography: A Review

S. Bansal

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Received: 30/Jan/2019, Accepted: 26/Feb/2019, Published: 10/Mar/2019

Abstract- There is huge amount of data can be transmitted or store on internet in today life. This is not simple data, which is use or share by public or group of society, while personal, financial or secret data storing or transmitting for any personal or financial transaction. This is secret data, which we want to hide. Steganography is very latest or important field like cryptography. Cryptography use for privacy while Steganography use for secrecy. Steganography is a process of hiding the message in any kind of transfer file like image, audio, video. E-commerce is an application of internet, which is using rapidly day by day. The main concern of e-commerce to provide security in such way user can use without afraid. Steganography can be play very important role to provide security in e-commerce transaction. These data transactions include sensitive document transfer, digital signature authentication and digital data storage. This research paper show use of digital or image Steganography for information security through the Internet.

Keywords- Security, Steganography, Image Steganography

I. INTRODUCTION



The word Steganography is deriving from Greek origin and means, "covered or hidden writing". It is the art or science of hiding information. Whereas the goal of cryptography is to make data unreadable by a third person or other party, the

Steganography is study of hiding secret message in some other media. The information to be hide is called the hidden message and the medium in which the information to be hidden is called the cover image. The cover document containing hidden message is called stego-image. This process is called steganography and reverse process is called

Article

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

February 2020

 Sher Singh Bhakar ·  Praveen Aronkar

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Overview

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Abstract

ABSTRACT Presence of online retail as part of overall retail is continually growing and becoming a vital business segment. Study of online retail customer loyalty and the factors which affect it are significant for successful business growth of such retailers. This paper analyses the service quality and customer satisfaction

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Impact of Facebook Usage on Students' Involvement in Studies

Proceedings of 10th International Conference on Digital Strategies for Organizational Success

10 Pages · Posted: 2 Feb 2019 · Last revised: 25 Apr 2019

[Garima Mathur](#)

Prestige Institute of Management

[Navita Nathani](#)

Prestige Institute of Management

[Ashwini Sharma](#)

Prestige Institute of Management, Students

[Divya Modi](#)

Prestige Institute of Management, Students

[Garima Arora](#)

Prestige Institute of Management, Students

Date Written: January 6, 2019

Abstract

The research mainly focuses to examine the impact of Facebook usage on student involvement in studies. It focuses that how usage of Facebook gives the effect on student involvement in studies and lowers down their academics which ultimate lead to the destruction of their career. The determination of the paper was based on single fold that is: To find out the impact of Facebook usage on student involvement in the studies. The research is based on a sample of 200 students from different colleges in Gwalior or nearby places. Findings indicated that the data is reliable in nature with different values as reported by Cronbach's Alpha test. The

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Analysis of Foreign Direct Investment in India

Proceedings of 10th International Conference on Digital Strategies for Organizational Success

10 Pages · Posted: 28 Jan 2019

Kishan Singh Rathore
Amity Business School, Amity University, Madhya Pradesh, India

Sonam Singh Rajawat
BVM College of Management Education

Date Written: January 6, 2019

Abstract

Since independent, India has adopted cautious approach for economic growth but after the implementation of LPG policy (economic reforms in 1991) India has liberalized its foreign policy and took series of measures to pull FDI. This paper aimed to investigate empirically the impact of GDP, population, import of crude oil and corruption perception index on FDI over the last 20 years i.e. 1998-2018. The multiple regression tests were used in order to analyze the causal relationship among corruption perception index, import of crude oil, GDP and increasing rate of population. It was found that there is significant relationship between FDI, and GDP, import of crude oil, corruption perception index and population.

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

S. Chauhan, Dr. Richa Banerjee, Dr. Subeer Banerjee · Published in *Journal of Content Community*, 28 December 2019 · Business, Computer Science

TLDR In today's scenario online business becoming a strong industry and the consumers have become more rational in decision, there was a positive significant impact of website quality and website reputation on Purchase Intention towards online shopping. [Expand](#)

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Impact of E-Recruitment and Job Seekers' Perception: A Study in Gwalior Region

Proceedings of 10th International Conference on Digital Strategies for Organizational Success

7 Pages · Posted: 28 Jan 2019 · Last revised: 25 Apr 2019

Subeer Banerjee

Vikrant Institute of Technology and Management

Shaifali Chauhan

Jiwaji University, Students

Richa Banerjee

Prestige Institute of Management

Date Written: January 6, 2019

Abstract

In present era technology and information cannot be separated they intermingle in a manner that they have become complimentary to each other. The information technology is part and parcel of every field of activity whether it is daily activity of individual or commercial activity of any big business house. The field of human

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Family Relationship and Spiritual Intelligence: With Reference to Students of Professional Courses

Proceedings of 10th International Conference on Digital Strategies for Organizational Success

12 Pages · Posted: 31 Dec 2018

Richa Banerjee

Prestige Institute of Management

Ravindra Pathak

Prestige Institute of Management

Sanjeet Yadav

Independent

Date Written: January 5, 2019

Abstract

Spiritual intelligence has become important in present conditions. The research is aimed at determining the relationship between family relationship and spiritual intelligence of students of professional courses (MBA, BBA and BE). The data for the study was collected from 216 students with the help of standardized

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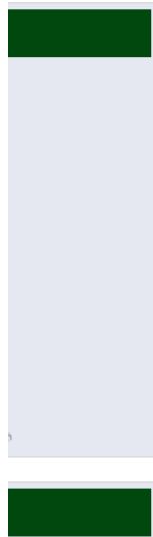
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In cooperation with Prestige Institute of Management, Gwalior, the MRN International Business & Management Network (MRN-INTL) is pleased to announce the **10th International Conference on Digital Strategies for Organizational Success** Online Proceedings. These proceedings are available to all users at no charge and contain abstracts of the conference papers with links to the full text in the SSRN eLibrary.



Prestige Institute of Management, Gwalior, organized its 10th International Conference in collaboration with Indian Economic Association and The Econometric Society on "Digital Strategies for Organizational Success" during January 5-7, 2019. The members of the core committee were Dr. Rahul Pratap Singh Kaurav (Organizing Secretary), Dr. Vani Agarwal, and Dr. Monika Gupta. The event received sponsorship from AIMS (Association of Indian Management Schools) and MPCST (Madhya Pradesh Council of Science and Technology).

A Peer Reviewed Journal ,International Journal of Scientific Research & Growth (IJ



Impact Of Capital Structure On Firm Value: Evidence From Nifty

March 29, 2019 adminijsrg

Abstract:

This study examines the effect of capital structure on value of firm of automobile companies during 2009 to 2018. Variables including size, Profitability, Tangibility, Growth and age taken for examining value of firm .the study found that the relation indicates leverage, profit, size, tangibility, and liquidity age are significantly effect on value of firm. Moreover, fertilizer sector found insignificant. Other macro economic factors i.e. GDP found insignificant but inflation rate significant with price to book value.

Keywords: Indian companies, capital structure decision, determinants value of firm.

Mrs. Rajshree Sharma, Dr. Navita Nathani

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Vol. 3, Iss. 3, June 2019

Current Issues

Identifying Socio-Technical Barriers And Drivers To The Large-Scale Diffusion Of Off-Grid Solar Pv In Rural Areas In Nigeria

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February 2019

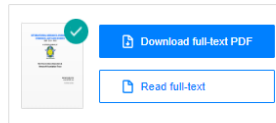
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Impact of Employee Empowerment and Work Motivation on Bonding: A study of Educational Institutions.

Archika Katiyar, (Research Scholar Jiwaji University, ICSSR Doctoral Fellow)
Dr. S.S. Bhakar (Director, PIMG, Gwalior)

ABSTRACT

Bonding is most crucial for any organization which leads to industrial peace and harmony but comparatively fewer studies have been done in this area. Present study is an attempt to identify the Employee Empowerment and Work Motivation as predictor of Bonding. Questionnaire for the study was prepared and data was collected. Regression analysis was applied using SPSS software. Results indicated that both factors i.e. Employee Empowerment and Work Motivation impacts bonding.

Key Words: Employee Empowerment, Motivation, Bonding, Co-worker relations.




INTRODUCTION

The education system of India is very vast and continuously changing. India has made phenomenal progress in education since independence. The massification of Indian higher education system is going on which consequent as massive job opportunities in education sector. In spite of various changes, education sector is

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Interactions between macro-prudential framework and macroeconomic indicators

Research Article | Published: 11 March 2019

Volume 46, pages 59–73, (2019) [Cite this article](#)[Jaspreet Kaur](#) , [Navita Nathani](#) & [Resham Chopra](#) 200 Accesses  1 Citation [Explore all metrics](#) →

Abstract


The present work is an attempt to examine the macro-prudential measures with capital flows, exchange rate, stock prices and GDP of Asian emerging economies. This research is the extension of the developing the early warning signal as Financial Stability Index by



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Interactions between macro-prudential framework and macroeconomic indicators

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Abstract

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Determinants of Emotional Stability and Psychological Well Being in Investors During Stock Market Fluctuations

Determinants of Emotional Stability and Psychological Well Being in Investors During Stock Market Fluctuations

Dr. Tarika Singh Sikarwar^a Dr. Monika Gupta^b Ms. Archana Kaushal^c Ms. Anubha Tripathi^d

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ARTICLE INFO

Keywords:

Social Analytics, Social Aspects, Decision making, Psychology, Behavioral finance, Emotions, Emotional Stability

ABSTRACT

Purpose— The purpose of this paper is to explore and confirm the determinants of Emotional Stability and Psychological Well Being in investors during stock market fluctuations. Using self-designed questionnaires and establishing their reliability and validity, EFA and CFA were applied for finding determinants of the variables.

Design/methodology/approach: The authors have presented a brief introduction about the topic explaining further the factors which contribute towards the emotional stability and psychological wellbeing in investors, has explained stock market fluctuations, the relationship between the two variables, research procedure used, a survey carried out and further the analysis of the responses from the survey. In the latter part of the research, implications for finance researchers and practitioners are discussed.

Findings— The paper identifies the determinants of emotional stability and psychological wellbeing in investors during stock market fluctuations. Later these determinants are confirmed using confirmatory factor analysis.

Originality/value— The author has synthesized the inputs made by previous behavioral finance studies in extending the knowledge of emotions, psychological wellbeing and investor behavior of the society. The paper shows that policymakers and financial companies should focus more on these factors while making any kind of promotional campaign. This research study will help the investors to

Determinants of Emotional Stability and Psychological Well Being in Investors During Stock Market Fluctuations

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Content Marketing: Concepts and its Relevance in the Tourism Industry

Pramita Gurjar^a, **Rahul Pratap** Singh Kaurav^b, K.S. Thakur^c

^aResearch Scholar, SOS in Tourism, Jiwaji University, Gwalior

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ARTICLE INFO

Keywords:

Content marketing and tourism, digital content marketing, user-generated content, organisations generated content

ABSTRACT

Introduction of information technology have changed the way organizations market their products, especially with the advent of web 2.0 technologies the whole scenario has been changed. This has given rise to the concept of content marketing as it is the content which is being marketed these days by the organizations directly or indirectly. This paper attempts to put light on the basic concept behind content marketing along with the definitions. Content marketing has been in use but still there is no classified structure found yet. This paper attempts to give more clear insights about what content marketing is all about and it also classifies the various categories of content marketing. As tourism industry is an information-based industry content marketing has significant role to play that we have discussed in this paper.

Introduction

With the advent of information technology especially the internet there has been a shift in marketing strategies of companies from product oriented to customer oriented strategies. The introduction of digital technology and the widespread of the Internet have led to radical changes in the way firms meet the expectations and interests of its stakeholders (Rancati, 2010; Wertime & Fenwick, 2008). Earlier companies took care about the needs and preferences of the consumers mainly for product development strategies but now the needs and preferences of consumers are being included in the marketing strategies also. All thanks to digital media that has enabled the flow of information to the consumers even faster. Digital media are any media that are encoded in machine-readable formats ("Digital Media", Technology Brief, University of Guelph, September, 2006). When digital media is used in

Antecedents of Green Loyalty: A Study of Consumer Using Rechargeable Battery

Pranshuman Parashar^a, Garima Mathur^b, Brahmmanand Sharma^c

^{a,c}Assistant Professor, Prestige Institute of Management, Gwalior

^bAssociate Professor, Prestige Institute of Management, Gwalior

ARTICLE INFO

*Keywords: Green
Loyalty,
Environment*

ABSTRACT

Energy generation is one of the major challenges that we are facing today. People are using rechargeable batteries to save money and the environment. The present study was conducted to identify the antecedents to green loyalty.

Conceptual Framework

Green loyalty

According to Dick and Basu (1994), Loyalty is defined as “the strength of relationship between an individual relative attitude and repeat purchases”.

Oliver (1999) defined green loyalty as “the level of repurchase intention prompted by strong environmental attitude and sustainable commitments towards an object, such as product, a service, a company, a brand, a group, or so on”.

Literature Review

Patricia M. (2015) found that there is positive and direct effect of green overall image on green loyalty, green trust and green satisfaction. It was also identified that both green satisfaction and green trust positively affect green loyalty. Further, it was also that green trust has positive influence on green satisfaction.

Yoo and Bai, (2013) found that visit frequency of loyal customers is high. They buy more than non-loyal consumers. Also, loyal customers are not likely to consider competitor hotel brands in their decisions related to accommodation only due to an economic reason.

Chen, Yu-Shan (2013) found that it is imperative to separate green perceived satisfaction, green perceived value, green loyalty, and green trust from satisfaction

Antecedents of Green Loyalty: A Study of Consumer Using Rechargeable Battery

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Optimization Approach for Web Customers On Recommendation System Using Collaborative Filtering

Optimization Approach for Web Customers On Recommendation System Using Collaborative Filtering

Krishan Kant Yadav^a Venkatadri M.^b Sanjiv Sharma^c

^aResearch Scholar, Amity School of Engineering & Technology, Amity University, Gwalior, Madhya Pradesh

^bProfessor, Department of CSE (ASET), Amity University, Gwalior, Madhya Pradesh

^cAssistant Professor, Department of CSE & IT, Madhav Institute of Technology & Science, Gwalior

ARTICLE INFO

Keywords:

Data Mining
Technique,
Recommendation
System, Collaborative
Filtering, E-
Commerce.

ABSTRACT

The recent development in the Internet technology is very useful for the growth of enterprises. Almost every organization is on the internet and many of them have started their business through e-commerce. Organizations collect information about customers and their business transactions which are very beneficiary for their business growth. Data mining is a set of techniques used to extract unknown pieces of information from the large database repository. There are various Data Mining Techniques are available to extract valuable and useful information for enterprises. Data mining techniques help e-commerce business in many ways. This paper investigates the manipulation of e-commerce on markets where positioned businesses face competitors from web-established entrants with targeted options. In this paper, we proposed a technique which is based on recommendation system for the discounted items for the different procedures.

Motives of Visiting Temples: A Demographic Study

Nischay Kr. Upamannu^a Aditya Pratap Singh^b

^aAssistant Professor, Prestige Institute of Management, Gwalior

^bAssistant Professor, Prestige Institute of Management, Gwalior

ARTICLE INFO

Keywords:

Temple, Motives,
Visitors.

ABSTRACT

Visiting temples is considered as sacred and a must do activity in India. As there are a plethora of devotees for temples, there is a need to study and explore the motives behind visiting temples and the impact of different rituals and offerings on the devotees and visitors.

The main objective of this study is to examine the motives behind visiting the temples and the effect of the rituals and offerings on the visitors.

The study was exploratory in nature and survey was used to complete it. As there was no such kind of study in past self-developed questionnaire is used for data collection. All the persons who were visiting temples were the population of this study. There were 500 questionnaires distributed, 450 were suitable, and hence the sampling size is 450. Non-purposive quota sampling technique was used. To analyze the collected data various inferential tools were applied like, Exploratory Factor analysis, and MANOVA.

The findings of this study include three new factors as, Offerings of Prashad and Holy Water, Mental peace and Temptation to see the Aarti. It has also been found that the effect of the entire demographic's variable is insignificant on Motive of change in life, problems can be dissolved, offerings of Prashad and Holy water, mental peace and temptation to see the Aarti, only two demographic variables age and visitors of temples have a significant effect on the motives of visiting temples.

Introduction

The number of Hindu temples in India is a puzzle. Nobody bothered to count them,

Motives of Visiting Temples: A Demographic Study

Nischay Kr. Upamannu^a Aditya Pratap Singh^b

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Temple, Motives,
Visitors.

ABSTRACT

Visiting temples is considered as sacred and a must do activity in India. As there are a plethora of devotees for temples, there is a need to study and explore the motives behind visiting temples and the impact of different rituals and offerings on the devotees and visitors.

The main objective of this study is to examine the motives behind visiting the temples and the effect of the rituals and offerings on the visitors.

The study was exploratory in nature and survey was used to complete it. As there was no such kind of study in past self-developed questionnaire is used for data collection. All the persons who were visiting temples were the population of this study. There were 500 questionnaires distributed, 450 were suitable, and hence the sampling size is 450. Non-purposive quota sampling technique was used. To analyze the collected data various inferential tools were applied like, Exploratory Factor analysis, and MANOVA.

The findings of this study include three new factors as, Offerings of Prashad and Holy Water, Mental peace and Temptation to see the Aarti. It has also been found that the effect of the entire demographic's variable is insignificant on Motive of change in life, problems can be dissolved, offerings of Prashad and Holy water, mental peace and temptation to see the Aarti, only two demographic variables age and visitors of temples have a significant effect on the motives of visiting temples.

Introduction

The number of Hindu temples in India is a puzzle. Nobody bothered to count them,

Role of Customer's Trust on the Adoption of Internet Banking in Gwalior City

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ARTICLE INFO

Keywords:

Trust, Internet banking, Adoption, Gender

ABSTRACT

Banks spend an awesome measure of cash on giving the Internet keeping money administration to clients. Thus, the absence of selection of Internet saving money can bring negative circumstances for the banks. Therefore, banks consistently attempt to adjust their business methodologies to expand consumer loyalty. This paper gives a diagram of the surviving exploration into the connections amongst trust and Internet managing an account appropriation from the clients' viewpoint. In this paper two hypothesis were framed for measuring Gender difference and Impact. The finding suggests that there is significant impact of trust towards customer's adoption of internet banking but we have not found any difference of customer's adoption of internet banking across gender.

Introduction

Many banks around the world have launched their e-banking to provide customers with more convenient ways to access banking information and services. Previous research has been carried out to evaluate the quality and quantity of the e-banking services provided, as well as the overall adoption of e-banking. The results and findings of this research differed, based on many factors such as the level of development of the particular country, its national culture, the customers' knowledge of e-banking and the infrastructure of information technology. In Vietnam, e-banking research focuses on the adoption model, the drivers of customer intention to use e-banking, and the use of e-payment. None of this research studied customer trust in e-banking, even though trust plays an important role in e-commerce adoption, especially e-banking transactions, and trust is one of the most significant

Impact of **Spiritual Intelligence** and Emotional Intelligence on Learning with mediating effect of Curiosity

Impact of **Spiritual Intelligence and Emotional Intelligence on Learning with mediating effect of Curiosity**

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ARTICLE INFO

Keywords:

Spiritual Intelligence,
Emotional
Intelligence,
Curiosity, Learning,
Mediation, Sobel.

ABSTRACT

This research paper was an attempt to assess the Impact of **Spiritual intelligence** and Emotional Intelligence on Learning with mediating effect of Curiosity. The research was done on 111 students of management college of Gwalior region and standardized Questionnaires based on a Likert scale were used for the study. In this study Regression Analysis was applied in order to measure the causal relationship between the variables and finally the study revealed that there is a positive and significant impact of **Spiritual intelligence** and Emotional Intelligence on Learning and curiosity had a mediating effect.

Tell me and I forget. Teach me and I remember. Involve me and I learn.

- Benjamin Franklin

Learning has attained more importance in recent times. (Dumont, Istance & Benavides, 2013) contented that call for harnessing knowledge about learning and applying it more systematically to education. The education system has witnessed a shift from content-based to outcome-based curricula, and educational institutes have become heavily influenced by pedagogical concepts such as 'visible learning' (Hattie 2009). Knowledge and learning are considered as fundamental resources for future development. Learning in terms of learning outcomes, and lifelong learning is the main element to endure global competitiveness (Jarvis 2007). Professors in management institutions are always antagonized by low test scores, unresponsive or hostile classes, poor attendance and unreceptive students. Every faculty is cognizant with the fact and is aware that something is wrong. The authors explain what has happened and how to make it right and identify

Impact of GST on Stock Indices in India

Impact of GST on Stock Indices in India

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ARTICLE INFO

Keywords:

Goods and Services Tax, Bombay Stock Exchange and National Stock Exchange.

ABSTRACT

On 1st July, 2017, India witnessed the launch of the Goods & Services Tax in India. It was the historic moment of India which was the culmination of 14-year long journey which began in December 2002 when the kelkar's Task force on indirect taxes suggested a comprehensive Goods and service tax based on the value added tax principal. Our study specifically focuses on the impact of GST on stock indices. Various stock indices data of BSE and NSE was taken before and after the implementation of GST. Paired T test was applied and found out that there is a significant difference between pre and post implementation of GST.

Introduction

On 1st July, 2017, India witnessed the launch of the Goods & Services Tax in India. It was the historic moment of India which was the culmination of 14-year long journey which began in December 2002 when the kelkar's Task force on indirect taxes suggested a comprehensive Goods and service tax based on the value added tax principal. The proposal to introduce GST was first mooted in the budget speech in the financial year 2006-07, since the proposal concerned restructuring and reform of not solely the indirect taxes levied by the Centre however additionally the states. There is a responsibility of preparing a design and plan of action for implementation of GST was assigned to the empowered committee of the state finance ministers which has been formed earlier of the implementation of the value added tax. The empowered committee released its first discussion paper on goods and services tax in November, 2009. The introduction of GST is the momentous event for India. GST has been implemented in many countries across the globe and many more are in pipeline.

The concept of GST is vast enough to understand but undoubtedly it has simplified the

Determinants of Dividend Policy in Indian Companies: A Panel Data Analysis

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ARTICLE INFO

Keywords:

Dividend Policy,
Automobiles sector,
Pharmaceuticals
sector and Panel
Regression

ABSTRACT

This article examined the determinants of the dividend policy of Automobiles companies and pharmaceuticals companies listed on Auto index and Pharma Index of the sectoral indices of national stock exchange in India. The study covers the tenure of ten years starting from 2006-2007 to 2015-2016. Static panel data model has been used for the analysis. From the literature review we identified the variables like profitability measure as Return on equity, Liquidity or cash flow, leverage (debt equity ratio), investment opportunities, dividend distribution tax, retained earnings, size of the company and sales growth of the company which affect the dividend decision of the company. The result of panel regression conclude that in automobiles sector Liquidity/Cash Flow, dividend distribution tax, investment opportunities and retained earnings are the significant factor which influence the dividend payout ratio where as in Pharmaceuticals sector profitability, debt equity ratio, sales growth and retained earnings are the significant factor for deciding dividend payout ratio.

Introduction

Dividend decision is one of the most complex decisions in the corporate finance. Dividend is the part of the profit to be paid to the shareholders. The amount of the dividend which is to be paid or to be retained back in the company is decided by the board of directors of the company. Earlier the dividend payment is realized as fulfilling the shareholders expectation. As per signaling theory dividend was also used as

Internet Censorship in India

Internet Censorship in India

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ARTICLE INFO

Keywords:

Internet Censorship,
Internet Censorship in
India

ABSTRACT

Time keeps on slipping and accordingly making the things to move or change from their present form keeping in mind the end goal of to take a new frame. This is true in case of censorship too, the extent of which was previously limited to print media. With the reach of internet at every nook and corner of the society, internet has moved toward becoming something which has turned out to be effective in drawing in an ever-increasing number of people thus resulting in increased tenfold of internet users from 1999 to 2013 according to a report of internet stats. At one end it is benefiting the society but at the other it is turning out into a center point of illegal matter which is harmful for the wellbeing of the society. In order to cooperate with the menace of internet use, there is a need to censor the internet. This research paper mainly focuses upon the concept of internet censorship in Indian context.

Introduction

In a nation like India where there is 1,361,182,756 number of population (2018), censorship on internet is drilled by both union and state governments. There can be many reasons to control the internet. Internet censorship can be comprehended as the control or concealment of what can be gotten to, distributed or seen on internet. It can likewise be named as content filtering. The utilization of internet is expanding day –to –day in India. Today, 462,124,989 population of India are dynamic internet clients. Internet has turned into an unavoidable piece of life of today's era. From one perspective there are different advantages of utilizing internet however at the opposite side it is being abused. Keeping in mind the end goal to come over the mis happenings by the use of internet, internet censorship is required.

Internet has given individuals the liberty to access any type of information required thus raising the levels of education, decision-making, employment of people sitting at each levels of society. It is the largest global communication and complete decentralized network with invisible boundaries as concluded by Akdeniz & Akdeniz (2008). Ghosh (2007) stated that, "The internet is a global network of computers and servers that are connected to each other and to the internet. It is a decentralized network with invisible boundaries as concluded by Akdeniz & Akdeniz (2008). Ghosh (2007) stated that, "The internet is a global network of computers and servers that are connected to each other and to the internet. It is a decentralized network with invisible boundaries as concluded by Akdeniz & Akdeniz (2008)."

Antecedents of HR Challenges in Tourism Industry with reference to Agra

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ARTICLE INFO

Keywords:

Work place diversity, recruitment, retention and turnover.

ABSTRACT

Researchers across the world are actively studying tourism management and its applications in diverse organizational settings to develop the managerial performance. Based on this statement, the primary research objective of this study rests on presenting and validating reasons for the antecedents of HR challenges in the light of skills shortages in tourism, education and training in tourism, recruitment, retention and turnover as a whole. The findings of the study suggest some solutions to improve the quality of skill supplied to the industry and also some implication to make this industry more attractive and lucrative for the potential talented lot. It also focuses on some issues to ensure these challenges which met head-on and can make the workplace more settled and peaceful for everyone.

Introduction

Tourism is generally perceived as being multidimensional, social, cultural, economic and political characteristics. Worldwide tourism is ranked second highest revenue-generating Industry. The foregoing analysis of the growth of tourism in India shows that although the industry has registered an all-round substantial development in the country during the last two-three decades, most of the potential, for its growth has not yet been exploited and much more is left to be desired. The limited, and rather unsatisfactory, growth of this industry in our country has been due to a number of problems it is beset with and various difficulties it has been facing.

The HR Perspective

The tourism industry is facing an acute shortage of skilled manpower and there are

Measuring Human Capital as A Predictor of Financial Performance: An Evidence from Indian Private Sector Banks

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ARTICLE INFO

Keywords:

Capital expenditure,
Revenue expenditure,
Profit before tax,
Regression, India.

ABSTRACT

The study examines the relationship between cost of human capital and financial performance in the private sector banks of India. The study involved 10 selected private sector banks of India on their capital structure size. The cause and effect relationship was checked by regression model using E-Views 9. Since, the time series data was employed, stationarity of the data was checked in order to avoid spurious regression. The Augmented Dickey – Fuller test was used for unit root testing to check the stationarity. The result of the study revealed that cost of human capital has a significant impact on financial performance of the private sector banks of India.

Introduction

Human capital is the most vital part of any organization; it is the melting engine between financial and all other physical capital toward the achievement of organizational objectives and goals. The impact of the wrong classification on the organization profit annually is unimaginable, as analyst and investor who rely on the report tend to under value the organization, managers may be judged as non performance, the report generated using the conventional accounting will show a distorted net income. Human capital as expenses in statement of comprehensive income is traceable to the inability of organization to separate the expense element (salaries, wages, commission, bonus, maintenance, allowances) from the capital expenditure element (acquisition, recruitment, training, development and retraining). The concept of human capital was first developed but research into human capital accounting (Petty and Libert 1960)

Influence of Technology Entrepreneurship on Entrepreneurial Intentions: A Cross Country Analysis

Influence of Technology Entrepreneurship on Entrepreneurial Intentions: A Cross Country Analysis

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ARTICLE INFO

Keywords:

Technology entrepreneurship, Entrepreneurial intentions, Entrepreneurial Education and Training, R&D, Innovation, Panel Data

ABSTRACT

Technology entrepreneurship is an investment in a project that can help in the progress of individual, company and country. It needs the government support in the form of policies, entrepreneurial education & training, financing, infrastructure, research & development facilities and innovation. Entrepreneurial intentions can be defined as a position to owning a business or becoming self-employed. In our study we had tried to find out the influence of technological entrepreneurship on entrepreneurial intentions in Asian countries during 2012-2017. For this purpose, we had taken data from Global Entrepreneurship Monitor (GEM) and applied panel data analysis to check the hypothesis. In all the countries there is a strong positive correlation between technology entrepreneurship and entrepreneurial intentions. Further study concluded that out of seven factors, two factors entrepreneurial education and training and innovation affects entrepreneurial intentions.

Introduction

In the recent decades, technological entrepreneurship took the attention of policy makers in many countries as an economic growth contributor. Job creation or employment formation is always being a leading challenge for the developing countries. In this manner, entrepreneurship adds the vitality to the economies. Technological entrepreneurship takes place where entrepreneurship joins the hand with technological novelty. However, entrepreneurship or new start-ups always needs some kind of innovation and novelty to sustain in the national-international market but nowadays the support of latest technology is also required as a huge resource which may directly effect on intentions and orientation of technological entrepreneurship. Management and economics literature support the link between an individual's intentions to his or her decisiveness about initiating a new venture and at the same time technological environment plays a pivotal role. So many factors internal and external may affect the

Relationship between Economic Factors and Economic Growth

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ARTICLE INFO

Keywords:

Macroeconomic Variables, Inflation, GDP, Exchange rate

ABSTRACT

The aim of this study was to examine the effect of some of the key macroeconomic variables on Economic growth of India. Money Supply, Inflation and Exchange rate was taken as the independent variables whereas GDP was taken as the measure of economic growth. Simple & Multiple Regression test was applied to check the relationship between the independent and dependent variables over the period 2007-08 to 2017-18. The results from multiple regression test revealed that Money Supply possessed a positive impact on economic growth and Exchange rate had negative effect on GDP but Inflation had insignificant negative relationship with GDP.

Introduction

Growth with stability is essential condition for attaining sustainable economic development. Achieving sustainable rapid economic growth is the objective of most countries. It has been a problem to achieve such objective due to many factors that affects economic growth. Economic growth of any country is affected by so many macroeconomic factors such as inflation, Money supply, Exchange rate, Index of industrial production, Foreign Direct Investment, Interest rate etc. GDP is the main indicator of the economic growth in India. In this study our main focus is to investigate the impact of macroeconomic variable on the GDP of India. There are various macroeconomic variables which affect the GDP but we only took Inflation, Exchange Rates & Money supply as the independent variables and GDP as the dependent variable.

Money Supply- The total stock of currency and other liquid instruments of a particular period of time in a country's economy is known as Money Supply. The balances which incurred in checking & savings account are included in it. The components of money supply are M1, M2, M3 & M4 these components are

Establishing the Relationship Between Service Quality and Student Satisfaction

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ARTICLE INFO

Keywords:

Student Satisfaction,
Service Quality and
Education Industry

ABSTRACT

The Study purposes to establish the relationship between various factors of service quality on student satisfaction.

The study was causal in nature, using survey method for data Collection. The sample size used for the study was 300. Respondents included both male and female students exclusively in Gwalior region from Private institutions. Non-probability purposive sampling technique with Standardized questionnaire with five-point Likert scale was used. Test like Reliability, Regression Analysis and Correlation were applied to achieve the purpose of the study. The study resulted in to the strong effect of all the elements of service quality i.e. tangibility, reliability, responsiveness, empathy except assurance on student satisfaction was identified. Further the study also identified a strong correlation between all the variables used in the study.

Introduction

India has a major say in global education index. As it is one of the biggest networks of higher education institutions in the world. But, still there is a huge scope of development in the education system.

The government has visionaries to raise education industries/institution current gross enrolment ratio to 30 percent by 2020 which would fasten up the growth of distance education in India. The education sector in India will see the major growth in the years to come. As we are equipped with the worlds' largest Tertiary-age population and second largest graduate talent pipeline globally by the end of 2020, which makes an estimate of around US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in FY19 for the education sector in the country.

Analysis of Foreign Direct Investment in India

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ARTICLE INFO

Keywords:

FDI, GDP, import of crude oil, Corruption perception index
Population growth etc.

ABSTRACT

Since independent, India has adopted cautious approach for economic growth but after the implementation of LPG policy (economic reforms in 1991) India has liberalized its foreign policy and took series of measures to pull FDI. This paper aimed to investigate empirically the impact of GDP, population, import of crude oil and corruption perception index on FDI over the last 20 years i.e. 1998-2018. The multiple regression tests were used in order to analyze the causal relationship among corruption perception index, import of crude oil, GDP and increasing rate of population. It was found that there is significant relationship between FDI, and GDP import of crude oil, corruption perception index and population.

Introduction

The definition of FDI isn't solely restricted to a straightforward transfer of cash, however has currently extended to being outlined as a live of foreign possession of domestic productive assets like factories, land and organizations and different intangible assets like technologies, promoting skills and social control capabilities. Economic literature has been dominated by FDI over the last thirty years, particularly in the areas of political boundaries of an economy like India. The consequences experienced varies from influencing production, generation of employment, modification in financial gain levels, import and exports, impact on economic process, balance of payments and general welfare of the host country

However apart from FDI, History revealed that growing population on Economic development is one of the most arguable topic on earth. Different study showed that increasing population has always bad/negative effect on both economic growth and

Cryptocurrency technology: prospects in the success of different organizations

Cryptocurrency technology: Prospects in the success of different organizations

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ARTICLE INFO

Keywords:

Blockchain,
Organisation

ABSTRACT

Evolution of cryptocurrency brings all new dimensions of doing banking, but with time and experience we are now trying to implement its fraud free and error free technology in many other non-banking sectors like Government bodies, Corporates, Educational bodies, Charity firms, and few others too. If blockchain technology used in cryptocurrency is infused in organizations, then it can influence productivity and efficiency directly. In this article the technology behind the cryptocurrency is discussed. The paper will also focus about the prospects in organizations.

Introduction

In this paper we will discuss benefits of blockchain technology implementation in some fields. Though it can be applied in any field of concern but we will give focus only on few fields of its application. Blockchain came forward after a success of cryptocurrency worldwide. It attracted attention of many industries like real estate [1], utilities [2] and government sector [3]. It is a technology which adds many benefits to cryptocurrency. With a time, we start learning that we can use this fraud free and incorruptible blockchain technology into many fields like administration, banking, education, distribution, research, social media etc.

What is blockchain

Block chain and its working is very well explained here [4]. Blockchain in layman terms, can be explained as a digital ledger which records transactions, it can be financial or any

Do Emotional Intelligence Always Affect Job Satisfaction?

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ARTICLE INFO

Keywords:

Emotional Intelligence, Job Satisfaction, Public Sector Employees.

ABSTRACT

The current research studied the impact of Emotional Intelligence on Job Satisfaction among Government Employees specifically Physicians. The model used for regression has good fit as indicates F – value 1.092 which had significant value.298 as it can be seen that it is above the threshold limit of 5 % level of significant. The relationship between Emotional Intelligence as independent variable is indicating by standardized coefficient Beta with a value of.087. The significant of Beta is tested using T-test and value for t is 1.045 which was found to be.298 again far above the threshold limit of 5% level of significance indicating insignificant relationship between Emotional Intelligence and Job Satisfaction. T- Test was applied to evaluate the effect of Gender on both the variables i.e. Emotional Intelligence & Job Satisfaction and the result showed that there is no effect of Gender on Emotional Intelligence & Job Satisfaction. Although the effect of Age on Emotional Intelligence was found to be significant, as F value was 3.828 which was significant at.011 level. Whereas the effect of Age on Job Satisfaction was found to be insignificant. It is utmost important for the top official of Public sector to focus on the other factors that affect the job satisfaction rather than simply focusing on Emotional Intelligence. the study thus confirms the least relationship between Job satisfaction and Emotional Intelligence therefore further the studies can be conducted to investigate the antecedents of Job satisfaction.

Introduction

Do Emotional Intelligence Always Affect Job Satisfaction?

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Introduction

Introduction to Machine Learning and Its Basic Application in Python

Introduction to Machine Learning and Its Basic Application in Python

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ARTICLE INFO

Keywords:
Machine Learning,
Python, Scikit-Learn,
AI, ML, Deep
Learning, NumPy,
Matplotlib, Workflow
of machine learning,
NLTK

ABSTRACT

Artificial Intelligence, Machine Learning and Deep Learning are the buzzwords that have been able to grasp the interest of many researchers since various numbers of years. Enabling computers to think, decide and act like humans has been one of the most significant and noteworthy developments in the field of computer science. Various algorithms have been designed over time to make machines impersonate the human brain and many programming languages have been used to implement those algorithms. Python is one such programming language that provides a rich library of modules and packages for use in scientific computing and machine learning. This paper aims at exploring the basic concepts related to machine learning and attempts to implement a few of its applications using python. This paper majorly used Scikit-Learn library of Python for implementing the applications developed for the purpose of research.

Introduction

“Computers are able to see, hear and learn. Welcome to the future”- Dave Waters.

Artificial Intelligence and Machine Learning and Deep Learning are the concepts that

Effect of Store Location, Product Variety and Quality on Customer Loyalty towards Fruits & Vegetables Stores

Effect of Store Location, Product Variety and Quality on Customer Loyalty towards Fruits & Vegetables Stores

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ARTICLE INFO

Keywords:

Customer Loyalty,
Store location,
Product Quality

ABSTRACT

Since fruit and vegetables stores are gaining significance in organized sector, it is required to study the reasons behind their success. Various factors affect the growth of these stores such as their store location, product variety, product quality, etc. This study attempted to find whether there is any relationship between store location, product variety and product quality towards customers being loyal or not. Findings of the study suggested that there is a strong positive effect of store location and product quality on loyalty of customers. However, no such relationship was observed between product variety and loyalty. Also, there was no observed difference across gender for loyalty of customers.

Introduction

Awareness of recommendations for fruit and vegetable consumption has increased substantially over the last few years. Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, they are forced to adapt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge.

Store Location

Martínez-Ruiz et al (2010) suggest that once a location is near to the home then

Antecedents to Purchase Intention – A Perceptual study about “YouTube” videos

Antecedents to Purchase Intention – A Perceptual study about “YouTube” videos

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ARTICLE INFO

Keywords:

Purchase Intention,
YouTube, Social
Media, Consumer.

ABSTRACT

Companies in the world are constantly seeking for new ways to reach consumers. Recently, there are numerous social media platforms through which people are connected. Companies are using social media to influence customer Purchase Intention. YouTube is one of the new social media platforms used by the companies for advertisement of their products. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. The main objective of this research is to identify the factors that affect purchase intention of customer who watch product related YouTube videos. This study is one of the rare studies that combine YouTube videos and their effects on purchase intention. Number of Views, Likes, Comments and Replies (NVLCR), Perceived Credibility (PC), Perceived Usefulness (PU), Perceived Video Characteristics (PVC), Attitude towards Purchase (ATP) are various factors studied in association with purchase intention. In this study, a Video was shown to the respondents and Online Questionnaire based on video was filled by respondents. Multiple Regression Test was applied to the relationships between variables.

Introduction

“Social network marketing is one of the best and popular marketing attempts that

The Relationship between Trust, Learning Capability and Affective Organizational Commitment

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ARTICLE INFO

Keywords:

Organizational
Commitment,
Learning Capability,
Trust

ABSTRACT

Organizational Commitment has become a matter of concern for every organization as the tendency of employees to switch the organization is growing. The management is continuously experimenting with the employees to increase the organizational commitment. They would like to do many things to increase this positive outcome. The concept has been associated with many organizational variables and studied by several researchers in the past. The purpose of this paper is to examine relationship of organization commitment with trust and learning capabilities. The study was conducted among the employees of manufacturing sector in the Gwalior region. The sample was collected by using non-purposive sample technique on standardized scales. The data was checked for reliability & validity. The interaction effect was analyzed by using the ancova test. The result of the study explained the positive effect of Trust and Learning Capability on Organizational Commitment.

Introduction

An organization is an instrument for achieving organizational goals. Every organization has its own structure which defines authority and responsibility to accomplish the objective of the organization. When organization decides to terminate workers, downsize and restructure, such events can result in negative organizational outcomes including employee distrust, dissatisfaction and even counterproductive work behaviors. Organizations are open systems they affect the environment and get affected

Impact of Job Satisfaction on Organizational Citizenship Behavior

Impact of Job Satisfaction on Organizational Citizenship Behavior

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ARTICLE INFO

Keywords:

Job satisfaction and Organizational citizenship behavior (OCB).

ABSTRACT

job satisfaction at workplace is very important aspects of employee's life. An employee is more comfortable when he is satisfied with his job. This satisfaction may result in positive commitment among the employees. This paper is an attempt to find out the relationship between impact of job satisfaction on organizational citizenship behavior among the employees of manufacturing and service sector. Also, the gender difference on job satisfaction and OCB is also attempted to be found out. The data was collected on Likert scale from the employees working in Gwalior (India). The data was validated through reliability. The research also tried to find out the underlying factors of job satisfaction and organizational citizenship behavior. The result of the study was indicated a positive linear relationship between job satisfaction and organizational citizenship behavior. The finding also supported that there is no difference between males and females on job satisfaction and organizational citizenship behavior.

Introduction

Job satisfaction has been defined differently by different researchers. Some believe that Job satisfaction simply refers to how content an individual is, with his or her job. While the others believe that it is not as simple as this definition suggests and instead it refers

Effect of System and Information Quality on Use Intention of Online Retailers

Shilpa Sankpal^a Saifali Rithoriya^b Simran Saxena^c

^aAssociate Professor, Prestige Institute of Management, Gwalior

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ARTICLE INFO

Keywords:

Online Retailers,
System, Information,
intention

ABSTRACT

The study examined the impact of system and information quality on use intention of online retailers. System quality pertains to the efforts that companies make to manage the products sold by the companies. It also indicates the realizability of the promises made to the customer. Information quality pertains to information that is relevant and robust for use by the customers. Lastly, use intention indicates the proclivity of customers to use a particular service. Standardized questionnaire of Ahn et al (2007) was used to collect the data for the variables. The data was collected from 250 respondents. The factor analysis yielded that all three constructs were univariate. Multiple regression indicates that both system quality and information quality strongly affect use intention of online retailers.

Introduction

Online Retailing is all the rage in the current scenario. It is picking up at a rapid pace, and today everything from grocery to cosmetics, to medicines and even travel packages can be picked online. However, this entire explosion of websites means, that consumers do have to pick and choose what website is in their comfort space, and which one is not. A physical store gets evaluated in multitude of ways. Similarly, an online retailer too gets evaluated in several ways.

This current study picks up two dimensions for the same –system quality and information quality. System quality, in very simple words represents the mechanics put into place by an organization to be able to offer the services it is promising to. Similarly, information quality exacts the kind of information that is available on the retailer's website that makes the choice and decision making a richer and functionally useful aspect for the user.

CSR in Indian Companies: A Comparative Study

Sagar Gupta^a, Ritu Bhadoria^a, Tarika Singh Sikarwar^b
Students, BBA, Prestige Institute of Management Gwalior
Professor, Prestige Institute of Management, Gwalior

ARTICLE INFO

Keywords:
CSR, Perception,
Automobiles, students.

ABSTRACT

The motive behind this research paper is to know the impact of a company's Corporate Social Responsibility (CSR) policy on the buying behavior of customers. CSR is what a firm returns to the society for the services that it is receiving like land, resources, labor, etc., so it is a practice to contribute back to the society in the form of Social or Environmental concerns. CSR policies of different companies are usually distinguished between Good & Bad, and ranks are also given to the companies based on their CSR. The research is conducted in comparison of two brands of automobiles namely Maruti & TATA, considering their respective CSR ranks. For the research, a self-designed questionnaire was prepared which was further standardized. The study sample was of Management students. This research aims to study CSR along with its aspects and perspective of students towards it. The study resulted in different factors for Maruti and TATA for buying behavior. Also, t-test resulted in the difference in buying behavior for these brands.

Introduction

CSR or Corporate Social Responsibility is a well-known term nowadays, used by most of us in our daily lives. It refers to the accountability of a firm towards society. It consists of various forms like towards employees, city, nation, the globe as a whole and also the environmental concerns. The primary features of CSR contain (1) Providing a proper working facility for the employees; (2) Giving the best possible product to the customers; (3) Creating abundant no. of jobs for the neighbourhood society; etc. But in this paper, we are discussing the extra initiatives that firms take as a concern for their responsibility like Charities, Environmental concerns, etc. Every year companies are ranked on the basis of their respective CSRs and ranks are allotted to them on the basis of their activities. These ranks are given by the agencies and professionals of the field, thus companies could be easily distinguished between good and bad. In this paper we

Fractional Kinetic Equation involving Integral Transform

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^aDepartment of Mathematical Sciences, IUST, Awantipora, (J and K) India.

^bPrestige Institute of Management, Gwalior (M.P.) India.

ARTICLE INFO

Keywords:

Laplace transform,
Fourier transform,
Fractional kinetic
equation, Mittag-
Leffler function, Saigo-
Maeda operator.

ABSTRACT

In this paper, we derive the solution of fractional kinetic equation with Laplace and Fourier transforms. Their respective solutions are given in terms of Mittag-Leffler function and their generalization, which can also be represented as Fox's H-function. The result proved in this paper is application to wide range of engineering, astrophysics and physical science.

Introduction

The important of mathematical physics in distinguished astrophysical has attracted astronomers and physicists to pay more attention to available mathematical tools that can we widely use to solving several problems of physics and astrophysics.

A star (like the Sun) can be taken as a symmetric gas sphere in thermal and hydrostatic equilibrium with negligible rotation and magnetic fields. The star is characterized by its mass, luminosity, effective surface temperature, radius, central density and central temperature. The stellar structures and their mathematical models are investigated on the basis of the above characteristics in addition to some additional information related to the equation of state, nuclear energy generation rate, and opacity. Such stellar models describe how mass, pressure, temperature, and luminosity vary outward from the center of the star. The assumptions of thermal equilibrium and hydrostatic equilibrium indicate that there is no time dependence in the mathematical model, which involve mathematical equations describing the internal structure of the star Kourganoff [10], Perdang [19], Clayton [3]. Energy in such stellar structures is produced by the process of chemical reactions (thermonuclear reactions). Computation of such chemical reactions is of prime importance as it plays a central role in the evolution of such stellar structures. The two most important nuclear reactions (cycles) in stars, during their evolution, are the

Web security using user authentication methodologies: CAPTCHA, OTP and User Behaviour Authentication

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^{c,d} Student, Prestige Institute of Management, Gwalior

ARTICLE INFO

Keywords:

Web Security,
CAPTCHA, OTP or
One-Time Password,
User Behavior
Authentication (UBA),
anomaly detection,
phishing.

ABSTRACT

When we refer to the Banking Systems then the security is at a higher stake since the time internet crossed roads with the banks. The data security is very critical to be managed since the last few years due to various hacking techniques. When we are so much dependent on web then it creates a dread of loss to our data. The statistics also reveal that 15 million people across United States become a victim to Identity Theft, online. There is a collective loss of \$50 billion. 100 million Americans faced problems due to these online data thefts or Identity Thefts. The paper discusses the methodologies for CAPTCHA, OTP and UBA for user authentication and we also discuss about the web security through these methods.

Introduction

In today's world of Internet and engineering the major risk appears on user data. This user data includes all kinds of login credentials, credit card details and personal details. This type of social engineering attack is called Phishing. Phishing often happens when a hacker sends a spooked e-mail, text message or instant message, camouflaged as a reliable unit. This leads for the victim to click on a malevolent link to install a malware. This in turn freezes the system and all the important credentials are revealed. Theft, unauthorized purchases or stealing of funds can be some of the few harms the attack and reveal of information can cause. [1]

When we refer to an organization then this attack may cause severe financial and potential value decreasing losses such as loss in market shares, customer trust and most importantly loss of reputation. The security threats that these malwares may cause can also be worse for the company as the company may have a hard time to overcome that loss. [1]



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Interactions between macro-prudential framework and macroeconomic indicators

Research Article | Published: 11 March 2019

Volume 46, pages 59–73, (2019) [Cite this article](#)

[Jaspreet Kaur](#) , [Navita Nathani](#) & [Resham Chopra](#)

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Abstract

The present work is an attempt to examine the macro-prudential measures with capital flows, exchange rate, stock prices and GDP of Asian emerging economies. This research is the extension of the developing the early warning signal as Financial Stability Index by

The Impact of Brand Trust, Brand Values and Acceptability of Non-Vegetarian Brands Available in Gwalior Region

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ARTICLE INFO

Keywords:
Brand Trust, Brand Values, Brand Acceptability

ABSTRACT

The study was conducted to determine the Impact of Brand Trust, Brand Values and Acceptability of Non-Vegetarian Brands available in Gwalior Region. The study was conducted to identify the cause and effect relationship among brand trust, brand values and acceptability of non-vegetarian brands in Gwalior. The causal research was focused primarily on identifying the underlying factors that determined the relationship among brand trust, brand values and acceptability of brands. The survey method was used for data collection. For the study of this research work non probability sampling technique was used on 250 respondents. The final results of analysis confirmed that Brand Trust, Brand Values were having significant cause and effect relationship with Acceptability of Brands so with the help of it we came to the conclusion that organizations must focus on the Brand Trust & Brand Values so that Brands can be Accepted.

Introduction

The Indian market has given an opportunity for consumers to select one out of several similar brands available in the market. Nowadays, the Indian market has become highly competitive and consumer driven.

From the producer's point of view, it is a very difficult task to understand "Consumer satisfaction" upon "Acceptability of Brands". This understanding helps the producer to remain competitive in the market. In this competitive era, the consumer has

The Effectiveness of E-Advertisement towards Customer Purchase Intention: Indian Perspective

The Effectiveness of E-Advertisement towards Customer Purchase Intention: Indian Perspective

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ARTICLE INFO

Keywords:

Social Networking,
Brand Recognition,
Effectiveness of E-
Advertisement,
Purchase Intention

ABSTRACT

E-advertising has brought great opportunities for marketers and therefore it has attracted interest of lot of scholars towards this area. With this regard, many concepts have been created, such as customer satisfaction, customer loyalty, perceived e-advertisement efficiency, customer experiences, customer buying behaviour, customer equity, and others. This increasing number of users of internet have also forced organization to restructure their promotions keeping in mind both online and virtual conditions.

The main aim of this research paper is identify the impact of e-advertisement on purchase intentions of consumers. The study was conducted on a sample size of 276 respondents identified using non probability purposive sampling technique. The results indicated significant impact of Social networking was found on Brand recognition and effectiveness of e-advertisement farther Brand recognition was found to be having significant effect on customer purchase intention.

An empirical analysis of Financial Development and Economic Growth: With reference to G20 Nations

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School of Commerce and Business Studies,

Jiwaji University,

City Centre, Gwalior-474002, M.P, India.

Abstract

The basic aim of this article is to empirically investigate the relationship between financial institutional deepening, efficiency and stability on economic growth of G20 Nations. The paper uses the data from 2001-2016 and set the estimation strategy through OLS and Granger causality. The result indicates that indicators of financial institutional development predict the economic growth (GDP per capita) in which Liquid assets to deposits and short-term funding (%) and Boone indicator does not show the significant impact on economic growth. Further unidirectional as well as bidirectional causality exists between Indicators of financial institutional development and economic growth except Bank overhead costs to total assets (%).

Keywords: financial institutional Deepening, financial institutional Efficiency, financial institutional stability, GDP per capita, Granger Causality.

Introduction

This Study is the attempt to establish the Relationship of Financial Institutional Deepening, Efficiency and Stability on Economic Growth of selected G20 Nations. As it is the mix of world's largest, advanced and emerging economies, having 85% of world's total GDP and constituting world's two-third of population, hence it becomes imperative to explore that how far financial institutional development and economic growth are related (g20.org.tr, 2017). For financial Institutional Development we use 3 variables as Financial

Product details



Innovativeness and Creativity at FM Radio Station

Case - Reference no. 519-0061-1

Subject category: [Marketing](#)

Authors: Sneha Rajput (Prestige Institute of Management and Research, Gwalior); Praveen Aronkar (Prestige Institute of Management and Research, Gwalior); Alka Chaturvedi (Prestige Institute of Management and Research, Gwalior); Sunil Yadav (Vedanta College Pohari); Megha Tomar (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: [Marketing](#); [Listeners](#); [Democracy](#); [Products](#); [Gwalior](#)

[ABOUT](#)

[SETTINGS](#)

[RELATED](#)

Abstract

MY RJ is the fourth largest RJ radio station owned by NEWS 365 Group in India. It is spread over 7 states across India and has 17 stations in different cities. It was launched in Gwalior in the year 2007 on fifth of August. The brand proposition of MY RJ is 'jiyo ji bhar ke' which inspires the listeners and urges them to follow their heart. MY RJ has bagged many accomplishments like releasing the first Radio Documentary. This organization is one of its kinds to work on 'poll working' and then designing the music pieces to be played in each show. The Organization at the introductory phase was facing many challenges to reach the target audience. The case uses the third person storytelling in the opening paragraph and dialogue form to describe the main hurdles and their overcoming strategies.

Product details



Company's Financing Policy: Impediment in Buying

Case - Reference no. 119-0036-1

Subject category: Finance, Accounting and Control

Authors: Vinod Bhatnagar (Prestige Institute of Management and Research, Gwalior); Sanjay Gupta (Prestige Institute of Management and Research, Gwalior); Ritu Gangil (Prestige Institute of Management and Research, Gwalior); Monika Gupta (Aditya College); Chetan Chahar (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2015

Length: 4 pages

Data source: Field research

Topics: Perception; Customer; Finance; Consumer durables; EMI finance; Financer; Dealer; Interest; Psychology

ABOUT

SETTINGS

RELATED

Abstract

The case deals with the Capital Finserv Limited, financier of consumer durable products. The company has been financing in consumer durables products at 136 locations PAN India in 11 segments. Gwalior branch of Capital Finserv Limited was established on 23rd October 2014. The company was providing EMI finance on durable at 0% rate of interest to customers. The Company was dependent on the dealers for finance to customers. There was a problem of financing to the customers due to their perception and behavior and generating awareness of enhancing business amongst the local dealers.

Product details



Compact case

Creating Wealth and Transforming Lives

Case - Reference no. 919-0015-1

Subject category: Knowledge, Information and Communication Systems Management

Authors: Amitabha Maheshwari (Prestige Institute of Management and Research, Gwalior); C K Dantre (Prestige Institute of Management and Research, Gwalior); Himani Saxena (Prestige Institute of Management and Research, Indore); Pooja Jain (Prestige Institute of Management and Research, Gwalior); Shubhangi Chaturvedi (Prestige Institute of Management and Research, Gwalior); Shubhanshu Dubey (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: Mutual fund; Entrepreneurship

[ABOUT](#)

[SETTINGS](#)

[RELATED](#)

Abstract

The case highlights the financial issues when investing in mutual funds, such as CFund allocation value not disclosed, hidden charges charged by the companies and financial illiteracy among investors. These problems proved to be major challenges faced by the Mutual Fund industries but do not seem to be directly related. JN Ltd found it difficult to cope with the situation but try to provide a new platfouram to minimize the issues.

Product details



Employability for Employment

Case - Reference no. 419-0025-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Tarika Singh Sikarwar (Prestige Institute of Management and Research, Gwalior); Satish Bansal (Prestige Institute of Management and Research, Gwalior); Manish Dubey (Prestige Institute of Management and Research, Gwalior); Swapna Nigam (Jiwaji University); Bhanu Tomar (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Equity research; Human resource; Recruitment; Training; Talent management; Retention; Employability

[ABOUT](#)

[SETTINGS](#)

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Abstract

The present case is a narrative and dialogue based case which gives a clear description of employee retention and employability skill gap between employer and employee in equity research firms. Mr Y, head of company Z which deals in stock market, situated in Gwalior (MP) with main office is located in Bangalore. On April 24, 2015, Mr Y was relaxing after a hectic sitting on terminal for last 5 hours, then he received a call from Mr X, head office for regarding the recruitment pending on the vacant seats of research analysts since last one year.



Read to Lead

Case - Reference no. 519-0062-1

Subject category: Marketing

Authors: Navita Nathani (Prestige Institute of Management and Research, Gwalior); Nandan Velankar (Prestige Institute of Management and Research, Gwalior); Reeta Chauhan (Prestige Institute of Management and Research, Gwalior); Mukesh Deole (Jiwaji University); Megha Tripathi (Jiwaji University); Hariom Shivhare (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: Market expansion; Innovative use of services; Readership management; Advertising policies; e-Newspaper; Digitalization

ABOUT

SETTINGS

RELATED

Abstract

The objective of the case is to teach students how technology was making alternative media more attractive, weaning the customers away from print media. The case outlines problems of the Indian print industry, it also points to the possible solutions and their implications on various decision variables. The case summarized current state of print media highlighting key challenges and issues. The case also discusses the inactive thought process in young minds in the wake of declining reading habits. The case uses third person storytelling narration in the introductory part and the main problem is highlighted through essay method.

Product details



Read to Lead

Case - Reference no. 519-0062-1

Subject category: Marketing

Authors: Navita Nathani (Prestige Institute of Management and Research, Gwalior); Nandan Velankar (Prestige Institute of Management and Research, Gwalior); Reeta Chauhan (Prestige Institute of Management and Research, Gwalior); Mukesh Deole (Jiwaji University); Megha Tripathi (Jiwaji University); Hariom Shivhare (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: Market expansion; Innovative use of services; Readership management; Advertising

ABOUT

SETTINGS

RELATED

Abstract

The objective of the case is to teach students how technology was making alternative media more attractive, weaning the customers away from print media. The case outlines problems of the Indian print industry, it also points to the possible solutions and their implications on various decision variables. The case summarized current state of print media highlighting key challenges and issues. The case also discusses the inactive thought process in young minds in the wake of declining reading habits. The case uses third person storytelling narration in the introductory part and the main problem is highlighted through essay method.

Product details



Compact case

The Problem of Low Sales

Case - Reference no. 519-0063-1

Subject category: Marketing

Authors: Gaurav Jaiswal (Prestige Institute of Management and Research, Gwalior); Ravindra Pathak (Prestige Institute of Management and Research, Gwalior); Devendra Sharma (Prestige Institute of Management and Research, Gwalior); Vivekanand Singh Bhadoriya (Prestige Institute of Management and Research, Gwalior); Anvesh Sharma (Prestige Institute of Management and Research, Gwalior); Nihal Kadam (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Sales; Marketing; Turnover; Real-estate

ABOUT

SETTINGS

RELATED

Abstract

Yashodha Group, a newly established company in the field of development of real-estate, launched a new project named Dream Heights. In their last project they achieved the heights of success, but now the time had changed due to this and the sale of housing units became very low. The case highlights the major problems regarding the low sales of housing units. The case involves a key role played by Mr Singh (MD) to find out the major problems of low sales.

Product details



Absenteeism Apprehension

Case - Reference no. 419-0026-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Chanda Gulati (Prestige Institute of Management and Research, Gwalior); Pranshuman Parashar (Prestige Institute of Management and Research, Gwalior); Rajesh Gupta (Prestige Institute of Management and Research, Gwalior); Preeti Sharma (Prestige Institute of Management and Research, Gwalior); Minu Baranwal (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Human resource management; Absenteeism; Recruitment policy

[ABOUT](#)

[SETTINGS](#)

[RELATED](#)

Abstract

The case highlights the anxiety of a HR manager in resolving the absenteeism issues of local recruits in the Hotel Royal Park. General lack of responsibility among local recruits manifesting higher absenteeism is concerning the management. In spite of putting all the efforts, the absenteeism of local recruits are not being curtailed. The hotel management is struggling to embed changes in the HR recruitment, training and welfare policies to make the employees comfortable, happy and regular.

Product details



Skills Deficient Employees Log in Poor Performance at CBC Bank

Case - Reference no. 419-0027-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Garima Mathur (Prestige Institute of Management and Research, Gwalior); Ruturaj Baber (Prestige Institute of Management and Research, Gwalior); Ram K Paliwal (Prestige Institute of Management and Research, Gwalior); Reena Mehta (Sam Higginbottom University of Agriculture, Technology & Sciences); Silki Gupta (Jiwaji University); Riya Modi (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Perception; Attitude; Behaviour; Skills

Compact case

ABOUT

SETTINGS

RELATED

Abstract

This case discusses the attitudinal problem of employees at an executive level who join an organization with very high expectations in terms of salary and job profile. The managers at senior level face the problem of lack of understanding among these officers. The case also throws light on the methods of recruitment. Since no aptitude and attitude tests are conducted for selection of executives by the organization discussed in the case, it was not possible to ensure that the best candidates were selected. The case also compels students to think the way they consider their jobs.

Product details



Being #1 is a Challenge

Case - Reference no. 419-0028-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Shilpa Sankpal (Prestige Institute of Management and Research, Gwalior); Prabhat Kumar Singh Kushwah (Prestige Institute of Management and Research, Gwalior); Nitin Paharia (Prestige Institute of Management and Research, Gwalior); Kusum Kushwah (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: News paper; Office management; Absenteeism; India; Vendor relationship

[ABOUT](#)

[SETTINGS](#)

[RELATED](#)

Abstract

This case relates to problems faced in a newspaper. The newspaper is doing well otherwise, but is facing a specific issue of the delay in delivery of newspaper in the morning hours. The case is written in dialogue form, and involves the senior staff of a local edition who discuss what could possibly be wrong with the whole system such that it is affecting the newspaper.

Product details



Compact case

How Not to Develop High Performance Executives

Case - Reference no. 419-0029-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Shailja Bhakar (Prestige Institute of Management and Research, Gwalior); Richa Sinha (Sam Higginbottom University of Agriculture, Technology & Sciences); Abhay Dubey (Prestige Institute of Management and Research, Gwalior); Manish Kerwar (Jiwaji University); Pinky Sodhi (Prestige Institute of Management and Research, Gwalior); Priyanka Joliya (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: Motivation; Corporate socialization; Development; Training; Attitude

ABOUT

SETTINGS

RELATED

Abstract

Bajaj Allianz Life Insurance Co Ltd, is the one of India leading life insurance brand the company. The case deals with the concern of Mr Sapra, towards the decrease in the performance graph of new recruiters as well as the stagnant performance of the senior level employees who were recently promoted. The case also highlights the various reasons for the unproductive performance of new recruits and the undesirable attitude of senior level employees towards becoming more responsible employee. The case is exploratory in nature and the introductory and the main problem is highlighted through situation based story in the case.

Product details



Ethical Dilemma in Insurance Company

Case - Reference no. 719-0023-1

Subject category: Ethics and Social Responsibility

Authors: Shailja Bhakar (Prestige Institute of Management and Research, Gwalior); Richa Sinha (Sam Higginbottom University of Agriculture, Technology & Sciences); Abhay Dubey (Prestige Institute of Management and Research, Gwalior); Manish Kerwar (Jiwaji University); Pinky Sodhi (Prestige Institute of Management and Research, Gwalior); Priyanka Joliya (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Ethics; Customer care; Complaint handling; After sales service; Safety; Security

ABOUT

SETTINGS

RELATED

Abstract

This case is about Mr Vinod Sapra who is working with Bajaj Allianz as a branch manager and has a huge clientele base. The case discusses the various methods (ethical, unethical) which Mr Sapra adopted to increase his clientele.



Market Dynamism Leads to Do Something Innovative

Case - Reference no. 519-0064-1

Subject category: Marketing

Authors: Nischay K Upamannyu (Prestige Institute of Management and Research, Gwalior); Vani Agarwal (Prestige Institute of Management and Research, Gwalior); Kuldeep Chauhan (Prestige Institute of Management and Research, Gwalior); Pratiksha Kulshrestha (Prestige Institute of Management and Research, Gwalior); Shashi Kumar Sharma (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 4 pages

Data source: Field research

Topics: Service quality; Service delivery; Customer satisfaction

Compact case

ABOUT

SETTINGS

RELATED

Abstract

The case is a critical instance case, in which specific incidents and their ramifications are depicted. The case is based on a real life situation faced by 4-year-old Pvt Ltd Partnership Company, which is having its operations at three different locations, in Gwalior, Madhya Pradesh (India). The case deals with the problem of growth, high cost and maintaining teaching quality issues. The forecast of the promoters of the firm that the education sector at school level had limitless opportunities. The case also highlights the opportunities that were available to the firm to turn around and attract more students for their firm.

Product details



Newspaper Tales - A Snapshot of Its Daily Life

Case - Reference no. 319-0110-1

Subject category: Strategy and General Management

Authors: Shilpa Sankpal (Prestige Institute of Management and Research, Gwalior); Prabhat Kumar Singh Kushwah (Prestige Institute of Management and Research, Gwalior); Nitin Paharia (Prestige Institute of Management and Research, Gwalior); Kusum Kushwah (Prestige Institute of Management and Research, Gwalior); Megha Tripathi (Jiwaji University)

Published in: 2015

Length: 4 pages

Data source: Field research

Topics: News paper; Office management; Absenteeism; India; Unethical practices

Compact case

Product details



Manufacturing Facility Location Decision: Pains and Gains

Case - Reference no. 619-0013-1

Subject category: Production and Operations Management

Authors: Sher Singh Bhakar (Prestige Institute of Management and Research, Gwalior); Rahul Pratap Singh Kaurav (Prestige Institute of Management and Research, Gwalior); Krishan Kant Yadav (Prestige Institute of Management and Research, Gwalior); Prashant Sharma (BVM College of Management); Nidhi Taneja (Banaras Hindu University); Shalini Kumari (Prestige Institute of Management and Research, Gwalior)

Published in: 2019

Length: 8 pages

Data source: Field research

Topics: Production management; Operations management; Facility location; Location decision; Paint industry; Chemical paint; Plastic paint

[ABOUT](#)

[SETTINGS](#)

[RELATED](#)

Abstract

The case relates to a newspaper that is doing well in Central India. The case is from the eyes of a HR executive who looks at the organization and the different departments along with the inter-linkages. Though the going is very smooth, there are small hiccups and issues that keep arising. These challenges make the ride sub-optimal.

Product details



Unequal Work Equal Wages

Case - Reference no. 419-0030-1

Subject category: Human Resource Management / Organisational Behaviour

Authors: Richa Banerjee (Prestige Institute of Management and Research, Gwalior); Smrita Bhadouria (Prestige Institute of Management and Research, Gwalior); Lazey Bhutia (Prestige Institute of Management and Research, Gwalior); Meghna Goel (Jamia Millia Islamia Central University); Radhika Agarwal (Prestige Institute of Management and Research, Gwalior); Prateek Chaurasiya (Prestige Institute of Management and Research, Gwalior)

Compact case

Published in: 2019

Length: 3 pages

Data source: Field research

Topics: Absenteeism; Interpersonal conflict; Workers participation in management

[ABOUT](#)

[SETTINGS](#)

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Abstract

The case is related to a leading tyre cord manufacturing organization situated in Bhopal, MP (India). The organization is facing the problem of unequal work load, which is identified when an external agency conducted study in plant. The plant head undertook various steps to solve the problem to get some fruitful results.