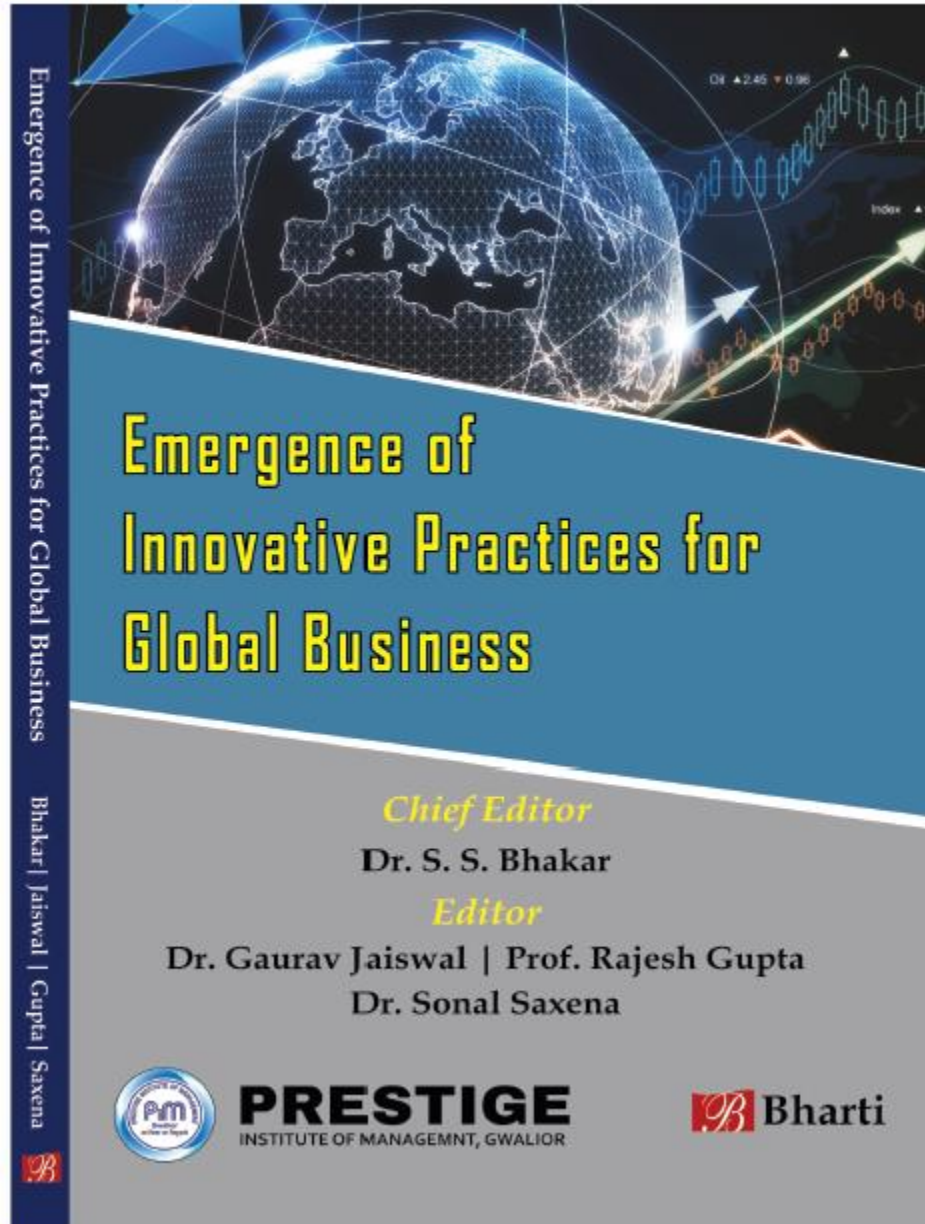


YEAR: 2021

Sl. No.	Name of the Teacher	Title of the Book published	Title of the Chapter published
1	Gaurav Jaiswal	Emergence of Innovative Practices for Global Business	Book1
2	Sonal Saxena	Emergence of Innovative Practices for Global Business	Book1
3	S.S Bhakar	Emergence of Innovative Practices for Global Business	Book1
4	Rajesh Gupta	Emergence of Innovative Practices for Global Business	Book1
5	Tarika Singh Sikarwar	The Cases in Management	Book1
6	Pooja Jain	Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science	Much Needed 'Pad Man' for Indian Females to Be Dignified: A Case Study on Period Poverty
7	Sneha Rajput	Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science	Much Needed 'Pad Man' for Indian Females to Be Dignified: A Case Study on Period Poverty
8	Navita Nathani	Journal of International Conference Proceedings	Impact of tax knowledge, tax penalties, and E-filing on tax compliance in India
9	Shaifali Chauhan	IEEE International Conference on Communication Systems and Network Technologies (CSNT)	A statistical analysis on website quality for purchase intention during online shopping
10	Shaifali Chauhan	IEEE International Conference on Communication Systems and Network Technologies (CSNT)	Performance analysis of online shopping for customer satisfaction using PLS-SEM
11	Richa Banerjee	IEEE International Conference on Communication Systems and Network Technologies (CSNT)	Performance analysis of online shopping for customer satisfaction using PLS-SEM
12	Garima Mathur	Academy Of Marketing Studies Journal	Practices In Sustainable Finance: A Neoliberal Marketing Model In Insurance Sector
13	Subeer Banerjee	IPE Journal Of Management,	Emotional Stability Scale: Development And Validation In The Indian Context,
14	Richa Banerjee	IPE Journal Of Management,	Emotional Stability Scale: Development And Validation In The Indian Context,

15	Tarika Singh Sikarwar	International Journal of Critical accounting	Composition On Board Of Director And Performance: Evaluating The Mediating Effect Of Innovation.
16	Shivani Sharma	International Journal Of Analytical And Experimental Modal Analysis	Antecedents And Outcomes Of Library Automation Software Support On User Satisfaction: A Model And An Empirical Investigation.
17	Garima Mathur	Splint International Journal Of Professionals	Urban Tourists And Rural Tourism Destinations: A Study Of Amidst Perception
18	Ruturaj Baber	Journal of Indian Management and Strategy	Revisiting relationship between workplace spirituality and employee's performance review and reconceptualization
19	Sneha Rajput	Gurukul Business Review	Relationship Between Brand Image and Store Image as Drivers of Repurchase Intention in Apparel Stores
20	Sneha Rajput	Gurukul Business Review	Relationship Between Brand Image and Store Image as Drivers of Repurchase Intention in Apparel Stores
21	Navita Nathani	Iconic Research And Engineering Journals	Mergers and Acquisition in India And its Impact on Shareholders wealth
22	Rahul Pratap Singh Kaurav	International Journal of Business Forecasting and Marketing Intelligence	Assessing the retailer's service quality from consumer's consciousness outlook through SERQUAL Framework
23	Rahul Pratap Singh Kaurav	Journal of Tourism Quarterly	How web of science is shaping the research on publications on wire tourism: Bibliometric approach
24	Richa Banerjee	IPE Journal of Management	Emotional Stability Scale : Development and Validation in the Indian Context
25	Subeer Banerjee	IPE Journal of Management	Emotional Stability Scale : Development and Validation in the Indian Context

BOOK No -1



Emergence of Innovative Practices for Global Business

Bhakar | Jaiswal | Gupta | Saxena



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR

Bharti

Emergence of Innovative Practices for Global Business

Chief Editor
Dr. S. S. Bhakar

Editor
Dr. Gaurav Jaiswal
Prof. Rajesh Gupta
Dr. Sonal Saxena

Published by

Prestige Institute of Management, Gwalior, MP, India
And
Bharti Publications, New Delhi, India

About the Author



Dr. Bhakar is heading Prestige Institute of Management, Gwalior as Director since November, 2005. Before joining PIMG as Director, Dr. Bhakar has worked at Prestige Institute of Management and Research, Indore for nine years and was coordinator for Operations Management and Quantitative Techniques for the entire tenure of nine years.

Dr. Bhakar has been extensively involved in various Research activities including supervising Ph.D. Scholars. Twelve scholars have been awarded Ph.D. Degree under his supervision and Currently 8 scholars are pursuing their Ph.D. degree under his guidance from Jwaj University, Gwalior.

He is presently working on research projects in the area of Supply Chain Management, Forecasting, Quality Control, Productivity and Value addition in Retailing. He has published 150 research papers, book reviews and case studies in relevant journals and books. He has published twenty nine edited books as sole editor or as first author among the editorial team. The edited books have been published by Bloomsbury India, New Delhi, McMillan International, New Delhi, Excel books New Delhi and Crescent Publishers, Allahabad. Four edited books are in their final stages of publication. He has Chaired Sessions and presented papers in about sixty conferences and seminars across the country. Dr. Bhakar is a well known trainer and he has conducted in-house training programs for some of the most reputed organizations in the country such as Dace Steel, Fisher Motors, Syncom formulations/Sapnaa industries, Akzo noble, Kurlon etc. and has organized and conducted Executive Development Programs on BTD platform. During his tenure as Director PIMG, Dr. Bhakar has successfully organized Eleven International conferences, Twelve National Seminars & four national conferences as Conference Chairman, Seventeen Case Writing Workshops as main resource person and supervisor/editor, and ten National Research Methodology Workshops (one of them AKTE Sponsored) as Main resource person. He has been the main resource person in Thirty other Research Methodology workshops organized by Institute/s of repute such as National Institute of Agricultural Marketing, Jaipur; Patna University, Gurgaon; MDS University, Amer; IIM, Jaipur; Pioneer Institute of Management, Indore; Vishnu Institute of Management, Indore, Indian Institute of Tourism and Travel Management, Gwalior; Pvdar Institute of Management, Jaipur; JK Business School, Gurgaon; Certification Institute of Professional Studies, Jaipur; Gitaratan Institute of Professional Studies, Jaipur; Gitaratan Institute of Business Studies, New Delhi; Symbiosis Institute of Business Studies, Noida; Institute of Management Studies, DehraDun; and Biju Ramdas College of Engineering and Management Nagpur and conducted seminars (one full day or longer) in 15 other Research Methodology workshops organized by IITM, Gwalior, BITM, Gwalior, BITM, Gwalior; IIM, Gwalior; IPS, Gwalior; Oriental Institute of Management, Bhopal; National Law University, Ahmedabad; COER Management Department, Barke and Rajasthan University, Jaipur (Econometrics Departments in ICSSR sponsored workshop on RM). He has also guided National Case Writing Workshops as sole resource person at Symbiosis Institute of Law, Noida and J K Business School, Gurgaon. He is chief editor and guest chief editor of six international journals. Dr. Bhakar has held Senior Positions of various bodies such as Chairman, Indian Society for Training and Development (ISTD) Indore chapter (2003-2006), Secretary ISTD, Indore chapter (2000-2001) and Executive President, Gwalior Management Association since 2005 till date and Vice President, Quality Circle Forum of India, Gwalior (Madhya Pradesh) since 2012 till date.

Dr. Bhakar is a life member of Indian Society for Training and Development (ISTD) New Delhi, associate member of Institution of Electronics and Telecommunication Engineers, New Delhi and member, All India Management Association, New Delhi.

In recognition of his Outstanding Achievements in the Field of Education, he has been awarded 'Rajiv Gandhi Education Excellence Award' by Indian Solidarity Council and 'Outstanding Visionary' by MBA by Choice.



Dr. Gaurav Jaiswal is presently working as Assistant Professor in Department of Management, Prestige Institute of Management, Gwalior.

He has more than 14 years of experience in teaching and research and has qualified UGC-NET. He has published more than 39 research papers in reputed national and international journals. He has presented more than 34 research papers and articles in various national and international conferences and attended various in-house and outside workshops. He has co-authored 3 books. He has also attended the training programs organized by QCF, GMA, AIMA etc. His areas of interest are Industrial Law, Human Resource Management, Organization Behavior, Human Resource Development. Four Ph.D. Scholars are pursuing their Ph.D. degree under his guidance.



Rajesh Gupta He joined the Institute in February 2013. He obtained Master's degree in Statistics from School of Statistics, Devi Ahilya

Vishwavidyalaya Indore (M.P.) with merit and is pursuing Ph.D. (statistics) from DAVV, Indore (M.P.). He has more than fifteen years of teaching experience. He taught subjects like Operations Research, Quantitative Techniques, Business Statistics, Discrete Mathematics and Numerical Analysis. He has participated in number of Workshops/ Seminars/ Conferences and presented research papers. His major research interest includes inventory models related to supply chain. He has published and presented papers in various conferences and journals.



Dr. Sonal Saxena is presently working as an Assistant Professor of management at Prestige Institute of Management Gwalior. She has been awarded her Ph.D. from Jwaj University on the topic 'A study of selected successful woman entrepreneurs of M.P. region. She has obtained her MBA degree from Prestige Institute of Management, Gwalior and has specialization in Human Resource Management and Financial Management. She has attended various National and Entrepreneurship conferences and seminars. She has a teaching experience of more than 5 years. Her area of interests lie in Entrepreneurship and Organizational citizenship behavior.



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR
Airport Road, Opp. Deendayal Nagar, Gwalior (M.P.)
Ph.: 0751-4097000, Email: info@prestigegwl.org
Website : www.prestigegwl.org



Bharti Publications, New Delhi
E-mail: bhartipublications@gmail.com,
info@bhartipublications.com
www.bhartipublications.com



Price- Rs. 495/-



PRESTIGE
INSTITUTE OF MANAGEMENT, GWALIOR
Airport Road, Opp. Deendayal Nagar, Gwalior (M.P.)
Ph.: 0751-4097000, Email: info@prestigegwl.org
Website : www.prestigegwl.org



Bharti Publications, New Delhi
E-mail: bhartipublications@gmail.com,
info@bhartipublications.com
www.bhartipublications.com

ISBN 978-81-949793-2-6



Price- Rs. 495/-

BOOK NO 2

CASES IN MANAGEMENT

Edited by

Dr. Tarika Singh Sikarwar

Professor and Deputy Director,
Prestige Institute of Management and Research, Gwalior

Dr. Raturaj Baber

Assistant Professor,
Symbiosis Centre for Management Studies, Nagpur,
A Constituent of Symbiosis International University, Pune

Copyright © *Editors*, 2021

Title: Cases in Management

Authors: Dr. Tarika Singh Sikarwar, Dr. Raturaj Baber

All rights reserved. No part of this publication may be reproduced or transmitted, in any form or by any means, without permission. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

First Published, 2022

ISBN: 978-93-94779-03-7

Published by:

Bharti Publications

4819/24, 3rd Floor, Mathur Lane, Ansari Road,
Darya Ganj, New Delhi-110002

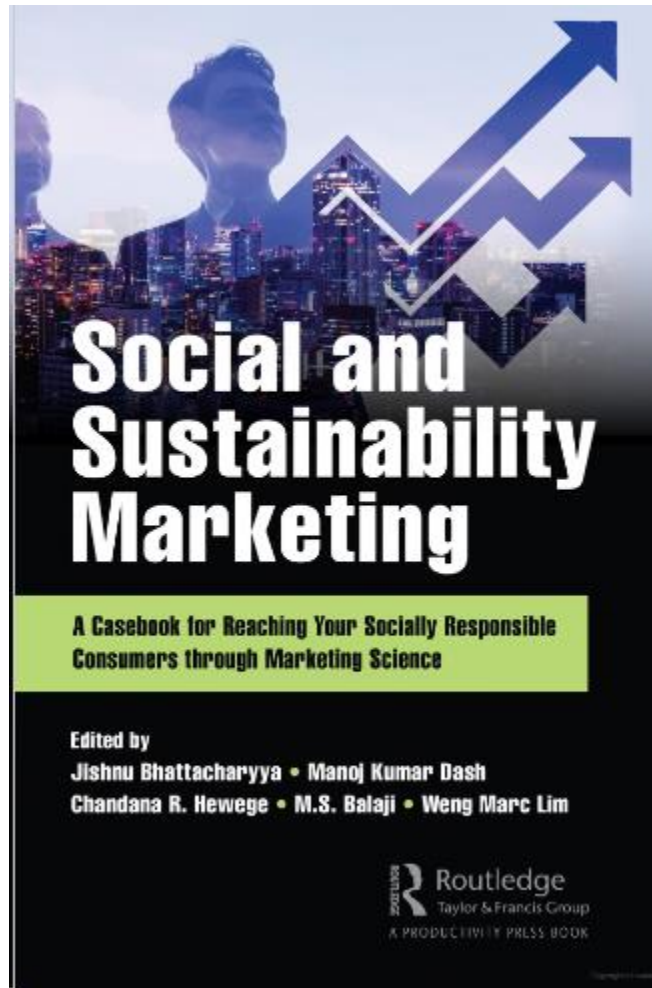
Phone: 011-23247537, Mobile : +91-989-989-7381

E-mail : bhartipublications@gmail.com,
info@bharatipublications.com

Website : www.bhartipublications.com

Disclaimer: The views expressed in the book are of the authors and not necessarily of the publisher. Authors themselves are responsible for any kind of Plagiarism found in book and any related issues found with the book.

BOOK NO -3



Section XII Selected Case Studies to Reflect on Practice and Use as Learning Tools: Case Studies from Emerging Economies (Complex and/or Long)

Chapter 25 Saheli: The Zero-Side-Effect Pill—Marketing of Oral Contraceptives in the Context of Sexual Education to Create Socially Responsible Consumers

Neharika Binani, Anshika Singh and Palakh Jain

Chapter 26 Much Needed 'Pad Man' for Indian Females to Be Dignified: A Case Study on Period Poverty

Sneha Rajput and Pooja Jain

Section XIII Selected Case Studies to Reflect on Practice and Use as Learning Tools: Sustainability Marketing in the NFL

Chapter 27 Sustainability Marketing in the National Football League (NFL): The Case of the Philadelphia Eagles

Jairo León-Quismondo

Chapter 28 Leave It: Upskilling a Dog Owning Community

Jessica A. Harris, Sharyn Rundle-Thiele, Bo Pang, Patricia David and Tori Seydel

Chapter 29 Coexisting: The Role of Communications in Improving Attitudes towards Wildlife

Bo Pang, Patricia David, Tori Seydel, Sharyn Rundle-Thiele and Cathryn Dexter

Chapter 30 Closing the Confidence Gap in STEM: A Social Marketing Approach to Increase Female Retention

Carina Roemer, Bo Pang, Patricia David, Jeawon Kim, James Durl and Sharyn Rundle-Thiele

Chapter 31 GlobalGiving and Performance Metrics

Chapter

Much Needed 'Pad Man' for Indian Females to Be Dignified: A Case Study on Period Poverty

By Sneha Rajput, Pooja Jain

Book [Social and Sustainability Marketing](#)

Edition	1st Edition
First Published	2021
Imprint	Productivity Press
Pages	72
eBook ISBN	9781003188186



Share

Impact of E-Filing, Tax Knowledge and Tax Penalties on Tax Compliance in India

2019 // DOI: [10.32535/ijcp.v2i1.416](https://doi.org/10.32535/ijcp.v2i1.416)

Navita Nathani, Silky Vigg Kushwah

[Download PDF](#)

[Cite this](#)

[Share](#)

[View original](#)



Metrics

0 views

0 downloads

Table of contents

Title & authors

Abstract

Full text

Abstract

For so many decades, Indian government has been taking legislative and administrative measures to enhance tax compliance which in turn will increase the tax collection revenues. The current,

All



ADVANCED SEARCH

Conferences > 2021 10th IEEE International ...

A Statistical Analysis on Website Quality For Purchase Intention during Online Shopping

Publisher: IEEE

Cite This

PDF

Mohit Mittal ; Shaifali Chauhan ; Swadha Gupta ; Hardeep Singh [All Authors](#)

2

Cites in
Papers

129

Full
Text Views

Need Full-Text

access to IEEE Xplore
for your organization?[REQUEST A FREE TRIAL >](#)

More Like This

MCU Simulation Software

Algorithm based on De

Learning from Sixt M

[Feedback](#)

Abstract

Document Sections

Abstract:

According to current scenario, technology play a vital role in the field of communication and

All



ADVANCED SEARCH

Conferences > 2021 10th IEEE International ...

Performance Analysis of Online Shopping For Customer Satisfaction Using PLS-SEM

Publisher: IEEE

Cite This

PDF

Shaifali Chauhan ; Richa Banerjee ; Mohit Mittal ; Hardeep Singh [All Authors](#)

170

Full
Text Views

Need Full-Text

access to IEEE Xplore
for your organization?[CONTACT IEEE TO SUBSCRIBE >](#)

More Like This

CDMA mobile communication
system performance analysis
tools for network parameter
planningProceedings of Vehicular Technology
Conference - VTC
Published: 1998Application of simultaneous
importance-performance analysis
to evaluate customer loyalty
towards corporation: A case
study of direct selling company S
2017 IEEE 8th International Conference
on Awareness Science and Technology
(ICAST)
Published: 2017[Show More](#)

Abstract

Document Sections

I. Introduction

II. Literature Review

III. Research Methodology

IV. RESULT AND
INTERPRETATIONV. STRUCTURAL PATH
MODEL[Show Full Outline ▾](#)[Authors](#)[Figures](#)

Abstract:

Advancement in technology from past few years provide a dyanmic platform to various customers and companies interact virtually. To ease the shopping, various sites are available to buy accessories online such as cloths, electronics, etc. Customer satisfaction is a challenge. So, to consider positive aspect to enhance the business based on companies point-of-view on the other hand ease of availability and satisfaction are main parameters according to users point-of-view. For this, a model is proposed with various hypothesis to find the level of consumer's satisfaction. The major inputs are hedonic shopping value, website quality and utilitarian shopping value to the proposed model. The model is test with statistical tool such as PLS-SEM 3.3 version. PLS-SEM is efficiently work to solve complex problems. The simulation shows notable results.

Published in: 2021 10th IEEE International Conference on Communication Systems and Network Technologies (CSNT)

Date of Conference: 18-19 June 2021

DOI: 10.1109/CSNT51715.2021.9509648

Date Added to IEEE Xplore: 12 August 2021

Publisher: IEEE

ISBN Information:

Conference Location: Bhopal, India

Print on Demand (POD) ISBN: 978-1-7178-7182-2

Academy of Marketing Studies Journal

(Print ISSN: 1095-6298; Online ISSN:
1528-2678)

Abstract

Practices In Sustainable Finance: A Neoliberal Marketing Model In Insurance Sector

Author(s): Silky Vigg Kushwah, Garima Mathur

Financial sustainability is becoming increasingly important in the corporate world, and in recent years, many firms have taken tremendous measures to embed financial sustainability activities in their business model. Some of these activities are financial sustainability practices as one of the ways to build a strong brand image. To understand the role sustainable finance plays in the financial sector, especially the Insurance sector, this paper studies five major private and public sector insurance companies in India and access their best practices, standards and trends in sustainable finance. This study analyses the common practices of the insurance sector towards social and environmental considerations. It

Get the App



ISSN 2249-9040

VOLUME 11 NO. 1 JANUARY-JUNE 2021

IPE Journal of

Management

**Job Crafting, Work Engagement and Turnover Intention –
An Empirical Study on Women IT Employees in India**

Sameera Afroze

**Emotional Stability Scale: Development and Validation in the
Indian Context**

Richa Banerjee and Subeer Banerjee

**A Psychometric Study on Impact of Supervisors’
Transformational and Transactional Leadership Behaviour on
Follower’ Contextual & Adaptive Performance in Banks**

Sakshi Sharma and Manju Nair

**A Study of the Investor’s Behaviour in Making Investment
Decisions with A Special Focus on Mumbai**

Meena Sharma and Dhiraj Dhirwani

Emotional Stability Scale: Development and Validation in the Indian Context

Richa Banerjee¹
Subeer Banerjee²

Abstract

The paper is focused on conceptualizing a measure to check emotional stability, especially in the Indian context. The construct is developed and validated in settings of Madhya Pradesh Region India concerning the working executives of the service industry (Education, Banking, and Insurance). The study is descriptive in nature and the survey method is used to collect the data. The literature review was done to collect relevant material and to identify the probable dimensions of emotional stability. The items of the questionnaire were finalized after discussion with experts. The primary data collected was checked with the help of PASW 18 and PLS-SEM. The second-order Reflective-Formative construct was validated. The collected data was analysed to a formative scale for emotional stability, for that Exploratory factor analysis and Confirmatory Factor Analysis was done. The construct which was finally developed consist of 25 questions which were converted into 8 dimensions which captured different facets of emotional stability of employee. It is developed as a formative construct to measure emotional stability with reference to the Indian context.

Emotional Stability Scale: Development and Validation in the Indian Context

Richa Banerjee¹
Subeer Banerjee²

Abstract

The paper is focused on conceptualizing a measure to check emotional stability, especially in the Indian context. The construct is developed and validated in settings of Madhya Pradesh Region India concerning the working executives of the service industry (Education, Banking, and Insurance). The study is descriptive in nature and the survey method is used to collect the data. The literature review was done to collect relevant material and to identify the probable dimensions of emotional stability. The items of the questionnaire were finalized after discussion with experts. The primary data collected was checked with the help of PASW 18 and PLS-SEM. The second-order Reflective-Formative construct was validated. The collected data was analysed to a formative scale for emotional stability, for that Exploratory factor analysis and Confirmatory Factor Analysis was done. The construct which was finally developed consist of 25 questions which were converted into 8 dimensions which captured different facets of emotional stability of employee. It is developed as a formative construct to measure emotional stability with reference to the Indian context.

Home → International Journal of Critical Accounting → Vol. 12, No. 1

FREE ACCESS

Composition of board of directors and performance: evaluating the mediating effect of innovation

Tarika Singh Sikarwar

Published Online: March 9, 2021 · pp 1-16 · <https://doi.org/10.1504/IJCA.2021.113891>

ABOUT

Abstract

Board of directors have corporate credit risk on the top of their minds. Risk management is now a governance issue too. The study observes the affiliation amid the composition of the board of

A 

Antecedents and Outcomes of Library Automation Software Support on User Satisfaction: A Model and an Empirical Investigation



by SHIVANI SHARMA

2021, The International Journal of Analytical and Experimental Modal Analysis

This study determines the level of students' satisfaction towards the library automation software system. Design/ Methodology/ Approach: The study was conducted using the survey method and data was collected through a

[See Full PDF](#)

[Download PDF](#)

FREE RELATED PDFS

EXPLORING THE SATISFACTION LEVEL OF SOFTWARE USAGE IN GULBARGAAND BELGAUM REGION'S ENGINEERING COLLEGE LIBRARIES IN KARNATAKA: A SURVEY



Indian Journals.com
A product of Diva Enterprises Pvt. Ltd.

(103.159.168.178)

Home About us My Profile Registration Products Article Submission Usage Statistics Price List 2024 Contact Us Tutorial Login/Register

Email id Log In

JOURNAL
Splint International Journal Of Professionals
Year : 2021, Volume : 8, Issue : 1
First page : (91) Last page : (100)
Print ISSN : 2349-6045. Online ISSN : 0000-0000.

Journal Home
Current Issue
Archive / Issues
Next Article
TOC
Prev Article
Registration
Editorial Board
Aims & Scope
Author Guidelines
Ethics & Malpractice
Subscribe TOC Alerts

Article Submission

FREE
Sample Issue

Trial Access

Urban tourists and rural tourism destinations: A study of amidst perception

Agrawal Ankit^{1,*}, Mathur Garima^{2,}, Sharma R.A.^{3,***}**

¹Research Scholar, School of Studies in Tourism and Travel Management, Jiwaji University, Gwalior, Madhya Pradesh, India
²Associate Professor, Prestige Institute of Management & Research, Gwalior, Madhya Pradesh, India
³Superannuated Professor, Jiwaji University, Gwalior, Madhya Pradesh, India

*Corresponding Author) email id: ankit_agr_gwl001@yahoo.co.in
**garimanmathur@gmail.com
***sharmara@rediffmail.com

Online published on 17 June, 2021.

Abstract

Urban tourist is the target market of almost every rural-based tourism destination. For developing the site and attracting more tourists, rural tourism policymaker should consider the expectations of urban tourists from rural tourism site. The study focuses on needs and expectations of an urban tourist while visiting a rural destination. Data were collected through the questionnaire included 30 items from 388 urban dwellers residing in Tier 1 cities. In this research, Cronbach's alpha reliability and Exploratory Factor Analysis test have been applied. The research resulted in the fact that an urban tourist expected good natural surroundings with village-like feeling while visiting a rural area. This study is likely to bridge the gap between tourist expectations and facilities provided by a rural tourism sector.

Keywords

Rural tourism destination, Quality, Memory, Tourist's perception, Tourist's expectation, Urban tourist

Indian Journals.com
A product of Diva Enterprises Pvt. Ltd.

(103.159.168.178)

Home About us My Profile Registration Products Article Submission Usage Statistics Price List 2024 Contact Us Tutorial Login/Register

Email id Log In

JIMS8M
The Journal of Indian Management & Strategy
Year : 2021, Volume : 26, Issue : 1
First page : (57) Last page : (63)
Print ISSN : 0973-9335. Online ISSN : 0973-9343.
Article DOI : [10.5958/0973-9343.2021.00006.5](https://doi.org/10.5958/0973-9343.2021.00006.5)

Journal Home
Current Issue
Archive / Issues
Registration
Subscribe
Editorial Board
Aims & Scope
Author Guidelines
Ethics & Malpractice
Subscribe TOC Alerts

Article Submission

FREE

Revisiting relationship between workplace spirituality and employee's performance-review and reconceptualization

Baber Prerana¹, Baber Ruturaj², Agarwal Tarun³

¹Lecturer, School of Studies in Management, Jiwaji University, Gwalior, (M.P), India
²Assistant Professor, Prestige Institute of Management, Gwalior, (M.P), India
³Professor & Head of Department, N L Dalmia Institute, Mumbai, Maharashtra, India

Online published on 1 May, 2021.

Abstract

Purpose

This review has two purposes: (1) to analyse the literature on workplace spirituality and employee performance and (2) to offer an outline of various factors in the subject field, making it possible to develop a roadmap for future researchers.

RELATIONSHIP BETWEEN BRAND IMAGE AND STORE IMAGE AS DRIVERS OF REPURCHASE INTENTION IN APPAREL STORES

RELATIONSHIP
BETWEEN BRAND
IMAGE AND STORE
63

Received: 15.12.2020
Revised: 10.02.2021
Revised: 19.02.2021
Accepted: 25.02.2021

Pooja Bhakuni

HBIT, Kanpur, UP, India

Sneha Rajput

Prestige Institute of Management, Gwalior. MP. India.

Bhuvanesh Kumar Sharma

Symbiosis Institute of Business Management, Pune. Maharashtra, India

S.S. Bhakar

ITM University, Gwalior

Abstract

Purpose-In a competitive business environment, repurchasing determines the success rate and growth of an organization. The managers of the organizations are continuously making efforts to establish the name of their brands in the market. Most business organizations consider a brand image as a powerful asset for their growth. This research was conducted to study the importance of brand image and store image on repurchase intention.

Design/methodology/approach-The current study is causal. Data was collected from 500 respondents using a questionnaire on a 5-point Likert scale. A nonprobability purposive sampling technique was used to collect the data. Consistency was of data evaluated using reliability and the model was tested using SEM through SPSS AMOS 18.

Findings-The findings revealed that brand image does influence repurchase intention in the readymade garment stores ($P < 0.05$). But on the other hand, the study revealed that store image does not affect repurchase intention directly ($P > 0.05$). The model fit indices like χ^2/DF were 1.25, GFI was 0.995, AGFI value was 0.982 indicating high acceptability of the model. PGFI was 0.284; CFI, NFI, TLI, and RMSEA were within threshold limits.

Research Implications-As per the finding, Indian customers have higher repurchased when they have a higher evaluation of the brand image. It shows that brand image is a necessary factor to build a successful repurchase intention. The study has a strong implication for store brands to have more focus on the brand image as it affects repurchase intention directly and gets affected by store image.

Originality value-This research supplies the unique learning to the retail store manager, brand manager and marketing managers to understand the perception of customers towards the brand image and store image and its impact on repurchase intention. It delivers comprehensions of the branding issue and compares to collected works, therefore

RELATIONSHIP BETWEEN BRAND IMAGE AND STORE IMAGE AS DRIVERS OF REPURCHASE INTENTION IN APPAREL STORES

RELATIONSHIP
BETWEEN BRAND
IMAGE AND STORE

63

Received: 15.12.2020
Revised: 10.02.2021
Revised: 19.02.2021
Accepted: 25.02.2021

Pooja Bhakuni

HBIT, Kanpur, UP, India

Sneha Rajput

Prestige Institute of Management, Gwalior. MP. India.

Bhuvanesh Kumar Sharma

Symbiosis Institute of Business Management, Pune. Maharashtra, India

S.S. Bhakar

ITM University, Gwalior

Abstract

Purpose-In a competitive business environment, repurchasing determines the success rate and growth of an organization. The managers of the organizations are continuously making efforts to establish the name of their brands in the market. Most business organizations consider a brand image as a powerful asset for their growth. This research was conducted to study the importance of brand image and store image on repurchase intention.

Design/methodology/approach-The current study is causal. Data was collected from 500 respondents using a questionnaire on a 5-point Likert scale. A nonprobability purposive sampling technique was used to collect the data. Consistency was of data evaluated using reliability and the model was tested using SEM through SPSS AMOS 18.

Findings-The findings revealed that brand image does influence repurchase intention in the readymade garment stores ($P < 0.05$). But on the other hand, the study revealed that store image does not affect repurchase intention directly ($P > 0.05$). The model fit indices like χ^2/DF were 1.25, GFI was 0.995, AGFI value was 0.982 indicating high acceptability of the model. PGFI was 0.284; CFI, NFI, TLI, and RMSEA were within threshold limits.

Research Implications-As per the finding, Indian customers have higher repurchased when they have a higher evaluation of the brand image. It shows that brand image is a necessary factor to build a successful repurchase intention. The study has a strong implication for

Mergers and Acquisitions in India And Its Impact on Shareholders Wealth

PRATEEK PATHAK¹, DR. NAVITA NATHANI²

¹ Research Scholar, Jiwaji University

² Professor and Head, Management department, Prestige Institute of Management, Gwalior

Abstract- Merger and Acquisition is the most effective ways to accelerate the growth implementation plan of companies. All industries have been using M&A as an aggressive strategy for growth. Merger and acquisition in are not a new concept and burst in M&A has given further space to companies to look for integration for their growth, market coverage or any other strategic requirement. The present research paper aims at studying the impact of mergers and acquisition on the financial performance of corporate sector in India. (On acquiring companies) For the purpose of analysis list of data of 6 companies has been considered from period 2012- 2017. The result suggested that there is no significant change on the financial performance of corporate sector in India after merger.

Indexed Terms- Mergers, Acquisitions, Financial ratios, Post-Merger

I. INTRODUCTION

• WHAT IS A MERGER?

A merger is an agreement that unites two existing



A merger is a financial activity that is undertaken in a large variety of industries: healthcare, financial institutions, private investments, industrials, and many more. There are two main types of mergers: horizontal and vertical.

Horizontal mergers occur when two businesses in the same industry combine into one. This type of combination can cause anti-trust issues depending on the industry. For instance, GM and Ford may not be allowed to merge because of anti-trust laws.

Vertical mergers occur when two businesses in the same value chain or supply chain merge. For example, a hamburger restaurant might merge with a cow farm.

II. HOW A MERGER WORKS

NO ACCESS

Assessing the retailer's service quality from consumer's consciousness outlook through SERVQUAL framework

Shantanu Kumar Sahu and Rahul Pratap Singh Kaurav

Published Online: 16 Dec 2021



PDF



Abstract & Keywords



Tools



Share

Abstract

The article goal was to explore the service quality being adopted by retailers from the shopper's perspective and at the same time judge the assessment of their accomplishment level reliant on SERVQUAL factors in specific assurance, empathy, tangibility, reliability, and responsiveness. An autonomous and a re-indicated organised SERVQUAL questionnaire have been established up in a way to address the hypothesis and insight on service quality being capable by retailers. Only 140 complete consumer responses were received by visiting different retailers at Agra City. The study explored all five significant dimensions of service quality concerning consumer perception. The dimensions were tested statistically and reveal that retailer's prerequisite to divide and gauge the magnitude of service quality being given by them and also examine how different dimensions affect overall fulfilment level of service retailers. The inferential analysis was done employing the



Figures



References



Related



Details

Information

Copyright © 2021 Inderscience Enterprises Ltd.

Keywords

consumers

retailers

SERVQUAL

retailer's delivery service quality

India

Authors and Affiliations

Shantanu Kumar Sahu¹Rahul Pratap Singh Kaurav²

1. Prestige Institute of Management,
Jiwaji University, Sachin Tendulkar
Rd, Kailash Nagar, Mahalgaon,
Gwalior, Madhya Pradesh 474001,
India

How Web of Science is shaping the research on publications on wine tourism: Bibliometric analysis approach

George Triantafyllou¹, Michail Toanoglou², Strataki Eirini¹, and Rahul Pratap Singh Kaurav³

¹ Hellenic Mediterranean University, Iraklion Crete Greece

² Woosong University, Daejeon, South Korea

³ Prestige Institute of Management, Gwalior, India

E-mail: triantafyllou@hmu.gr

Received: June 29, 2020

Accepted for publication: November 3, 2020

Abstract

Previous research and industry trends have shown increasing preferences and likeliness on Wine Tourism. That is why; the primary objective of this study was to show the current state of scientific research regarding wine tourism. This paper employs the data extracted from WOS (Web of Science) and has applied quantitative methods. For this purpose, a bibliometric analysis of the publications indexed in WoS was conducted. This has analyzed the correlation between increases, coverage, overlap, dispersion and concentration of documents. During the search process, a set of 472 articles and 198 different sources were obtained. We have concluded with the important keywords and other important things. The analysis part leads with the directions for future research.

Keywords: Wine tourism, bibliometric analysis, WOS, Index

Emotional Stability Scale: Development and Validation in the Indian Context

Richa Banerjee¹
Subeer Banerjee²

Abstract

The paper is focused on conceptualizing a measure to check emotional stability, especially in the Indian context. The construct is developed and validated in settings of Madhya Pradesh Region India concerning the working executives of the service industry (Education, Banking, and Insurance). The study is descriptive in nature and the survey method is used to collect the data. The literature review was done to collect relevant material and to identify the probable dimensions of emotional stability. The items of the questionnaire were finalized after discussion with experts. The primary data collected was checked with the help of PASW 18 and PLS-SEM. The second-order Reflective-Formative construct was validated. The collected data was analysed to a formative scale for emotional stability, for that Exploratory factor analysis and Confirmatory Factor Analysis was done. The construct which was finally developed consist of 25 questions which were converted into 8 dimensions which captured different facets of emotional stability of employee. It is developed as a formative construct to measure emotional stability with reference to the Indian context.