

YEAR: 2022

Sl. No.	Name of the Teacher	Title of the Book published	Title of the Chapter published
1	Sneha Rajput	Handbook on Writing Research Paper in Social Science Using Advance Tools	Book1
2	Navita Nathani	Handbook on Writing Research Paper in Social Science Using Advance Tools	Book1
3	Tarika Singh Sikarwar	Handbook on Writing Research Paper in Social Science Using Advance Tools	Relationship Between Financial Behavior And Financial Position: A Study Of Investors
4	Garima Mathur	Handbook on Writing Research Paper in Social Science Using Advance Tools	Impact of Curiosity and Interaction on Learning.
5	Indira Sharma	Handbook on Writing Research Paper in Social Science Using Advance Tools	Impact of Curiosity and Interaction on Learning.
6	Praveen Aronkar	Handbook on Writing Research Paper in Social Science Using Advance Tools	Effect of Perceived Usefulness, Perceived Enjoyment and Social Pressure on Continuance Intentions of Online Shoppers
7	Prabal Pratap singh	Handbook on Writing Research Paper in Social Science Using Advance Tools	Effect of Perceived Usefulness, Perceived Enjoyment and Social Pressure on Continuance Intentions of Online Shoppers
8	Navita Nathani	Handbook on Writing Research Paper in Social Science Using Advance Tools	Impact of Liberalized Trade on Real GDP: Evidence from Emerging ASEAN Countries
9	Gunjan Dwivedi	Handbook on Writing Research Paper in Social Science Using Advance Tools	Impact of Liberalized Trade on Real GDP: Evidence from Emerging ASEAN Countries
10	Abhay Dubey	Handbook on Writing Research Paper in Social Science Using Advance Tools	Impact of Customers Shopping Orientation on Purchase Intention
11	Gaurav Jaiswal	Handbook on Writing Research Paper in Social Science Using Advance Tools	Workplace Bullying As An Antecedents to Job Insecurity and Intention to leave
12	Sonal Saxena	Handbook on Writing Research Paper in Social Science Using Advance Tools	Workplace Bullying As An Antecedents to Job Insecurity and Intention to leave
13	Nischay Upmannyu	Handbook on Writing Research Paper in Social Science Using Advance Tools	Measuring the relationship between Perceived Quality, Perceived Value, Hospital Image and Satisfaction with respect to Health Services
14	Ashish Yadav	Handbook on Writing Research Paper in Social Science Using Advance Tools	Measuring the relationship between Perceived Quality, Perceived Value, Hospital Image and Satisfaction with respect to Health Services
15	Richa Banerjee	Handbook on Writing Research Paper in Social Science Using Advance Tools	Role Conflict and Role Overload as Predictors of Job Stress
16	Smrita Bhadoria	Handbook on Writing Research Paper in Social Science Using Advance Tools	Role Conflict and Role Overload as Predictors of Job Stress

17	Sanjay Gupta	Handbook on Writing Research Paper in Social Science Using Advance Tools	Role Conflict and Role Overload as Predictors of Job Stress
18	Rishita Sengar	Handbook on Writing Research Paper in Social Science Using Advance Tools	Role Conflict and Role Overload as Predictors of Job Stress
19	Sneha Rajput	Handbook on Writing Research Paper in Social Science Using Advance Tools	Examining Impact Of Social Media Marketing Efforts On Customer Satisfaction Through Brand Image
20	Pooja Jain	Handbook on Writing Research Paper in Social Science Using Advance Tools	How Variety Seeking, Brand Image and Social Self Contributes in Development of Brand Love and word of Mouth
21	Rahul Pratap Singh Kaurav	Handbook on Writing Research Paper in Social Science Using Advance Tools	How Variety Seeking, Brand Image and Social Self Contributes in Development of Brand Love and word of Mouth
22	Brahmmanand Sharma	Handbook on Writing Research Paper in Social Science Using Advance Tools	How Variety Seeking, Brand Image and Social Self Contributes in Development of Brand Love and word of Mouth
23	Chanda Gulati	Handbook on Writing Research Paper in Social Science Using Advance Tools	Brand Communication, Employee belief and Citizenship Behaviour: A Study of Hospitality Sector
24	Pranshuman Parashar	Handbook on Writing Research Paper in Social Science Using Advance Tools	Brand Communication, Employee belief and Citizenship Behaviour: A Study of Hospitality Sector
25	Akash Gupta	Handbook on Writing Research Paper in Social Science Using Advance Tools	Brand Communication, Employee belief and Citizenship Behaviour: A Study of Hospitality Sector
26	Satish Bansal	Handbook on Writing Research Paper in Social Science Using Advance Tools	Detection of Bone Fracture by Analysis of Medical Image using Image Processing
27	Mahendra Singh Yadav	Handbook on Writing Research Paper in Social Science Using Advance Tools	Detection of Bone Fracture by Analysis of Medical Image using Image Processing
28	Ram Kumar Paliwal	Handbook on Writing Research Paper in Social Science Using Advance Tools	Detection of Bone Fracture by Analysis of Medical Image using Image Processing
29	Sneha Rajput	Handbook on Writing Research Paper in Social Science Using Advance Tools	Step by Step Guide to Reference Manager Mendeley
30	Navita Nathani	Handbook on Writing Research Paper in Social Science Using Advance Tools	Introduction to e-views
31	Navita Nathani	Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0	MOOC's Impact on higher education"doi:10.1108/978-1-80262-277-520231010- (Scopus indexed)
32	Brahmmanand Sharma	Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0	MOOC's Impact on higher education"doi:10.1108/978-1-80262-277-520231010- (Scopus indexed)
33	Amitabha Maheshwari	International Journal Of Financial Management And Economics	Literature Review Analysis and study on Current status of mutual fund market in India
34	Tarika Singh Sikarwar	International Journal Of management Economics and Social Sciences	Issues of Sales and Distribution in rural market of udaipur city with special referenc to FMCG Sector
35	Anurag Sharma	Education And Society	A critical Analysis of women trafficking in India
36	Anurag Sharma	Kanpur Philosphers	Teaching Digital Privacy: Navigating the Intersection of Education, and PrivacyTechnology.
37	Anurag Sharma	The Journal of Research Madras	Ideology Of Good Governance And The Role Of Supreme Court In Implemetaion Of Good Governance
38	Hariom Awasthi	Kanpur Philosphers	Global Trends of Median Regulation : A critical Study
39	Hariom Awasthi	NIU International Journal of Human Rights	Self -Regulatory Mechanism of Indian Media: A critical
40	Rahul Pratap Singh Kaurav	Journal of Positive School Psychology	Trustworthiness Of User-Generated Content In Travel Planning Decisions Of Tourists

41	Tarika Singh Sikarwar	Journal of content, Community & Communication	Employee Reactions: A Bibliometric Analysis of Eighty -Two Years of Research Community Engagement
42	Nidhi Jain	Journal of content, Community & Communication	Employee Reactions: A Bibliometric Analysis of Eighty -Two Years of Research Community Engagement

BOOK NO -1



Handbook on Writing Research Paper in Social Science Using Advance Tools

Editors

Sneha Rajput
Senior Assistant Professor

Navita Nathani
Professor

**Prestige Institute of Management and
Research Gwalior**



BlueRoseONE®
DIGITAL MEDIA

© Dr Sneha Rajput Prof Navita Nathani 2022

All rights reserved

All rights reserved by author. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the author.

Although every precaution has been taken to verify the accuracy of the information contained herein, the author and publisher assume no responsibility for any errors or omissions. No liability is assumed for damages that may result from the use of information contained within.

First Published in July 2022

ISBN: 978-93-5628-223-0

BLUEROSE PUBLISHERS

www.BlueRoseONE.com

info@bluerosepublishers.com

+91 8882 898 898

Typographic Design:

Pooja Sharma

Editor:

Sneha Rajput & Navita Nathani

Distributed by: BlueRose, Amazon, Flipkart

PART-I

Advance Tools for Research

1. **Introduction to E-views** -Navita Nathani
2. **Step by Step Guide to Reference Manager Mendeley** - Sneha Rajput

PART-II

Sample Research Papers

1. **Effect of Perceived Usefulness, Perceived Enjoyment and Social Pressure on Continuance Intentions of Online Shoppers**
S. S. Bhakar, Shilpa Bhakar, Praveen Aronkar, Prabal Pratap Singh, Umati Gupta, Shalini Shrivastava, Gyanendra Parajuli, Saritha Pitta
2. **Impact of Liberalized Trade on Real GDP: Evidence from Emerging ASEAN Countries**
Navita Nathani, Gunjan Dwivedi, Aradhana Bhojpe, Prof Mahesh Ghimire, Bharti Manhas, Namrata Shrivastava, Pooja Yadav, Deepa Rajput, Surabhi Gupta
3. **Impact of Curiosity and Interaction on Learning**
Garima Mathur, Indira Sharma, Raghunath Reddy, U. Ravi Kumar, Garima Arora, Abhinav Khandehwal, Sumreen Qureshi, Anrapali Sharma
4. **Relationship Between “Financial Behavior” And Financial Position: A Study Of Investors**
Tarika Singh Sikarwar, Monika Gupta, Kanika Gupta, Nikita Sharma, Manoj Mishra, Amrita Sahu, Vandana Jain, Mayank Kushwah, Navin Kumar

5. **Impact of Customers Shopping Orientation on Purchase Intention**
Shailja Bhakar, Abhay Dubey, Megha Yadav, Radha Krishna Dubey, Gowhher Ahmad Wani, N.Soundarya, Ankit Parashar, Deepika Chouhan, Vipul Singh Sisodiya, Aradhana Yadav
6. **Workplace Bullying As An Antecedents to Job Insecurity and Intention to leave**
Garav Jaizwal, Sonal Saxena, Amrita Shrivastava, C. K Dantre, Ashwani Sharma, Shailesh Prabhu, Pratiksha Saxena, Peer Javaid Ahmed, Soniya Khajuriya
7. **Measuring the relationship between Perceived Quality, Perceived Value, Hospital Image and Satisfaction with respect to Health Services**
Nischay Upmanvyu, Ashish Yadav, Aditya P. Singh, Pooja Yadav, Amit Kumar Singh, Dinesh Musser, Neha Yadav, Shekhar Suman, Aarti Kaurav
8. **Role Conflict and Role Overload as Predictors of Job Stress**
Richa Banerjee, Smrita Bhadouria, Sanjay Gupta, Rishita Sengar, Pinkal Shah, Mayuri Chkraborty, Rajnandini Singh, Ekta Gupta, Sugandha Joshi, Harshita Goswami
9. **Examining Impact Of Social Media Marketing Efforts On Customer Satisfaction Through Brand Image**
Ruturaj Baber, Sneha Rajput, Pooja Mishra, Lotica Surana, Pooja Bhakoni, Niki Jain, Tekchandra, Pallavi Sahu, Lakshmaiah Botla
10. **How Variety Seeking, Brand Image and Social Self Contributes in Development of Brand Love and Word of Mouth**
Rahul Pratap Singh Kaurav, Pooja Jain, Brahmmanand Sharma, Prabhjot Kaur, Rahul Sharma, Suman Deep Vidya Poeth, Anshay Singh, Md. Istaqubal Waris, Gita Suri, Pranu Sharma, Anrit Tharani, Vidhi Paryani, Lalita Devi
11. **Brand Communication, Employee belief and Citizenship Behaviour: A Study of Hospitality Sector**
Chanda Gulati, Pranshunan Parashar, Akash Gupta, Ekta Jain, Avinash Mishra, Rinnie Mahajan, Sakshi, Shivali Choudhary, Charu Sengar
12. **Detection of Bone Fracture by Analysis of Medical Image using Image Processing**
Satish Bansal, Pinky Sodhi, Brajesh Shrivast, Mahendra Singh Yadav, Hema Puruswani, Ram Kumar Patilwal, Preeti Sharma

Chapter 1

Introduction to E-views

Introduction

Every economy consists of numerous factors which are interrelated and intra-related. For example, a company's stock prices can be seen fluctuating due to changes in the organizational structure; exchange rates are determined by interest rates and other factors. But a question arises, how these relationships have been established? How one has estimated that one variable affects the other? This can be understood by understanding the modeling of such relationships. Modeling refers to the process of fixing the mathematical equations, deriving results out of them, based on some set theories and applications. Like, such a general equation expressing sales, the total of variable costs, fixed costs, and profits.

Economic model and Econometrics

A mathematical equation formulated to study the behavior of the economic variables, between them, can be said to be an economic model. When these models are measured, and results are deduced in terms of estimations, an econometric model is said to be in existence. Any regression equation is a form of an econometric model, per se some assumptions to be satisfied.

The use of statistical techniques to the financial problems can be termed financial econometrics. For instance, to forecast future prices of stocks, econometric modeling can be used. These help in analyzing the models explaining relationships between variables enhance the formation of working models, which assist the decision-making processes. The cases of testing the volatility of different stocks, co-movements between various stock markets of multiple countries, forecasting future prices and spot prices, and credit rating determination of various investment instruments becomes easy by econometric modeling.

Econometrics modeling can be done using various sets of data, which can be classified into three broad types:

1. Time Series Data

The data available for some time is time-series data. It can be of any frequency, daily, monthly, quarterly, or yearly. The data of stock prices, exchange rates, order flows, etc. are available for a certain period. It can be of quantitative and qualitative nature. For instance, the study of the day of the week, a survey of the financial products purchased by private individuals over some time, a credit rating, etc.

2. Cross-Sectional Data

The data series are available which are collected at a point of time, like before and after the effect of the event, credit ratings of the firm, etc.

Chapter 2

Step by Step Guide to Reference Manager 'Mendeley'

Introduction to Mendeley

Mendeley reference manager is one of the easy, quick and free tool available which helps the researchers to manage the database downloaded from different sources. It is user friendly and reduces the stress of managing the research papers so that the writer can work with great flow and flawlessly. Looking at the importance of citing the research papers utilized in the manuscript from ethical aspects of manuscript writing, it is indeed very important to include every paper used in the reference list with complete citation in text and in references. This not only reduces one type of plagiarism but also highlight the writing ability as well as research knowledge of the author.

Mendeley helps

To save all the references, allowing one to segregate in different folders.

To copy and click the reference in desirable format like APA, MLA etc.

To link MS word with Mendeley and change references across.

To makes PDF reading easy with note taking and tagging under different labels.

To removes redundancy of document

Section I

Step 1: Install extension and sign in after creating account

The initial step for the beginners is to download the mendeley from the authentic wesite i.e. www.mendeley.com (figure1).Mendeley is a versatile reference manager which is 'free' and simply login based available for windows as well as a other operating systems depending on the user's choice (figure 2). By clicking on the download option the bowser takes few seconds

How to Setup

Effect of Perceived Usefulness, Perceived Enjoyment, and Social Pressure on Continuance Intentions of Online Shoppers

S. S. Bhakar, Shilpa Bhakar, Praveen Aronkar, Prabal Pratap Singh, Ummati Gupta, Shalini Shrivastava, Gyanendra Parajuli, Saritha Pittla

Abstract

Online shopping is the main focus of this work and the relationship between Perceived Usefulness, Perceived Enjoyment, and Social Pressure with the Continuance Intentions of shoppers was evaluated. Further, the survey conducted on students is used for testing the model of the study. The major findings of the study indicate a positive effect of Perceived Usefulness on Continuance Intentions and a similar effect of Social Pressure on Continuance Intentions. The Continuance Intentions are directly affected by Perceived Usefulness and Social Pressure.

Keywords: Perceived Usefulness, Perceived Enjoyment, Social Pressure, Continuance Intentions, and Online Shopping

Introduction

Amid the increasing use of online shopping due to reach, convenience and acceptability there is a need to evaluate the reasons behind online purchases. Moreover, online purchases are the outcome of a variety of factors that lead to customers' intentions to continue online shopping.

Perceived Usefulness

Zhou et al., (2007) defined perceived usefulness (PU) as a "customer's subjective possibility that using an online store will raise his competence and value in the acquisition process, such as information search, price comparison, making payment, tracking orders, placing an order, and evaluating services". O'Cass and Fenech (2003) defined PU "as a substitute for extrinsic stimulus factor indicating its affirmative pressure on a consumer's intent to adopt e-shopping". Davis et al., (1989) defined PU "as person's behavioral intention towards online shopping, based on a cognitive assessment about their shopping performance improvement". Barnes and Vidgen (2000) defined PU "as the ability of the online site to provide services to a buyer which are helpful, but not if their expectations not meet".

Impact of Liberalized Trade on Real GDP: Evidence from Emerging ASEAN Countries

Navita Nathani, Gunjan Dwivedi, Aradhana Bhojra, Prof Mahesh Ghimire, Bharti Manhas, Namrata Shrivastava, Pooja Yadav, Deepa Rajput, Surabhi Gupta

Abstract

The association between liberalized trade and the economic activities of a country has been a debatable issue for a long. To uplift the economic development of a nation, the open economy is deemed to be a better solution, which many developed and developing countries adopted sooner or later. The ultimate focus of this paper is to find out the impact of liberalized trade on real GDP, especially for emerging ASEAN countries. For this purpose, 6 countries (Singapore, Philippines, Malaysia, Thailand, Vietnam, and India) were taken as samples. The variables of the study taken into consideration were real GDP and opening up of trade, which further consisted of FDI and international trade. E-views software was used on the collected Panel data set. The results suggested that the fixed effect model is more appropriate in the context of the present study. It can be concluded that all the three variables import, export, and international trade affect economic growth.

Keywords: *Liberalized Trade, real GDP, International trade, ASEAN*

Introduction

International trade plays a significant role in the upswing and downturn of economic activities of any country. It affects the economy in different ways as it helps in generating employment and in the formation of capital. Both help in improving the living standards of the citizens and ultimately resulted in a higher level of GDP and GDP per capita income. Both the developed and developing countries are reducing tariffs and adopting open economic policies for promoting growth and employment through increasing export and encouraging investment (Pritchett, 1994). FDI, imports, and exports characterize the most important aspect of international economic integration. Regional assimilation always helps in rationalizing the resources in a way to achieve sustainable development of all the regional blocks associated with a group. The majority of developing countries are liberalizing their economies to attract ROW to invest, engage and captivate, thereby becoming fascinating destinations. Opening up of Trade is considered an important indicator that can create proficient exploitation of resources and efficient technological efficiency that fetch high foreign exchange which is crucial for developing the less developed sectors of the economy. Efficiency in investment and increase in the market size is the outcome of trade openness.

The foremost aim of ASEAN (Association of Southeast Asian Nations) is to speed up social progress, and economic growth and to encourage trade and development (Bhatt, 2014). Indonesia, Malaysia,

Impact of Curiosity and Interaction on Learning

Garima Mathur, Indra Sharma, Raghunath Reddy, U. Ravi Kumar, Garima Arora, Abhinav Khandehwal, Sumroon Qureshi, Anrapali Sharma

Abstract

Learning is an inherent part of every individual, though it varies from one person to another depending upon their curiosity to learn. As per many theories, learning takes place through interaction also. Although it further varies according to the kind of interaction. This research paper is an addition to the theory where Curiosity and Interaction predict Learning. The research was done on 150 students of the management college of the Gwalior region and finally, the study revealed that learning can be better ensured in the cases where students are more curious or interact with teachers and other students on subject-related matters.

Keywords: Curiosity, Interaction, Learning

Introduction

"I close my eyes, only for a moment, and the moment gone all my dreams, pass before my eyes, a curiosity, dust in the wind, all they are is dust in the wind." KERRY LIVGREN

Curiosity guides an individual towards the acquisition of knowledge, skills, and exploring the world (Berlyne, 1954; Loewenstein, 1994; Kasbdan et al., 2004; Litman and Jimerson, 2004; Litman and Silvia, 2006). It is a term that we use in our day-to-day life. It is an eminence comprising of extraordinary thinking such as exploration, investigation, and learning which is evident by observing humans and other animals. It is considered the mother of all sciences and has been a major impetus behind innumerable scientific discoveries and the advancement of civilization. It is considered the biggest factor in gaining knowledge or its expansion. Being curious always open up new apertures of thoughts, perspectives, and ideas that facilitate learning.

Imagine that you are searching a web portal, for something particular. In that process of probing, you came across another intriguing question that is mind-teasing and therefore requires an answer. You keep surfing and ultimately can find a suitable answer for it and finally assist you in quenching your curious thirst for knowledge. This illustration creates a novel situation in which a person's grey cells are triggered to take action for satisfying their thirst for knowledge.

Learning is the process of acquiring knowledge. And it should be effective and efficient. Curiosity is a key ingredient of learning. As curiosity means having a strong desire to learn something, therefore we can concur that curiosity is directly related to learning. There are various ways through which students can develop curiosity and strengthen their learning. It is a basic tendency of human beings, which makes

Relationship Between “Financial Behavior” And Financial Position: A Study Of Investors

Tarika Singh Sikarwar, Monika Gupta, Kanika Gupta, Nikita Sharma, Manoj Mishra, Amrita Sahu, Vandana Jain, Mayank Kushwah, Navin Kumar

Abstract

The capacity to administer one's income and to deal with financial adversities has its importance not only for an individual and households but for the economy as a whole. Over the period, the cases of bankruptcy in India are escalating. The irresponsible "Financial Behaviour" among the people accounts for the major reason contributing to such a trend. Financial planning has attached greater importance to itself, especially in the present era where the cost of living is on a rise. Against this backdrop, this study put forward to investigate the connection between "Financial Behaviour" and the "Financial Position" of an investor. This study is mainly based on primary data which was collected through a self-administered survey distributed among people who have made any kind of investment decision. Contrary to the popular myth, the study found that "Financial Position" is mainly determined by the "Financial Behaviour" of an individual investor. The study confirmed a significant positive causal link between the "Financial Position" and "Financial Behaviour" examined via linear regression analysis. As such promoting financial literacy among individuals would help in improving "Financial Position" and supplement them in making sound financial decisions.

Keywords: "Financial Knowledge", Household debt, "Financial Position"

Introduction

Individuals in India have different "Financial Behaviour" and indulge in such "Financial Behavior's" daily and these behaviors affect their financial well-being. Over the years, "Financial Behavior" has received the attention of relevant scholars. The aspirations of an individual to keep up with society and show that they are better than the others are on the rise leading to the poor management of financial resources and turning out to be overspending. The less availability of social security schemes for individual benefits has also added to the rising cost of living adding further to the reasons for bankruptcy.

If we see the factsheet of individuals of Indian origin, living in Gwalior, it was found that there is an upward trend in the graph showing no. default cases rising

According to the report distributed by RBI, 84% of the abundance of Indian family units are predominantly in the type of "land and other actual products, 11% in gold and the leftover 5% in monetary

Impact of Customers' Shopping Orientation on Purchase Intention

*Shailja Bhakar, Abhay Dubey, Megha Yadav, Radha Krishna Dubey, Gowher Ahmad Wani,
N.Sundarya, Ankit Parashar, Deepika Chouhan, Vipul Singh Sisodiya, Aradhana Yadav*

Abstract

Now a day's customers are purchasing lots of products from online retail stores. Worldwide it has been observed that the use of online retail stores by customers is increasing day by day. We have conducted this study on males and females who purchase groceries from online retail stores. The major objective of this research was to test the impact of shopping orientations on purchase intentions. A sample of 412 respondents was identified to fulfill the objective using the non-probability quota sampling technique. The results indicated that recreational and economic shopping orientations have a significant impact on purchase intentions whereas no significant impact of personalized shopping orientation was found on purchase intention.

Keywords: Shopping Orientation on Purchase Intention, SEM analysis

Introduction

The Internet has become part of our daily life. In the initial years of its development, it was used only as a communication tool. Gradually with the growing popularity of the Internet, it has attracted the attention of sellers as well. Today we can buy almost everything on Internet from products of daily use such as groceries to high involvement products such as cars, houses, furniture, etc. With the increase in online purchasing of products and services, marketers, as well as academicians, are conducting lots of research in this area to understand consumer behavior in online buying.

The remarkable acceptance of online buying is attracting the attention of researchers to identifying the reasons behind purchasing online. An understanding of shopping orientations might be an indicator of online purchase intentions. For this reason, the topic we have chosen for current research is trying to identify the impact of shopping orientation on purchase intention. Researchers in literature have identified different types of shopping orientations such as; eight shopping orientations (four online and four offline) have been proposed by (Swinyard and Smith; 2003) in their research which was later extended by (Allred et. al.) by adding two more shopping orientations that are Shopping lovers, e-value leaders, and socializers. Girrad proposed two more shopping orientations namely recreational and convenience in his research on cell phones and perfumes.

Workplace Bullying As An Antecedents to Job Insecurity and Intention to leave

Gaureav Jaiswal, Sonal Saxena, Amrita Shrivastava, C. K. Dantre, Ashwani Sharma, Shailesh Prabhun, Pratiksha Saxena, Peer Jaraid Ahmed, Soniya Khajuria

Abstract

The working environment at the workplace is a very important aspect of an employee's life. An employee is more comfortable in a positive environment than in a negative environment. But sometimes, the employee has to face bullying in his workplace. Workplace bullying is a negative practice (Wiedmer, 2011) that stops an employee to perform. It's a behavior in which an employee is not expected in his job and thinking to leave his job. It may also lead to Job Insecurity. This paper has tried to investigate the relationship between Workplace bullying, Job Insecurity and Intention to leave service sector employees. Data was collected on a Likert scale from the academicians and bankers working in Gwalior (India). The data was validated through reliability and face validity. The research was also tried to find out the underlying factors of WB, JI and IL. Results reflected a significant linear positive relationship between bullying at the workplace and Job Insecurity. The finding also supported the significant relationship between WB and Intention to quit.

Keywords: Workplace bullying (WB), Intention to quit (IL), Job Insecurity (JI).

Introduction

"Workplace bullying" was coined by Andrea Adams (1992), a journalist by profession, although; this negative employee behavior in an organization was for the first time recognized in the 1980s in Sweden.

Workplace bullying is a negative behavior that occurred frequently to those working in the organization (Wiedmer, 2011). In this behavior, a person used uses abusive language, and threats, which leads to hostility or may prevent others from doing their work. (McMullen, 2011) stressed that the responsibility to implement policies related to the punishment of this type of behavior lies with the organizations. Anjum et al., (2011) in their study analyzed that workplace bullying results in high costs not only for the employees but also for the organization and it may have a devastating impact on the victims.

Hauge et al., (2010) in their research indicated that WB results in anxiety and depression amongst the employees and also leads to dissatisfaction, increased turnover, and absenteeism. Further results indicated that those individuals who experienced bullying also behave in the same manner. It means that organizations must discourage bullsh behavior and must develop a mechanism to stop it.

Exploring factors contributing enhancing Satisfaction with respect to Health Services

Nischay Upmanyu, Ashish Yadav, Aditya P. Singh, Pooja Yadav, Amit Kumar Singh, Dimesh Musser, Neha Yadav, Shekhar Suman, Aarti Kanwar

Abstract

The Healthcare sector is a service sector; hence the healthcare service providers need to keep their customers satisfied. There are different antecedents of customer satisfaction in healthcare services, however, the perception of a customer towards different factors will decide his choice for a healthcare service provider. This study explores the perception of the customers of the healthcare sector for different factors, like satisfaction, Hospital image, service quality, and value of the services. The prime objective of this study was to identify the relationship between, perceived service quality, perceived patient satisfaction, perceived hospital image, and perceived value concerning healthcare services. The research was exploratory and used a re-standardized questionnaire to collect the data. The total sample size for this study was 200.

Keywords: *Perceived Quality, Perceived Value, Hospital Image, and Patient Satisfaction*

Introduction

The health sector is important in human life. No society can thrive in absence of a proper health care facility. Even, health care facility is an important indicator in deciding the competence of any country, city, or state. The city wherein humans live must have appropriate healthcare facilities for all sections of society ensuring their wellbeing. The present study enables us to understand the small city like Gwalior healthcare facility. The city administration must ensure, provide proper healthcare facilities to the residents. There is two main two respective bodies' function to consider for medical care and treatment. There are governments as well as private medical facilities each catering to a different group of people. It all comes down to affordability, quality, value, the image of the health organization, and the facilities a patient is looking for. Patients, who are healthcare services clients, are only satisfied with the services that they perceive as quality (Kayral, 2014). The public health care facilities are taken care of by the central and state government and ensure healthcare services free of cost or at subsidized rates to the low-income group in rural and urban areas. There are many government hospitals across Gwalior providing health services to the urgent need of the suffering patients. Government Jaya Arogya Hospital, Civil Hospital in Hajira, Thatipur Government Hospital and NRC are a few of them which are providing health care services to residents of Gwalior. The hospital sees people coming from across the entire district receive specialized treatment for certain medical conditions. The medical facility has both inpatients as

Role Conflict and Role Overload as Predictors of Job Stress

Richa Banerjee, Smrita Bhadouria, Sanjay Gupta, Rishita Sengar, Pinkal Shah, Mayuri Chkraborty,
Rajnaandini Singh, Ekta Gupta, Sugandha Joshi, Harshita Goswami

Abstract

The purpose of this study was to determine the impact of role conflict and overload on job stress in service sector employees (faculty members of professional colleges) in the Gwalior region. A sample size of 300 questionnaires was chosen, of which 273 were helpful because other responses were excluded. After all, one or more items were missing, so the final 273 responses were used for data analysis. The data from the sample was collected using standardized questionnaires that were graded on a five-point Likert scale. To investigate factors underlying role conflict, role overload, and job stress, the data was analyzed using the Cronbach reliability test and principal component factor analysis. The use of regression analysis assisted in the discovery of a substantial positive link between role conflict, role overload as an independent variable, and job stress.

Keywords: Role Conflict, Role Overload, Job stress

Introduction

Role conflict is a condition when two or more responsibilities or expectations are placed on a person or employee but the different demands cannot be fulfilled together as they are incompatible with each other. It is generally a natural phenomenon that human beings are affected by multiple levels of anxiety

Role conflict (RC)

RC happens when the roles that a worker is expected to perform are mismatched or they are not an incompatibility with the other role or responsibility. This creates anxiety in a worker as coping with different roles would be difficult. A person experiences RC when one finds dragged in many commands. RC can be somewhat for a little time, or a starched duration. It can also be connected to situational experiences. When separate and incomparable roles are expected from an individual it gives rise to Role. It occurs when an employee or individual is torn between different roles for different social or formal groups or when a person is asked to complete various characters within one association. For example, an employee with both operativeand administrative roles in a similar division undertakes the contradictory roles of overseer and worker.

Examining Impact Of Social Media Marketing Efforts On Customer Satisfaction Through Brand Image

*Ruturaj Baber, Sneha Rajput, Pooja Mishra, Lotica Surana, Pooja Bhakuni, Niki Jain Takchandra,
Pallavi Sahu, Lakshmaiah Botla*

Abstract

A lot of different scholars and institutions have acknowledged that SM plays a vital role in satisfying BI and customer needs in this day and age. This investigation delves into the correlation between SM (SM) and BI (BI). Results of the survey were compiled and response rates were obtained from a total of 133 customers, including the readers of this website. Responses were self-administered on an individualized survey. That study proved that BI is critical to Customer satisfaction (CS) in SM.

Keywords: Brand Image, Social Media Marketing, Online Shopping

Introduction

SM gives customers a whole new set of creative options to work with. For customers, SM is a tool for creating content and communicating with various customers. Likewise, using the internet to find out what is being said about your company on SM sites can be a means of acquiring preference information. Some organizations have created an extraordinary amount of groups to deal with their chips away on the web; even numerous organizations around the world have successfully emulated organizations. Branding image and customer service comprise all of any corporation's fundamental goals. Companies tend to be based on their customers by developing true relationships to connect with them to serve those that are in need, serve as dedicated clients, and ensure the corporate image is protected.

India has a strong rivalry in the way that Amazon and Flipkart operate on the web, in India, and Snapdeal dominates in the market. Many SM marketing strategies and other publicizing efforts enable the use of step-by-step methods required for them to gain new customers and grow.

SM has become an essential tool for the promoters. It has not only enhanced seller and buyer relations but has also helped the organizations retain their clients with high customer satisfaction. It has helped via Weblogs, Wikis, and Micro writing for a blog, pictures, and recordings. The purchasing cycle is in a real sense influenced by the method of promoting a specific brand name. Marketing on various platforms i.e. SM is considered the best apparatus for promotional correspondence. Kim and Ko, 2012 mentioned that associations are utilizing campaigns through SM to pull in customers, just as expanding customer dedication. Similarly, literature has referenced that marketing through SM is not quite the same as

How Variety Seeking, Brand Image, and Social Self Contributes in Development of Brand Love and Word of Mouth

*Rahul Pratap Singh Kanwar, Pooja Jain, Brahmnanand Sharma, Prabhjot Kanar, Rahul Sharma,
Anshay Singh, Md. Istaqubal Waris, Gita Suri, Pranu Sharma, Amrit Tharani, Vidhi Paryani,
Lalita Devi*

Abstract

This research study aimed to examine the effect of the independent variable (social-self, brand-image, and variety-seeking) on the dependent variable (brand-love and word-of-mouth). This study also analyzed the effect of socio-economic variables (age group, gender, income group) variable on different constructs of this study. A causal method of research was used to collect data from respondents. A questionnaire-based survey was used to get feedback from food lovers. The nonprobability purposive sampling method was used to collect a sample of 200 from a population of study which was selected from food restaurants like Dominos, Pizza hut, CCD, Mac Donald's, Barista, and others. The study found positive and strong relationships with all the variables. The results of this paper identify that variety seeking, brand-image and social-self do have an impactful influence on brand love (63%). This has also been explored that brand image, variety-seeking, and social self does positively influence word-of-mouth also (59%). This means that as a larger variety is maintained by the brand high brand love and word-of-mouth can be attained. Also, brand image is considered to contribute significantly to brand love and word-of-mouth. Surprisingly, social self is also considered critical to both brand love and word of mouth.

Keywords: *Variety Seeking, Brand Image, Social Self, Brand Love, Word of Mouth*

Introduction

"A Brand is recognized to give enthusiastic advantages to buyers. Specifically, brands of design items are known to have emblematic implications contrasted with other item classifications because of their capacity to pass on the personality of the wearers (Campbell, 1986; Hebdige, 1987)". Utilization practices speak to the longing to have assured brands as a medium to accomplish position and self-righteousness (O'Casey and Siahitri, 2013). Specifically, style brands are recognized to be affected by customers' ways of life. Other than that, shoppers have become more style cognizant furthermore, are anxious to keep themselves refreshed with the ongoing patterns. Brand love is a generally new substance in promoting writing. As it is well-known, customers' setting up an enthusiastic link with brands and concerning association with the identity of a branded product are venerable issues that can include a broad image of Company brands. That also clarifies the brands' uniquely situated via the shopper and their traits of them.

Brand Communication, Employee belief, and Citizenship Behaviour: A Study of the Hospitality Sector

Chanda Gulati, Pranshunan Parashar, Akash Gupta, Ekta Jain, Avinash Mishra, Rinnie Mahajan, Sakshi, Shivani Choudhary, Charu Sengar

Abstract

The purpose of the study is to explore the relationship between Brand Communication, Employee belief, and citizenship behavior. The data was collected from 250 respondents through an online survey, out of which 201 complete responses were received. The regression test ascertained the relationship between Brand Communication, Employee Belief, and BCB, indicating better communication and the belief of employees strengthens the citizenship behavior of employees.

Keywords: *Brand Communication, Employee belief, Brand Citizenship Behavior*

Introduction

Brands are the interface between the customer and the organization. The study investigates the effects of brand communication and employee belief on citizenship behavior. Communication is considered one of the powerful techniques to inform, influence, and build effective attachment of employees towards the organization. Citizenship behavior is a major construct that subsumes a voluntary behavior that enhances the brand identity.

Brand citizenship behavior was originally introduced by German scholars derived from the theory of Organization Citizenship Behaviour (OCB). In an organizational setting, organizational Citizenship Behaviour is considered as self-driven work behavior, which is defined as a discretionary individual behavior, not explicitly acknowledged by the formally developed HR reward system.

In the dynamic environment, every brand is competing to establish and sustain the changing demand. A brand is recognized as a primary asset that is crucial for survival, success, and gaining competitive advantage. The effect of personal employee interaction on the brand contributes to brand success. So, the importance is the input constructs, whether the right kind of information is being passed to the organization for developing the employee belief.

Brand communication initiatives focus on the meaning of the brand and the brand values, that are aimed at the internal customers. As traditionally, it's being perceived that brand communication is the weapon for attracting the consumers. But, brand communications do affect the mindset of the employees involved with the brand. These social networks have given tremendous support to the existing WOM concept. Few conventional types of brand communication via public relations, television, advertising, etc., have

Detection of Bone Fracture by Analysis of Medical Image Using Image Processing

*Satish Bansal, Pinky Sodhi, Brajesh Shrivastava, Mahendra Singh Yadav, Hema Puruszwani,
Ram Kumar Palivvala, Preeti Sharma*

Abstract

Medical image processing for bone fracture detection is an important field of research in computer science because the basic X-Ray images do not always produce clear and effective results. In addition, sometimes the size and quality of the x-ray are not accurate and bone fractures are difficult to detect. Therefore, intelligent and effective systems must be designed that automatically detect bone fractures. This paper aims to develop a Computer-Based Deduction System (CBDS) to detect bone fracture in the given X-Ray image. The proposed system focuses on the long femur and arm bones. The developed CBDS system comprises two stages. In the first stage, the fractured x-ray images are processed using different techniques of image processing, particularly the morphological technique to provide a clear shape and structure of the bone, and then uses canny edge detection algorithm to detect bone fracture in the given X-Ray image.

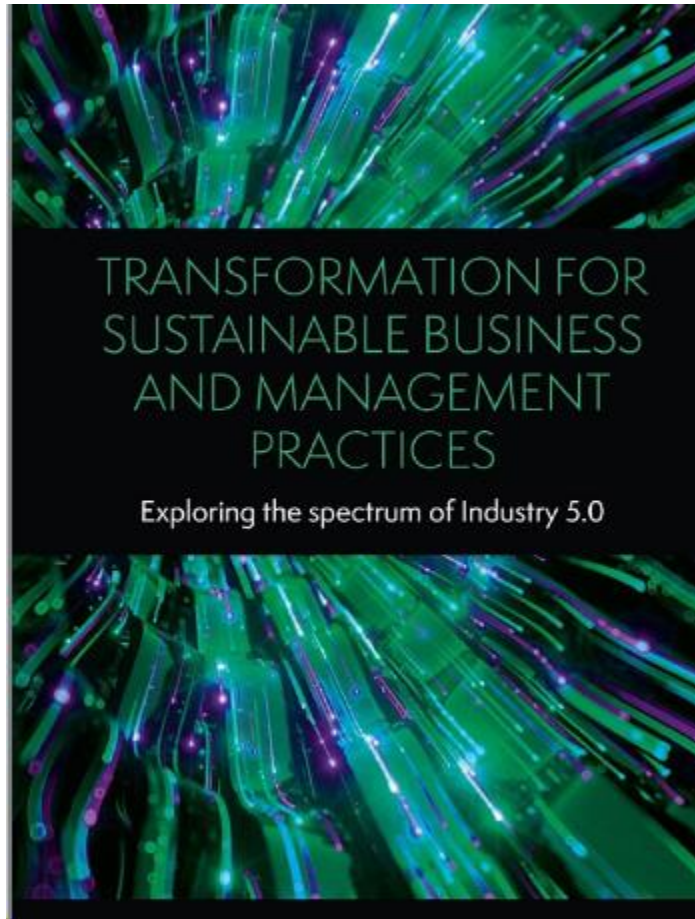
Keywords: X-Ray image, Medical image processing, bone fracture detection

Introduction

Mujoomdar et al., (2012) finds bone fracture is a consequence of severe strain on the bone and it may be caused due to many reasons including the most common ones that are intentional or unintentional accidents (Traumatic Fractures), disability of the bone to handle stress or weight even under normal circumstances (Insufficiency Fractures), or regular load-bearing strain on a normal and healthy bone (Stress or Fatigue Fractures). Any type of fracture disturbs the shape and potency of a bone resulting in unbearable pain, loss of functionality of the bone, and in some cases, flow of blood around the injury Cephas and Hilda (2015).

The medical field relies heavily on the image descriptions of suspected bone fractures, such as X-Ray, for effective diagnosis and analysis (Mujoomdar et al., 2012). The author cited that although X-Ray is known to expose most of the fractures subtle bone fractures that result either due to immature skeleton structure in children or due to severe or repeated strain on a particular bone, may not be directly evident through an X-Ray. Therefore, doctors tend to use advanced techniques like MRI scans, CT Scans in addition to X-Ray scans but Bhakare et al., (2018) suggest that X-Ray, as well as MRI scans, produce

BOOK NO 03



Chapter 9 MOOC's Impact on Higher Education

Brahmmanand Sharma and Navita Nathani

Chapter 10 Adoption of 5.0 Online and Collaborative Education Among the Youth of Indonesia

Soni Sharma

Chapter 11 Unleashing Business Model Innovation in the Era of Digital Disruption: A Multiple Case Study Analysis

Thilini Chathurika Gamage and Athula Gnanapala

Chapter 12 Digital Financial Transformation and Legal Environment for Sustainable Tourism Development in East Africa

Caroline Jebiwott Kimutai, Nathan Mwendu Mutwiri and Shem Wambugu Mainji

Chapter 13 The Changing Role of Marketing: Industry 5.0 -the Game Changer

Sunanda Vincent Jaiwant

Chapter 14 Digital Transformation for Business: Enablers, Framework and Challenges

V. Harish, A. Mansurali and D. Krishnaveni

Chapter 15 Are Fintech Firms Ready for Industry 5.0? The Influence of Cybercrime on the Dynamics of Volatility and Herding Behavior Among Investors

Udayan Karnatak

Chapter 16 Financial Services Employee Engagement and Attitude Toward Artificial Intelligence: Evidence from Sri Lanka

Narayanage Jayantha Dewasiri, Angodage Kalpani Madhushika Pigera, Karunaratnaye Sajith Seneka Nuwansiri Karunaratne and Mananage Shanika Hansini Rathnasiri

Chapter 17 Linking Entrepreneurial Orientation Dimensions to Entrepreneurial Intention: Role of Openness to Experience as a Mediating Variable

Syed Asif Mehdi and Lata Bajpai Singh

Chapter 18 Consumer Micro-moments: The Four Game Changing Moments and Consumer Online Buying Behavior

Pavithra Shetty and Fezeena Khadir

Chapter 9

MOOC's Impact on Higher Education

Brahmmanand Sharma and Navita Nathani

Abstract

Adult learning has been significantly impacted by the massive open online courses (MOOCs). All the preceding literature have mentioned about MOOCs. The current study, however, aims to look into how the MOOC has affected higher education. This study looks into how MOOCs have affected higher education in Gwalior and the nearby areas. Its primary goal is to investigate the crucial elements of creating the teaching and learning processes employed in Gwalior and the surrounding areas by utilizing open-source courses (MOOCs) in higher education. An analytical and descriptive technique was used in this study. The required information was gathered using a quantitative survey. All academics and students in Gwalior and the surrounding areas made up the study population. The findings of the analyses show that MOOCs have a significant direct impact on higher education by enhancing educational achievements ($p = 0.001$), which is consistent with H_1 . Additionally, a 63% boost in educational results was attributed to MOOCs. The results demonstrate that MOOCs have a beneficial impact on higher education.

Keywords: Higher education; massive open online courses; teaching and learning student skills; education outcomes; effective communications; modern education system

To read this content please select one of the options below.

[Add to cart](#) £23.00 (excl. tax)
30 days to view and download

[Access through your institution](#)

[Access and purchase options](#)

MOOC's Impact on Higher Education

Brahmmanand Sharma, Navita Nathani

Transformation for Sustainable Business and Management Practices: Exploring the Spectrum of Industry 5.0
ISBN: 978-1-80262-278-2, eISBN: 978-1-80262-277-5

Publication date: 17 February 2023 [Permissions](#)



International Journal of Financial Management and Economics

**PRINTED JOURNAL | REFEREED JOURNAL | PEER
REVIEWED JOURNAL**

Vol. 5, Issue 1 (2022)

Literature review analysis and study on current status of mutual fund market in India

AUTHORS

Dr. Amitabha Maheshwari, Pramod Kumar Jha and Dr. AK Mandil

ABSTRACT

Mutual funds is playing a vital role in the development of Indian economy as it is acting as the gap between the supply and demand for funds in the market the AUM reached Rs.37.33 trillion as on October 31,2021. In the present study we have analyzed literature review about Mutual funds India. This paper is an attempt to understand the investo Priority to invest in mutual funds in India and analyzed it from the impact of investors' attitude and perception perspective Hence, the research analysis consists of tools and technique



Article PDF Available

"ISSUES OF SALES AND DISTRIBUTION IN RURAL MARKET OF UDAIPUR CITY WITH SPECIAL REFERENCE TO FMCG SECTOR"

July 2022 · International Journal of Management Economics and Social Sciences


Authors:



Saurabh Mishra
Parul University



Tarika Singh Sikarwar
Prestige Institute of Management and Re...



[Download full-text PDF](#)

[Read full-text](#)

[Download citation](#)

[Copy link](#)

References (2)

Abstract

ResearchGate
Discover the world's

A CRITICAL ANALYSIS OF WOMEN TRAFFICKING IN INDIA

Dr. Rakhi Pande, Assistant Professor, Oriental University, Indore
Aurag Sharma, Prestige Institute of Management and Research, Gwalior

Abstract

Women's and girls' knowledge of trafficking is diverse to that of men and boys. Women and girls tend to go through a excessively deep impact, whereas trafficked men find it difficult to access existing programmes for victim assist. This requires the inclusion of gender equality values in the formulation and execution of legislation and programmes aim at the prevention of trafficking in human being. The examiner in this segment has discussed the objectives and degree of the assessment, verbalization of issue, ask about requests, declaration of hypothesis and the procedure got by the researcher to assemble data. Women have been presented to criminal double-dealing both inside and outside her home autonomous of the financial status she has in the overall population. In this part managing of ladies which was not considered as a certified offense as of not long ago and presently it has turned into an overall concern is discussed. Overcomes of managing have been considered as item and they are sold and bought on the lookout and the expense is fixed in light of losses' age. To check this peril different Worldwide Shows has been drafted and Public Regulations has been laid out yet the degree of the issue is at this point creating. There is a necessity for progressively extreme regulations and coordination among the law approval subject matter experts and the NGOs to deal with this overall issue of human managing. In this part a short discussion about the investigation subject is presented.

Keywords: - Women trafficking, investigation, regulations and coordination

Introduction

Women and girls are generally trafficked for the use of sexual and economic abuse, particularly prostitution and pornography, enforced labour, together with for occupation in commercial cultivation and household job, arranged marriage or to be 'sold' as brides, employment for input in hostility and such connected purpose as sexual services, portage and household function in divergence situation. Women's and girls' knowledge of trafficking is diverse to that of men and boys. Women and girls tend to go through a excessively deep impact, whereas trafficked men find it difficult to access existing programmes for victim assist. This requires the inclusion of gender equality values in the formulation and execution of legislation and programmes aim at the prevention of trafficking in human being.

Meaning of women trafficking

"Unlawful and secret development of people across borders, to a great extent from the non-industrial nations and a few nations with economies on the move, with the ultimate objective of compelling ladies and young lady kids into physically or monetarily severe and manipulative circumstances for benefit of enrollment specialists, dealers and criminal organizations, as well as other criminal operations connected with dealing, like constrained homegrown work, misleading relationships, furtive business and bogus reception..." General significance of dealing with indicates exchange exercises specific things which is restricted to be exchanged, for example arms dealing, drug dealing and illegal exploitation. While, the expression "dealing of individual" normally implies enlistment, transportation, holding onto, move or receipt of an individual for double-dealing through specific means like danger, attack, force, kidnapping, extortion, trickiness, et al.

The terms 'dealing' and 'prostitution' is typically utilized as equivalent words yet they are unmistakable.



Teaching Digital Privacy: Navigating the Intersection of Technology, Education, and Privacy

Anurag Sharma¹

Assistant Professor
Prestige Institute of Management and Research, Gwalior

Digital privacy refers to the protection of personal information and data in the digital realm. In the context of education, digital privacy is the safeguarding of students' personal information and data, including academic records, medical information, and online activity. Digital privacy is important in education because it protects the fundamental right to privacy of students and helps to ensure that their personal information is not misused or exploited. It also helps to maintain a safe and secure learning environment for students and protects them from potential harms such as identity theft, cyberbullying, and online predators. In addition, digital privacy is essential in promoting trust and confidence in the education system, both among students and their families and among the broader community. By prioritizing digital privacy in education, schools and educational institutions can foster a culture of respect for privacy and help to prepare students for responsible and ethical use of digital technology in their future lives and careers. Educators are particularly concerned with digital privacy, as they work with a great deal of personal information about their students. This paper explores the intersection of digital privacy and teaching, examining the ways in which educators can protect students' privacy while still using technology effectively in the classroom. There are many threats to digital privacy in education, including data breaches, online surveillance, and the potential for misuse of personal information. Schools and universities collect a great deal of personal information about students, including their names, addresses, dates of birth, and academic records. This information is often stored in databases or on cloud servers, making it vulnerable to cyberattacks and data breaches. In addition, online surveillance by governments or other entities can compromise students' privacy, while the potential for misuse of personal information by schools or third-party vendors remains a concern.

keywords: Digital Privacy, Education System, Teaching, Educators, Technology, data Breaches, Online Surveillance.

Introduction

¹ASSISTANT PROFESSOR, PRESTIGE INSTITUTE OF RESEARCH, GWALIOR

Ideology Of Good Governance And The Role Of Supreme Court In Implementation Of Good Governance

¹Aurag Sharma

Assistant Professor

Prestige Institute Of Management And Research, Gwalior

Abstract

Running the government efficiently is generally referred to as good governance. The concept of good governance inherently includes the right to a genuine and authentic government, advancement of a society where fundamental rights and rule of law are the basis and most respected principles of society, a society that is socially and economically fair and equal, etc. Many factors determine good governance. In discharge of the sovereign functions of a government, it has to fulfil its constitutional duties and in doing so it should enhance, enable and deploy sufficient power to sustain proper human development. It is considered as a package of the government to accomplish the objective of making a responsible government which is open and accountable along with participatory and democratic. A good government is one which has stability and depicts the true representation of the people in majority. It should stimulate economic development and growth and should ensure that all sections of the society enjoy peace and prosperity. It should also be remembered that transparency is equally important for good governance. For good governance equal and open opportunity in public participation is a universally accepted principle. Every interested group with relevant information should be allowed to participate in the policy making of the state and put forth their ideas. It is natural that the risk of another group taking advantage of those open decisions to distort policies will always be there. The common people of the country have very limited sources of information and hence do not have true facts of things.² When decisions are enforced and openly taken according to the rules and regulations of the government, it is called transparency. In a nutshell, it means that people have free and direct access to the information about the decisions of the government and their enforcements, which may have an effect on them. Good governance is the government which is effective, efficient, transparent and accountable to the citizens about its actions. All this is aimed at ending inconsistency of the government's actions and promotes the establishment of a compassionate and receptive State.

Meaning

The term 'Governance' was first used in 1989 World Bank study 'Sub-Saharan Africa - from Crisis to Sustainable Growth' with an aim to describe the importance and necessity of institutional reforms and an improvised and effective public sector in sub Saharan countries. The study described governance as "the exercise of political power to manage a Nation's affairs".³ This definition did not speak about the connotation "good". Barbr Conable (1986- 1991), former World Bank president, mentioned the term 'Good Governance' in the foreword, indicating "a public service that is effective, administration that is accountable and a judicial system that can be relied upon by the citizens" In World Bank's 1992 publication 'governance and development' the concept of governance developed even more. In this publication define governance as the way in which power was utilized in handling of a country's social and economic resources for the betterment and development of the country. Further in 1994, the World

¹ Assistant Professor, Department of Law, Prestige Institute of Management and Research, gwalior

² Paul Craig, 'Good Governance in International Law: An Indian Perspective [2005] PL 440.

³ World Bank 1989, p. 55



Global Trends Of Media Regulation: A Critical Study

Hariom Awasthi

Assistant Professor, Department of law, PDMR Gwalior, MP

Dr. Janardan Kumar Tiwari

Assistant Professor, SOS, Jiwaji University, Gwalior, MP

Abstract:

With the changes in the technology the mechanism of regulation of media is also upgrading. With the increased use of internet the content regulation in media becomes very hard. This challenge has been faced by many governments especially those of having large population and limited resources. In this paper, the global standards of content regulation of media have been discussed. The basic notion of co-regulatory mechanism has been defined. The kinds of pressures regarding self-regulation of media, these nations have been facing and its response to them has been analyzed.

Keywords: Statutory regulation, Self-Regulation, co-regulation, transparency

Introduction

With the growth of technological advancement in means of communication the media is widely available to create, disseminate and popularize content in Godspeed. The regulation of media is now a tough nut to crack. The traditional statutory regulations once been rejected in the name of freedom of media are now been reconsidered to protect the very interest. When the mechanism of self-regulation has been upgraded at global platform to pace up with the rapid updation in the media industry the notion of co-regulation as next generation remedy is widely accepted to provide desired freedom and transparency at the same time. India is also minutely observing these changes and trying to inculcate as per need and permissibility.

Global standards of Media regulation

SELF-REGULATORY MECHANISM OF INDIAN MEDIA: A CRITICAL ANALYSIS

Hariom Awasthi

Assistant Professor, Department of law, PDMR Gwalior, MP

Dr. Janardan Kumar Tiwari

Assistant Professor, SOS, Jiwaji University, Gwalior, MP

Abstract:

In the democratic country like India the protection of freedom of media is in general considered as responsibility of State. The Indian Constitution puts this liability under realm of Fundamental rights. Although to protect it from state invasion the media has been provided with reasonable opportunity of self-content regulation. In this paper, the specific provisions of Indian Constitution relating with protection of freedom of media have been discussed. The basic notion of self-regulatory mechanism has been defined. The kinds of pressures regarding self-regulation of media, the state has been facing and its response to them have been analyzed. The proposed model of protection of freedom of media and its effect has been summarized.

Keywords: Self-Regulation, freedom of speech and expression, statutory regulation, state control

Introduction:

After experiencing a long era of police state under dominion of British Empire the nation decided to protect fundamental rights of its citizens pertaining to the best practices adopted across the globe. While assigning the responsibilities of governance as per the political structure of parliamentary form of government the Judiciary remained free from the interference to save democratic values. One such responsibility was also assigned to media now consisted of print, electronic, social and internet. To protect it from the State intervention the regulatory mechanism was largely self-regulated. But, the paradox always remain unanswered what if the very freedom protected in the name of self-regulation breeds into indiscipline malpractices performed by powerful media houses. However crucial this conflict of interest, it never was worth of statutory regulation which in turn resulted in gagging the media.

The probable solution was to follow the best of global practices of self-regulation. Later on the recommendation of Government nodal committees and authorities resulted in formation of agencies like Press Council of India, News Broadcasting Association etc.¹ In the present era internet has emerged as a major source of speech and expression and comes under the parlance of protected constitutional rights. For this statutory measures have already been discarded of being way more stringent and self-regulatory mechanism is also needed to be supported and technologically updated with passage of time. The new global practice to redress this issue lies in the co-regulatory mechanism where State will play the role of limited control with regulation by technologically upgraded private expert agencies with larger consumer participation in the process.

¹ Law Commission of India 200th Report on Free Speech and Fair Trial under Criminal Procedure Code, 1973, Pg 11

Trustworthiness Of User-Generated Content In Travel Planning Decisions Of Tourists

Pramita Gurjar¹, Rahul Pratap Singh Kaurav², K. S. Thakur³

¹*Research Scholar, SOS in Tourism, Jiwaji University, Gwalior.*

²*Assistant Professor, Prestige Institute of Management, Gwalior.*

³*Dean of Faculty, School of Commerce and Business Studies, Jiwaji University, Gwalior.*

Abstract

User-generated content (UGC) and its role in travel planning have become increasingly popular and essential. There is plenty of research focusing on the role of UGC in travel planning, and they confirm that UGC has an impact on the travel planning decisions of tourists. However, a few have pointed out whether tourists trust these UGC websites while making their travel decisions and how much they trust these websites. This study seeks to address these two issues. The data were collected from 111 respondents through an online questionnaire survey method and the sample of the study belong to four major cities of Madhya Pradesh (Bhopal, Gwalior, Indore and Jabalpur). Using quantitative analytics, researchers identified the three measures of trustworthiness of UGC, namely usefulness, reliability and credibility. There are some challenges to the study as it could only consider the three variables that are usefulness, reliability and credibility also it has not taken into account the income and education level of the respondents. The study has managerial implications by helping managers know the factors that can affect the UGC's trustworthiness as it plays an essential role in travel planning decisions. It also gives future research directions based on empirical evidence.



Employee Relations: A Bibliometric Analysis of Eighty-Two Years of Research Community Engagement

Dr. Abhay Singh Chauhan

Assistant Professor,
School of Management Sciences, Varanasi
Email - drabhaysinghchauhan@gmail.com

Dr. Tarika Singh Sikarwar

Professor,
Prestige Institute of Management& Research Gwalior

Ms. Nidhi Jain

Assistant Professor,
Prestige Institute of Management& Research Gwalior

ABSTRACT

Purpose: The purpose of the paper is to examine the Scopus database for the publications on the concept of Employee relations 1940-2022. By using bibliometric analysis, the article presents the leading authors, publication citations, countries' co-authorship, and countries' bibliographic coupling using human resource management and corporate social responsibility as keywords.

Design/methodology/approach: The research work focuses on the Scopus database for employee relations work. The timeframe of the study is from 1940-2022. For understanding the growth pattern of the related works in the area, only journal articles were included in the analysis with filtered areas such as Human Resource Management (HRM) and Corporate Social Responsibility (CSR). The graphical visualization of bibliometric data along with bibliographic citation analysis and co-authorship analysis is presented using visualization tools.