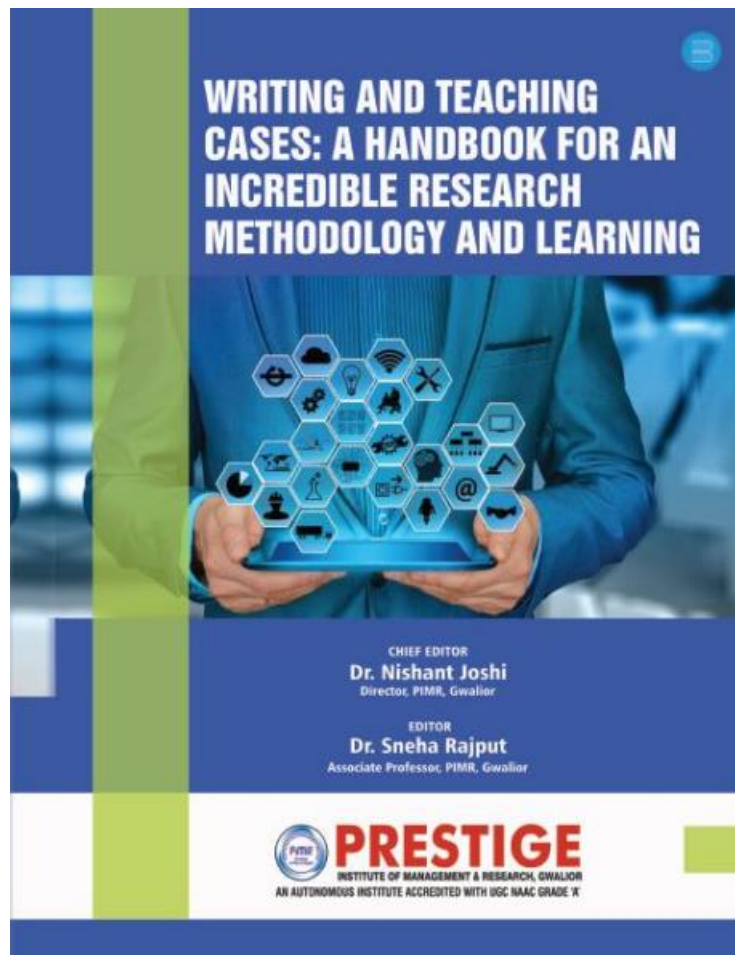


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2	Sneha Rajput	Writing and Teaching Cases :A Handbook for an Incredible Research Methodology and Learning	Book1
3	Garima Mathur	Writing and Teaching Cases :A Handbook for an Incredible Research Methodology and Learning	Effective Talent Acquisition at OHPL
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39	Richa banerjee	World Journal of Management and Economics	Antecedents of Customer Satisfaction in Social Commerce
40	Swarup Mohanty	World Journal of Management and Economics	Antecedents of Customer Satisfaction in Social Commerce

BOOK NO 1



WRITING AND TEACHING CASES: A HANDBOOK FOR AN INCREDIBLE RESEARCH METHODOLOGY AND LEARNING

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CASE 1 Effective Talent Acquisition at OHPL

Olive Health Products Limited (OHPL) was a US-based organization that extended the business in the Indian Subcontinent along with different states of the US. OHPL manages back office operations from the Hyderabad office located in the southern region of India. The Indian office had a staff of more than 100 employees including Sales, HR and operations to cater the needs of US Clientele. The organization was mainly dealing with B2B model to provide pharma products. It is the beginning of April and the second wave of Covid-19 was already posing a challenge, meanwhile, North India had celebrated one of the major festivals of colours 'Holi'. On April 1, 2021, Mr. Dave, Senior Manager-HR along with Ms. Tani Gupta, Senior Executive- HR felt restless as the festival was in the last week of March and four out of ten joined three months back, had resigned.

Olive Health Products Limited (OHPL) was a Private Limited company incorporated on 31 March 1992. It was classified as a NGO and was listed at the Registrar of Companies, Mumbai. Its sanctioned capital was Rs. 500,000 and its contributed capital was Rs. 110000. It was involved in the wholesale of pharma machinery, equipment and supplies. The competitors were Suvama Rekha Exports Private Limited, Archi Breweries Private Limited, Tekay Prefabs Pvt Ltd, Magma Fincorp Limited, Siddhi Overseas Private Limited, etc.

OHPL group was one of the topmost pharma company specialized in providing wide-ranging Turnkey services right from designing to ordering for engineering and manufacturing of pharmaceutical products like Liquids, Ointments and specifically Soft Gelatin Capsule Products.

The Turnkey project services include the following.

- Consultancy and Manufacturing Services.
- Production of a tailor made range of process equipment. Commissioning of the project.
- Product Know-how and process technology for client's specific products.

Mr. Vinayak Rao, CEO of the group, was a Mechanical Engineer, masters in Industrial Engineering and management studies. He had an expertise and niche on various leading Engineering and Pharmaceutical companies with an overall experience of around 20 years. For past 15 years he is actively involved with the Soft Gel industry. Mr. Rao is backed up with professionals of the highest order.

The company was well equipped in terms of manpower requirements along with the updated usage of technology in order to execute jobs on a turnkey basis from design and development to production as was clearly evident from the database. Moreover, as and when required the service staff is outsourced including people like specialized Equipment Designers, HVAC Consultants, Mechanical/Electrical Engineering Consultants, Instrumentation and Process Control Specialists, Associate Architects, etc. The companies procedure and systems are in line with other organizations in the sector for setting up projects.

They are associated with top notch professionals in the pharma industry from India and USA purposefully for Soft Gelatin Capsule Products from Germany and USA. They extend their services in the development of new products and novel process technological upgradation or transformation.

OHPL is a competitive organization. This was popularly evident with the fact that they out performed even during pandemic. OHPL had orders and repeat orders from their clientage including national and international. The orders included complete projects, SGC Manufacturing and Process Equipment and

Murty, Vani Agarwal, Reetu Kumari, Anirudra Prasad Yadav. The case was developed with the help of Alpine Pharma Pvt. Ltd, Ahmadabad which wish to remain disguised. The case is intended to be used in class room study to illustrate talent acquisition.

Title of case:	“Effective Talent Acquisition”
Author(s):	Garima Mathur* Indira Sharma** Soumya G Rajan*** B Yashaswini Murty**** Ritu Kumari** Anirudra Prasad Yadav***** Vani Agarwal*****
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Date:	April 1-4, 2021

Abstract

Olive Health Products Limited (OHPL) is a Private Limited company incorporated on 31 March 1992. The organization is mainly dealing with the B2B model to provide pharma products. It is classified as a Nongovernment Company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 500,000 and is involved in the Wholesale of machinery, equipment and supplies. The competitors are Vaksans Automobiles Limited, Magma Fincorp Limited, Suvarna Rekha Exports Private Limited etc. The major problem in the case was talent retention as the employees P-O fit was missing, due to the US culture being a mandate in the organization. The minor problems were other organizational issues related to talent acquisition, for example, selecting candidates with the right attitude or help them develop the same, keeping them motivated, competency mapping, sourcing the right talent etc.

CASE 2 The Lockdown Dilemma

It was a bright day of 23rd March 2020 when the sun rays filtered in through the window of Sidharth Malhotra the Plant head of Vikram Woollens Textiles, a leading group of the textile industry in India with a turnover of about INR 600 crores. He was deliberating over a grave problem that was the brewing lockdown for 21 days (covid-19) imposed in India and the difficulties in operating Gwalior plant amidst this pandemic, while having a cup of coffee. Vikram Woollen was a prominent player in the worsted yarn segment, it offers a wide range of wool and wool blends such as wool and polyester and lycra, wool and silk, wool and nylon for organized market and specialty yarns such as 100% cashmere and cashmere blends for unorganized market of the Textile Industry with an annual turnover of Rupees 1000 Million and had a wide customer base.

He moves over to the coffee machine to brew his third cup and turned it on. At the same time, his door opened when Ravi Kant, the Strategic Marketing Head along with Abhishek Priyadarshi HR Head of the Vikram Woollen walked in with a worried look on their face. Sidharth looks at both faces and asked "I called you to discuss the unstable situation created out of this pandemic outbreak.

Ravi Kant- "Yes sir, I am worried about the same. I just now had a telephonic conversation and confirmed to Mr. Abhishek Priyadarshi. He informed me that the Government of India under leadership of Hon. Prime Minister Mr. Narendra Modi ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.38 billion or 138 Crore population of India as a preventive measure against the COVID-19 pandemic in India.

Siddharth Malhotra- This means we have to shut our production activity as well! Are we prepared? If Yes? Then what is the plan?

While discussing Siddharth Malhotra called his PA and asked to schedule a meeting with all the key personnel i.e., marketing head, finance head, production Head, HR and asked them to come with a lockdown plan.

(At 4 PM everyone gathers in a room for a meeting)

Siddharth Malhotra to marketing head- Please tell, what could be done during this serious issue?

Marketing Head- There is neither Demand for the product in the market nor we can complete the existing targets or projects. I'm thinking to inform customers about the delayed supply of order after lockdown since they would also be facing the same problem

Siddharth- Ok, What about the Production Department Planning

Production Manager- Sir, in our production process, a heavy amount of WIP exists which has to be reduced. I'm planning to stop the production process by introducing fresh raw material. So that we can convert the WIP into final goods before lockdown.

Siddharth- But in order to convert the WIP into finished stock, we shall require additional raw material. How will we manage the existing raw material in the stores?

Production Manager- we maintained the raw material under ABC System which will take care of the proportionate costly raw material.

Abhishek Priyadarshi - interrupted and asked to Siddharth "But what about the payment system we will adopt for the workers during lockdown period.

Teaching Notes

The case is written by Amitabha Maheshwari, Nidhi Jain, Ekta Jain, Krishnakant Yadav, Anshu Dubey, Anshika Saxena. The case is intended to be used in classroom study rather than to illustrate either effective or ineffective handling of management situations.

Title of case:	The Lockdown Dilemma
Author(s):	Amitabha Maheshwari* Nidhi Jain** Ekta Jain*** Krishnakant Yadav ** Anshu Dubey**** Anshika Saxena** Krishnaba Vaghela*****
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Date:	April 01-04, 2021

Abstract

According to the WHO coronavirus tracker, the novel virus COVID-19 has spread to an unprecedented 216 countries and territories as of March 27, 2020. The world is grappling with uncertainties and several countries imposed restrictions that had affected the economic activities for a prolonged period. Textile Industry is the second most affected industry after agriculture in the world. The case is about the Problems faced by one of the Textile Industry Vikram Woolen, a unit of Grasim Industries Ltd., during the Lockdown. It also discusses how the company managed to shut the Plant and restarted the same. The Problems related to different Departments like Production, Marketing, Labor issues are crucial. It could also be enacted by the students in the class which will increase the interest and will help in classroom engagement.

Keywords: Employee Engagement, Work Environment, Covid-19, Lockdown, Dilemma, Strategy, Textile Industry, Leadership Style, Case Study, Labor Theory, SWOT Analysis

CASE 3 Search Of Perfect Recruitment Strategies: A Case Of Mutual Fund Distributor

Mr Somesh Mehra, HR manager of XZ Ltd, Asia's largest Mutual fund distributor company was having a tough time convincing his branch manager, Mr Karan Singh about hiring a candidate. Set up in the year 2003, the company is headquartered in Ahmadabad (India), two years back, on April 10, 2018 company changed their recruitment strategy from direct hiring by the headquarter to hiring through each branch individually. This has given the liberty/ freedom to the branch managers to hire their own staff members. With the change in strategy, it was for the first time that a contradicting view was obtained from both managers during the selection process. Usually, both of them have been on the same page while selecting a candidate for a different position, but this time the situation was not the same. Mr Singh was highly dazzled by a young and promising candidate Mr Inderjeet Sharma, who had just passed his graduate school and was all set to make his career. He seemed to be active, passionate, and full of enthusiasm. He was ready to bring in some fresh ideas and vigour to the organization. While on the other hand, Mr Mehra was impressed with the performance of Mr Krishnan Vaidya, a man with an experience of four years in the same field, with vast knowledge, contacts and a good market reputation. A man, who had a good name in the market and had wonderful feedback from his last organization. The situation seemed to be intense and acute wherein both were giving their own justifications.

One of India's top and most effective networks of distributors in the financial services sector is XZ Ltd., a well-known organization in the Financial Products Distributors Network. Since its founding in 2003, XZ Ltd. has worked to empower a network of financial product distributors known as the XZ Ltd Partners in order to reach out to the average person and offer them the chance to build wealth. A full-service, comprehensive business platform with end-to-end solutions is what XZ offers its Partners and is essential for success in the distribution of financial goods. The lives of numerous small and large distributors have been successfully transformed by XZ's appealing range of solutions, which span every aspect of distribution practice.

XZ Ltd provides a complete wealth management platform with a wide range of financial solutions for the average person. Providing customers with its Partners' products that genuinely make a difference, XZ Ltd is guided by high standards of excellence in operational and service standards.

XZ's ongoing endeavour is to develop concepts that are significant & successful in scaling business difficulties, seizing accessible possibilities, and fulfilling the interests of the client. This is motivated by the strong vision of "Creating Wealth and Transforming Lives."

With over 25,00,000 investors, over 37,426 XZ Partners, and over INR 71,947+ crores of mutual fund assets under guidance spread over 95 branches in 19 states in India, the XZ Ltd family has gradually expanded over time. Regardless of the figures, however, it is the confidence that people have in us that drives our passion for developing superior solutions that change many lives on a daily basis. A dominant force in the Indian financial services sector, XZ Group is renowned for its potent distribution abilities. Two first-time business owners from A subsidiary of the XZ companies, XZ Wealth Ltd. distributes mutual funds. It is one of the key participants in the market and operates in three nations. More than 95,300 Assets are being managed by the organization. The business is a pioneer in the distribution industry. As a result of the company's decision to deal exclusively with businesses rather than consumers, in the early stages of its development, the public

Teaching Note

This case was written by Gaurav Jaiswal, Sonal Saxena, Ram K Paliwal, Jyoti Munde and Dipak S Sheth. Naveen Agrawal. The case was developed with the help of a mutual fund distributor company which wish to remain anonymous. The case is intended to be used in classroom study rather than to illustrate either effective or ineffective handling of management situations.

Title of case:	The Lockdown Dilemma
Author(s):	Gaurav Jaiswal * Sonal Saxena** Ram Paliwal** Jyoti Munde*** Dipak S. Sheth**** Naveen Agrawal*****
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Date:	April 01-04, 2021

Abstract

This case study is dealing with the issue of recruitment problems in one of the largest mutual fund distributor companies in India. The case has much information about the different recruitment strategies including the process of recruitment, a company may adopt. The case is highlighting the decision-making process during the recruitment and the role of the Human Resource Manager and branch manager during the selection. The case involved the issues of domestic recruitment and selection however, the content covered is relevant internationally and among the different industries. The material is presented in this manner to allow case analysis to apply theory to a practical situation. Case analysts will have an opportunity to think about the key decisions involved in the manpower planning & recruitment procedure.

Teaching Objectives and Target Audience

The case deals with the problem faced by the HR Manager in the financial sector wherein a decision has to be taken by him for the selection of a candidate. There are other issues mentioned in the case related to the changing recruitment strategies of the company, experience with the selection of the candidate, retaining issues of the employees etc. The case is intended to develop the critical thinking of the students about the recruitment and selection process adopted by the companies.

CASE 4 Having The leave or Having Them Stay: A Case on Training Need

Temperature Rising

In hot and humid afternoon of April 2021, Akhil, Sameer and Samta, Business Development Managers, Pike Education, Online Education Platforms, New Delhi (India), sat exhausted and sweaty in air-conditioned boardroom after their 1st day of coaching session arranged by Ms Aarti Kumari, Head, Talent Acquisition, Pike Education. It was a long and monotonous day for the participants. Deprived of morale, low on motivation. All three, Akhil, Sameer and Samta were uncertain of their future in the organization. Whereas, Ms Aarti, thought "we have low performance issues. These must be resolved quickly without any delay now. Otherwise, it would be extremely tough for them to recoup and attain targets. This was only the first session out of three.

It seems they really despise the coaching sessions. And the coaching is going to last till weekend!!"

About the Organization

Pike Education is a Privately owned company located in New Delhi. Mr Sahil Sharma founded the Edutech Company in 2017. He appointed Mr Sham Chhabra, as CEO of the organization. The model for this enterprise involves a web-based educational platform designed to assist individuals in realizing their professional potential through an interactive learning environment. The advent of online education represents a major change that will have widespread consequences. The company is committed to providing services that prioritize excellence and adhere to established standards. With Edutech industries booming and the demand for online education escalating with impending uncertainty due to Covid19. Currently, Hike Education is an "Online Education Solutions" company worth Rs.60 million that is facing difficulties in obtaining a significant portion of the market due to intense competition. In the early 2019, Mr Sharma hired Ms Aarti Kumari as an assistant talent acquisition manager. She had a charismatic personality and was well spoken and always thought good for the organization. She saw problems as an opportunity for continuous improvement. Due to her dedication and extraordinary performance, she quickly rose to ranks and became Head, talent acquisition and management. Ms Aarti Kumari recently graduated from a renowned business school with a PGDM in Human Resource Management, and Mr Chhabra was hoping that Ms Aarti Kumari would be able to implement effective strategies to attract and retain talented employees from industry that could help turn the company around. During the short run, Pike Education has offered online education solutions to its clients, and catered for a specific segment of working professionals. The organization exclusively entered into a strategic partnership with MNIS Distance Learning University. It also has also become one of the largest Edutech organizations among Indian rivals, offering multiple solutions to more than 10000 clients yearly. When asked about his management philosophy, Mr. Sharma used to speak to his employees "Be zealous, money is not everything, but is a by-product of your zeal."

Year 2020 has been rough, the traditional methods for developing business are not effective. The business development managers are facing tough times while communicating with clients and persuading them to finalize the deal. All together the star performing employees are now facing trouble.

Teaching Notes

This case was written by Ruturaj Baber, Sneha Rajput, Shweta Shrivastava, Anshay Singh, Vartika Goswami, Shweta Saxena, Aditi Jain. The case developed wherein company wish to remain anonymous. The case is intended to be used in classroom study rather than to illustrate either effective or ineffective handling of management situations.

Title of case:	The Lockdown Dilemma
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Date:	April 01-04, 2021

Abstract

Pike Education is an EduTech firm, based in New Delhi. It was founded by Mr Sahil Sharma in 2017. The case discusses about motivation among the three employees having different attitude towards job. Due to low performance, mandatory coaching sessions were given to Akhil, Sameer, and Samta by Ms Aarti Kumari, Head, Talent Acquisition and Management, Pike Education. The cases offer insights about attitude of employees towards coaching sessions. It also discusses about acceptability of change in processes by employees and challenges faced by managers.

This case is intended to demonstrate the approach of the employees. Their perception towards training and sources of motivation. The readers will be taken through the journey of different types of employees Pike Education, an edutech organization based in New Delhi and, in the span of three years, has grown from a small innovation, to the fierce competitor in the segment in India. This case discusses the mind set and approach of different type of employees and challenges faced by Head, Talent Acquisition and Management.

CASE 5 Muskaan Dreams: A case on budding entrepreneur

Mr. Abhishek, a B.Tech graduate in IT, pursuing his passion to indulge his digital skills to bring societal changes from college days. To accomplish his dreams, started non-profit organization since 2014 in Gwalior as main founder member, named as Muskan Dream. It was started with the aim is to impart digital literacy & setting digital skills among under-privileged school going students to make them fully aware from changing digitalized world. He setup the goal to develop 10000 public school as smart & fully digitalized till 2025 but he had been able to digitalized only 100 school in three district of Madhya Pradesh, i.e., Gwalior, Bhopal & Indore till December 2020. He was bit disappointed from the deviation between standard and achieved target so far. He scheduled a virtual meeting at 10AM tomorrow with leadership team, including Rishiraj (Cofounder & COO), Rishab Arya (Program Manager, VFS).

Government schools in India are not yet ready for the Digital World and COVID-19 has accelerated this gap. 65% of India's 250 million children study in public schools. Do these schools have infrastructure to support digital programs? Are our teachers ready for that? Most of these schools are unprepared and review on present strategy related to digitalization and teachers training. Education is a process of character building, conviction forming, and intellect expansion

The purpose of education according to Mahatma Gandhi is to establish a non-violent, non-exploitative social and economic order. India is home to the biggest school-going population in the world with more than 250 million children in the age group of 5 to 15 years. Public schools are the backbone of education in rural India where around 70% of the population lives. Government schools in India are lagging behind in providing a quality education because of the logistical and administrative challenges. In rural areas, most of the Middle schools are managed by just one or two teachers. In all our human history, knowledge sharing has never been easier and if we cannot equip subject teachers with the modern methods of teaching then there is no use of all our technological progress. Even the existing teachers lack knowledge due to a gap in the teacher's training to align with modern learning and delivery methods. Our effort is, therefore, to help the existing Government machinery to strengthen their system and complement their efforts.

Next days, Mr. Abhishek was in a very deep thought on the points which have to be discussed in a scheduled meeting, sitting in his cabin with a great silence, that can be seen on his face. Suddenly, reminder-ring of scheduled meeting broke his silence to begin a meeting. He started a meeting and everyone joined meeting timely.

Mr. Abhishek : Good Morning every one, Hope all of you are doing well

Mr. Rishab : Good morning Abhishek. We all are absolutely fine. Just waiting to discuss about the agenda of the meeting.

Abhishek: Look team! I want to discuss some crucial facts related to the deviation in the performance of the organization.

Mr. RishiRaj: Yes Abhishek. Please proceed.

Teaching Notes

This case was written by Nischay Kumar Upamannu, Saideep Shrivastava, Rajesh Gupta, Ankit Singh, Sandeep Kumar, Shrish Gupta, Devrshi Upadhyay. The case developed wherein company wish to remain anonymous. The case is intended to be used in classroom study rather than to illustrate either effective or ineffective handling of management situations.

Title of case:	The Lockdown Dilemma
Author(s):	Nischay Upamannu* Saideep Shrivastava* Rajesh Gupta* Ankit Singh** Sandeep Kumar*** Shirish Gupta**** Devrshi Upadhyay*****
Institution(s):	*Assistant Professor, Prestige Institute of Management and Research, Gwalior. (M.P.) **Assistant Professor, Symbiosis Institute of Health Sciences ***Assistant Professor, Panipat Institute of Engineering & Technology, Panipat ****Student, Prestige Institute of Management and Research, Gwalior. (M.P.) *****GLA University Mathura (U.P.)
Date:	April 01-04, 2021

Abstract

This case revealed the real life situation of a new social entrepreneur who started a nonprofit organization working actively in three districts i.e., Gwalior, Bhopal & Indore as a founder member while studying in B.Tech (IT) to bring changes in society by imparting digital literacy & setting digital skills among underprivileged students in government schools. His nonprofit organization has been suffering as a deviation in achievement against the expected target against long-term goals along with a number of contemporary issues in the business environment. The decision maker explored several reasons for failing, such as lack of donations, ambiguity in defining the role of each member in the organization, lack of awareness about how to use digital resources to enrich modern education systems, lack of training & support to teachers, & lack of accessibility to digital resources. He also reported numerous solutions such as integrated marketing, relationship marketing, socially responsible marketing & internal marketing to overcome the existing problems which are being faced by his NGO.

Key Word – NGO, Digitalization, Government School, Holistic approach, Integrated Marketing, Relationship Marketing, Internal Marketing, societal marketing.

CASE 6 In an Attempt to Achieve a Win-Win Condition

Mr. Bohra plant head of Annapurna Pvt. Ltd., which was a reputed name in a FMCG sector operating in the suburbs of Bhopal, MP. He is having rich experience of 9 years in Annapurna Pvt. Ltd. as Plant Head & total experience of 16 yrs. but the present conditions were unprecedented in the unit. On 20th June 2018 he received a notice mentioning intention of strike from 1st of July 2018 from one of the trade union leader named Prakash,

He called up an urgent meeting with the HR Manager, Production Manager and the other officials so that the adverse conditions could be relinquished. It was decided in a meeting to hold a dialogue with the union representatives. Somewhere, Mr. Prakash was skeptical, whether the talks would materialize or not? As there were two trade unions, supporter of two major political parties of India. in the plant

Annapurna Pvt. Ltd was established in the year 1949 and was operating from its headquarter based in Mumbai, and executive office in Bangalore. It was an only production factory manufacturing all premium biscuits which operates in a periphery of 200 km of Bhopal and its nearby cities and employing around 100 officers and 1800 workers (300 were on roll and 1500 were contractual workers).

The plant was having a capacity of 4000 tones in a month and operating on 4 lines spread over 23 acres of land. It was accredited with ISO, OSHAS certifications and many other national and international certificates, to ensure the quality standards, the company followed various TQM tools and 5S practices. They are lead exporters of biscuits to North America and many other countries of Europe.

In 1982, Annapurna Pvt. Ltd. was acquired by a major giant ABB Pvt. Ltd. and Annapurna started working as an equity contract packer for ABB Pvt. Ltd. Annapurna Pvt. Ltd. was a critical entity for ABB Pvt. Ltd. as a Annapurna Pvt. Ltd. was a national center, where 9 product lines get manufactured and had a great demand for it, in both national and international market. It was giving an open challenge to its other competitors like PARLE, ITC and Patanjali in the FMCG in confectionery sector.

The problem did not start on the day when notice was received by Mr. Bohra, but the problem started three years back when complaint was launched against three workers named Rajesh, Shyam and Sandhu. The three workers were charged for indiscipline, absenteeism and destructions of property of the company. The officer in charge took these complaints very seriously and initiated inquiry against these three workers. After due inquiry two out of these three people were terminated and one was suspended.

Few workers came forward to support these terminated and suspended workers and went on dharna (strike) to put pressure on management to reverse their decision. The union representatives threatened plant head as well as HR head to take these workers back on work. In such Situation Plant Head Mr. Bohra called union representatives for discussions.

UR 1, UR 2 & UR 3: May, we come in Bohra ji.

Mr. Bohra, "Yes, please come in and have a seat."

(He called upon a peon and asked him to bring some water and tea for the representatives)

UR1, "You must be aware of the scenario going on in the factory and we are here to talk about it."

Teaching Notes

This case was written by Richa Banerjee, Sanjay Gupta, Raveendra Babu, Vaishali Rahate, Hetal Gaglani, Shivangi Dixit, Sonam Bhadauriya under the guidance of Dr. Nishant Joshi, Director, PIMG. The case is based on industrial relations related conflict management, hours & wages in which specific incidents and their ramification are depicted. The target audience includes executives and postgraduate management students.

Title of case:	Topic:
Author(s):	Rich Banerjee* Sanjay Gupta * Raveendra Babu* Vaishali Rahate** Hetal Gaglani*** Shivangi Dixit**** Sonam Bhadauriya *****
Institution(s):	*Assistant Professor, Prestige Institute of Management, Gwalior **Associate Professor, Datta Meghe Institute of Management Studies, Nagpur ***Assistant Professor, Datta Meghe Institute of Management Studies, Nagpur ****Research Scholar, Jiwaji University, Gwalior *****Assistant Professor, Swami Rama Himalayan University, Dehradun
Date:	April 01-04, 2021

Abstract

This case focuses on the topic of industrial unrest at Annapurna Pvt. Ltd., which was a reputed name in a FMCG sector operating in the suburbs of Bhopal, Madhya Pradesh. The issue arose after the two employees were fired and one was suspended for indiscipline and absenteeism, which was exacerbated by their irresponsible behavior. The conditions deteriorated more at the time of renewal of long term settlement due to unrealistic demand of workers, which resulted in financial losses to the business.

This case would demonstrate the value of corporate coordination and harmonious labour relations in ensuring the organization's smooth operation. It also depicts the influence between both management's and the union's problem-solving approaches on their friendship. It further stresses the importance of constructive HR activities in order to promote a healthy work climate.

Teaching Objectives and Target Audience: The case has covered number of issues related to the various spheres of IR, Labour Laws, HRM and Organizational Behaviour. It is intended to develop logical and analytical thinking among the students to critically appraise their learned concepts. This case can be used for different levels of the management learners as well as practicing executives such as HR & IR Professionals

Teaching Approach and Strategy: The case can be discussed with the students in the class, where they could be asked to analyse the case from their point of view. Before discussion, the students must be aware of the concepts in the Industrial Relations, Labour laws, HRM and Organizational Behaviour etc. So, that the

CASE 7 Contouring Talent at Nobel Coats

Sitting in his cabin in one of the satellite cities of Chandigarh, Mr. Sunil, HR Manager of a global coating company was proudly looking at the employees reward list in December 2019 newsletter. Suddenly a mail popped in his inbox, startled him. 'This optimization strategy will be shocking for few experienced employees' murmured Mr. Sunil.

The company has approximately 1500 full-time employees at its five manufacturing sites operating at Bangalore, Mumbai, Gwalior, Mohali and Hyderabad. The company success is attributed to the inherent values of trust and commitment of its employees that shaped the organization through decades.

Company History

Nobel Coats, the paint and manufacturing major, is providing the essential colour and inspiration in everyone life for over 60 years. Its establishment in India is associated with the commencement of Imperial Chemical Industries (India) group in 1911. Brunner & Co., one among the four pillars grouped in 1926 to form ICI in UK, opened a trading office to sell alkalies and dyes in Kolkata. Brunner & Co (India) nomenclature changed in 1929 as ICI Ltd., followed with sustained expansion and diversification strategy forming Indian Explosives Ltd. in 1954, jointly promoted by Government of India and ICI PLC, then again renamed as ICI (India) Ltd. in 1989. In 2003, it was freed from government holding.

Later the other groups of ICI in India merged to form Nil Chemicals India Ltd. in 1987. Under the flagship, the paint major was commissioned at Thane in 1997 and another plant was commissioned at Mohali in 1998. This largest coating company started its operation at different locations in the following year, striving ahead with an established traditional ethos to continuously develop their employees bringing innovation and creativity to maintain the colour of this brand.

Optimizing HR

Despite being keen to preserve the long cherished employee centric unit, the company has emphasised on streamlining the business and optimising the manpower at Mohali plant. Although the centrally driven HR policy is followed in the company, but few autonomous initiative at site level was also permitted. The central decision was floated at the plant to enforce VRS as the first step of optimization.

As the unit exercised cell culture, and each cell can optimally function with only 10 to 12 employees, which were 15 at present. The focus was to bring the number down, so the voluntary retirement scheme was introduced at the site. The scheme was elaborated to the employees informing the benefits of the same. Initially, only twenty-three applications were received, later the number raised to 30.

Whilst employees were heading towards the VRS procedure, the nation got a pandemic stroke leaving the process stuck. With Lockdown being imposed, stupendous challenge of getting the VRS formalities completed before April 2020 stood in front of the HR team. Individual approval was needed on around multiple documents. The team put all the efforts to deliver the VRS benefits to the employees.

Mr. Sunil was happy that his team was able to pull through the difficult task of completing the VRS formalities on time. However, the ordeal was far from over. As the restrictions imposed due to Covid were relaxed, Nobel Coats known for its care for employees resumed its manufacturing units in May, in line with local conditions

CASE 8 Global To Local: A Boon Of Travel Agent

Mr. Jai Khande, Managing Director of Godinga holidays, a tour and travel company situated in Gwalior, Madhya Pradesh, on 25th March, 2020 became acquainted with the country's first lockdown. Since then, he could sense the travel industry's bleak future as the borders of all the countries were closed and people were home quarantined. All of this made him think that this scenario will last for long and it eventually turned out to be his worst nightmare. His anxiety was well understood by his wife Neha, who is also the Asst. Director of the company as the challenges were countless from paying rents to employee's salary. So, finally, on 15th April, when the whole country was observing Unlock 1.0. They decided to have a meeting with the organization's key members to fathom, what could be done to survive and sustain during and after the time of crisis? Jai dropped a WhatsApp message to all the operational and back-end employees about a scheduled offline meeting at office at 14:00 hrs.

About the Company

[Meeting at Godinga.com]

Meeting hall on April 15, 2020

[A cool and calm place in the office meeting room. Meeting participants are whispering and gossiping, while taking the sips of coffee. Suddenly everyone stands up as the MD is entering the room. Tension on all the faces was clearly evident, now. Everyone started looking into the brochures at the table and a few are trying to open their diary and handing their pens.]

[Meeting participants: Jai, MD; Neha, Assistant Director; Arjun, Head-Sales; Tarini-Hotel Collaboration Officer; Rishita-Backend officer; Rahul-Web Designer and Advertising Designer]

Jai Good afternoon everyone,

As we all are well aware of the current situation. I feel very sorry to inform you that we will have to cut down your salaries to half, as it is becoming very difficult for me to manage the overall finance.

[Everyone's faces have turned pale and grief was visible on their faces.]

Neha Half of the salaries which are being met out are results of our past accumulated reserves. This will not be sufficient for much long time. Probably, this will allow you to search other job also.

Tarini [Raises her hand with enthusiasm]

If you allow me to speak, I have an idea.

Jai Please go ahead

Teaching Notes

This case is written by Rahul Pratap Singh Kaurav, Nitin Pahariya, Rishita Sengar, Tarini Pandey, Vishesh Upamnyu, Nitin Shrivastava, Arjun Murthy, Lakshmi Kannan, Arul Jyothi M., Akshat Dubey under the guidance of Dr. Nishant Joshi, Director, PIMG. The case is based on industrial relations related conflict management, hours & wages in which specific incidents and their ramification are depicted. The target audience includes executives and postgraduate management students.

Title of case:	Topic:
Author(s):	Rahul Pratap Singh Kaurav* Nitin Paharia** AP Rishita Sengar*** AP Tarinin Pandey*** Vishesh Upamannyu*** Nitin Shrivastava*** Arjun Murthy**** Lakshmi Kannan***** Arul Jyothi***** Akshat Dubey *****
Institution(s):	*Associate Professor, FORE School of Management, New Delhi. **Associate Professor, Prestige Institute of Management, Gwalior, M.P., India *** Assistant Professor, Prestige Institute of Management, Gwalior, M.P., India ****Associate Professor, Department of Management, Institute of Professional Education and Research, Bhopal, M.P. *****Assistant Professor, Ramaiah Institute Of Management *****Associate Professor, Sam Higginbottom University of Agriculture, Technology and Sciences
Date:	April 01-04, 2021

Abstract

Mr. Jai Khande, MD, Godinga Holidays Ltd., Gwalior, India, called out a meeting to discuss what could be done to the worst hit sector tourism and travel due to the global pandemic. His wife Asst. director of the company, Hotel collaboration head, Back end Operation head, Web Designer and other key members were present in the meeting and the discussion focused on innovative ideas of hiking and camping in the city itself to keep the name of their company alive, generate revenues for their survival and become the pioneer in Travel industry. The case also highlights the key skills needed to be successful in business.

CASE 9 Challenges to Face and to be Tackled by Hotel Industry in Post-COVID Era: A Case Study

The General Manager of Hotel Central Park, Gwalior, Mr. Pritam Khanna is facing financial and other following crisis and challenges in the post-COVID era due to inbound and outbound travel restrictions - 1) attracting or connecting with customers, that is, capturing the market; 2) dedication and commitment of employees in terms of quality and accommodating behavior; 3) novel branding strategy such as, using social media which demands significant amount of fund. Mr Khanna has thought of taking initiatives to tackle these problems, although the hotel is lacking staff since, large number of the staff have been fired in the hotel industry because of emergent financial crisis. The new initiatives which may be taken starting from April, 2021 as indicated by Mr. Khanna include the following - 1) using social media for branding; 2) dynamic pricing; 3) smart selling which indicates increase of flexibility and adapting to customers' needs, which in turn, indicates attracting all types of customers and having all classes of facilities for different types of customers; 4) special training of staff for their accommodating behavior and for maintaining quality, as demanded by different types of customers. The basic objective of this case study is to analyze the current situation of hotel industry with special emphasis on Central Park Hotel, Gwalior and find different avenues in order to get rid of this crisis situation because of the ongoing pandemic.

Central Park Hotel is a 4-star hotel in Gwalior city in India. Located at the center of Gwalior, the hotel is registered in almost all major travel websites including makemytrip, tripadvisor, trivago, booking.com, goibibo, and agoda. This 20 years' old hotel accommodates both domestic and international travelers and is conveniently located at 5 minutes' distance from Gwalior railway station and 20 minutes from Gwalior airport. The hotel has a total of 104 rooms with almost all the leisure facilities and modern comforts and includes Fine dining at Café Royale Multi-cuisine restaurant, multiple spacious facilities for holding meetings, weddings, parties and conferences. Among the various amenities in the hotel, the major ones include fitness center, free wi-fi, centralized air conditioning, mini bar, safety lockers, laundry services, classic bathroom amenities, valet parking, 24 7 room service and so on. The total of 104 rooms has been classified into executive rooms, premium rooms and suite rooms. There are different types of banquets, such as, board room (for meetings, small parties accommodating 20-25 guests), mint room (party room catering 25-30 guests), live zone (beautifully designed, accommodating 50-75 guests), pool side lawn (accommodating 500-700 guests for large parties beside a picturesque pool), and party lawn (for grand parties with capacity for 800 guests). Besides the Café Royal restaurant, there are other bar and restaurant for the guests of the hotel. These include Rose Buds Café (Coffee House), Riviera (Bar). The wedding venue in the hotel can be decorated based on the guests' preferences and choices. Besides the buffet facility, the food of the hotel is multi-cuisine in nature and has large variety.

Current Crisis of Hospitality Industry

The hospitality and tourism industries have been hit very badly as indicated by several Government agency reports. India is the 7th largest country in the world [1] and according to Jacob Peter, Chief Human Resource Officer, Sterling Holiday Resort, "a sluggish growth in hospitality is expected in months to come" [2]. As a result, layoff of employees has been an obvious but unfortunate result. India and other South Asian countries

This case is written by Praveen Aronkar, Brahmmanand Sharma, Susmita Bandyopadhyay, Shipra Sharma Gagan Kukreja, Meghna Dangi under the guidance of Dr. Nishant Joshi, Director, PIMG. The case is based on Challenges faced by hospitality industry post COVID 19 era. The target audience includes executives and postgraduate management students.

Title of case	Service Quality Precursor to Customer Retention in Hotel Industry
Author(s)	*Praveen Aronkar *Brahmmanand Sharma ** Susmita Bandyopadhyay ***Shipra Sharma ****Gagan Kukreja ****Meghna Dangi
Institution(s)	* Assistant Professor, Prestige Institute of Management, Gwalior ** Assistant Professor, Department of Business Administration, The University of Burdwan, Burdwan *** Associate Professor, National Institute of Fashion Technology, Kangra **** Ahlia University, Bahrain.
Date:	April 01-04, 2021

Abstract

Hotel Central Park was established in 2000 situated in the heart of business and commercial hub of Gwalior. Gwalior which is a small city but growing city witnessing the entry of New Hotel property every year from last 5-6 years. The city has the fair size of tourist coming to visit Gwalior because of his historical backgrounds and the scenic beauty of Gwalior Fort and other places. The city is well connected by Road, Train and Air Services with almost all metro cities of India. The case highlights the major problems regarding the service quality and customer retention in hospitality industry. The case involves a key role played by Mr. Pritam Khanna (G.M.) to express the issues concerning with service quality and customer retention in hospitality industry. The case will also focus on various dimensions of service quality and provision of training staff to ensure right service delivery to retain customers.

Teaching Objectives and Target Audience

The case deals with the various problems faced by hospitality industry. The case has covered number of issues related to problems at operational levels in Hotels. It is intended to develop critical thinking of Top management towards various issues. This case can widely be used for different class of students and the management of Hospitality Industry.

Teaching Approach and Strategy:

The case can be discussed with in the class and students should be asked to analyse the case from their view point. Before discussing the case, students must be taught about the concept of Various Management (operational) problems in Service Sector related to Hospitality Industry, so that the applicability of these concepts can be understood properly. The case can also be discussed in the groups and their outcomes can be discussed again to reach at final conclusion.

CASE 10 EMI Store: Key to Remarkable Success

ABC Finance Limited is a pioneer company headquartered at Pune, Maharashtra which deals in different financial services like bank loans, home loans, business loans, fixed deposits, credit card, Demat account and mutual funds. The company has a huge market presence and has built off investors due to its transparent policies in financial services.

Mr Sumit Jain, the CEO of the company, came up with a new idea for expansion and growth. Having set up in 2007, he was always keen to bring in some breakthrough in the field of digital financial services. In April 2017, Mr. Jain along with the board of directors and The marketing head decided to launch the 'EMI store', providing EMI on a wide range of products, including vehicles, mobiles, electronic items, gym equipment, modular kitchen etc. Mr. Jain and his team were expecting a huge profit and market expansion through this plan.

Company History

ABC Finance Ltd. whose parent company was ABC Ltd. formed in the year 2007 to provide a boost to its financial services business. It had received the highest credit rating of AAA by CRISIL, ICRA etc. It started working as an independent entity to primarily focus on this core business and strengthen its competencies. It had diversified itself to meet the needs of the retail consumer as well as SME and corporate. The company had a strong emphasis on the retail segment with a pan-India brand presence. The retail consumer was served through Point of Sale, online and dealers for consumer lending. It had a presence across 740 locations and approx. 50,000 active points of sale. The company also provided working and growth capital in the high net worth SME space.

Core Strengths of the company

ABC Finance Ltd. is one of the oldest and most trusted business groups with PAN India presence with a high level of integrity and corporate governance. The organization is having core beliefs in innovation and technology through innovative and disruptive products and services. The organization is considered to be the best because of the lowest NPA in the industry which is less than 0.5%. The constant changes in the standard of living and increase in disposable income in the past decade due to the robust Indian economy has led to the creation of various needs of the customer. The customer requires suitable avenues to channelize their savings and is desirous of spending money on valuable goods and services. ABC Finance Ltd. was formed specifically to cater to these needs and to touch and improve the lives of a growing number of people in the country.

By July 2017, ABC Finance Ltd. started offering EMI option on zero % under the banner of 'EMI STORE' for a variety of products. Competitors like IDFC First bank, Muthoot Finance etc. were also offering the 0% finance option but ABC Finance Ltd. differentiated itself by providing all the financial services under one roof. The company has differentiated itself in terms of continuous improvements in product features and digital technologies to maintain a competitive edge.

The major benefits of buying on the EMI store are as follows:

Teaching Notes

This case is written by Pranshuman Parashar, Abhay Dubey, Vivek Shrivastava, Rajesh Singh Kumabam, Priyansh Shrivastava, Neha Sharma, Rajneesh Verma under the guidance of Dr. Nishant Joshi, Director, PIMG. The case is based on Service Quality in hospitality industry. The target audience includes executives and postgraduate management students.

Title of case	Service Quality Precursor to Customer Retention in Hotel Industry
Author(s)	Pranshuman Parashar* Abhay Dubey** Vivek Shrivastava*** Rajesh Singh Kumabam**** Priyansh Shrivastava ***** Neha Sharma***** Rajneesh Verma*****
Institution(s)	*Associate Professor, Amity University, Gwalior (M.P.) **Associate Professor, Prestige Institute of Management and Research, Gwalior (M.P.) ***Research Scholar, MIMS Manipur University. ****Students, Assistant Professor, Prestige Institute of Management, Gwalior (M.P.) *****Industrial & Management Engineering, Indian Institute of Technology Kanpur (U.P.) *****Indraprastha College for Women, University of Delhi.
Date:	April 01-04, 2021

Abstract

ABC Finance Ltd. is a premier organization which deals with various financial products. The case discusses about launching of 'EMI Store' which proved to be a breakthrough step in enhancing its reach to the customers for providing financial services on a single platform. It highlights the company's core strengths with respect to its Pan India presence and innovative products. The company has shown its commitment towards customers by providing unparalleled experience and value. The features like EMI card, zero down payment, no cost EMI and product delivery in just 4 hours were the key differentiating aspects which kept it at par with its competitors.

Teaching Objective and Target Audience

The objective is to make the users of the case aware about how an organization achieved exponential growth after coming up altogether with a unique strategy which went in line with the needs of the customers. The case can be used for teaching the above concepts to the postgraduate management students for individual analysis and small group discussion.

Teaching Approach and Strategy

The case and the references should be provided to the students one day prior to the discussion for individual analysis and write up. Next day, the case should be discussed among small groups. The outcome of the small

CASE 11 Lethargic Approach In Expediting Financial Reporting System In Plyod Ltd.

Plyod is a corporation that was founded in 1995. In 2020, India was in the grip of a severe recession, forcing all businesses to consider advances in a variety of industries. The entire crew was extremely busy and was continuously striving for greater outcomes and a higher position among competitors. The company's headquarters were in Delhi, and it had been a player in the building and reconstruction market for more than 15 years. There were over a hundred individuals working in five divisions, the most of them were highly professional and experienced engineers and technical personnel. The company had seven regional branches, all of which were located between 300 and 400 kilometres from Delhi. However, the corporation faced critical challenges in producing and submitting accounting reports on time. Some data may have been lost, some data may be contradictory, and some data may have been retrieved late. As a result, the most challenging duty for the company was creating daily reports, as the accounting department required the most recent data from the branches every day. Clearly, the corporation Plyod had to make a decision to address the issue of timely data and reporting. The company's president was concerned. Every month, the concern of whether the corporation would submit the reports on time for audit and return filing or face a penalty for the delay was raised. There had even been data loss, which was undoubtedly one of the most pressing issues that needed to be addressed. The president was dissatisfied with the situation but didn't know what to do next. The president called a general meeting for the entire employees one fine day. There was only one item on the agenda: upgrading and implementing the financial reporting system. What should be done more efficiently? What innovation could be used at the organization to solve the reporting problem and ensure that all reports are submitted on time? What can be done more effectively? To avoid auditing delays, financial heads and IT heads from all branches were requested to provide the best solution to remedy the reporting problem.

Introduction

A pleasant wintertime in the middle of December 2020, the accounting department of Plyod Ltd was arranging a New Year's Eve party, but they had a lot to accomplish before the big day. Accountants were required to prepare the balance sheet and monthly reports for the specified organization, which included the statistical bureau. Mr. Chirag, the chief accountant, was also required to prepare the annual balance sheet. All of these documents had to be generated ahead of time so that the company's president, Mr. Raghuvanshi, could evaluate and examine the reports and approve them before the deadline. The company had seven regional branches, all of which were located between 300 and 400 kilometres from Delhi. Plyod belonged to the category of small and medium-sized firms (SMEs), with its headquarters in Malanpur, Gwalior, and it had been a player in the building and rebuilding industry for more than 15 years. There were over a hundred individuals working in five divisions, the most of them were highly professional and experienced engineers and technical personnel. The company possessed a strong innovation culture, a favorable innovation atmosphere, and a high level of innovation potential. With its highly professional specialists and excellent collaboration with business units, the organization regarded the IT department as one of the primary innovation drivers. The corporation had an internal system for gathering balance sheets and other financial reports from all branches and sending them to the Delhi headquarters. The accounting department needed the

Teaching Notes

This case was written by Pooja Jain, Pooja Luniya, Kaushal Bhatt, Sarika Srivastava, N. Maruti Rao, Akhilesh Kumar Mishra. The case was developed with the help of account department of Construction company which wish to remain anonymous. The case is intended to be used in class room study rather than to illustrate either effective or ineffective handling of management situations. No part of this publication may be copied, stored, transmitted, reproduced or distributed in any form or medium whatsoever without the permission of the copyright owner.

Title of case	Service Quality Precursor to Customer Retention in Hotel Industry
Author(s)	Pooja Jain* Pooja Luniya** Kaushal Bhatt*** Sarika Srivastava**** N. Maruti Rao***** Akhilesh Kumar Mishra*****
Institution(s)	*Associate Professor, Amity University, Gwalior (M.P.) **Assistant Professor, Prestige Institute of Management and Research Gwalior (M.P.) ** Faculty, Graduate School of Management Studies, GTU **** Faculty, Graduate School of Management Studies, GTU *****Faculty, Rani Channamma University, Vijayapura *****Faculty, PIET
Date:	April 01-04, 2021

Teaching Objectives

- To educate students on the notion of financial reporting systems in the construction business.
- To make students aware of the importance of a Financial Reporting System in an enterprise.
- To investigate the significance of internal financial transaction recording.
- To investigate the issue of audits and tax compliance by businesses.

Target Audience

This Case will meet the needs of undergraduate and postgraduate students, particularly those studying finance. The case can also be used by industries to help people comprehend the issues that an organization faces, such as construction and infrastructure, and to educate them on financial report production and audits.

Teaching Approach

Every time the case is taught in class, a debate must take place. The approach that should be taken is as follows:

- The case discusses themes such as the organization's internal financial reporting system and its auditing process. It will emphasise the concept's importance in the office management system.

CASE 12 Box Of A Diamond With Two Rings

Amit Batra, a financial analyst, and Ravi Malhotra, executive vice president of the Xylo Chemical Group (XCG), were to discuss two capital expenditure ideas that were mutually incompatible. Although both projects aim to increase capacity, the Delhi plant proposal required a larger financial investment owing to modernization than the Gujrat plant proposal. Mr. Malhotra had his suspicions that, both numerically and qualitatively, neither plan outweighed the other. He needed to choose someone for the Board of Directors and Budget 2019–20 meeting on February 17, 2019.

Facility managers from Delhi and Gujarat had independently presented spending plans that would increase the polypropylene production of each facility by 9%. The strategic analysis team at Xylo Chemicals argued vehemently that a company-wide rise in polypropylene output of 18% made no sense, but that a decrease of half that amount did. Malhotra could only sponsor one initiative for the board's approval, therefore he was unable to accept both.

The corporate policy for choosing capital investment projects considers both monetary and non-monetary factors. Payback, discounted payback, net present value (NPV) estimated at the appropriate cost of capital, internal rate of return (IRR), and profitability index (PI) are all recommended by business policy for assessing the project's financial viability. It was up to the specifics of the project to choose which, if any, of the available methods should be utilized. The policy encourages using as many methods as feasible on a project if they are incompatible. Since the Board of Directors was open to "Strategic Factors," or non-negligible factors, the use of SWOT and SWOC analysis is encouraged. The Board of Directors also gave serious thought to "Strategic Factors," or those that were not easily quantified. Monika Singh, manager of the Delhi facility, argued passionately that her project easily exceeds all the essential quantitative criteria and has substantial strategic benefits. In fact, Singh had brought up these issues in two separate meetings with upper management and during a board of directors' cocktail function. At the discussion with Amit Batra, Malhotra planned to go through the proposal from Aishwarya Soni, manager of the Gujrat Plant, but he thought that neither proposal was superior to the other on all fronts. It seems like Malhotra won't have an easy time deciding.

Xylo Chemical Group – Facts

The current debt-equity ratio for Xylo Group is 2:1, with a return on equity of 16% and a pre-tax cost of debt of 7%. Although each project will be funded with a bank loan at a rate of roughly 9%, the Group did not anticipate any change in WACC because the anticipated return on equity was projected to more than exceed the decreased cost of financing.

It was anticipated that the manufacturing industries of Gujrat would expand at a CAGR of roughly 15%, as opposed to Delhi's development rate of 10%, as a result of aggressive, competitive government investment schemes. Delhi's sluggish growth was partly a result of new industries' limited expansion due to tougher pollution control regulations. However, according to Xylo's internal market survey research, Delhi was predicted to have more sales growth than Gujrat. Their substantial market share in Delhi was mostly to blame for this. According to the poll, the company anticipates fierce competition in Gujrat, which would inhibit regional expansion. In Gujrat and Delhi, the company's total sales were forecast to climb by 8% YOY and 12% YOY, respectively, due to both volume and price increases. A gross profit margin of 55% is the company's aim, and it hopes to keep it that way for all future projects. On WDV, the depreciation rate is 15%. The business's marginal tax rate is 30%.

Teaching Notes

Title of case:	Box of a Diamond with two rings
Author(s):	Dr. Abhay Singh Chauhan* CA Ajay Lunawat** CA Dipti Lunawat** Nidhi Parpyani*** Satish Bansal***
Institution(s):	* Assistant Professor, Symbiosis Centre for Management Studies, Symbiosis International (Deemed University), Pune, Maharashtra. Email- drabhaysinghchauhan@gmail.com Mob. No. +91-7697513999 ** Assistant Professor, Rajagiri College of Social Sciences (Autonomous), Kochi, Kerala. *** Assistant Professor, Prestige Institute of Management, Gwalior M.P.
Date:	April 01-04, 2021

Abstract

The case is about reviewing two mutually exclusive projects of XYLO Chemical Group(XCG) for the budget for the financial year 2019-20. The case discusses the proposal received by the Delhi plant and the Jamnagar, Gujarat plant. Though both the proposals talk about capacity expansion, the former requires higher monetary outlay because of the adoption of new technology whilst the latter is more concerned with expansion based on the existing technology. The review was done keeping in mind both the qualitative as well as quantitative factors. The case has brought to the notice various capital budgeting techniques such as payback period, discounted payback period, net present value (NPV), internal rate of return (IRR), and profitability index (PI) to determine the quantitative parameters. For giving equal importance to the non-financial parameters for strategic benefits SWOT and SWOC analyses were adopted. Both the Delhi and the Gujarat projects vary in the initial outlays and cash inflows making the financial analysis a crucial aspect of decision-making.

Target Audience

The case suitability is suitable for graduate and undergraduate students of business management courses. It can also be used for executive MBA/PGDM students.

Teaching Approach

Prerequisites: The students should have a conceptual understanding of weighted average cost of capital (WACC), investment decisions, capital budgeting tools, calculation techniques, and SWOT and SWOC analysis to assess the non-financial parameters.

In class, discussion on the case study shall be done in the following manner.

CASE 13 Demonetization is it Opportunity or Threat: A case study of Paytm

It was on 8 November 2016, Mr. Vijay Sharma, CEO of One97 Communications Limited, Noida (India), was having a glimpse of his company from his cabin window and the door knocked. The CFO, Mr. Vikas Garg, came inside the cabin with a great worry and dilemma on his face, sir you should on the TV as our honorable prime minister is addressing the nation, and they both were watching the address of the PM to the nation where he had announced that denomination of Rs. 500 and Rs. 1000 is not going to be a legal tender form today at midnight. The worried face of Mr. Vijay Sharma and Mr. Vikas Garg, flooded with lines of anxiousness and concern.

Paytm is India's leading financial services company that offers full-stack payments & financial solutions to consumers, offline merchants, and online platforms. The company is on a mission to bring half a billion Indians into the mainstream economy through payments, commerce, banking, investments, and financial services. One97 Communications Limited that owns the brand Paytm is founded by Vijay Shekhar Sharma and is headquartered in Noida, Uttar Pradesh. Its investors include Softbank, Ant Financial, AGH Holdings, SAIF Partners, Berkshire Hathaway, T Rowe Price, and Discovery Capital. Vijay Shekhar Sharma, Founder & CEO of Paytm and One97 Communications Limited together own Paytm Payments Bank, the country's largest digital bank with over 58 million account holders. Working on its mission to bring un-served & underserved Indians under the formal banking system, it has made banking accessible & convenient to people across the country through innovative use of technology. Its wholly-owned subsidiary 'Paytm Money' has achieved the distinction of becoming India's biggest investment platform within its first year, and is now one of the largest contributors of new Systematic Investment Plans (SIPs) to the Mutual Funds industry; it has already received approvals to launch Stock Broking, Demat Services and National Pension System (NPS) services, and strives to continue to broaden the financial services and wealth management opportunities to the unbanked and underserved Indians. Paytm First Games, which is another group company (a joint venture between One97

Communications Ltd and AG Tech Holdings), has quickly become India's go-to gaming and stay-at-home entertainment option for millions of users across the country. The platform caters to all types of gamers with an exhaustive array of games for amateurs as well as esports for gaming pros. Paytm Insurance is a whollyowned subsidiary of One97 Communications Ltd (OCL) and has secured a brokerage license from IRDAI. It offers insurance products to millions of Indian consumers across four categories including two-wheeler, fourwheeler, health, and life. The company aims to simplify insurance and create a seamless, easy-to-understand online journey for its customers.

After going through with this news Mr. Vikas Garg looked upon Mr. Vijay Sharma and said sir, what we do now.

Mr. Vijay Sharma replied to him call an urgent meeting with all the board of directors and all the functional head the next morning to discuss this. The next morning

Mr. Vijay Sharma (CEO): Good morning to all of you as you all might be aware of last night's announcement of the demonetization by our honorable prime minister and this meeting are called upon to discuss the effect of that on our functioning.

Teaching Notes

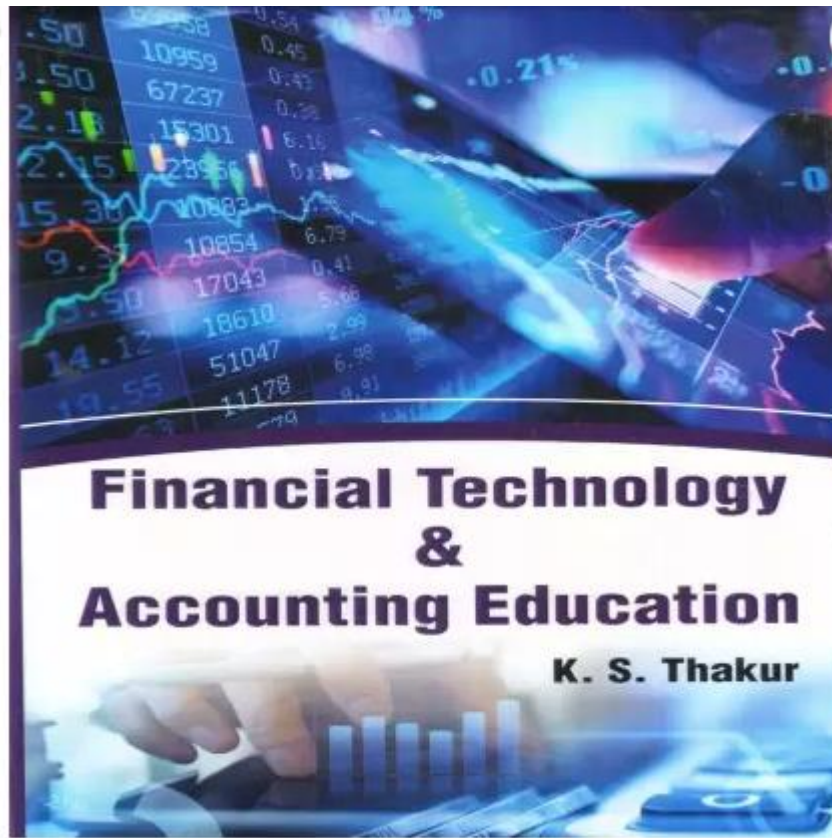
This case was written by Prabhat Kumar Singh Kushwah, Kishan Singh Rathore, Madhuraj Singh, Sumit Kumar, Lata Sisodiya, Supdita Halder, and Harisundar Govindaraman. The case was developed with the help of One97 Communications Limited, which wish to remain anonymous. The case is intended to be used in class room study rather than to illustrate either effective or ineffective handling of management situations.

Title of case:	Demonetization is it Opportunity or Threat: A case study of Paytm
Author(s):	Prabhat Kumar Singh Kushwah* Kishan Singh Rathore** Madhuraj Singh**** Sumit Kumar***** Lata Sisodiya***** Supdita Halder***** Harisundar Govindaraman.*****
Institution(s):	*Associate Professor at Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya Indore (M.P.) ** Associate Professor, Amity University Gwalior (M.P.) ***Assistant Professor, ITM University , Gwalior (M.P.) **** Assistant Professor, NIFT Bhubaneswar *****Research Scholar, Jiwaji University, Gwalior (M.P.) *****Research Scholar, West Bengal State University (WBSU) *****Associate Professor Chimmaya Vishwavidyapeeth University, Veliyanad Ernakulam Kerala
Date:	April 01-04, 2021

Abstract

This case is a role-play case which is a success story of the organization. One97 Communications Limited, One97 Communications Limited that owns the brand Paytm is founded by Vijay Shekhar Sharma and is headquartered in Noida, Uttar Pradesh. Paytm is India's leading financial services company that offers fullstack payments & financial solutions to consumers, offline merchants, and online platforms. The company is on a mission to bring half a billion Indians into the mainstream economy through payments, commerce, banking, investments, and financial services. Its investors include Softbank, Ant Financial, AGH Holdings, SAIF Partners, Berkshire Hathaway, T Rowe Price, and Discovery Capital. Vijay Shekhar Sharma, Founder & CEO of Paytm and One97 Communications Limited together own Paytm Payments Bank, the country's largest digital bank with over 58 million account holders. Working on its mission to bring un-served & underserved Indians under the formal banking system, it has made banking accessible & convenient to people across the country through innovative use of technology. The current case is based on one effect of demonetization on the digital wallet players. This case provides a snapshot of the success story of an organization that converts the threat to the opportunity to increase their market share, sales, revenue, and profit, by this case the users able to understand the importance of environmental scanning, strategic

BOOK NO 2



Financial Technology & Accounting Education

K. S. Thakur

**ANALYSIS OF UNICORN COMPANIES
A CASE STUDY ON UPSTOX AND GROWW**

¹Poorvi Rai, ²Prasenjit Roy, ³Navita Nathani,
⁴Umesh Holani

Abstract

Startup companies have marked their territory of high growth and new concepts are introduced i.e. Unicorn companies. The incredible results and the betterment of these companies have led to touching these heights. The not-so-new phenomenon is becoming popular and reaching the minds of youngsters. Startups are working hard and performing

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**STRATEGIC HR DETERMINANTS OF
EMPLOYEE BEHAVIOR**

¹Dr. Garima Mathur, ²Vandana Shukla,
³Dr. Sneha Rajput, ⁴Garima Arora

Abstract

Human resource practices that are prevailing in the today's competitive corporate environment carry a high importance and employee behavior needs to be taken care of to improve and augment an organizations performance. However, it is said that performance is not the only key measure which had been taken into considerations but there are few more concepts such as Turnover Intention (TI), Employee Engagement (EE), Career Development(CD), Compensation& Benefit (C&B) and Performance Management(PM). It is

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 - ⁴. Alumnus, Prestige Institute of Management & Research, Gwalior M.P., India.



Sneha Rajput

Structural equation modelling (SEM)

Authors SNEHA RAJPUT, FAIZAN ALI, RAHUL PRATAP SINGH KAURAV

Publication date 2022

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Description Structural equation modelling (SEM) is a tool that supports researchers' study of tourism as a real-life phenomenon. Structural equation models 'provide a useful forum for sense-making and in so doing link philosophy of science to theoretical and empirical research'(Bagozzi and Yi, 2012, p. 12). SEM is a powerful collection of multivariate analysis techniques that specifies the relationships between variables using two main sets of equations: measurement equations and structural equations. SEM is a statistical procedure for testing measurement, functional and predictive hypotheses that approximate world realities (Lee, 2007). SEM is a second-generation statistical tool that can be used to statistically test theoretical models by assessing the fit between the data and the theory (Nunkoo, Ramkissoon and Gursoy, 2013). Its ability lies in the assessment of latent (unobservable) variables at the observation level ...

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

Satish Bansal¹, Rakesh S Jadon², Sanjay Kumar Gupta³

¹ Prestige Institute of Management & Research, Gwalior, India

² Department of Computer Engineering, MITS, Gwalior, India

³ SOS in Computer Science & Applications, Jiwaji University, Gwalior, India

ABSTRACT Breast cancer in women is a significant public health concern worldwide, with many cases going undiagnosed until the advanced stages. Early detection is crucial for proper treatment and improved outcomes. There are some pre-trained models used by authors for the detection of breast tumour, but these models require extensive computation power due to their many layers and parameters. To address this issue, it is required to propose Convolutional Neural Network (CNN) model with fewer training parameters for classification of ultrasound images dataset to determine that a particular image is either benign or malignant. In this paper, CNN model is proposed with changes in some hyper parameters like the number of filters, filter size, batch normalization, learning rate, epoch, and batch size, to achieve better accuracy with less computational power. The proposed model was compared to other pre-trained models, including ResNet50, Efficient Net, and VGG16, using two databases (database A for training and validation data, and database B for testing data). Our proposed classifier outperformed than pre-trained classifiers in terms of accuracy.

INTRODUCTION

Breast tumor is a widespread disease that distresses women in both developing and developed countries. Over the past decade, breast cancer has rapidly increased worldwide. Approximately more than 500 men and 41,000 women have died from breast tumor recently to the American Cancer Society (ACS). Breast cancer cells fall into two categories: benign and malignant. A benign tumor is not a cancerous cell and not dangerous for breast structure. In cases of malignant tumour spread to other body part and very harmful to other organs.

Medical professionals use various medical modalities to analyse

A Study on Awareness of Life Skills among Postgraduate Indian Students with Special Reference to Management and Commerce Education in Gwalior Region

Dr. Amrapali Chawla Sapra

Assistant Professor,

Department of English & Communication,

Prestige Institute of Management and Research,

Gwalior, MP, India.

Article History: Submitted-07/10/2023, Revised-14/10/2023, Accepted-17/10/2023, Published-31/10/2023.

Abstract:

A life skill is an aptitude that allows a person to change his/her behaviour to meet the needs and demands judiciously and also can deal with obstacles or challenges of life successfully. Life skills encourage an individual's healthy, productive, and positive growth. They

Abstract

Is the Psychological well-being outcome of Happiness and Self Esteem?

Author(s): Richa Banerjee, Subeer Banerjee, Shaifali Chauhan

Background: Many studies have been done to find out the factors of the psychological well being of teachers. The studies have been done to allying self-esteem and happiness, in the investigation we attempted to investigate the two factors self-esteem and happiness corresponding to the psychological well-being of educators. Aims: The study is a primary study that aims to analyze the psychological well being of the academicians. The study considered self-esteem and happiness which are predicting psychological wellbeing. Method: 113 female academicians and 127 male academicians were part of the study. The study used standardized questionnaires to measure the various construct of the study. The gathered data was subjected to internal consistency using Cronbach's alpha reliability measure. The three variables were checked against relationships between the variables with the help of SEM. Structural equation modeling was done with the help of Amos18 to analyse the relationship. Result: The results indicated that happiness, self-esteem affects psychological well being. Simultaneously self-esteem is not influencing happiness of academicians.

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Abstract

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Document details - STEM employees: The role of co-worker support, perceived insider status and organisation citizenship behaviour in achieving employees' retention

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STEM: A Multi-Disciplinary Approach to Integrate Pedagogies, Inculcate Innovations and Connections

11 December 2023, Pages 231-250

STEM employees: The role of co-worker support, perceived insider status and organisation citizenship behaviour in achieving employees' retention (Book Chapter)

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Chapters in this book

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15 chapters found in Scopus

- Empowering future innovators: The importance of STEM education in today's world
- Preface
- STEM alignment for Industry 4.0: A global overview on education 4.0
- A systematic literature review of STEM education in changing national and global policies and procedures
- An assessment and evaluation of STEM outcomes in the education sector
- Analyzing meta-cognitive and critical thinking to develop skills and re-skills for STEM literacy
- STEM: A collaborative, cooperative and

VOLUME 3 ISSUE 3



NATIONAL JOURNAL FOR LEGAL RESEARCH AND INNOVATIVE IDEAS

LEGAL AND POLICY MEASURE TO PREVENT DRUG ABUSE IN INDIA

By – AABIL HUSSAIN

ABSTRACT:

Drug abuse among youth is the major problem facing India today. To understand the reasons for teenage substance abuse conduct, various theoretical aspects were used and a blueprint to curb drug abuse among the youth was also recognized. Consumption of the drug gives pleasure for a few minutes, but it has far-reaching side effects and drug abuse or substance abuse refers to the use of certain chemicals for the purpose of creating enjoyable effects on the brain. This study is a study on drug abuse from the Indian perspective so this study is an attempt to discuss the legal and policy measures to prevent drug abuse. The major drug laws and policy measures in India. The Narcotic Drugs and Psychotropic Substances Act, 1985 and the Prevention of Illicit Trafficking in Narcotic Drugs and Psychotropic Substances Act, 1988. Anyone who violates the NDPS Act will face punishment based on the quantity of the banned substance.

But these laws are lacking in implementation and lacunae in it. This study is an attempt to suggest social as well as legal responsibilities to control it. This study also focuses on the problem of drug abuse and analyzes the existing law related to controlling the problem of drug abuse in India. The evil of drug abuse not only creates handcuffs on the very idea of a better life but it also acts as an obstruction to the growth of the country. The legal framework which is available to counter the abuse of drugs is based on a rigid foundation. A lot more can be achieved by just efficiently implementing the existing laws and smoothing the procedure.

Key words: Drug abuse, NDPS, Substance abuse, Life Imprisonment, socio-legal

DRUGS PREVENTION LAWS IN INDIA-A CRITICAL ANALYSIS

AABIL HUSAIN¹

I. ABSTRACT

The use of drugs and narcotics substance has increased and the substances used have taken an impact on an individual's life many adults are using substantial use of these particular individuals could be cocaine, Heroine to increase the flow of dopamine and reduce stress. Many adults have taken it as an alternative to reduce stress. To control the use and prevent the use of drugs and narcotics and the pharmaceutical sectors use has become popular among adults as well as teenagers. They have just made use of these substances very common to use as it is specified in a quantity and is common among teenagers. The Drugs and Cosmetics Act, 1940 is legislation in India that regulates the import, manufacture, distribution, sale, and use of drugs and cosmetics in the country. The Act is administered by the Central Drugs Standard Control Organization (CDSCO), which is the national regulatory body for pharmaceuticals and medical devices in India. To ensure the safety, efficacy, and quality of drugs and cosmetics available in the market, and to protect the public from the harmful effects of substandard or spurious products. Drug Control Act, depending on the specific laws and regulations that have been put in place. In some countries, the Act may be administered by a government agency or department that is responsible for enforcing the provisions of the Act and regulating the drug industry. In other countries, the Act may be enforced by law enforcement agencies, such as the police or the customs department. Teenagers need to be educated about the potential risks and dangers of drug use, as well as the potential consequences of drug abuse, such as legal issues, health problems, and social and personal consequences. Parents, educators, and other adults can play a critical role in helping teenagers understand the risks associated with drug use and in providing them with the knowledge and skills they need to make healthy, informed decisions about drugs. Also, there should be some measures to improve the stage of teenagers when they are using drugs or any substance which is

¹ Assistant Professor, Department of Law Prestige Institute of Management & Research, Gwalior.

**ANTECEDENTS OF CUSTOMER SATISFACTION IN SOCIAL
COMMERCE**

Subeer Banerjee¹, Swarup Mohanty², Richa Banerjee³ and Abhay Singh Chauhan⁴

1. Assistant professor, Prestige Institute of Management and Research Gwalior.
 2. Professor and Director, Prestige Institute of Management and Research Gwalior
 3. Associate professor, Prestige Institute of Management and Research Gwalior
 4. Assistant Professor, School of Management Sciences, Varanasi
-

Abstract

The relationship between social commerce and contented consumers is the topic of this research. The goal of this study is to identify the factors that contribute to customer satisfaction with social shopping. Data collection and correlation analysis between variables that affect customer satisfaction are accomplished with surveys. Non-probabilistic purposive sampling was used to obtain information from 537 residents of India's central region. Statistical Learning and Explanation Modeling (PLS-SEM) was utilized to look into the data. Examination of the structural and measurement models and their associations were conducted using partial least squares (PLS). Trust is influenced by the spread of positive word of mouth and by the security of a transaction, and both of these factors contribute to the satisfaction of the customer. In the context of online business, trust is also a moderating factor. This research highlights the fact that different aspects of social commerce have distinct impacts on consumers' happiness. This research confirms what many have suspected: there are significant distinctions between the elements that affect customer satisfaction in social commerce and those that affect satisfaction in more conventional, in-person transactions. Though it has similarities with traditional e-commerce, social commerce recognizes that elements that affect customer happiness in one context may have a different