

# YEAR 2018

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# PAPER 1

## Document details - Cross markets equilibrium relationship an Indian evidence

1 of 1

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

### Cross markets equilibrium relationship an Indian evidence(Article)

Kaur, J., Nathani, N.

<sup>1</sup>Faculty of Social Sciences, Agra, Uttar Pradesh 282005, India

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

#### Abstract

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

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<https://www.financeindia.org/data/2018/FI323/FI-323-Art04.pdf>

# PAPER 2

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

Research Article: 2018 Vol: 21 Issue: 3

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

Mansi Tiwari, Jiwaji University, Gwalior

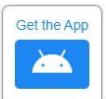
Dr. Garima Mathur, Prestige Institute of Management & Technology, Gwalior

Dr. Suvijna Awasthi, Jiwaji University, Gwalior

#### Abstract

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

Keywords



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

PAPER 3



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Document details - Prediction of online perceived service quality using spider monkey optimisation

1 of 1

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

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

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

<sup>2</sup>Prestige Institute of Management, Airport Road, Opposite Deendayal Nagar, Gwalior, Madhya Pradesh, 474020, India

<sup>3</sup>Thapar Institute of Engineering and Technology University, Bhadson Road, Patiala, Punjab, 147004, India

<sup>4</sup>School of Physics, Jiwaji University, Gwalior, India

Abstract

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

Cited by 2 documents

Ranjan, P., Acharyulu, G.V.R.K.

Exploring the relationship between seller selection and purchase intention: the mediating role of e-WOM and trust

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

Vargas-Calderón, V., Moros Ochoa, A., Castro Nieto, G.Y.

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

(2021) *Information Technology and Tourism*

<https://www.inderscienceonline.com/doi/abs/10.1504/WRSTSD.2018.095733>

# PAPER 4

## Document details - Prediction of online perceived service quality using spider monkey optimisation

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World Review of Science, Technology and Sustainable Development

Volume 14, Issue 4, 2018, Pages 376-393

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

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

<sup>1</sup>Prestige Institute of Management, Airport Road, Opposite Deendayal Nagar, Gwalior, Madhya Pradesh, 474020, India

<sup>2</sup>Thapar Institute of Engineering and Technology University, Bhadson Road, Patiala, Punjab, 147004, India

<sup>3</sup>School of Physics, Jiwaji University, Gwalior, India

#### Abstract

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

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<https://www.inderscienceonline.com/doi/abs/10.1504/WRSTSD.2018.095733>

# PAPER 5

## Document details - Marketing destinations to domestic travelers

1 of 1

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The Routledge Handbook of Destination Marketing

1 January 2018, Pages 123-132

### Marketing destinations to domestic travelers (Book Chapter)

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

<sup>1</sup>Indian Institute of Tourism and Travel Management, Noida, UP, India

<sup>2</sup>Prestige Institute of Management, Gwalior, MP, India

#### Abstract

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

#### Chapters in this book

View Scopus record for this book  
39 chapters found in Scopus

- Introduction
- A critical review of destination marketing
- Destination marketing organizations: Roles and challenges
- Destination marketing research
- Marketing tourism experiences
- Entrepreneurial marketing in tourism and hospitality: How marketing practices do not follow linear or cyclic processes
- Destination marketing and destination image
- Destination attachment: Conceptual foundation, dimensionality, antecedents and outcomes
- Service quality and marketing
- Crisis management and marketing
- Marketing destinations to customers from diverse generations
- Marketing destinations to domestic travelers

<https://www.growkudos.com/publications/10.4324%252F9781315101163-12/reader>

## PAPER 6

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### Analyzing the relationship between depression, abusive supervision & organizational deviance: An SEM approach

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Registered:

#### Abstract

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

<https://ideas.repec.org/a/cub/journal/v21y2018i1p1-13.html#:~:text=Structural%20equation%20modeling%20was%20applied,and%20depression%20on%20organizational%20deviance.>