

YEAR 2019

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A Perceptual Study About Organizational Learning Practices & Its Effect On Organizational Commitment	Garima Mathur	Management	<i>Unnayan: International Bulletin Of Management And Economics</i>	Paper No. 26

PAPER 7

Journal of Content, Community & Communication
Vol. 10 Year 5, December- 2019 [ISSN: 2395-7514 (Print)]

Amity School of Communication
Amity University, Madhya Pradesh [ISSN: 2456-9011 (Online)]

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

Shaifali Chauhan

Assistant Professor, Prestige Institute of Management, Gwalior

Dr. Richa Banerjee

Assistant Professor, Prestige Institute of Management, Gwalior

Dr. Subeer Banerjee

Director, Academic Guru, Gwalior

ABSTRACT

In today's scenario online business becoming a strong industry and the consumers have become more rational in decision. Present study investigates about the Impact of website quality and website reputation on Purchase Intention towards online shopping, the sample size chosen was a representation of population from 3 cities Gwalior, Bhopal, Indore and the age group chosen was 18 years to 36 years of age. The individual respondent had been used and 210 respondents were selected to collect data. The results specified that the data is highly reliable with the different values as reported by Cronbach's Alpha test. Exploratory factor analysis was applied in which 2 factors emerged in website quality, 2 factors emerged in reputation and 2 factors emerged in purchase intention. The Regression analysis concluded and proved that there was a positive significant Impact of independent Variable i.e. website quality and website reputation on dependent variable i.e. purchase intention.

<https://www.amity.edu/gwalior/jccc/pdf/jccc-12-19-15.pdf>

PAPER 8

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Document details - Social responsibility and academic achievement: A perceptual learning

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Volume 9, Issue 1, November 2019, Pages 5221-5226

Social responsibility and academic achievement: A perceptual learning(Article)(Open Access)

Nathani, N., Mathur, G., Dwivedi, G.

Prestige Institute of Management, Gwalior, India

Abstract

The rise of social responsibility in students has been exposed to be linked with academic achievement, success and higher self-esteem. Academic achievement stands for performance of a person to accomplished specific objectives in the instructional atmosphere of school, college and university

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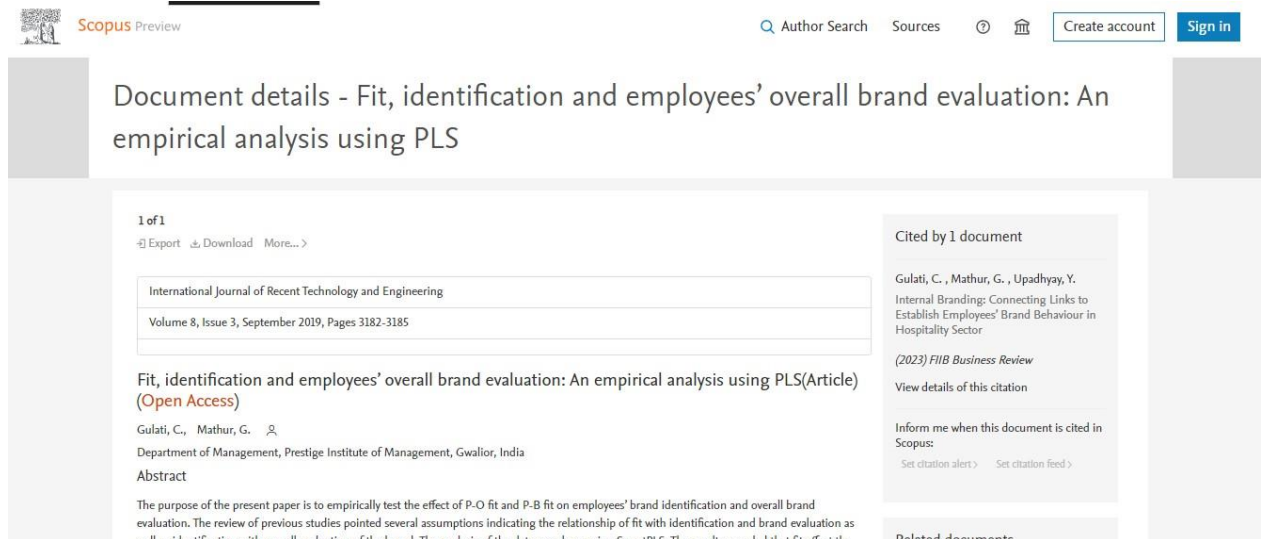
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International Journal of Recent Technology and Engineering
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Fit, identification and employees' overall brand evaluation: An empirical analysis using PLS(Article) (Open Access)

Gulati, C., Mathur, G. Department of Management, Prestige Institute of Management, Gwalior, India

Abstract

The purpose of the present paper is to empirically test the effect of P-O fit and P-B fit on employees' brand identification and overall brand evaluation. The review of previous studies pointed several assumptions indicating the relationship of fit with identification and brand evaluation as well as identification with overall evaluation of the brand. The analysis of the data was done using SmartPLS. The results revealed that fit effect the

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Gulati, C., Mathur, G., Upadhyay, Y. Internal Branding: Connecting Links to Establish Employees' Brand Behaviour in Hospitality Sector (2023) *FIB Business Review*

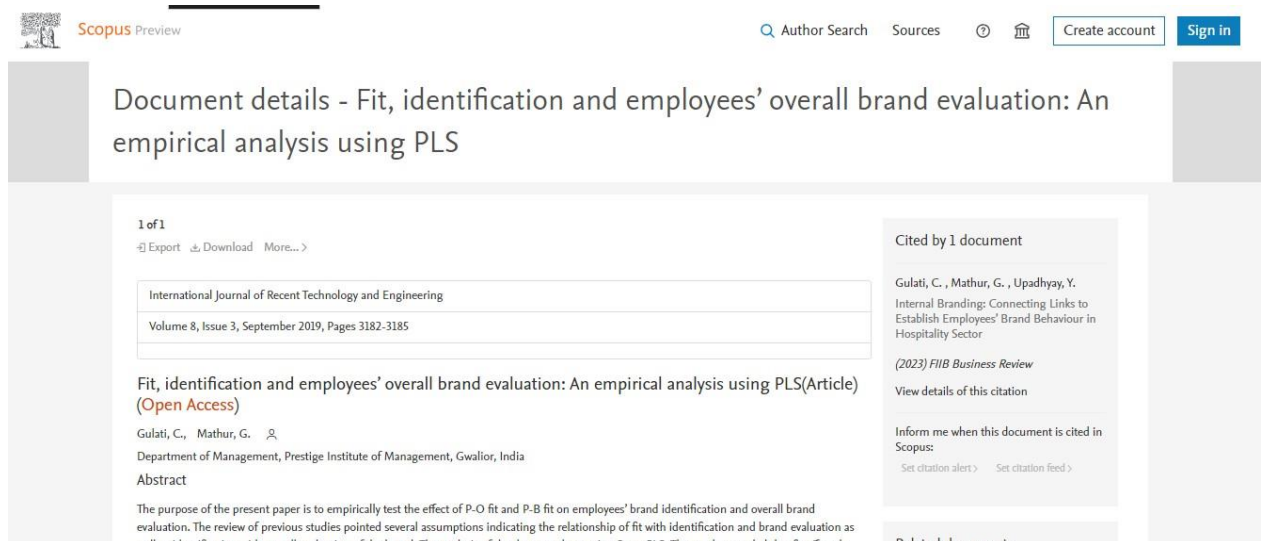
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Document details - Personality traits and risk tolerance among young investors

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International Journal of Innovative Technology and Exploring Engineering
Volume 8, Issue 10, August 2019, Pages 2019-2023

Personality traits and risk tolerance among young investors(Article)(Open Access)

Mathur, G., Nathani, N. ⓘ

^aPrestige Institute of Management, Gwalior, India
^bManagement Dept., Prestige Institute of Management, Gwalior, India

Abstract

India is a developing nation with highest number of youths in world. The youth is growing in the era of internet, least fare Wi-Fi connections. They have ample of knowledge available at one click. For any decision they search multiple options which give them sense that they are opting for the best and will reduce the chances of setbacks. Although every individual vary in their risk taking capacity and the capacity to tolerate setbacks is mostly related to kind of personality characteristics an individual carry. Present study is an attempt to identify the kind of relationship between personality types in (BIG Five model) and risk tolerance among youth. There are five personality traits measured through BIG Five namely: Extraversion,

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Association of investors' investment decision, informational heuristics and demography: Indian evidence
(2023) *International Journal of Trade and Global Markets*

Mendoza, D.M., Padernal, A.M.G., Pante, E.M.S.
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Personality Effects on Financial Responses

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Psychological antecedents and impulsive buying in online shopping

Pallavi Mathur, S. S. Bhakar

Abstract: Impulse buying or also called unplanned purchase is the behavior of the person in which the person is not planning something in shopping. Consumers who do impulse buying do not think to buy a particular brand or product. Online shopping or online retailing is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the Internet without an intermediary service. The main objective of this study is to determine the relationship between website design, promotional approaches, and usage of credit and debit cards to do impulse buying while shopping online. Non probability technique was used to select the sample. The study was causal and effect in nature with survey method used as a tool for data collection. The overall sample size for the current study was 200 respondents. This study provides insights for customer impulse buying behavior in online shopping. The result of study shows there is positive relation between psychological antecedents and impulse buying.

Keywords: Impulse Buying, Online Shopping, Psychological Antecedents, Website Usage

reliability are essentially intervened by consumer loyalty. Two different antecedents that are exchange capacity and reaction have no noteworthy impact to both consumer loyalty and client dedication. While 2 different antecedents that are website composition and item variety just have a direct critical impact to client devotion.

Floh and Madelberger (2013), in his study distinguish the antecedents of web based shopping, for satisfying their target they have followed the S-O-R model, based on a similar they have built up an exploration model that incorporates the natural attributes of an e-store model with the structure of Baker (1986) and Eroglu et al. (2003). The findings of the quantitative study of online customers proposed that the environmental signals of an e-store when all is said in done, and the structure and simplicity of route specifically, decidedly impact online drive purchasing

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PAPER 17

International Journal of Management, Technology And Engineering

ISSN NO : 2249-7455

EFFECT OF PERCEIVED CROWDING ON CUSTOMER LOYALTY IN MODERN RETAIL WITH MEDIATING EFFECT OF CUSTOMER SATISFACTION

Dr. S. S. Bhakar* Praveen Aronkar**

* Director, Prestige Institute of Management, Gwalior

** Research Scholar, Jiwaji University, Gwalior

ABSTRACT

Ever-growing retail sector is now at a revolution stage with transformation into modern organized retail. This organized retail is capturing large trade volumes as new era shoppers are more attracted towards it due to enjoyable shopping experience. This paper analyses the perceived crowding as dimension to customer satisfaction and customer loyalty. Moreover customer satisfaction is tested for any mediating role on

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

Dr. S. S. Bhakar* & Praveen Aronkar**

* Director, Prestige Institute of Management, Gwalior

** Research Scholar, Jiwaji University, Gwalior

ABSTRACT

Presence of online retail as part of overall retail is continually growing and becoming a vital business segment. Study of online retail customer loyalty and the factors which affect it are significant for successful business growth of such retailers. This paper analyses the service quality and customer satisfaction as dimensions online customer loyalty. Service quality as well as customer satisfaction was found to be positively affecting online customer's loyalty.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, Online Retail

Print Journal

PAPER 19

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Print Journal

PAPER 20

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www.jetir.org (ISSN-2349-5162)

ENGAGING THROUGH INTERNAL BRANDING IN EDUCATION SECTOR

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²Associate Professor, Prestige Institute of Management, Gwalior


³Dr. Yogesh Upadhyay

³Professor, Jiwaji University, Gwalior

Abstract: The purpose of this paper is to study the effect of Internal branding on work engagement and affective commitment in the educational setting. The study used a quantitative survey with a sample of 200 faculty members working in management institutes of Madhya Pradesh (India). The study investigated that internal branding and work engagement significantly affected the affective employee commitment. The study also demonstrated that work engagement mediated the relationship between the two. The result implies that appropriate internal branding initiatives focused in improving the work engagement among the employees is a prerequisite to influence the employees' commitment. A significant managerial implication can be drawn from this study, for example using both internal communication and training dimension of Internal Branding engaging employees to influence employees' brand-supporting attitudes and behaviours. The internal constituents are the prime factor on which the success of brand relies. So, the engaged and committed faculty members may be taken as pivotal for the branding

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Factors Affecting the Acceptance of E-learning By Students: A Study of E-learning Programs in Gwalior, India.

Authors

Singh Kaurav, Rahul Pratap; Rajput, Sneha; Baber, Raturaj

Abstract

Technological advancements have touched and transformed all walks of life and almost every aspect of human working. Education is one of the area which is highly influenced with its dynamism. Technology has created an ecosystem wherein education can be imparted through E-modes. This electronic learning ecosystem is diversified which is



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PAPER 24


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Interactions between macro-prudential framework and macroeconomic indicators

Research Article | Published: 11 March 2019
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PAPER 25



Dynamics of Financial Structure and value of firm: Evidence from Indian Automobile sector

Rajshree Sharma, Research Scholar, School of Studies in Management, Jiwaji University, Gwalior,
India. rajshree111@gmail.com

Dr. Navita Nathani, Associate Professor, Prestige Institute of Management, Gwalior, India.
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Abstract This study examines the effect of capital structure on value of firm of Automobile companies Listed at NIFTY during 2004 to 2018. Variables including Profitability, size, Liquidity, Tangibility, Business Risk, Age, Growth, ROA and Price to Book ratio. The study used OLS technique to refer the factors of capital structure in Indian Automobile industries. Business Risk and Growth were not associated with all leverage components i.e. Total Debt (TD), Long Term Debt (LTD) and Short Term Debt (STD). The main objective of study is to identify the effect of leverage on firm's performance and on value of the firm. The study is also flavored by identification of macroeconomic effect on Leverage, Firm performance and Firms value. The study found Tangibility and size significant positive effect on Total Debt. In addition, Liquidity found negative significant to total debt but positive to short term debt. Moreover, considering the firm performance, leverage found associated but negatively. Similarly, firm's value also found negative association with leverage. As we also included macroeconomic variables and found Money supply negatively associated to leverage while GDP negatively associated to firms value but not with performance.

Keywords — Indian Auto companies, capital structure decision, determinants of capital structure, firm performance, value of firm, National Stock Exchange.

I. INTRODUCTION

The word finance was used as capital but after taken as

Therefore, appropriate portion of capital structure may help to bear on profitability to the company.

<http://ijream.org/papers/IJREAMV04I1147024.pdf>

PAPER 26

ISSN No. 2349-7165

A Perceptual Study About Organizational Learning Practices & Its Effect on Organizational Commitment

Dr. Garima Mathur

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ABS, Amity University Madhya Pradesh, Maharajpura, Gwalior (M.P.)
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Prof. Suvijna Awasthi

Jiwaji University, Madhya Pradesh, Gwalior (M.P.)

ABSTRACT

The growth of an employee is highly influenced by the growth of the organization which is highly dependable on how organization is maintaining the learning environment within the workplace. Researcher explored about the relationship between the organizational learning practices & organizational commitment of employees as the faculty members teaching in higher educational learning institutions of Gwalior, Madhya Pradesh. Faculties were approached as respondents for this study. Out of 250 questionnaires only 200 responses were taken as sample for & also the analysis was done by applying the reliability test, factor analysis & regression tests through SPSS. The findings of the study revealed that there is a positive & significant relationship between the organizational learning practices & organizational commitment of faculties of teaching firms. This paper further concludes that for attaining strong organizational commitment the organizational learning practices must have been given more priority for the academic institutions as it is directly linked with employee's commitment.

Key words: Organizational Learning, Organizational Commitment & Job Satisfaction

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