

# YEAR: 2021-2022

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2	Sneha Rajput	Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science	<a href="#">Much Needed 'Pad Man' for Indian Females to Be Dignified: A Case Study on Period Poverty</a>
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# Social and Sustainability Marketing

**A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science**

**Edited by**

**Jishnu Bhattacharyya • Manoj Kumar Dash**

**Chandana R. Hewege • M.S. Balaji • Weng Marc Lim**

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

*By Sneha Rajput, Pooja Jain*

Book [Social and Sustainability Marketing](#)

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# **Handbook on Writing Research Paper in Social Science Using Advance Tools**

*Editors*

**Sneha Rajput**  
Senior Assistant Professor

**Navita Nathani**  
Professor

**Prestige Institute of Management and  
Research Gwalior**



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DIGITAL MARKETING

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[info@bluerosepublishers.com](mailto:info@bluerosepublishers.com)

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# Chapter 1

## Introduction to E-views

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### Introduction

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

### Economic model and Econometrics

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

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

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

#### 1. Time Series Data

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

#### 2. Cross-Sectional Data

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

## Chapter 2

### Step by Step Guide to Reference Manager 'Mendeley'

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#### **Introduction to Mendeley**

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

#### **Mendeley helps**

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

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

To link MS word with Mendeley and change references across.

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

To removes redundancy of document

#### **Section I**

#### **Step 1: Install extension and sign in after creating account**

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

How to Setup

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

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

### Abstract

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

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

### Introduction

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

### Perceived Usefulness

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

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

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

### Abstract

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

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

### Introduction

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

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

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## Impact of Curiosity and Interaction on Learning

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

### Abstract

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

**Keywords:** Curiosity, Interaction, Learning

### Introduction

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

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

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

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

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

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

### Abstract

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

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

### Introduction

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

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

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



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## Impact of Customers' Shopping Orientation on Purchase Intention

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

### Abstract

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

*Keywords: Shopping Orientation on Purchase Intention, SEM analysis*

### Introduction

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

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

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

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

### Abstract

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

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

### Introduction

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

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

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

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## Exploring factors contributing enhancing Satisfaction with respect to Health Services

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

### Abstract

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

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

### Introduction

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

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## Role Conflict and Role Overload as Predictors of Job Stress

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

### Abstract

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

*Keywords: Role Conflict, Role Overload, Job stress*

### Introduction

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

### Role conflict (RC)

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

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

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

### Abstract

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

*Keywords: Brand Image, Social Media Marketing, Online Shopping*

### Introduction

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

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

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

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

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

### Abstract

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

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

### Introduction

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

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

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

### Abstract

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

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

### Introduction

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

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

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

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

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

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

### Abstract

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

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

### Introduction

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

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



