



ABOUT THE INSTITUTE

Jaipuria Institute of Management (JIM) was set up by Seth Anandram Jaipuria Education Society in 2001. It has a sprawling campus spread over 5 acres on NH-24 within NCR. During this short span of 19 years, under the able guidance of the Late Dr. Rajaram Jaipuria and Shri Shishir Jaipuria JIM, has been acclaimed as a leading business school in Northern India. Jaipuria Institute of Management, Ghaziabad, was established by fulfilling all the norms regarding academic, financial and social aspects set by concerned statutory bodies.

The Institute started a full time 2 years master degree program in Business Administration (MBA), in the year 2001. This program is duly approved by AICTE, Ministry of HRD (Govt. of India) and affiliated to Affiliated to Dr. A.P.J. Abdul Kalam Technical University Uttar Pradesh, Lucknow. Moreover, Seth Anandram Jaipuria Trust and Seth Anandram Jaipuria Education Society manage various reputed schools and colleges in the country.

Jaipuria Institute of Management, Indirapuram, Ghaziabad, aims to provide quality management education to transform individuals into Business Leaders, Skilled Managers & Entrepreneurs.

Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

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INTERNATIONAL CONFERENCE ON

**INDUSTRY 4.0:
GLOBAL TRANSFORMATIONAL
CHANGES IN BUSINESS &
MANAGEMENT**

15th

February, 2020
Saturday

Timing : 9:00 AM Onwards

SOUVENIR

ACADEMIC PARTNER



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International Conference on
**INDUSTRY 4.0:
GLOBAL TRANSFORMATIONAL
CHANGES IN BUSINESS & MANAGEMENT**
15th February, 2020



PATRON

Prof. Vinay Kumar Pathak
Vice Chancellor
Dr. A.P.J. Abdul Kalam Technical University
Uttar Pradesh

Mr. Shishir Jaipuria
Chairman
Jaipuria Group of Educational Institutions

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Prof. (Dr) Daviender Narang
Director
Jaipuria Institute of Management
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Director
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Dean Students Welfare

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Associate Professor

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Dr. Nidhi Mathur
Associate Professor

Ms. Prerna Garg
Assistant Professor

रविशंकर प्रसाद
RAVI SHANKAR PRASAD



मंत्री
संचार, विधि एवं न्याय
एवं
इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी
भारत सरकार
MINISTER OF
Communications, Law & Justice
and
Electronics and Information Technology
Government of India



MESSAGE

Industry 4.0 brought with it the need for revamp of the education system across the globe. As a result, Education 4.0 has gained momentum in today's times. The field of education is undergoing drastic changes in order to keep pace with the fourth industrial revolution. Hence, the role of responsible educational institutions is pivotal in this direction.

The present-day educational institutions are expected to produce a workforce that is well-versed with the technological transformations. They are also expected to update and upgrade the skill and knowledge of the existing workforce. Only with these we can think of bringing about a revolution in education to utilize the opportunities created by the technological advancements. While the Government is doing its bit in this area, I perceive that institutions of repute like Jaipuria Institute of Management, with their vast infrastructure, must also make their presence felt by imparting the kind of education that is in sync with the technological and industrial advancements.

I am sure, the International Conference on **Industry 4.0: Global Transformational Changes in Business & Management**, to be held on 15 February 2020, will deliberate upon the lacunae in the management education that need to be addressed in order to keep the young minds ready to take on the technological and industrial transformations.

(RAVI SHANKAR PRASAD)

Messages



Sanchar Bhawan, 20 Ashoka Road, New Delhi - 110 001
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जनरल (डा.) विजय कुमार सिंह
पीवीएसएम, एवीएसएम, आईएसएम (से.नि.)
GEN. (DR) VIJAY KUMAR SINGH
PVSM, AVSM, YSM (Retd)



Message

राज्य मंत्री
सड़क परिवहन एवं राजमार्ग मंत्रालय
भारत सरकार, नई दिल्ली
**Minister of State for
Road Transport & Highways
Government of India, New Delhi**

It is a matter of delight to know that Jaipuria Institute of Management, Indirapuram, Ghaziabad, known for its multifaceted intellectual and extracurricular activities round the year is holding One Day International Conference on a vital subject "Industry 4.0: Global Transformational Changes in Business & Management" on 15th February, 2020.

We are witnessing the significant transformation in the way we produce products. Industry 4.0 will transform local and global economies and will be responsible to create a new future for all of us. The machines that are connected collect a large volume of data that can be used in quality performance and many other issues as well as to analyze data to identify patterns and insights that would be impossible for a human to do. Industry 4.0 will increase efficiency by knowing what needs attention.

I congratulate all the delegates participating in this International Conference and wish them a grand success in this conference.

[General (Dr.) V. K. Singh]

डा महेश शर्मा
सांसद-लोक सभा गौतमबुद्धनगर, उ.प्र.
Dr. Mahesh Sharma
Member of Parliament - Lok Sabha
Gautam Budh Nagar, U.P.



MESSAGE

पूर्व राज्यमंत्री पर्यटन एवं संस्कृति (स्वतंत्र प्रभार),
नागरिक उड्डयन, वन एवं पर्यावरण राज्यमंत्री,
भारत सरकार
Former Minister of State (I/C) Tourism & Culture,
Minister of State for Civil Aviation, Environment
& Forest, Govt. of India

Date: 21.01.2020

It gives me immense pleasure to know that "Jaipuria Institute of Management, Indirapuram, Ghaziabad" is organizing an International Conference on "Industry 4.0: Global Transformational Changes in Business & Management" on 15th February, 2020.

Industry 4.0 is going to change the ways in which smart technologies embedded within organizations, people, and assets. It is marked by the emergence of technologies such as robotics, analytics, artificial intelligence, nanotechnology, wearables and Internet of Things. Industry 4.0 is leading in a reality that may alter the rules of production, operations, workforce and even society. The digitization of business operations will enable policy makers to get insights for better decisions.

I am sure that the interaction of academicians of India with various internationally renowned counterparts in this conference will go a long way in sharing of the knowledge and best practices.

I wish all success to the International Conference.

Dr Mahesh Sharma



DR. ANIL AGRAWAL
MEMBER OF PARLIAMENT
(RAJYA SABHA)



C-1/6, Pandara Park
New Delhi-110 003
Tel. 011-23782780



Date:- January 28, 2020

Message

I am pleased to know that Jaipuria Institute of Management, Indirapuram, Ghaziabad is organizing an International Conference on "Industry 4.0: Global Transformational Changes in Business & Management" on 15th February, 2020.

The theme of the International Conference is very relevant in current scenario. I hope this International Conference will allow Experts, Stakeholders and Policymakers to communicate with researchers to share their knowledge and experience that will help in the business.

I know that the brand value of Jaipuria & their extreme quality conscience will ensure a grand success. I wish the organizers all the best.

With warm regards,

(DR. ANIL AGRAWAL)

Website: <http://rajyasabha.nic.in>

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भारत सरकार
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Government of India
NATIONAL INSTITUTION FOR TRANSFORMING INDIA
NITI Aayog, Parliament Street
New Delhi-110 001



MESSAGE

I am happy to learn that an International Conference on "Industry 4.0: Global Transformational Changes in Business Management" is being organized under the aegis of Jaipuria Institute of Management on 15.02.2020. It is further learnt that, on this occasion, a souvenir is being brought out, containing papers and messages.

During the last two decades, the Jaipuria Institute of Management (JIM) has acquired excellent reputation in the field of management education. It is heartening to note that it has a vast student and alumni base under the umbrella of 15 institutions forming part of Jaipuria Group of Educational Institutions.

Industry 4.0, the trend towards automation and data exchange in manufacturing technologies and processes, which include cyber-physical systems, the internet of things, industrial internet of things, cloud computing, cognitive computing and artificial intelligence. Industry 4.0 is set to alter the rules of production, operations, workforce and even society. Digital and physical technologies that encompass Industry 4.0 make it possible to access real-time information and insights throughout an organization to drive better decision-making capabilities. Industry 4.0 has become a new theme for management scholars and business economics disciplines.

Given the excellent talent pool available with JIM and the stature of the participants, the Conference will throw up excellent ideas for research scholars, industrialists, academicians and all other stakeholders. I congratulate the organizers of this International Conference and wish the event all success. It is sincerely hoped that the souvenir being brought on this occasion will be found extremely topical and useful by all.

(Dr. V.K. SARASWAT)

New Delhi
28.01.2020

Messages

Messages



अतुल गर्ग

राज्य मंत्री
चिकित्सा एवं स्वास्थ्य
परिवार कल्याण तथा
मादु एवं शिशु कल्याण, उत्तर



दूरभाष (कार्या.) : 0522-2237101
(आ.) : 0522-2208552
कक्ष सं. 8 ब, नवीन भवन, लखनऊ

दिनांक १५/०२/२०२०



प्रिय नारंग जी,

दिनांक 15 फरवरी, 2020 को Message For international Conference Souvenir में सम्मिलित होने विषयक आपका पत्र प्राप्त हुआ। बहुत-बहुत धन्यवाद।

पूर्व निर्धारित कार्यक्रमों में व्यस्ता के कारण मैं इस सेमिनार में सम्मिलित नहीं हो पाऊंगा। आशा करता हूँ कि यह सेमिनार उद्योग जगत के लिए के उपयोगी सिद्ध होंगे। कार्यक्रम के सफल आयोजन के लिए हार्दिक शुभकामनाएं।

धन्यवाद।

आपका,

(अतुल गर्ग)

प्रो० डॉ. देवेन्द्र नारंग जी,
डॉयरेक्टर,
जयपुरिया इन्स्टीट्यूट ऑफ मैनेजमेंट,
इन्दिरापुरम, गाजियाबाद।

सतीश महाना
मंत्री
औद्योगिक विकास विभाग



कार्यालय
कक्ष सं. - 74-74 ए मुख्य भवन
उ. प्र. सचिवालय
दूरभाष : 0522-2238388/2213276 (का०)
लखनऊ दिनांक.....



Message

I am happy to know that Jaipuria Institute of Management, Indirapuram, Ghaziabad is organizing one day International Conference on "Industry 4.0: Global Transformational Changes in Business & Management" at Institute Auditorium on 15th February, 2020 and coming out with a souvenir to mark the occasion.

The future is an amalgamation of physical and digital world that influence the success of a digital manufacturing and the services industry wherein the Industry 4.0 signifies a major role. Industry 4.0 majorly shift not only in how companies would operate and goods would be produced, but how entire ecosystems like the suppliers, customers, regulatory authorities, investors, and other third-party experts would function and interact. Digital and physical technologies that encompass Industry 4.0 make it possible to access real-time information and insights throughout an organization to drive better decision-making capabilities.

I understand the importance of corporate interaction in professional education for which the Institute is organizing the international conference with the objectives to provide recommendations & suggestions to the key policy makers.

I wish all the best to the team of the Jaipuria Institute of Management, Indirapuram, Ghaziabad for the grand success of the Conference.

सतीश महाना
मंत्री
औद्योगिक विकास विभाग
लखनऊ



प्रो० विनय कुमार पाठक
कुलपति
Prof. Vinay Kumar Pathak
Vice-Chancellor



डॉ० ए०पी०जे० अब्दुल कलाम प्राविधिक विश्वविद्यालय
उत्तर प्रदेश, लखनऊ
Dr. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
Uttar Pradesh, Lucknow



Dated: 16.01.2020

MESSAGE

It is a matter of great honour and pleasure for me to write this message to be included in the souvenir being published on the occasion of the International Conference on "**Industry 4.0:Global Transformational Changes in Business & Management**" organized by Jaipuria Institute of Management (JIM) Ghaziabad.

Managing sustained growth and an all-inclusive growth in a perpetual manner are the issues, all of us in the industry as also in the society, have been concerned about, in the recent times. In order to work out strategies to deal with the challenges of present and the future, nothing can be more useful than organizing conferences specially of the international level. In the globalized world, where the boundaries are being almost non-existent thanks to the dynamics of economics and societal developments. Each one of the countries has started feeling the need to cooperate and collaborate with the other. As a result, all-inclusive growth has not just been the slogan but it has become the focal theme of any new activity or project being planned by the policy makers around the world. Here, in the education, we need to equip our students with essential knowledge base of management sufficient enough to deal with the challenging demands of economic growth, in future.

The topics covered in the conference are quite comprehensive and I am sure the faculty as well as students will benefit from the deliberations during the conference.

While wishing the management of JIM a success in their endeavours, I wish to compliment them for their novel initiatives in achieving higher standards of quality of education.

(Signature)
(Prof. Vinay Kumar Pathak)
Vice-Chancellor

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**JAIPURIA GROUP OF
EDUCATIONAL INSTITUTIONS**

EMPOWER • ENTHUSE • EXCEL

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MESSAGE

Jaipuria Institute of Management, which has emerged as a premier Management institutes in Northern India, has taken a lead in organizing an International conference on a subject that is engaging the attention of the Industry at the global level. Industry 4.0 with a highly pronounced emphasis on the latest digital technologies is poised to drive businesses in all spheres of human activity. All dimensions of this paradigm will have to be integrated for a successful and a sustainable enterprise.

Industry 4.0 marks a high point of the knowledge-driven economy.

I wish the organizers and the participants great success in this endeavour and hope that the take-away from this event will guide all concerned in restructuring their business model.

(Signature)

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Jaipuria Institute of Management
Shakti Khand IV, Indirapuram
Ghaziabad - 201014



MESSAGE

Jaipuria Institute of Management is is silently making a big noise by re-writing and exploring new dimensions of the Industry and Education to facilitate business and academia. The Institute has been vigilant to understand as well as discuss the changing Economic Scenario since 2014, the first international conference was organized on the topic “Changing Global Economic Perspectives managing sustained and inclusive growth.” The second international conference focused on “Emerging Global Economic Perspectives.” The third international conference witnessed academicians and industry delegates discussing “India 2.0 Economic Policies, Prospects and Challenges.” The Institute has always been an initiator in discussing the latest economic transformations taking place. Keeping its foot forward, the Institute has organized an International Conference on “Industry 4.0: Global Transformational changes in Business and Management.”

The present era is the era of transformation, the era of digitalization, the era which is witnessing the consequences of the digital up gradation that has happened in the last decade.

Industry 4.0 is the subset of the fourth Industrial Revolution, Industry 4.0 signifies major shift not only in how companies would operate and goods would be produced, but how entire ecosystems like suppliers, customers, regulatory authorities, investors and other third-party experts would function and interact. The focal point of the conference will revolve around the topics like Artificial Intelligence and its applications, Innovation and Business Intelligence, Digital competence, Fintech, forensic accounting, economic policies for trade facilitation and many implications of Industry 4.0.

We at the Institute are striving towards excellence by updating self and our students with the rapidly changing scenario. I am sure that the conference would be a grand success and the deliberations in the conference will help researchers from academia and industry for initiating collaborative research projects.

ABSTRACTS

Future of Investment Banking – Industry 4.0 Global Transformation

Sushma Sai Anthati
Research Scholar, JNTU Hyderabad, Kukatpally
Hyderabad

Global transformation is a never ending process. It is a life for new technological innovations and application of technologies like Artificial Intelligence, Block chain technology etc., given birth to new words in business word such as Fintech, Regtech, Business Intelligence etc. We threw light on current situations in market for Investment Banking. The challenges facing by them in adoption of new technologies to sustain I the global market, how they are improving the ways of work to satisfy the requirements of all classes of customers were discussed in this ‘conceptual paper’. To make the process of providing a secured service to its customers ensuring the privacy of sensitive data the collaboration of information technology with asset management and wealth management services are discussed under this paper. The introduction of robotics and business intelligence focused to build their future.

The banking Regulation changes and Basel III are making the banks to rethink before they take any step so Indian banking sector is struggling due to technological transformation & enter into global market by providing investment banking and wealth management services to global customers. This paper helps in understanding the challenges along with advantages & disadvantages for investment banking, steps needed to take by them in future to gain stability globally. If they want to compete globally and want to make its foot prints in global market they has to undergo political, economical, cultural environmental transformation which indeed is not an easy task but also a challenging as it involves security and privacy issues though they are upgrading themselves with new technologies. We are trying to provide the ways to overcome the challenges using technological advancements to meet the day to day requirements.

Key Words: Investment Banking, Business Intelligence, Robotics, Asset Management, Wealth Management, Banking regulations.

Transforming Innovation through Block chain Technologies – An Overview of Block Chain Applications

Dr. Nidhi Mathur
Associate Professor
Jaipuria Institute of Management, Indirapuram
Ghaziabad

Prof. (Dr.) Daviender Narang
Director
Jaipuria Institute of Management, Indirapuram
Ghaziabad

Block chain as a technology has the potential to change the way how transactions are conducted in everyday life. In addition, the applications of Block chain are not limited to crypto currencies, but the technology could be possibly applied in various environments where some forms of transactions are done. Block chain-based applications are springing up, covering numerous fields including financial services, reputation system and Internet of Things (IoT), and so on. However, there are still many challenges of block chain technology such as scalability and security problems waiting to be overcome. The purpose of this paper is to explore the possibility of Bloch Chain technology in various financial applications and commercial applications. The paper also focused on the prospects of Bock chain technology in developing economies with special reference to Indian economy

Key Words: Block chain, Crypto currencies, Innovation



ABSTRACTS

Correlating Environmental Forces and Levels of Change in ISO-14001 Certified Companies

Dr. Anubhuti Gupta
Associate Professor

Amity Business School, Amity University
Greater Noida, India

Dr. Shalini Srivastav
Associate Professor

Amity Business School, Amity University
Greater Noida, India

Dr. Vikas Garg
Associate Professor

Amity Business School, Amity University
Greater Noida, India

India has approximately 3000 ISO-14001 certified companies spread over eight major industrial sectors like automobile, oil, power, textile, cement, manufacturing, consumer and service. A study carried out on few companies in each of these sectors has brought out that these companies have undergone major changes while adopting environmental management systems (ISO-14001) compared to non-ISO certified companies.

Adoption of Environmental Management System necessitates changes in the plant, technology, strategy, operations and the very philosophy of the organization and its successful implementation requires support from top management and cooperation from employees and customers. Depending upon the relative magnitude of these factors, a company takes initiatives to change to one of the four levels called selectively- reactive, reactive, pro-active and value seeking. This paper analyzes the relative strength of these factors on different ISO-14001 companies in India and finds out the levels of change achieved by them.

Key Words: Environmental system, ISO 14001, Change Management, Corporate Social Responsibility

Sentiment 4.0: Deep Learning based Customer Sentiment Analysis

Sunil Kumar Pandey
SCS

Bhartiya Skill Development University
Jaipur

Kumkum Garg
Dean Academics

Bhartiya Skill Development University
Jaipur

Digital and social media transformation have changed the way business operations and their customers are managed. Today, it has become challenging to engage and retain customers. It is now necessary to capture and analyse customer feedback, views, reviews, comments and emotions from different online and social media platforms. Sentiment Analysis (SA) has become an important area of Natural Language Processing (NLP) with the huge amounts of data available on online networks. Sentiment Analysis integrates applications of Natural Language Processing and is a typical classification problem. SA can be done by identifying many features present in texts. Earlier, traditional lexical based techniques, and later, Machine Learning (ML) techniques like regression, were used to analyse sentiment. Today, Deep Learning (DL) techniques like Convolutional Neural Networks (CNN) are being used to solve the SA problem with more accuracy and efficiency. This Chapter discusses the frameworks, tools and techniques available for customer sentiment analysis using Deep Learning techniques. A case study of SA done using the reviews of NPTEL users is also given for clarity.

Key Words: Sentiment Analysis, Natural Language Processing, Machine Learning, Deep Learning.

ABSTRACTS

Performance Analysis of Routing Protocols in Vehicular Ad Hoc Network

Harish Chandra Maurya
Research Scholar

Bhagwant University, Ajmer, Rajasthan, India

Dr. Pushpneel Verma
Associate Professor

Bhagwant University, Ajmer, Rajasthan, India

VANET networks are probably going to be sent in the coming years and along these lines become the most important type of portable specially appointed systems. It gives remote correspondence among vehicles and vehicle-to-street side gear. The correspondence between vehicles is utilized for wellbeing, comfort and for stimulation also. The presentation of correspondence relies upon how better the directing happens in the system. Directing of information relies upon the steering conventions being utilized in arrange. In this article, we explored about various directing conventions for VANET. The primary point of our investigation was to distinguish which steering strategy has better execution in exceptionally portable condition of VANET.

Key Words: VANET; mobile ad hoc network; wireless; routing protocols; performance

India's Initiative towards Financial Literacy and Financial Inclusion

Jayraj. B. Javheri

Asst. Prof at School of Commerce and
Management Sciences, Sandip University

Dr. Rakesh Patil
HOD MBA

SITRC, Sandip Foundation

Financial System of any country helps in developing & Prosper nations. Developed Financial System helps the nation to get stability and economic growth which in turn increase GDP, National and Per capita Income and thus Standard of Living of the People of the country. The survey reports that Financial Literacy in India has been signification poor compared to the rest of the world. My Paper mainly throw focus on India's current stand globally in Financial Literacy and Financial inclusion, & Initiatives taken by Government to Increase Financial Literacy with its Impact.

Key Words: GDP, National and Per capita Income, Financial Literacy, Financial inclusion

A Study On The Effects of Organization Structure Vs Job Satisfaction

Mrs. Neha khokhar

Research Scholar, Management Department
Bhagwant University, Ajmer

Dr. Ritika Moolchandani²

Assiastant Professor, Management Department
Bhagwant University, Ajmer

In this paper we are studding on the effects of organization structure on employee. There is a significant relationship between organizational structure and effectiveness, and there is no significant relationship between mechanistic structure and effectiveness. The main target of this study is to understand the organizational behavior, various techniques and ingredients that constitute it and finally to bring out their effects on employees and their job satisfaction.

Key Words: Organizational Behaviour, Job Satisfaction, Organization Structure



ABSTRACTS

Corporate Governance and Insider Trading Regulations: A Comparative Study of India and United States

Dr. Anurag Singh

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Dr. Kamlesh Kumari

(Assistant Professor) Department of Commerce &
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Dr. Himanshu Srivastava

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Mukesh Kumar

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Investments in the present scenario are subject to have a stake in different organizations. By investing, an investor becomes a stakeholder of an organization. These stakeholders have a direct or indirect interest in the functioning of the organization. A stakeholder of an organization is rewarded with profits, dividends, bonuses and through another financial medium, but on the other hand, they are also exposed to the various kinds of risks such as 'insider trading'. Insider trading might be legal or prohibited activity depending on when the trade is made by the insider. Stakeholders of the organization have a great disadvantage due to the lack of important insider non-public information. It is a known fact that good corporate governance always relies on transparency and accountability towards the stakeholders, so looking at the threat involved into such kind of transactions it is important to build strong regulations which will protect the rights of the innocent stakeholders. Comparing to the world India has not a much stronger set of regulations on this term.

Comparing to India, United States regulated much earlier to Indian jurisdiction. United States adopt traditionally a more successful pattern of enforcement than its Indian counterpart. This study compares the governance of India with the United States in terms of insider trading. This research work is an earnest attempt in this direction to give an insight to the government and the body corporate to set their insider trading regulations and assimilate certain effective features from the legal system of United States.

Key Words: Stakeholders, corporate governance, stock trading, insider sales, insider purchase

An Econometric Study on Effect of Industrial Growth on Technological Innovation in India

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This paper examines the causal relationship between industrial growth and technological innovation of India. The study focused on whether or not industrial growth leads technological innovation in India. The methodology applied in the paper is the standard Granger causality tests and Toda- Yamamoto test for causality to time series annual data covering the period 1968 to 2016. The empirical findings reveal the absence of a long-run equilibrium relationship between the variables but there exists uni-directional short-run Granger causality running from industrial growth to technological innovation without any feedback effect. The results are confirmed by cross-checking with the Toda-Yamamoto causality approach. The findings of this study support the "demand-led" or "market-pull" approach to innovation. Therefore, the study suggests an integrated innovative-industrial policy thereby increasing the industrial growth of a developing country like India.

Key Words: Innovation, Patents, Industrial growth, Causality, Co-integration, India

ABSTRACTS

Linkages between Organisational Commitment, Job Satisfaction and Organisational Citizenship Behaviour- A Theoretical Perspective

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The Paper attempts to explain the relationship between Organisational Commitment, Job Satisfaction and Organisational Citizenship Behaviour. The paper is theoretical in nature and is entirely based on the researches done in the past on the particular topic. In order to do this, the researcher has critically reviewed the prior research to provide a solid foundation and clear perspective to guide future researches. For this, the theoretical and conceptual research on the related issues across a range of disciplines such as psychology, organisational behaviour and management were reviewed and documented. The study found that Organizational commitment is a significant predictor of organizational citizenship behaviour. As in the case of the relation between job satisfaction and organizational citizenship behaviour, social exchange theory explains the nature of the relationship between organizational commitment and organizational citizenship behaviour. Employees who experience positive exchanges with the organization, job or the work group, reciprocate with higher levels of commitment, both affective and normative, and this moves them to contribute to the organization in other ways, such as better performance.

Key Words: Organisational Commitment, Job Satisfaction and Organisational Citizenship Behaviour.

A Study on Cyber Security and Online Fraud

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Securing the data has become one in all the largest challenges in currently every day. Whenever anybody cares the cyber security the primary factor that involves mind that's 'cyber crimes' that are increasing sharply day by day.

Governments and varied corporations are taking several measures so as to cut back these cyber Crimes. however cyber security continues to be a really huge drawback. PAPER ON CYBER SECURITY AND on-line FRAUD chiefly focuses on challenges Janus-faced by cyber security and it additionally focuses on the cyber security techniques, ethics and therefore the trends dynamic the face of cyber security. Cyber web fraud could be a reasonably fraud that makes use of web involve concealment of knowledge for the aim of tricking victims out of cash, property and inheritance. Keywords: web fraud, fraud, cyber security, on-line Security, on-line fraud, cybercrime, cyber ethics, social media, cloud computing.

Key Words: Cyber crime, Cyber fraud, Online Security



ABSTRACTS

SWOT Analysis of Markets in Comparing Four Countries

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India is the second biggest Smartphone handset market in the world (after China), and is ready to turn into a significantly bigger market. Incomes of the Indian Smartphone handset market developed by 15% to touch USD 6.75 Bn in 2015-18 from USD 5.88 Bn a year back. In this paper we are studying the SWOT analysis to market in comparing four countries. We are comparing the two developed (USA and Kuwait) and two developing countries (Ethiopia and India) using SWOT (strengths, weaknesses, opportunities, and threats) analysis. In this paper we are discuss the economic and social impact in those sectors. The important of this paper is to recognize the role of SWOT analysis on market that was used by the four countries. As well SWOT Analysis is an independent variable and strategy planning is a dependent variable. This paper has divided in to two parts theoretical and analytical. The theoretical part was focused on the theoretical knowledge relevant to the analysis of market.

Key Words: SWOT, Market, Analysis, and Countries etc.

Employee Satisfaction Level: A Study of Polyplex Hydro

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It is often said that "A happy employee is a productive employee." Job satisfaction could be very critical because most people spend a major portion of their life at their working place. Moreover, employee satisfaction has its impact on the overall existence of the personnel also, because a happy employee is a cheerful and happy individual. A satisfied employee has higher physical and mental health. It continues to be a primary concern in organizations as it affects the level of productivity. This paper examines the job satisfaction level at Polyplex Hydro which is a hydropower group. The paper is based on the motivating factor theory i.e Herzberg's motivation theory to understand the level of satisfaction of employees at Polyplex Hydro. The two-factor theory explains the factors which employees find satisfying and dissatisfying about their jobs. These factors are hygiene factors and motivating factors. If the employees are motivated enough then it will lead to their job fulfillment and in achieving the goals of the organization. The objective of this paper is to analyze the job satisfaction level at Polyplex Hydro Group and to examine the key theories and concepts linked to job satisfaction. The study employed a quantitative methodology. Data was collected through a self-administered survey questionnaire. The target population consists of employees from Polyplex Hydro which is a hydro group organization in Noida, Uttar Pradesh. The random sampling method is used for the collection of data from 20 employees. This research paper adds to the understanding that what factors do employees prefer, hygiene or motivating. The study concludes that employees prefer motivating factors rather than hygiene factors. This paper may benefit organizations as to gain an understanding of what employees look for in an organization in terms of job satisfaction and it can also help employees as they will get to know which factor they are more inclined towards.

Key Words: Herzberg's motivation theory, satisfaction, employees

ABSTRACTS

Sustainable Development through Education in India

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Sustainable development based education is the back bone of a nation. Moreover, sustainable development policies highlight the role of education which has become the need of today to create the awareness among the various sections of the society for environment protection. The present paper gives an overview regarding the role of education in the development of a country in sustainable manner.

Key Words: Sustainable Development, Leadership, succession planning, organizational integration and, system alignment, Community Participation

Exit Connect: A study of factors influencing employee's exit

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Exit interviews are often considered to be an authoritative tool for providing information to monitor and analyse employee turnover. The main objective of this study is to analyse the exit interview practice and to evaluate its effectiveness as a management tool in diminishing employee turnover and also to know the causes for the turnover. The purpose of the interview is to provide feedback on why employees are leaving, what they liked or disliked about their employment and what areas of the organization they felt need improvement. It also assesses whether or not the reasons for leaving given by employees during exit interviews are real. The results reveal that there are many factors for an employee to leave an organization.

Key Words: Exit Interviews, Turnover, Retention

Role of FDI in Indian Economy

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Foreign direct investment (FDI) as a strategic component of investment is needed by India for achieving the economic reforms and maintains the pace of growth and development of the economy. The paces of FDI inflows in India initially were low due to regulatory policy framework but there is a sharp rise in investment flows from 2005 towards because of the new policy has broadened. The study tries to find out how FDI seen as an important economic catalyst of Indian economic growth by stimulating domestic investment, increasing human capital formation and by facilitating the technology transfers. The main purpose of the study is to investigate the impact of FDI on economic growth in India.

Key Words: Economic growth, FIPB, foreign direct investment, inflow



ABSTRACTS

Initiating, Developing and Designing Performance Management System: A Study of COMAC India Ltd.

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As the increase of concentration on administrative management during these years, Performance management system in HRM plays a more significant part in managing a company such as the effects of HRM on innovation, 'new way of working principle' for working relations. It is vital for a firm to design, manage and reward the out performance of employee. As a result, it will contribute in organization productivity and profit would also be improved as well through administering the whole procedure of performance management, such as framing objectives for employees, inspection of feedback and assessing performance. In other words, PMS is a vital corporate driver that cater to achieve organization result. A well-organized PMS can enhance the company to increase the employee performance. An efficient system of the firm, ought to be such that it can boost an organizational climate of faith, autonomy, teamwork, communication etc. It is significant for a company that it not only rewards the top performers rather than support the low performance employees, to attain sustainable growth. To increase the competitive benefit, the firm's performance management system should be planned in such a means that it can create a link between employees' performance expectations with organization's target goal.

Key Words: Performance management system, organizational climate.

Keys to Resolve the Problems faced by Small Scale Industries- A Literature Review

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The purpose of this research study is to highlight the problems faced by Small Medium sized Enterprises (SME's). SME's are the industries who contributes a large portion in GDP and supports the development as well as growth of our nation by helping in various ways like providing employment to large number of youth, maintain the market competition, etc. These types of industries contribute a lot in economic growth but also facing many problems in their daily working life. Keeping these problems in mind, the researcher tries to highlight the problem and also suggest some solutions to these companies through the review of previous studies and their own experience. The researcher also suggest the SME's owner to get aware about the number of schemes which have been already implemented by the government to help these small scale industries in India. Due to unawareness of these schemes and facilities, the small scale firms faced a lot of problem, which can be easily resolved by the assistance of the government organization and other practices. The researcher also highlights the benefit of implementing the HR practices at their workplace. If the Human resources department is fully employed in such industries, then their troubles can be reduced to a great extent, but such industries considered these practices as extra workload and increase company expenses and replace the requirement of HR department with account department to fulfill their basic needs only.

Key Words: Small Medium sized Enterprises, GDP, HR Practices, economic growth etc.

ABSTRACTS

A Study of Entrepreneurial Education and Training Programmes in India

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India is one of the fastest growing economies in the world, its creating new opportunities in the world and emerged as one of the top creators of job in Asia and Pacific region due to entrepreneurship . So entrepreneurship plays a significant role in economic development in India as entrepreneurs initiate and sustain the process of economic development in many ways such as capital formation, Improvement in per capita income, generation of employment improvement in living standards and economic independence .Therefore every developing country needs promotion of entrepreneurship and to promote this a proper education and training is necessary. As education can help students develop the skills , knowledge and attitudes necessary for innovation. In India numbers of government institutes, Business schools, NGOs and industrial associations are providing entrepreneurial education. Educational systems especially B-schools prepare young management graduates for entrepreneurship, but the courses are similar to the traditional business courses, but there should be specially designed education programs to expand students' knowledge and experience in entrepreneurship. This paper is designed primarily to understand the present entrepreneurial education system to develop entrepreneurs in India. Addition to that, the aspects like significance and challenges facing right now are discussed. .Lastly suggestions for the new and effective education and training programs are discussed or the promotion of entrepreneurship in India.

Key Words: Entrepreneurial Education , Government Institutes, Business School, Entrepreneurship, Promotion

Use of HR Analytics For Talent Management

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For every organization, the management and development of human capital are of utmost importance, in today's data-driven competitive world, the organizations are making the use of HR analytics for enhancing their capability of strategic decision making. The paper aims to discuss the implications of HR analytics in talent management. It discusses the benefits and challenges that are involved in the successful implementation of HR analytics in talent management. Further, the paper will explain the different factors that need to be focused upon by senior management for the successful implementation of HR analytics in the organization. I t also highlights the ethical issues involved in maintaining such an enormous size of HR databases to ensure data security, integrity, and confidentiality. Finally, the paper explores the scope for future work for integrating Artificial Intelligence and Big Data to derive people's analytics.

Key Words: HR Analytics, Talent Management, Data-driven HRM, HRIS, Workforce Analytics, Human Capital.



ABSTRACTS

Trends in Human Capital Management in Indian Banking Sector: A Literature Survey

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The banking industry is a highly regulated powerhouse that stabilizes the economic environment of nations around the world. The current business environment requires banks and their human resource department to think creatively and concoct the new approaches to endure the downturn and tie the employees together. It has been emphasized that human capital (HCM) is one of the key success factors of any organisation. While assessing the human capital, it is the intellectual capital that drives path breaking change and develops a learning environment essential for improved productivity. In the current economic scenario, the organisational effectiveness is determined by the level of innovation along with management of this intellectual capital. The current paper deals into the theoretical and empirical aspect of HCM which is reported by various authors in the past research studies. It features the views of researchers on the outcome of HCM on organisational performance. The paper also delves into literature pertaining to recent trends in HCM in banking industry which has been critically analysed. The current paper can be a base for further research in the area of HCM particularly in banking sector in India as it provides an insight into practices and policies; thereby identifying gaps in the field of research for further enhancement of intellectual capital for organisational success.

Key Words: HCM, Banking Sector , Intellectual Capital

A Study on Attacks and Control Methods in Database Security

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In this paper we are studying on Attacks and Control Methods in Database Security. A very important component for the new generation of security aware DBMS are mechanisms able to automatically detect malicious data accesses and intrusion. In practice malicious database transactions are related to security attacks carried out either externally or internally to the organization. These attacks are perpetrated by unauthorized users (hackers) that try to gain access to the database by exploring the system vulnerabilities (e.g., incorrect configuration, hidden flaws on the implementation, etc).

In today's world, many organizations or enterprises have a huge amount of databases to store its data. However, this data storage, maintenance and access are very hard and important issues for organizations. In these organizations, there are huge no of employees wants to use their database from their respective departments. In this case, each user has their own identity proof as like their userID. So by identifying their userID we detect as a person is authorized person or unauthorized person. But this detection is like identify from user name and password so that known as external attack detection. But if in case legitimate or authorized person or employee doing activities that are not fitted for their role & it will be harmful for their organization, then how we decide that those employee activities is suspicious activity & how we detect that, this is known as an inner attack.

Key Words: Database Security, Malicious Database, Cyber Attacks, Cyber Attack Detection

ABSTRACTS

An Analysis of Strategic Human Resource Management in Organization on Job Satisfaction

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In a quickly changing focused condition, HR is one significant wellspring of upper hand. Human asset frameworks can add to continued upper hand through encouraging the advancement of skills that are firm explicit. Key human asset the board worries with the formation of a linkage between the general vital points of business and the human asset procedure and execution. The distributed research commonly reports positive factual connections between the more noteworthy reception of HR practices and business execution. The causal linkage among HR and hierarchical execution will empower the HR directors to configuration programs that will deliver better operational outcomes to accomplish higher authoritative execution. In this paper, in the wake of accentuating that the HR are a significant wellspring of upper hand, key human asset the board is characterized. Through specific models from scholarly research in regards to the effect of vital human asset the executives rehearses on hierarchical execution, the end is that the manner in which an association deals with its HR has a noteworthy association with the association's presentation.

The study aims to examine the impact of human resources management strategies (Human resources planning strategy, Recruiting and selection strategy, Training and development strategy, Motivation strategy, and Performance appraisal strategy) on job satisfaction of the employees of the Social Security Corporation in Organization.

Key Words: Job satisfaction, strategic HRM, organizational performance, effective management, HR outcomes, Competitive Advantage

Sustainable Technology with Rural Innovation, Modern Agriculture and Women Empowerment towards Rural Development

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Sustainable technology is one that can avoid the critical dynamism and protect from the negative impact of repeated social changes so that civilization can continue its long journey towards perfection. This is an individual and group effort to develop sustainable technology through the experts and professionals from diverse background in rural as well as urban people. Rural innovation involves efficient execution of ideas, information, imagination and innovative initiative in fulfilling social requirements and new ideas are converted into something useful for the rural development. Rural development starts with the proper utilization of resources, rural innovation, and modernization of agricultural activities with the active involvement of women empowerment. The purpose of the study was to identify the sustainable technology with rural innovation, modern agriculture and women empowerment towards rural development. The required data were collected both from primary and secondary sources. The results of the study led to the representative discussion that the practices of modern farming with the active involvements of rural population and promoting individual performance and fine-tuning of green initiative among rural livelihoods. The principal results of the present study included the difficulties in progressive effort on rural innovation with respect to planning and executing of advanced farming, protecting traditional arts and crafting through maximum involvement of rural women.

Key Words: Sustainable Technology, Rural Innovation, Modern Agriculture and Women Empowerment



ABSTRACTS

Influence of Industry 4.0 as a driving force of Logistics and Supply Chain Industries

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Logistics and supply chain management are assumed to be the backbone of the key contributors of the growth of business and hence, country's economic growth. The initiatives of industry 4.0 are persuading every area of business system. Emerging technologies of Industry 4.0 are providing opportunities for all kinds of business operations to break the barriers of geographical locations and control the International markets efficiently. In this dynamic business environment, business development and growth demand highly efficient services of product delivery and supply chain management for making an organization a powerful competitor in the business market. This study explores the impact of industry 4.0 over the industry of logistics and supply chain management for efficient production and delivery of the products in the national and international markets. Also, it presents the challenges of adoption of industry 4.0 that will impact over business processes.

Key Words: Industry 4.0, logistics, operations, supply chain, manufacturing industry

Performance Evaluation and Effectiveness of Human Resource Management Information System in an Organization

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The human resource management information system (HRMIS) is the composite of databases, computer applications, and hardware and software necessary to collect/record, store, manage, deliver, present, and manipulate data for human resources. Productivity and subsequently performance measurement has become more important and has been regarded as a prerequisite for continuous improvement. When focusing on the industrial, national, and international levels, many approaches have been designed by economists such as the total factor productivity (TFP), or Bureau of Labor Statistics (BLS) multifactor productivity techniques. It is important to recognize at this point that measuring performance (i.e. productivity, profitability, etc.) needs to be suitable at a specific level that it is intended. The analysis difficulties often arise when a plant manager has to rely on organizational-level or accounting Management for monitoring technical-specific problems and for evaluating operational performance. This thesis examines the technical efficiency, technological gap ratio (TGR) and productivity change of Baxil Pharma Pvt. Ltd. The groups are formed based on their size, strategies and product varieties. The study indicates that vertically integrated firms that produce both bulk drug and formulation exhibit higher technological innovation and efficiency. However, in contrast to the popular belief, the analysis reveals that increased export earnings do not necessarily lead to higher efficiency. We also find that installing capital-intensive techniques or imported technology propel the technological growth of firms. We have used data envelopment analysis (DEA) and econometric models to analyze the impact of research and development and innovation on efficiency and productivity change and firm (company) performance in the Baxil Pharma Pvt. Ltd. between 2012 and 2019 which covers the post-TRIPS (1995) and post Indian Patent Act Amendment (2005) period. They were a lack of productivity and performance measurement at the operational level, and a need to assess the functional readiness to undertake its own performance-analysis work.

Key Words: HRMIS, TFP, TGR, DEA

ABSTRACTS

Effectiveness of Performance Appraisal Methods: Employee's Outlook

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Formal employee performance appraisal is regarded as one of the tools of human resources performance management. People, their knowledge and skills are currently considered to be the most valuable resource a company has. Performance appraisal is the systematic observation and evaluation of employees' performance. Ideally, performance appraisal should be completely accurate and objective. However, the performance appraisal process is far from accurate and objective, sometimes resulting in rating errors. Common rating errors include strictness or leniency, central tendency, halo effect, and recency of events. Due to these and other internal errors the effectiveness of the performance appraisal gets affected resulting in the dissatisfaction of the employees and further if not pin pointed can result in exit as well. The appraisal systems and techniques depends on different organizations nature, size, human capital, policies and procedures. The method is chosen according to different types of job titles as well. Out of 30 different types of method only 4 are selected for the study according to the average knowledge of the employee about the appraisals. The data is collected from different backgrounds, industries and experience employees. The data showed that 360 degree appraisal method is widely used and effective amongst the rest, followed by 720 degree. The questionnaire was designed as such to understand the employee psyche behind their appraisal and why they feel that way.

Key Words: Performance appraisal, performance management, 360 degree, 720 degree, forced ranking method, annually

Impact of Reviewer Expertise and eWOM Usefulness on Travel Booking Intentions of Indian Consumers

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This study tries to investigate the impact of reviewer expertise and eWOM usefulness on the travel booking intentions of Indian consumers. On the basis of distant literature, hypotheses were developed for the purpose of current study and tested empirically by collecting data from 400 Indian Consumers. Factor analysis was used to identify the variables between two constructs namely, reviewer expertise and usefulness of eWOM. Regression analysis has been used to find out the individual impact of reviewer expertise and usefulness of eWOM on travel booking intentions. Factor analysis resulted into two factors namely Reviewer expertise and usefulness of eWOM. The results of regression analysis confirmed the impact of reviewer expertise on travel booking intentions, whereas the impact of eWOM usefulness on travel booking intentions were not found to be statistically significant. This study will be fruitful for academicians to understand the importance of online reviews in shaping the consumers' booking intentions. The findings of the study are practically useful for travel marketers as they can understand the importance of online reviews in increasing consumers' travel booking intentions. The results of the study are equally useful to other marketers. In the era of web 2.0 and social media, online reviews may have a drastic impact on the profitability of business. Consequently, good management of online reviews is the need of the hour.

Key Words: Reviewer expertise, eWOM usefulness, Travel booking intentions, Social media



ABSTRACTS

Trigerring Role of Electronic Word of Mouth in Influencing Service Experiences

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With the growing popularity of social media, customers are making more and more use of information available in the form of electronic word of mouth (e WOM). Now days, it is relatively easy to share views about any product or service with the help of several sites, forums and blogs. Entertainment is one such industry which has witnessed the role of ICT in accessing reviews and ratings for various services. Customers tend to believe that WOM is more credible and is not manipulated by the manufacturers or sellers of the product and services. This study proposes a theoretical framework to understand the effectiveness of antecedents of e-WOM in creating purchase intention and the subsequent effect of purchase intention on purchase behaviour has been revealed. The proposed framework in the present study has adopted variables from established models and the linkages of two variables i.e. argument quality and source credibility have been shown directly towards purchase intention. Also existing literature offers sufficient gap in examining the role of e-WOM with respect to purchase intention of movie tickets. The research design adopted for the study is cross sectional in nature. Non probability sampling technique was employed to collect data with the help of online questionnaires from 283 valid respondents. Standardized scales were adopted by revisiting the pertinent literature and modified in context of the present study. Structural equation modelling was used to analyze the data. Findings of the study reveal that Argument Quality, source credibility, attitude towards information and Perceived ease of use has significant impact on purchase intention. Further, purchase intention was found to have significant impact on purchase behaviour. The study emphasised on exploring this relationship with reference to movies as one of the major entertainment service availed by people after reviewing online reviews by analyzing the effect of behavioural and technological aspects in integrated way. The study concludes the fusion of technology adoption, technology acceptance and behavioural component for creating purchase intention.

Key Words: Information quality, source credibility, attitude, entertainment industry, services

Blockchain Technologies: Major Application and Effect in Indian Context

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Blockchain is a secure, digitised and distributed ledger to store records. Anything recorded on them cannot be deleted and is instantly uploaded to all users on that blockchain. Blockchain originally developed as an accounting system for the cryptocurrency Bitcoin, is being researched across the banking and financial services industries. The blockchain ledger has several advantages over traditional databases. It is more transparent and secure as any changes to the ledger can be made only with the approval of all stakeholders. Blockchain's ability to enhance real-time visibility in the functioning of the supply chain will prevent leakages, and thereby increase efficiency. It provides an opportunity for technology start-ups for developing and using technology for diverse industry. This paper is based on blockchain technology concept in India. Bitcoin is just one of the applications for the technology, whose use is being tested across industries.

Key Words: Blockchain, Bitcoin, Cryptocurrency

ABSTRACTS

The Real Effect of M-Commerce on Indian Consumers and Society: A Conceptual Study

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Fluctuation is an indispensable feature of the stock market. The trend of stock market can never be predicted accurately. There are innumerable factors that work simultaneously and influence the stock prices or cause movements in the stock market. It has been believed by the traditional economists that investors are rational and they invest in such securities where they expect to get higher profit at low risk. It has also been assumed that before investing in any security each and every investor does proper analysis and goes through the herculean task of fundamental and technical analysis of the securities. But this is not the complete picture. There is one dominating factor that plays decisive role in not only taking the investment decision but also affects the price movement of the stock market. It is known as Investors' behaviour. Investors do not always follow the theories of traditional economists before taking investment decisions. Sometimes they just follow other investors or any particular sentiment before investing their hard earned income. They also trust the words of their leaders or any such dominating personalities for assessing the future situation of market and position of their securities irrespective of the reality. They also get influenced by political events and become the easiest prey of their own presumptions about such events. This paper tries to find out the effect of speeches by prominent personalities and political incidents on the investors' behaviour and its subsequent impact on the stock market fluctuation. Furthermore, the paper attempts to develop a conceptual framework to show the chain effect of such entwining incidents on the stock market. The research paper concludes that there exists a direct relationship between the speeches of dominating personalities and political events on the fluctuations in stock market, other factors remaining constant.

Keywords: Stock Market, Fundamental Analysis, Technical Analysis, Investors Psychology, Behavioural Biases

An Analysis of Corporate Social Responsibility Expenditure of Government Companies in India

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Corporate Social Responsibility has been practiced in India since long in one form or another. It has been a part of Indian ethos and values since ages. The obligations of industry towards society are being fulfilled in various forms. Corporate like Tatas, Birlas, Modis, Godrej, Bajajs and Singhania were practicing social responsibility in form of charity before formally accepting CSR as part of strategic planning and decision making. By making CSR mandatory the government is trying to utilize the CSR spending by corporate to achieve the social goals. Thus, focusing the CSR expenditure towards identified social needs. India being a vast and vibrant country there is a huge need that the corporate should play an active role in taking up the social responsibility so as to enable the country to achieve economic as well as social goals. Government companies play an important role in implementing government plans and act as role model for the industry to follow the league. This paper tries to analyze CSR expenditure and spending pattern of government companies after Company Law amendment.

Key Words: Social responsibility, strategic planning, spending pattern, environmental sustainability



ABSTRACTS

Financial Sector Reforms And Economic Growth In India

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The Indian financial system, till the early nineties, was highly segmented, regulated and characterized by administered structure of interest rates, restrictions on banks, financial institutions and corporate in terms of the nature and volume of transactions they could undertake in different financial markets. With the initiation of financial sector reforms since mid-nineties, the emphasis was placed on the development and deepening of financial markets. An effort was made to strengthen their integration in order to encourage capital inflows from foreign institutional investors to enhance economic growth. In this context, the present study tries to explore the interrelationship among financial markets integration index, FII inflows and economic growth during April 1996 (Q1: FY 1996) – March 2019 (Q4: FY 2019) by using the time series tools (especially unit root test, causality and co-integration tests). The paper finds that Net FII inflows influences real economic growth, and Net FII inflows depend on India's financial markets integration due to financial sector reforms and real economic growth in long-run. The above findings suggest that as the degree of integration of domestic financial markets depends on the policy and institutional changes, the ongoing financial sector reforms need to be accelerated to further widen and deepen various markets towards achieving a higher degree of financial markets integration in order to increase Net FII inflows and real economic growth.

Key Words: Economic Growth, FII Flows, Financial Markets, Economic Integration, Time-Series Models

Revisiting the Role of Fiscal Policy in Determining Interest Rate in India: A SVAR Approach

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The role of fiscal policy in affecting interest rates have been examined extensively in emerging market economies such as India. While the findings of the existing studies diverge, some suggesting crowding out while a few suggesting otherwise, the relationship is ever evolving depending upon the structure of the economy and the strength of the financial markets. Hence, it is necessary to continuously validate some of the macro relations such as the relationship between fiscal policy and interest rates. Towards this, the present paper tries to revisit the empirical relationship by using the Structural Vector-autoregression (SVAR) and Toda-Yamamoto (T-Y) causality approach. The study tries to empirically examine and understand the transmission channel through which fiscal policy would affect short-term, medium-term and long-term interest rate in India. Our results suggest that the fiscal deficit has direct and indirect effects on all the interest rate. While there appear to have marginal impact in the short-term, however, through indirect channel, i.e., through inflation, fiscal policy has larger positive impact on interest rates in the long run. It also finds that shocks to foreign interest rate and inflation tend to increase all the interest rates in India. In other words, there is a need for containing persistence (structural part) of fiscal deficit and inflation in India.

Key Words: Fiscal deficit; interest rate; structural vector autoregression (SVAR) model; India.

ABSTRACTS

Unraveling the importance of Resilience and Spiritual Intelligence In Present Era: A Review of Literature

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The purpose of this research article is to discuss the importance of resilience and spiritual intelligence in present era. There is a severe concern for empathy and sustainability worldwide. Times are changing, and challenges have also transmuted and evolved to be resolved with the next level of skill-sets. The problem-solving, responding skills or traits which were used a decade ago are to be scaled up and additionally new learnings are added to face this new-onset. There is an urgent need for the change in our thought process, approach and leadership models. We have to be more self-aware and resilient to the circumstances. Self-awareness is not limited to oneself; it means aware of the people around us. We have to think about community, think globally. The literature also suggested that Resilience is a multifaceted construct, and it has a varying meaning in every context. Individuals respond differently to diverse domains and during different phases of life. The findings in this paper suggest that resilience and spiritual intelligence are very much relevant for long term sustainability and has an impact on organisational performance & transformational leadership. Leaders who have higher Resilience and Spiritual Intelligence are a top performer. These leaders are more adaptive and can sustain any changes in the organization. The literature indicates that a strong bond amongst employees is required for building up their resilience. This would be possible if they have an arrangement of interacting with peers regularly, which would breed trust in peers, and ultimately they collaborate on all level, whether during stress or in celebrations. The study has implications for corporate leaders and policy makers.

Key Words: Management, Resilience, spiritual intelligence, organizational development, organizational studies, sustainability management, leadership effectiveness, leadership performance, mindfulness

Spirituality: Is It a thing to be marketed?

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The moment we hear about spiritual leaders they are the one's whom we believe to be showing the way to live life in a meaningful way. Studies have shown that they influence people in a great way. It is the youngsters who have been found to be influenced more by these spiritual leaders. Knowing that Spirituality as a positive youth development construct, in this study we have Aaker Brand Equity model which was developed by Professor David Aaker of the University of California. He created a model which viewed the brand equity as a combination of brand awareness, brand loyalty and brand associations. The combination of these with each other finally offer the value provided by a product or service. This model simplifies things which is understandable by the people in the society. Taking these facts and information into consideration, we have researched on the personalities of these spiritual leaders. The factors being considered as personality testers are sincerity; excitement; competence; sophistication and ruggedness. After checking out their respective personalities, we would come to know how much they are being perceived by youths in India, and how these leaders market themselves.

Key Words: Spirituality, Personality, David Aaker Model, Spiritual leaders, Branding.



ABSTRACTS

Empowering Women Through Micro Enterprises Development In Uttar Pradesh

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Women are not able to get a strong status in society as they are considered amongst the poorest and vulnerable population for many years. They are not able to receive the full benefits of various government schemes in the country. Success of women entrepreneurs in Indian economy can be realized along with the performance of rural factors. Several initiatives have been taken by Indian government for poverty alleviation and women empowerment in rural India. The basic aim of Micro enterprises is to develop and utilize the entrepreneurial talent and potential of rural women below poverty line to meet the local needs. Survival and growth of these enterprises are essential for the beneficiaries/entrepreneurs as they ensure better standards of living and thereby their individual, family and social empowerment. This study, beyond any shadow of doubt, has revealed that these enterprises have succeeded in the socio-economic empowerment of rural poor. The findings of the study supports the hypothesis of the development of micro enterprises has had an impact on women empowerment.

Key Words: Women Empowerment, Micro enterprises, Economic empowerment.

Digital Marketing- New Insights into the Marketing Arena

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With the advent of digital media, the World Wide Web and the Internet and rapid technological changes, the marketing world has witnessed tremendous changes. These changes have proved to be less costly and efficient along with providing the businesses with wider product choices and added convenience. Digital marketing has become a buzzword in the modern marketing arena. Digital marketing deploys various tools like mobile phones, social media sites, emails, search engines, SMS and MMS, etc., internet forming the mainstay in these interrelated tools of marketing. Though often used synonymously to 'online marketing', the use of non-internet channels like call backs, SMS, MMS, on-hold mobile ringtones, etc. is what differentiates digital marketing from online marketing. In order to understand the significance of digital marketing for any business, it is important to understand the interactions of the customers with the various facets of digital marketing. Through both the marketing techniques have their respective advantages and pitfalls, in the current marketing scenario, digital marketing techniques provide benefits over and above those provided by traditional marketing methods. In light of the same, the present study attempts to describe the various elements of digital marketing, the drivers and challenges of digital marketing, the current scenario of digital marketing in India and its implications. The study also attempts to provide suitable suggestions regarding betterment of the digital marketing practices in India.

Key Words: Digital Marketing, Traditional Marketing, Online Marketing, E-Marketing

ABSTRACTS

Appraising the Role of Institutional Support System for Skill Management in Tourism

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Globally, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned. As a highly labour intensive activity, tourism and tourism support activities create a high proportion of employment and career opportunities for unskilled, semi-skilled and high skilled workers, particularly for poor, female and other marginalized sections. Skill and capacity building can be viewed as an instrument to improve the effectiveness and contribution of labor to the overall production. This study critically examines and summarizes the achievements of institutional measures for skill and capacity building in tourism sector.

Key Words: Tourism Sector, Skill Building, Institutional Support System, Strategic planning, capacity building.

An Experimental Study on Enhanced Diffie-Hellman Algorithm for Security of Network

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Knowing the attack methods, allows for the appropriate security to emerge. By means of firewalls and encryption mechanisms many businesses secure themselves from the internet. The businesses create an "intranet" to remain connected to the internet but secured from possible threats. Data integrity is quite a issue in security and to maintain that integrity we tends to improve as to provides the better encryption processes for security. In our proposed work we will make encryption harder with enhanced public key encryption protocol for security and will discuss the applications for proposed work. We will enhance the hardness in security by improving the Diffie-Hellman encryption algorithm by making changes or adding some more security codes in current algorithm. Network security has become more important to personal computer users, organizations, and the military. With the advent of the internet, security became a major concern and the history of security allows a better understanding of the emergence of security technology. The internet structure itself allowed for many security threats to occur. When the architecture of the internet is modified it can reduce the possible attacks that can be sent across the network.

Key Words: Network security, Diffie-Hellman, Private Key, Public Key, Attack, Cipher, Security, threats.



ABSTRACTS

Artificial Intelligence and Industry 4.0: Understanding the Critical Link

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Scientists define intelligence as the ability to solve problems and the ability to create strategies or tools that are useful for reaching goals. Spiritual Intelligence is the intelligence with which we have access to deep meaning, values, and a sense of the purpose of existence in our lives. Spiritual intelligence is an integral part of both personal and professional development. Job satisfaction is a function of perceived relationship between what one expects and gets from one's job and how much value or priority he attributes to it. Spiritual Intelligence influences substantially on the job satisfaction. This study reveals that spiritual intelligence plays a positive and significant role on the quality of work and employees motivation. In this study the work was done in finding that variables such as organizational culture and demographic facts (gender, age and education) act as moderators between the relationship of spiritual intelligence and organizational performance. From the results of this study one can interpret that the spiritual intelligence increases the organizational performance while age, gender, education and organizational culture act as a moderator on their relationship.

Keywords: Spiritual Intelligence, Organizational Culture, Employee motivation, Organizational productivity.

Digital Innovation and transformation in global banking system

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The article examines the primary change forms in banking area: globalization, grouping of capital, arrangement of another model of banking and new financial culture. It is indicated that the main thrusts of these procedures are rivalry and development. One of the principle main thrusts of these changes is the advancement of rivalry, which urges banks to develop and look for the ideal plan of action, just as effectively acquaint developments grow the scope of banking items and administrations, improve the nature of administration, and expand the utilization of chances of new data innovations.

Key Words: Globalization, innovation, development, competition

The dynamic role of "Soft Skills" in Industry 4.0

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Soft Skills are the most important skills that are required to create a successful career. Soft Skills can be defined as an amalgamation of the significant skills like Communication Skills, People Skills, Social Skills, Personality Traits and many more. Digitalization indeed has changed and is constantly changing the need of Soft Skills. This paper, Changing Paradigm of "Soft Skills" in a Digital Economy focuses on the view point of select Corporate regarding the indispensable role of Soft Skills in the Digital Economy. Digitalization has led to changes in the scenario in terms of Skill requirement; the skills that were a mandate for a job a decade ago have now become obsolete as per the current job scenario. The paper seeks to present a view point that will be helpful in finding out which are the skills that are required to procure a job and sustain a job among the listed Soft Skills. The paper also seeks to explore the indispensable role of Soft Skills in sustaining the job.

Key Words: Soft Skills, Digital Economy, Communication Skills, People Skills, Changing Paradigm.

ABSTRACTS

Mainstreaming of Disaster Risk Reduction, Climate Change Adaptation in Contemporary Development Process

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Climate change, disasters and development are closely interlinked in a manner that disasters, on one hand can destroy development initiatives, and on other hand it can create development opportunities. Moreover, this relationship becomes more significant in the era of new digital technology. Hence, in order to achieve inclusive, resilient and sustainable growth, DRR and build-up resilience must be a priority issue in the planning for development. Apparently, in current scenarios, most of the countries of the world, are emphatically advocating the importance of DRR and CCA in policy formation of development. The technologies and system of the fourth industrial revolution offer vital and efficient resources for DRR and CCA. Thus, these two approaches need to be mainstreamed into all development plans worldwide. The mainstreaming of DRR and CCA in development process is an important area that is still evolving. The basic objective of this paper is to analysis the practice, perspective and challenges of mainstreaming DRR and CCA in development programmes in India.

Key Words: Disaster Management, Disaster Risk Reduction, Climate Change Adaptation and development plan

The Impact of Strategic Human Resource Management Organization on Job Satisfaction

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In a quickly changing focused condition, HR is one significant wellspring of upper hand. Human asset frameworks can add to continued upper hand through encouraging the advancement of skills that are firm explicit. Key human asset the board worries with the formation of a linkage between the general vital points of business and the human asset procedure and execution. The distributed research commonly reports positive factual connections between the more noteworthy reception of HR practices and business execution. The causal linkage among HR and hierarchical execution will empower the HR directors to configuration programs that will deliver better operational outcomes to accomplish higher authoritative execution. In this paper, in the wake of accentuating that the HR are a significant wellspring of upper hand, key human asset the board is characterized. Through specific models from scholarly research in regards to the effect of vital human asset the executives rehearses on hierarchical execution, the end is that the manner in which an association deals with its HR has a noteworthy association with the association's presentation.

The study aims to examine the impact of human resources management strategies (Human resources planning strategy, Recruiting and selection strategy, Training and development strategy, Motivation strategy, and Performance appraisal strategy) on job satisfaction of the employees of the Social Security Corporation in Organization.

Key Words: Strategic HRM performance, effective management, HR outcomes. Competitive Advantage



ABSTRACTS

Effect of Spiritual Intelligence on Employee Motivation in Banking Sector

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Scientists define intelligence as the ability to solve problems and the ability to create strategies or tools that are useful for reaching goals. Spiritual Intelligence is the intelligence with which we have access to deep meaning, values, and a sense of the purpose of existence in our lives. Spiritual intelligence is an integral part of both personal and professional development. Job satisfaction is a function of perceived relationship between what one expects and gets from one's job and how much value or priority he attributes to it. Spiritual Intelligence influences substantially on the job satisfaction. This study reveals that spiritual intelligence plays a positive and significant role on the quality of work and employees motivation. In this study the work was done in finding that variables such as organizational culture and demographic facts (gender, age and education) act as moderators between the relationship of spiritual intelligence and organizational performance. From the results of this study one can interpret that the spiritual intelligence increases the organizational performance while age, gender, education and organizational culture act as a moderator on their relationship.

Keywords: Spiritual Intelligence, Organizational Culture, Employee motivation, Organizational productivity.

An Overview of Economic Crimes and the Mechanism of Investigation Prevalent in the Emerging Economies

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Economic crime, also known as financial crime, refers to illegal acts committed by an individual or a group of individuals to obtain a financial or professional advantage. The principal motive in such crimes is economic gain. Financial crime is often defined as a crime against property, involving the unlawful conversion of the property of another to one's own personal use and benefit. The paper discusses the financial crimes and different types of financial crimes which are also known as economic crimes and are defined under IPC, CrPC and ITAA2008. With the passage of the time and evolution of computers and the internet, all the crime has taken a step ahead and worked in order to give a new dimension to Financial Crimes. Thus, the second part of the paper studies the Cyber Crime investigation which is followed in India. So the reader will have an idea of what is Financial Crime and how are they being investigated in India.

Keywords: Economic / Financial Crime, Cyber Crime, Cyber Theft, Cyber Fraud.

ABSTRACTS

Transformation to a Hybrid Business Model and Technology facilitated Platforms

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Multisided Platforms are technologies, Products or services that create value primarily by enabling direct interactions between two or more customer or participant groups. Prominent examples being Airbnb, Uber app, Facebook, Apple iOS, Google's Android operating system etc. However companies that did not start out as platform businesses also have the potential to transform to a Multisided Platform setup with varying degree of success. But, whether a switch to Platform is so important.

While products usually generate a single revenue stream, platforms can generate many. Evidently, the world's most valuable companies by market capitalization in 2016 were platform companies, including five of the top 10 (Apple, Microsoft, Google, Amazon, and Facebook). Although some of those companies started with platforms, many started with products. Transforming an offering into a platform might enhance a company's competitive advantage and raise barriers to entry via cross-side network effects and higher switching costs. However, cross-side network effects are a double-edged sword. On the one hand, they can create high barriers to entry, but on the other, erecting barrier is difficult in the roll out phase because of the classical chicken-and-egg dilemma whereby no side will join without the other or the others. Overcoming this difficult dilemma therefore forms the nub of the problem. This paper is an honest attempt at exploring the realities of these inherent challenges and the ingredients that spell the difference between success and failure in such transformations, in the light of the empirical evidences and industry experiences penetratingly explored and analyzed herein. The insights gained herein are a clear pointer to the fact that attempts at transformation from Product to Platform have yielded a mixed outcome, depending on the vibrancy of the ecosystem, extensible business architecture, transparency and well defined and delineated rules and policies governing the interaction between the players in the ecosystem.

Key Words: Multisided Platforms (MSP), Cross-side Network Effects, Switching Costs etc.

Impact of Workplace Incivility on Individual and Organization Performance: A Review Based Analysis

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A growing body of research has defined workplace incivility as low intensity deviant workplace behavior with an ambiguous intent to harm others. In last 15 years, since the inception of workplace incivility, the research in this domain has gained momentum in variety of directions.

Workplace incivility holds consequences for both individual and organizations. Managers are becoming increasingly aware of this phenomenon. Past research indicate that workplace incivility has been found to be negatively impact individual and organization performance. This paper reviewed the workplace incivility literature to supply an improved understanding of characteristics, trends, causes and impact of incivility at workplaces. This review indicates that workplace incivility is harmful but generally not understood and recognized as an issue needing attention. The paper calls for research attention and provided some guidelines that may assist in identifying and dealing with uncivil behavior at workplace thereby bringing desired individual and organizational performance.

Keywords: workplace incivility, organization performance, individual performance, rudeness, disrespect, uncivil behavior

