Strategies Outlook for Innovative
Management

Dr. Arshan Kler
Mr. Anchit Jhamb

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Dr. Arshan Kler

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Mr. Anchit Jhamb

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

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Training Needs Assessment in Banks

Dr. Rohit Markan

Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

It is assumed that legitimate preparation need appraisal can prompt distinguishing authoritative targets for example associations mission, vision, objectives, Personal necessities, improvement in mastering abilities of the workers. Evaluation is finished before the conduction of the preparation and advancement programs. In a large portion of the associations preparing criticism or assessment is finished on the standard premise and it is failed to prepare needs evaluation. This study shows that there is profession advancement, mentality improvement among workers subsequent to preparing needs evaluation. The review is finished in both private and public area banks. It has been reasoned that there is distinction of feelings in various banks in regards to progress in efficiency and productivity of workers, improvement in the resolve, self-evaluation, ID of individual targets, affecting others, acknowledgment of sound individual qualities and capacity to prepare and foster others. All confidential area banks showed that they were differ on the vast majority of the elements and for a portion of the variables they were viewed as concurred while for Bank of Rajasthan results were found piece unique. In open area banks there were some combination of results were there.

Introduction

Training Needs Assessment analyze presents issues and future test to be met through preparing and advancement. Needs evaluation happens at two levels for example bunch level and individual level, an individual clearly needs preparing when their exhibition misses the mark or principles that is when there is execution inadequacy. Deficient in execution might be because of absence of abilities or information or some other issue. Need evaluation is finished by doing a GAP examination in this the examination is finished relying upon the present status of abilities, information and capacities of our ongoing workers in contrast with the ideal abilities, information, capacities and occupation errands. A Need evaluation is an orderly exemption of the manners in which things are and the way ought to be. Need appraisal is related with authoritative or individual execution. The reason for need appraisal is achievement of

the particular learning's, the sort of changes in conduct and execution is normal. For any appraisal of preparing needs, it is required to understand what we really mean via preparing needs. Preparing is any organized action that is aftereffect of compactly surveyed advancing requirements intended to work on a singular association's presentation. Preparing can so exceptionally characterized as the method involved with carrying the labor supply of an association to an ideal degree of execution, conduct and demeanor from the current degree of execution, conduct and mentality. Consequently, the actual definition says that hole between the genuine and wanted execution, conduct and mentality prompts birth of preparing needs for representatives at work place. Preparing is conferred to satisfy just this hole, the earnestness relying on the nature, size and reality of the hole. Thus, excitement of preparing need is a "state of prerequisite" of moving to wanted degree of execution conduct and disposition from existing degree of execution, conduct and demeanor. This state of necessity is intended for all associations, whether social or financial, government or non-government, benefit or non-benefit associations. Preparing is conferred to representatives for whom preparing needs have been perceived. Preparing necessities can emerge for representatives at all levels. At these following levels preparing can be given for example functional level, administrative level, the executives level, top/vital level. Different techniques for preparing need appraisal are utilized for example interview, information test, execution test, perception, studio, discernment by self, insight by bosses. Appraisal of preparing and improvement necessities should be possible on individual and hierarchical premise. A need evaluation situated inside a preparation setting might be in a general sense imperfect. A preparation interaction, for example, the exemplary educational framework plan ADDIE model (break down, plan, improvement, carry out and assess) is an efficient technique for further developing abilities, information, mentalities and properties through preparing arrangements. When the necessity for preparing is lay out. In any case, ADDIE starts with examination, presently evaluation: how does the preparation division has any idea what to dissect? By finding the requirements evaluation process inside a preparation setting, the evaluation is skewed toward distinguishing execution holes for preparing mediations before we can truly legitimize a preparation arrangement, legitimate helpful necessities evaluation and need examination cycles ought to liberated from train's "most preferred arrangement status". Appropriate evaluation of preparing and advancement requirements of representatives prompts expansion in efficiency, quality and working effectiveness. This likewise helps in worker maintenance and for additional vocation advancement of representatives.

Needs evaluation likewise helps in progression arranging of leaders. It can likewise improve worker's work fulfillment, assurance, and diminishes feelings of anxiety. Appropriate appraisal helps in figuring out the lacking information and ability levels of workers. By eliminating these lacks in workers via preparing and improvement programs, client assistance can be upgraded. Preparing prompts representative maintenance and advancement among IT experts based on a study directed of in excess of 500 IT workers. A review was directed in 39 programming organizations in Ireland exhibits the effect of preparing on worker maintenance and information sharing. Hierarchical uplifting outlook and arrangement for preparing puts positive effect on representative assumptions and prerequisites. Organized preparing mediations prompts work fulfillment, confidence, and occupation related authoritative abilities, increments hierarchical strength.65% representatives accept that preparing has not assisted in decreasing with jobbing related pressure and 25% figure that associations don't structure preparing in view of worker criticism on necessities (Kazarian Kristan 2004). Khanna,S (1996) depicts that the Indian organizations interestingly understood the significance of individuals in their new worldview of business. Indian enterprises can accomplish the upper hand over rivals through developments on the lookout and an inside and out comprehension of client's requirements. The nature of administration part, and instrument to create client esteem, still up in the air by individuals conveying it. So association chose to give preparing and advancement to its workers with the goal that client care can be gotten to the next level. As per Sanghi (1983), an imaginative and adaptable methodology ought to be taken on in planning preparing programs. Immediacy and aversion to the circumstance are fundamental so that necessities are expected and inputs are straightened out appropriately. In starting stages preparing programs zeroed in on subjects of functional financial like credit examination, need area loaning, administration offices to clients, and so forth later on conduct inputs were additionally stressed to prepare the staff in dealing with clients actually and productively. Shanker (1992) Programs in financial industry at present spotlight on mix of social, attitudinal, specialized and functional perspectives. Banks are moving towards brief span preparing projects of a few days length on unambiguous regions to long term projects of seven to twelve days. Arthur, Bennett, Edens, and Bell (2003) viewed that as just 6% (22 of 397 investigations) of associations detailed involving a need examination in reports of preparing result discoveries, subsequently not permitting the creators to decide a reasonable example of results. The creators proposed that such a low rate may not precisely reflect firms that utilization need examination as a forerunner to training. Kailash B.L. Srivastva (2003) in his concentrate on preparing and improvement in little associations showed that for the preparation projects to find success, there should

be that sort of preparing that is connected to business needs and all around arranged. The preparation ought to be overseen by individuals who completely grasp the private company world. Consideration ought to be paid on the significance of casual and formal course of learning to foster worth implied and unequivocal information and abilities. Firms should accomplish a viable equilibrium in gathering prompt and long-haul execution and advancement needs of chiefs. Prarthana Dwivedi and Prof. Pooja Purang (2007) Studied preparing need distinguishing proof and assessment in various areas and businesses and manage different sort of items and administrations. These associations had a dynamic HR set up and a preparation set up and appear to have understood the significance of preparing for representatives and the Indian models of requirements distinguishing proof (to a degree) suggest three level investigations for example authoritative level, useful level and individual level investigation. As per Stevens and Gist, (1996) learners can be urged to embrace both of these directions toward preparing. A dominance direction persuades students to think that preparing will bring about superior results, improvement of new abilities, and utilization of self- referred to principles. Conversely, an exhibition direction persuades students to think that capacity is shown by performing better compared to others perform and to utilize standardizing based norms. Mahmud et al., (2019) The prime objective of this study was to assess the impact of training needs assessment (TNA) on the performance of the employees who were employed in the telecommunication sector in Bangladesh. Primary data were collected from the employees of the commercial department of two telecommunication companies. A total of 136 employees were selected using the Simple Random Sampling (SRS) technique. Ordinary Least Square (OLS) technique was applied to assess the impact of TNA on employees' performance. This study showed that TNA played a positive role in improving employees' performance.

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Examine the Impact of COVID-19 on Tourism Industry

Dr. Jaskirat

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

The COVID-19 pandemic has extended across the world by making shocks in practically every one of the ventures because of the curfews, remain at home and work-from-home strategies, and measured isolations. Because of the wellbeing and financial emergency with the COVID-19 pandemic, the travel industry area got seriously impacted.

Keywords: Tourism, COVID-19, Financial emergency

Introduction

The travel industry is one of the main areas in the Indian economy, fundamentally adding to its GDP (Gamage et al., 2017). The travel industry area is a significant wellspring of business worldwide, which is a work concentrated industry. The supporting enterprises of the travel industry are hotel, transportation, food and drinks, retail and culture, hospitality, and sports (WTTC, 2017). The travel industry area of a nation gives advantages and chances to its people. As indicated by the World Tourism Organization (WTO), the travel industry is viewed as one of the main impetuses for monetary development. The advantages of the travel industry to financial development are making the noteworthy changes that attracts the foreign exchange, trade, business and income for a nation (Steiner, 2006). Gamage et al., (2020) uncover that travel industry is the quickest growing industry in developed and developing countries.

The tourism and travel industry are bound to get affected by the COVID-19 pandemic (Shretta, 2020). The UNWTO has assessed a deficiency of around 1.1 billion global traveler appearances, with a deficiency of US\$ 910 billion to US\$ 1.1 trillion export incomes and
100-120 million positions (jobs) because of the more extensive spread of the novel Covid-19 virus. The worldwide travel industry area represents over 10% of the worldwide GDP and 30% of the world" trade administrations (World Bank, 2017). Among all

portions of the economy, tourism is one of the primary areas which sway the economy as numerous legislatures force travel limitations, travel boycotts, closing down air terminals, and mass traveler retractions. In this manner, the travel industry cost

deficiency of over US$ 820 billion in income all around the world because of the COVID-19 pandemic (Ozili and Arun, 2020). Additionally, the friendliness business has been primarily impacted because of the strategies of stay at home and social separating forced by most legislatures and by retractions of appointments, which might cost with regards to US$ 150 billion around the world.

AMERICAS	EUROPE	AFRICA	MIDDLE EAST	ASIA & THE PACIFIC
2019	2019	2019	2019	2019
219 MN (+1%)	744 MN (+4%)	70 MN (+2%)	65 MN (+8%)	361 MN (+4%)
JAN–OCT 2020:	JAN–OCT 2020:	JAN–OCT 2020:	JAN–OCT 2020:	JAN–OCT 2020:
-68%	-68%	-69%	-73%	-82%

Source: UNWTO

There is a decrease of 70% in International Tourist Arrivals (short-term guests) from January to August 2020 over a similar time of last year among the significant travel limitations because of pandemic effect. It addresses that 700 million less travel appearance when contrasted with a similar time of last year for example 2019. Furthermore, in terms of monetary misfortune, it addresses the loss of US $ 730 billion in send out incomes. Region-wise, Asia and the Pacific are the most impacted locale with a decay of 79 % traveler appearances in January - August 2020. Africa and The Middle East both recorded 69% drop this multi-month time span. While Europe saw a drop of 68% and America 65%.

The latest patterns in the travel industry area uncovered that India have been honoured by advanced instruments for the travel industry related exercises, for example, the travel industry arranging, choosing objections and making the excursion. Domestic tourists are the emotionally supportive network of the Indian travel industry, and it's undeniably true that the expanding size of the middle-income group and their discretionary cash flow broaden their backing for the improvement of the travel industry area. The genuine insights distributed by the travel industry office uncovered that, in 2019, an aggregate of 10.89 million foreign tourists visited India representing a 3.2% development. The notice ought to be made here that this area has obliged 4.2 crore individuals, which is 8.1% of the country's complete work during 2019. Truth be told, this is an amazing accomplishment in a crowded nation like India, where individuals are making progress toward work and higher pay. Official expectations revealed that this area might produce 52.3 million open positions by 2028 (DPIIT, 2020). Sadly, COVID-19 entered the travel industry guide of India and the framework crashed.

Hospitality Industry

Hotels all over the planet face scratch-offs of appointments because of the pandemic circumstance. Hence, the Hotel business lost US$ 150 billion, generally influencing the representatives in the business. Hence, the effect of the COVID-19 episode on the accommodation business can be assessed utilizing room booking abrogation and the situation with lodging industry laborers. The hotel business in all world districts recorded an enormous drop in the worldwide income per accessible room, e.g., Asia (- 67.8%) and Europe (- 61.7%). Additionally, the worldwide inhabitants in nations diminished fundamentally in March 2020, from 20% to more than 70% around the world (UNWTO, 2020a). The movement business, which incorporates aircraft, lodgings and eateries, will shrivel by half in 2020, which would mean a huge cutback of paid positions and income. Lodgings are being shut because of fewer vacationers and numerous five- star hotels transforming into isolation offices. Most restaurateurs see working costs rising further on account of social separating, cleanliness, and sterilization related expenses. Subsequently, supporting during this emergency is a difficult undertaking for the travel and hotel industry.

The examination is to decide the effect of the COVID-19 flare-up on the travel industry. The examination centres around the difficulties looked at in the travel industry, and the procedures to beat those challenges in the short-and long haul while limiting the financial shocks because of the pandemic. The examination likewise

focuses on the effect of the other principle sub-administrations supporting the travel industry area improvement, for example, accommodation, air travel, food and drinks, transport, and correspondence. A creating region needs to ensure individuals and keep a sound travel industry temporarily. The legislatures should make procedures to secure specialists in the travel industry, and simultaneously, state-run administrations can offer monetary alleviation.

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Success Strategy of IKEA Inc.: Implementing ServiceStrategy Effectively

Dr. Arshan Kler

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

IKEA, the world's largest furniture retailer, is known for its reasonably priced functional furniture that incorporates minimalist Swedish design. The company is also known for the grand safari that it forces visitors to go on every time they enter one of its cavernous stores. But many people believe that this is what makes shopping at IKEA such a unique service experience. IKEA opened its first store in Hyderabad on 9th August 2018. One of the major concerns was on the best possible method for managing cash and the security of its daily cash operations. The store receives cash through its core furniture product sales, cafeteria services and the sales from other retail products that IKEA offers.

Keywords: IKEA, Store, Retailer, Strategy, Service, Consumer.

Introduction

As per Bloomberg's data, India is likely to have the world's largest workforce by 2027, with a billion people aged between 15 and 64 (Sharma, 2017). GDP growth has been increasing continuously every quarter with growth of 7.7 per cent in the fourth quarter of 2017-2018 (ET Bureau, 2018). These facts assure that India is a promising economy with the largest young population. IKEA has been studying the Indian markets since 2006. However, it was 2012 when the Government allowed 100 per cent FDI in single- brand retailing and filed for approval to set up the stores in India. The journey has been quite a long as it sought approvals from the Foreign Investment Promotion Board in 2012, and it opened its first store in Hyderabad in the end of 2017.

As IKEA typically targets a younger demographic, mainly those under 35, in the markets where it operates, India seemed to be a promising bet for it to enter. But did Indian buyers demand the same as his or her European and Chinese counterparts? Unlike European consumers who are used to functioning more independently,

whether it comes to using self-service at the store or assembling their furniturebecause labor is

scarce and expensive, labour is available more easily and at much lower cost in India,and Indians are not much comfortable in Do-it-yourself (DIY) type of assembling of furniture.

Indian Furniture Industry

The Indian furniture industry is estimated to cross $27bn by 2022 on account of expanding working population base, rising number of household units, and increasing disposable income (TechSci Research, 2019). The growing awareness of modular designs of furniture, and changing customers' lifestyle also aided to the growth of the industry. India's indoor furniture market grew at a compound annual growth rate (CAGR) of 10.9 per cent between 2012 and 2017 and is forecasted to grow at a 3.8 per cent CAGR between 2017 and 2022, according to Euromonitor International (Govind, 2018). The organized sector comprised of large manufacturers as Godrej & Boyce Manufacturing Co. Ltd., BP Ergo, Featherlite, Haworth, Style Spa, Yantra, Renaissance, Millennium Lifestyles, Durian, Kian, Tangent, Zuari, PSL Modular Furniture, Furniturewala and Truzo that contributed only 15 per cent of volumes and these count not yet made a dent in India's furniture and home furnishings business as approximately 85 per cent of those goods were sold through small shops (unorganized) that offered custom-built products and free assembly and delivery. A small emerging segment of online retailers such as Pepperfry, Urban Ladder, HomeLane and others were also contributing to the growth of organized furniture sector. The organized furniture retailers used different models as Godrej Interio, India's top furniture brand in both home and institutional sectors continued to bet on expanding its retail network largely under the franchisee route for greater market penetration and traction, it ran company-owned stores as well (Rawat, 2018).

Rapid urbanization in India, young working population setting up their first house, growth of realty sector boosted demand for modular furniture in urban areas. In Tier-I cities, furniture renting services were becoming very popular. However, tier-II and III cities relied on the local furniture stores for their requirements which provided free delivery and after-sales assembly services.

IKEA Service Experience

IKEA, the world's largest furniture retailer, is known for its reasonably priced functional furniture that incorporates minimalist Swedish design. The company is

also known for the grand safari that it forces visitors to go on every time they enterone

of its cavernous stores. But many people believe that this is what makes shopping at IKEAsucha unique service experience. The fact that customers must navigate their way through a tortuous maze (exploring every nook and cranny of the store in the process)to find the items they want, then carry them to the checkout counter, haul them to theircars, unload and drag the items into their homes and then assemble them withcartoon-like instructions, only seems to make the service experience all the moreendearing. How else would you explain the fact that almost 775 million people visited IKEA in the last year alone (Shanely, 2014), and that its catalogue, with 210 millioncopies being distributed annually, is twice as popular as the bible (Wallop, 2012).

IKEA, while being a world-famous retailer of household furnishings, sees itself as a service company, providing customers a unique and memorable shopping experience (Edvardsson and Enquist, 2011). The company's goal is to "create a better everyday life for the many people" (ikea.com), which it tries to do by providing well-designed furniture at a low price. A major factor in how IKEA manages the way customers encounter and experience its service is in the configuration of its stores. Visitors must embark on a winding journey that unfolds as you follow arrows marked on the floor, taking them through all parts of the store. It is not a voyage for the faint of heart! But there is a scientific method to IKEA's madness. As people travel through the store, they are forced to interact with the items that are offered for sale and engage in an "experience" in what marketing people call IKEA's "servicescape" (Huotari andHamari, 2012).

Conclusion

IKEA has announced that it has plans to eventually open stores in the National Capital Region, Mumbai, Bangalore and Hyderabad, reportedly signing agreements with the Indian states of Karnataka and Telangana. The company was one of the firstto take advantage of a 2012 decision by the Indian government to allow 100 per cent foreign- owned companies to do business in the country (previously, foreign companies needed a local Indian partner) (Bhattacharjee and Kumar, 2014; Bailay, 2014). IKEA has the full support of local government officials, something extremely important in a place that was once known as the land of the "License Raj", a term that unkindly refers to the tortuous process of paperwork and red tape that foreign companies had to go through to do business in India (The Economist, 2011).

IKEA's strategic initiative in India is expected to result in an investment of about 1.5 billion euros, with each store requiring nearly 80 million euros to open (and taking about three years from the time a location is identified until the time customers can walk through the doors). The company also plans to source a lot of material locally, creating a boon for local suppliers. IKEA says that it is "focused on finding suppliers with the right competence and strategic fit, at the same time developing and growing existing suppliers". India has been a source of material for IKEA for over 25 years (Business Standard, 2013; The Times of India, 2014).

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Significance of Training & Development inOrganizational Development

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

The field of training and development is concerned with organizational activities which aims at enhancing individual and group performance in an organizational setting. While development is the process of preparing individuals for future roles and responsibilities, training is the process of preparing employees for their current positions. It carries out an analysis that the goal of training and development is to creative learning organizations that make sure that employees can perform their jobs effectively through value addition, gain a competitive advantage, and seek self- growth: this measurable performance resulting from good training and development shall enhance organization development. The organizations' ongoing processes are what aid in the development of abilities, knowledge, and skills. Training and development improve staff performance. The study came to the conclusion that ongoing training and development are necessary, taking into account factors such as competition, market dynamics, customer happiness, and net promoter score.

Keywords: Training and development, Goal, Organizational Development.

Introduction

Training is a technique for enhancing a person's productivity and effectiveness at work by enhancing and updating their professional knowledge, developing skills relevant to their position, and nurturing appropriate behavior and attitudes toward their work and other people. In some ways, formal education is explicitly training. While training is largely designed to promote understanding, encourage attitude, and impart skills related to a particular vocation, education is primarily concerned with knowledge improvement. It is the nerve that must contribute to improving employees' quality of work life and growing the company. In most firms, training and development are essential components of enlightening employee performance.

The study's goal is to determine how training and development affect employee performance. The study discovered that employees

are aware of training, are motivated by training, and perform better as a result of training and development. Training and development for all employees should be actively pursued and made mandatory.

Discussion: Training and Development

1.   **Determining the needs for Training and Development:** As part of the Performance Review and Planning process, managers are expected to go over training and development needs with each of their employees at least once a year. Regardless of whether they are new to the organization, the training and development requirements should be considered within four weeks of their taking up the post.

2.   **Sessions for Internal Training and Growth: T**he Training and Development
Unit arranges training for the staff. It can also set up specialized sessions to address demands for a department, section group of departments, or occupational group. Additionally, Computing Services oversees a staff training programme that is ongoing, and other organizational divisions and departments provide staff training as required.

3.   **External Development and Training:** Staff taking external courses that
are sponsored by the organization occasionally, the organization may choose to send staff to particular external courses. The Director of Training and Development may ask relevant managers for nominations depending on the course's nature and scheduling constraints. The Training and Development Advisory Committee's Nominations subcommittee will decide who will be represented based on the standards listed below. The centralized training budget will typically cover fees (and, when applicable, permitted travel and lodging). The department or unit making the nomination is in charge of paying any additional incidental expenses. Staff members who receive funding from this budget are often required to provide a brief report to the Director as needed, may also be required to share the knowledge and skills they have acquired with a larger audience, such as through seminars or workshops.

4.   **Role of Training in Organizational Development:** Today, High-performing
companies are realizing more and more that they must implement optimal training and development techniques to strengthen their competitive advantage. Every firm must invest in training and development if it is to maximize the value and potential of its workforce. Numerous studies have shown the unmistakable connections between

carefully planned and targeted training and development programmes and the business's bottom line. The quantity and competence of employee training and development also has an impact on the reputation of a sector and of specific businesses. In such a competitive job market, potential employees will research the track record of potential employers in this crucial sector. For many of these workers, career advancement and growth are increasingly desirable or even essential. Companies today confront intense internal and external rivalry for qualified workers as a result of the staffing and skills shortages that affect all industries. Each firm who makes significant investments in training and development will benefit from a better working environment, improved levels of employee retention, and increased productivity and performance.

Significance of Training & Development in Organizational Development

1. Support for addressing personnel weaknesses

2. Enhanced employee performance
3. Reliable duty performance

4. Ensuring employee happiness

5. Enhanced efficiency

6. Better service and product quality

7. Lessening of supervision

8. Knowledge and skill improvement

9. Preparing workers for more significant duties

10. It demonstrates to workers their worth.

11. It minimizes wastage.

12. Less supervision is required.

13. It improves employee morale.

Conclusion

The employee demands for training and development are not being met by many Indian businesses other than multinationals, and as a result, there are now such wide gaps between the skills that are needed and those that have been acquired that they seriously disrupt the relationships between training and performance. It is acknowledged that

effective training and development policies can play a key role in eliminating job disparities related to race, gender, and impairments. It is advised that the company create a training and development strategy with the goal of enabling all employees to fulfil their responsibilities to the highest standards and providecustomers

with high-quality services. An essential component of human resource management is training and development. For improved performance, it is crucial for a business to hire capable and skilled workers, and workers are more competent when they possess the necessary knowledge and abilities. Employees would have possibilities through training and development to improve their career prospects and status within the company. The HR department regularly hires qualified individuals from a wide range of markets and offers trainings to meet international problems. Through a variety of HR initiatives and training programmes, they keep talent within the company, guarantee performers have a career path to improve their performance and increase their contribution.

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Modern Business Intelligence: Big Data, Data Mining and Artificial Intelligence

Dr. Rajinder Kaur Bhogal

Associate Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Every company relies on data, and this data is used to generate reports which will help companies make educated decisions with the right information. When there is a multitude of data to access, analyze and compile, if done manually, such a task might need a lot of resources and time. Business intelligence (BI) helps simplify and automate the process as well as generates qualitative reports.

"Business Intelligence (BI) refers to set of data analytics applications and practices for the data collection, transformation, analysis and decision making. The main purpose of BI is to make the decisions while using cloud BI, mobile BI, real-time BI, open- source BI, location BI, collaborative BI".

Due to the existing of big data, Internet of Things (IoT), artificial intelligence (AI), and cloud computing (CC), BI became more critical and important process and received more great interest in both industry and academia fields. The main problem is how to use these new technologies for creating data-driven value for modern BI. In this chapter, to meet this problem, the importance of big data analytics, data mining, AI for building and enhancing modern BI will be introduced and discussed. In addition, challenges and opportunities for creating value of data by establishing modern BI processes.

Introduction

Recently, in the fourth industry revaluation, there is a very huge amount of created and generated data by computer machine such as GPS, sensors, website or application systems or by people through social media (twitter, Facebook, Instagram, or LinkedIn) **[Wael M.S. Yafooz Abidin, S. Z., & Omar, N. (2011, November)]**. Everymoment, the data servers store huge amount of data which are produced by organizations. This is a huge amount of data comes from website, social media, tracking, IoT applications, sensors, and online news articles. Also, the advancement

in computing and communication technologies has facilitated collecting a largevolume of heterogeneous

data from multiple sources. This data consists of structured and unstructured, complex and simple information.

Business intelligence makes use of enterprise data to enhance strategic and operational decision-making. As a process, BI involves the consolidation, analysis, and communication of business information to assist companies in making the right business decision. And, as a technology, BI consists of different tools that automate data consolidation, analysis, and the presentation of business information to end- users. BI helps deliver relevant and reliable information to the right people at the right time to get better answers even when the data is collated from multiple sources.

The traditional business intelligence (BI) model follows a top-down approach; wherein static reports answer most of the analytics questions. Here, BI is driven by the company's IT organization. So, if an employee/executive had a follow-up query about the report, they would have to go to the bottom of the reporting queue and start the process again. Such a process is slow, time-consuming, and does not serve to use recent data to make strategic decisions. However, the modern business intelligence (BI) model is not only fast but also interactive and approachable. Even though IT departments still manage the access to data, several levels of users can customize the dashboards and create the reports they need with ease.

Why Business Intelligence is Important?

Business Intelligence (BI)[3] collects the necessary data, analyzes it, and determines which actions need to be taken, helping businesses to answer questions and track the performance against these goals. Companies can take advantage of the comprehensive view of the organization's data and then use that data to drive change, reduce inefficiencies and quickly adapt to changes. With BI, companies can make smarter, data- driven decisions. They can analyze customer behavior and even compare their data with competitors, helping companies run smoothly and efficiently. BI allows companies to enhance productivity, increase revenue, accelerate business growth and ensure higher profits. Implementing BI systems in an organization can reduce the time spent by workers/executives in processing and analyzing the data while also eliminating any errors.

Business intelligence visualizations created in Exago BI.[4]

Modern Business Intelligence: Big Data

The first issue in business is big data[11] management with various data formats which is the serious management problem due to that the current tools are not adequate for managing such massive big data volumes [1]. The new challenges in terms of data integration complexity, storage capacity, lack of governance, and analytical tools gives an importance for solving the big data management problem related to pre-processing, processing, security and storage. The big data management in abundant data, generated by heterogeneous sources for using in BI and decision- making, is a complex process. Therefore, some form of big data may be managed by 75% of organizations. The goal of managing big data is ensuring the effectiveness

of security, storage, and analytic applications of big data **[Siddiqa, A., Hashem, I. A. T., Yaqoob, I., Marjani, M., Shamshirband, S., Gani, A., & Nasaruddin, F. (2016)].**

The objective of business intelligence is to help businesses make data-driven decisions. BI helps deliver robust reports by extracting information from different data sources to gauge business performance and processes. The purpose of big data is to ingest, process and analyze huge datasets, both structured and unstructured, to boost business outcomes.

Another significant difference between business intelligence and big data is the use of components. BI uses operational systems, ERP software and data warehouses to store data, while big data uses Hadoop, Spark, Hive, R server and more.
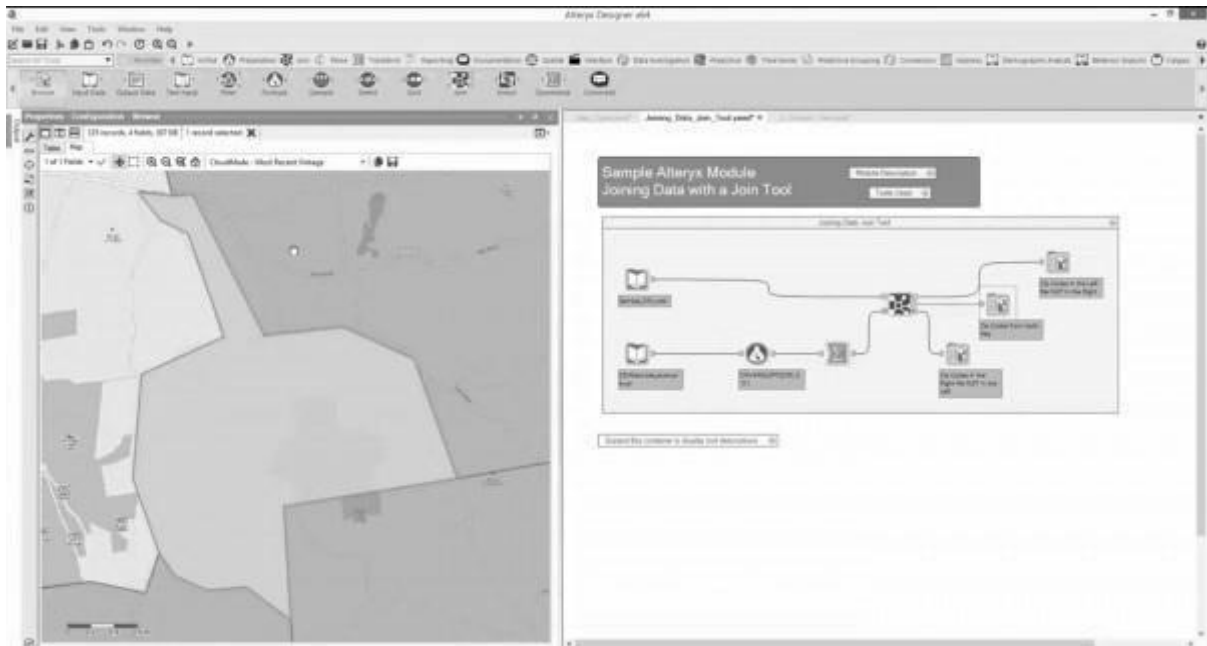
Big data analytics from Alteryx[10]

Modern Business Intelligence: Data Mining

The second issue in BI is the determination of the most appropriate data mining technique, which is one of the most critical responsibilities. Based on business nature and difficulty suffered or object kind in the business there is a need for determining the data mining optimal technique **[Fahad, S. A., & Alam, M. M. (2016)**]. In the data mining process, most core techniques identify the character of the reclamation option of data and its mining process. Based on the results, the data mining technique will be highly productive **[Fahad, S. A., & Yafooz, W. M. (2017)].** There are many data

mining techniques as association rule, clustering, classification, decisions tree, and neural networks are profoundly successful and practical.

Modern Business Intelligence: Artificial Intelligence (AI)

The third issue in BI is artificial intelligence (AI). AI is the main step in the technology evolution that has been actively pursued since British mathematician and code breaker Alan Turing envisioned a clear way forward in his groundbreaking 1950 paper, "Computing Machinery and Intelligence." At the time, computer technology could not keep up with Turing ideas. But, due to the advancement in computing, AI was established. At Oxford University, the Future of Humanity Institute introduced a 2018 report for surveying a panel of AI researchers on timelines for Strong AI. This report found that in

45 years, 50% chance of AI will outperform humans in all tasks and in 120 years it will automat all human jobs. As well as, AI will bring many opportunities for creating new jobs. Also, removing the need to do tedious and repetitive tasks is one of the great values of AI, as many experts said. Instead, users can focus on their main skills and values. For reducing human error, shrinking labor costs, and subsequently increasing profit, the application of technology in many industries and business has been aimed. This was true for the advancements made during the fourth Industrial Revolution (FIR) on through to the birth of the computer, and still true for the era of AI.

Concluding Remarks

To conclude the Business intelligence, big data and data mining are three different concepts that exist in the same sphere. Business intelligence can be considered the overarching category in which these concepts exist, as it can be simply defined as data-based analysis of business practices. Big data is mined and analyzed, resulting in the gain of business intelligence. While these concepts differ, BI, big data, data mining and big data mining all work together to serve the purpose of providing data-driven insights. They are tools which can lead to a greater understanding of your business, and ultimately more streamlined processes which increase productivity and financial yield.

Artificial intelligence and Business intelligence fetch better performance and results in an organization when used together. AI and BI, when integrated, can provide analytical solutions to any business situation. The insights provided by these two

technologies can be beneficial for any organization to build predictive machine learning models to get accurate and quick results.

With the changing trends in the market and the ever-growing customer expectations, businesses have to up their output to meet and exceed the expectations to rule the market. It is best that businesses now realize the growing need of using a symbiotic interface to enhance their stand and improve their growth curve.

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Business Ethics Education

Ms. Anisha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Ethics is a set of principles or standards of human conduct that govern the behavior of individuals or organizations. Using these ethical standards, a person or a group of persons or an organization regulate their behavior to distinguish between what is right and what is wrong as perceived by others. It is not a natural science but a creation of the human mind. For this reason, it is not absolute and is open to the influence of time, place and situation. The study will comprise of the principles, application and myths related to business ethics.

Keywords: Ethics, Moral Values, Ethical practices, Ethical Dilemma.

Introduction

The term "ethics" is derived from the Greek word "ethos" which refers to character or customs or accepted behaviors. The Oxford Dictionary states ethics as "the moral principle that governs a person's behavior or how an activity is conducted". The synonyms of ethics as per Collins Thesaurus are - conscience, moral code, morality, moral philosophy, moral values, principles, rules of conduct, standards. Ethics refers to well- founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues.

Business Ethics

Business ethics is a form of applied ethics. In broad sense ethics in business is simply the application moral or ethical norms to business. Business ethics refers to a 'code of conduct' which businessmen are expected to follow while dealing with others. 'Code of conduct' is a set of principles and expectations that are considered binding on any person who is member of a particular group. The alternative names for code of conduct are 'code of ethics' or 'code of practice'. Business ethics comprises the principles and standards that guide behavior in the conduct of business. Businesses must balance

their desire to maximize profits against the needs of the stakeholders. Maintainingthis balance often

requires tradeoffs. To address these unique aspects of businesses, rules - articulated and implicit, are developed to guide the businesses to earn profits without harming individuals or society as a whole. The coverage of business ethics is very wide as it deals with norms relating to a company and its employees, suppliers, customers and neighbors, its fiduciary responsibility to its shareholders. It reflects the philosophy of business, one of whose aims is to determine the fundamental purposes of a company.

Business ethics stands for the saneness or purity of purpose that is upheld through carefully designed actual practices of business enterprises. It is an embodiment of conscience concern towards execution of business processes in tune with the nobility of the purpose.

According to Andrew Crane, "Business ethics is the study of business situations, activities, and decisions where issues of right and wrong are addressed."

Features

1. Code of conduct: Business ethics is a code of conduct. It tells what to do and what not to do for the welfare of the society. All businessmen must follow this code of conduct.

2. Based on moral and social values: Business ethics is based on moral and social values.
   3. It contains moral and social principles (rules) for doing business. This includes self-
   control, consumer protection and welfare, service to society, fair treatment to social groups, not to exploit others, etc.

4. Gives protection to social groups: Business ethics give protection to different social groups such as consumers, employees, small businessmen, government, shareholders, creditors, etc.

5. Provides basic framework: Business ethics provide a basic framework for doing business. It gives the social cultural, economic, legal and other limits of business. Business must be conducted within these limits.

Major Branches of Ethics

1. Meta-ethics: The theoretical meaning and reference of moral propositions and how their truth-values (if any) may be determined.

2. Normative ethics: The practical means of determining a moral course of action.

3. Applied ethics: It is about how moral outcomes can be achieved in specific situations.

4. Moral psychology: It is about how moral capacity or moral agency develops and what its nature is.

5. Descriptive ethics: It is about what moral values people actually abide by.

Principles of Business Ethics

Business ethics emerged from divine guidelines, experience, giant corporate house interest, and existing legal system. Consequently, it has to maintain the following principles:

1. **Be Trustful**

   Recognize customers want to do business with a company they can trust; when trust is at the core of a company, it's easy to recognize. Trust defined is assured reliance on the character, ability, strength, and truth of a business.

2. **Keep an Open Mind**

   For continuous improvement of a company, the leader of an organization must be open to new ideas. Ask for opinions and feedback from both customers and team members, and your company will continue to grow.

3. **Meet Obligations**

   Regardless of the circumstances, does everything in your power to gain the trust of past customers and clients, particularly if something has gone awry. Reclaim any lost business by honoring all commitments and obligations.

4. **Have Clear Documents**

   Re-evaluate all print materials, including small business advertising, brochures, and other business documents, making sure they are clear, precise, and professional. Most importantly, make sure they do not misrepresent or misinterpret.

5. **Become Community Involved**

   Remain involved in community-related issues and activities, thereby demonstrating that your business is a responsible community contributor. In other words, stay involved.

6. **Maintain Accounting Control**

    Take a hands-on approach to account and record-keeping, not only as a means of gaining a better feel for the progress of your company but as a resource for any "questionable" activities. Gaining control of accounting and record-keeping allows you to end any dubious activities promptly.

7. **Be Respectful**

    Treat others with the utmost respect. Regardless of differences, positions, titles, ages, or other types of distinctions, always treat others with professional respect and courtesy. Recognizing the significance of business ethics as a tool for achieving your desired outcome is only the beginning.

Application of Business Ethics:

1. **Attention to business ethics has substantially improved society**

    A matter of decades ago, children in our country worked 16-hour days. Workers' limbs were torn off and disabled workers were condemned to poverty and often to starvation. Trusts controlled some markets to the extent that prices were fixed and small businesses choked out. Price fixing crippled normal market forces. Employees were terminated based on personalities. Influence was applied through intimidation and harassment. Then society reacted and demanded that businesses place high value on fairness and equal rights. Anti-trust laws were instituted. Government agencies were established. Unions were organized. Laws and regulations were established.

2. **Ethics programs help maintain a moral course in turbulent times**

    Attention to business ethics is critical during times of fundamental change — times much like those faced now by businesses, both nonprofit and for-profit. During times of change, there is often no clear moral compass to guide leaders through complex conflicts about what is right or wrong. Continuing attention to ethics in the workplace sensitizes leaders and staff to how they want to act — consistently.

3. **Ethics programs cultivate strong teamwork and productivity**

    Ethics programs align employee behaviors with those top priority ethical values preferred by leaders of the organization. Usually, an organization finds surprising disparity between its preferred values and the values actually reflected by behaviors

in the workplace. Ongoing attention and dialogue regarding values in the workplace builds openness, integrity and community — critical ingredients of strong teams in the workplace. Employees feel strong alignment between their values and those of the organization. They react with strong motivation and performance.

4. **Ethics programs support employee growth and meaning**

Attention to ethics in the workplace helps employees face reality, both good and bad—in the organization and themselves. Employees feel full confidence they can admit and deal with whatever comes their way. Bennett, in his article "Unethical Behavior, Stress Appear Linked" explained that a consulting company tested a range of executives and managers. Their most striking finding: the more emotionally healthy executives, as measured on a battery of tests, the more likely they were to score high on ethics tests.

5. **Ethics programs help avoid criminal acts "of omission" and can lower fines**

Ethics programs tend to detect ethical issues and violations early on so they can be reported or addressed. In some cases, when an organization is aware of an actual or potential violation and does not report it to the appropriate authorities, this can be considered a criminal act, e.g., in business dealings with certain government agencies, such as the Defense Department. The recent Federal Sentencing Guidelines specify major penalties for various types of major ethics violations. However, the guidelinespotentially lower fines if an organization has clearly made an effort to operate ethically.

What are Unethical Business Practices?

1. Abusive Behavior
2. Accurate but Incomplete Disclosures
3. Discrimination against Protected Class
4. Theft or Fraud: Personal Use of Company Property
5. Termination without Fair Notice or Cause

MYTHS

Myth is a widely held but false belief or idea. Typically, a myth involves historicalevents and supernatural beings. There are many types of myths such as classic myths,religious myths, and modern myths etc.

Types of Myths in Business Ethics

1. Business ethics in the new police person on the block

2. Our employees are ethical, so we don't need attention to business ethics
3. Business ethics is more a matter of religion than management

4. Business ethics is a discipline best led by philosopher & academics

5. Business ethics is superfluous-it only asserts the obvious: "Do good!"

6. Business ethics is a matter of a good guys preaching to the bad guys

7. Ethics can't be managed

8. Business ethics and social responsibility are the same thing

9. Our organization is not in trouble with the law, so we are ethical

10. Managing ethics, the workplace has little practical relevance

Ethical Dilemma

Managers are responsible for upholding the ethical code and helping others to do so as well. Outline the role managers must play in implementing internal ethical standards and aligning the organization with external standards

1. Managers hold positions of authority that make them accountable for the ethical conduct of those who report to them.
2. Managers monitor the behavior of employees in accordance with the organization's expectations of appropriate behavior, and they have a duty to respond quickly and appropriately to minimize the impact of suspected ethical violations.
3. Managers may be responsible for creating and/or implementing changes to the ethical codes or guidelines of an organization.
4. Managers may also be subject to a particular code of professional ethics, depending on their position and training. Fiduciary duty is an example that applies to some managerial roles.

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Evaluation of Sustainable DevelopmentProgress

Dr. Bhavna Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Sustainable development is progress aimed at meeting current needs without compromising the ability to meet the needs of future generations. There are three main pillars of sustainable development, including shared environmental, economicand social commitments. The concept of sustainability needs to be critically considered in order to develop appropriate strategies for advancing the environmental agenda. Sustainable development depends on many aspects, including available resources, policy implementation, human activity, and the climate of the region. The environment is essential for achieving sustainable development on a global scale. We need to understand the role of environmental factors in achieving sustainable development. The purpose of this treatise is to find out if sustainable development is achievable under the current circumstances.

Introduction

Social life is part of the development that can advance environmental issues on a global scale. Many factors cause climate change that impacts sustainable development. The increase in greenhouse gases in the atmosphere contributes to theincrease in warming of the atmosphere, which leads to climate change due to global warming. Human activity contributes to the widely experienced climate change. Environmentally detrimental activities include, among other things, mining, agriculture, deforestation for settlement, and deforestation. Sustainable environmental protection strategies aim to protect watersheds and biodiversity and reduce pollution. Developing countries have been hit hardest in the struggle for sustainability in development projects. Countries like the United Kingdom are at the forefront of environmental protection campaigns for sustainability. Future generations need environmental comfort and need to establish sustainable development strategies. Population health is important for achieving sustainable development in any economy. Ensuring the health of the population promotes

economic development for prosperity. Ignoring the call to ensure sustainable development can have serious consequences, especially for future generations.

Goals of Sustainable Development

The first goal of sustainable development is to end poverty that is dragging many economies behind. The intention to end poverty is ambitious and achievable if only the right strategies are put in place. Ending poverty means that the quality of life within the society has improved to a large extent. Second, sustainable development aims to end hunger that has claimed many lives of the poor in the community. Food security is part of the sustainable development agenda that need to be addressed before matters get worse. Therefore, there is a need to improve nutrition and promote sustainable agriculture. Sustainability can be achieved when policies are implemented to address the needs of malnourished groups and create more opportunities for farmers. Third, sustainable development aims to ensure that society is healthy and that it always promotes the well-being of the entire community. Innovation is a prerequisite for the development of new technologies that affect all growth-oriented industries and businesses. Fourth, sustainable development aims to ensure a fair and quality education for all, regardless of gender, age, political party or race. Technology can help change the educational agenda around the world. The fifth goal of sustainable development is to achieve gender equality and empower girls. For a long time, the girl was probably accused of participating in a male-only social obligation. The rise of feminist activists helped change the notion of what might be called "empowerment women." Sixth, sustainable development should work to ensure water availability and proper hygiene. Water is essential for human survival and biodiversity in the region. Therefore, ensuring water availability is a step towards achieving the goals set for sustainable development. The next goal of sustainable development is to promote sustainable and inclusive economic growth with low unemployment. By working to improve productivity, a functioning country can easily achieve sustainable development. In addition, development goals require countries to build resilient infrastructure, carry out sustainable industrialization and promote innovation. Another important goal is to ensure that national and international inequality is reduced. Income distribution inequality is particularly high in developing countries. There are also significant disparities between developing and developed countries, indicating that something needs to be done to close the ever-expanding gap. Improving the standard of living of people in society

is essential for achieving sustainable development. Improving the standard of living of individuals means that the economy will adapt to globalization.

The main goal of the Sustainable Development Goals is the fight against climate change. Climate change has always influenced efforts to improve economic growth and achieves environmental sustainability. Controlling climate change helps promote sustainability for future prosperity. Similarly, oceans should be conserved and used in a sustainable manner to avoid extinctions that could endanger the water cycle. Sustainable development should be the goal.

Argument on Achieving Sustainable Growth

Achieving sustainable growth and development is a topic that has attracted the attention of many experts, including government agencies. Achieving the defined goals of sustainable development can be difficult due to several factors that challenge the realization of economic growth. Challenges that impede sustainable development include poverty, natural disasters such as tsunamis, human activity, conflicts of interest, lack of effort, war and violence, social inequality, climate change and corruption. A critical analysis of the issues listed is essential for developing strategies that promote sustainable development. Countries, especially those under development, find it difficult to raise the funding needed to advance development programs in their regions. Similarly, countries that have the means to build their economies are under pressure due to inadequate resource to contribute to sustainability. Most developing countries rely on credit and foreign aid to fund development projects, threatening their position in the diplomatic world. Countries with low levels of poverty can do better economically than countries that have no means of eradicating poverty. Natural events pose significant challenges for countries to achieve sustainable development. Examples of natural phenomena that affect economic development include earthquakes, tsunamis, and floods.

The conflict of interest between immediate interests and investment in sustainable technology is an important issue for governments. Governments have the power to implement policies that may lead to sustainable development. Immediate victory focuses on ensuring that the government meets current needs, ignoring the potential impact of this move on future generations. Governments investing in sustainable technology can be innovative enough to improvise a better approach.

Municipal officials need to act as ambassadors for sustainable development in society. If local governments support sustainable development, policies to ensure

compliance can be considered. It is a collective responsibility that many people were unable to live in their daily lives. After implementing various sustainability-related policies, local governments need to follow up and give feedback to higher authorities. The joint efforts

of all involved will ensure that the task is properly mastered. The lack of local government efforts to support development initiatives makes sustainability practically unattainable. Peace is an important prerequisite for economic growth. As such, countries need to ensure that their territories are safe, domestic issues are resolved for mutual coexistence and promote sustainable development. Human activity in the environment can be a challenge to achieve sustainable development. Activities like mining are devastating and leave land that is of little use to society. Logging of residential forests also threatens the existence of trees and catchment areas.

Conclusion

Sustainable development is a phenomenon that means meeting the needs of the present without compromising the ability to meet the needs of future generations. Sustainable Development Goals include eradicating poverty, ensuring sustainable agriculture, ensuring food security, promoting peace and protecting the environment. Achieving sustainable development in any economy is not easy because it requires commitment and good planning. However, it is important to note that sustainable development may not be achieved in the near future. Challenges threatening the achievement of sustainable development include poverty and inadequate funding to advance the project, natural phenomena, human activity, conflicts of interest and lack of effort by local governments, war and violence, and social incompetence. Similarly, pollution manipulates the environment that helps the presence of living things. Corruption is the most important factor in the failure of sustainable development in most developing countries. There is an urgent need to tackle challenges that impede the achievement of sustainable development around the world.

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Best Investment Avenues for Individuals: A Study inIndia

Dr. Komal Bhardwaj

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

It is believed that "investing is the finest approach to achieve financial security." People are becoming more aware of investments today because they can increase their money' earnings. People are looking for the greatest investment solutions that will suit their investment goals after trying to meet their objectives with the least amountof money they can. People frequently attempt to immediately invest in various investment alternatives in an effort to double their money rather than using their income to cover their daily expenses.

Introduction

Only by taking into account the two factors 1. the current cost and 2. the potential reward is investment conceivable. Investments are taken into account for the one ortwo assets that will be held in the future. A financial commitment for the future is called an investment. By reducing unforeseen costs, people can save money, but inflation prevents them from saving as much as they would like to. Everyone wants to increase their income while also saving money by taking use of current earnings for the benefit of the future. Investments help people become more financially interdependent, achieve their objectives and goals, develop their wealth, and lower future risk.

Statement of Problem

Due to a lack of information and awareness about investing, people in India are oftennot particularly knowledgeable about the many investment opportunities and their advantages. Every investor considers investing, but they do not know how to invest, when to invest, or how much to invest across a range of investment categories.

Review of Literature

Mittal Manish and Vyas R. K. (2007) examined how investment decision is impacted by the investor's demographics in their 2007 research study, "Demographics and Investment

Choice among Indian Investors," which was published in the Icfai Journal ofBehavioural Finance.

L.C. & Jain (2008) in their article The Society for Capital Market Researchand Development, New Delhi, performed a poll in 2008 titled "The Changing Investment Preferences of Indian Households." emphasised that investors' top concerns were "too much volatility," "too much price manipulation," "unfair broker practises," and "business mismanagement and scams."

Charlotte B. Beyer (2010) in his article "Investor Education: What's Broken and Howto Fix It" was published in the summer 2010 issue of The Journal of Wealth Management. The author of this article makes the case that a dramatic reform of investor education is required because the conventional approach has failed.

Soumya saha and Munmun Day (2011) in their article "Analysis of Factors affecting investors perception of Mutual fund investment" published in The IUP journal of Management Research, April 2011 concluded that consumer behavior is an important area of research studies.

Research Methodology:

Basically, secondary data gathering sources such web portals, SEBI, NSE, and BSE reports, numerous published publications, online journals, newspapers, periodicals, magazines, research theses, and various websites are used to gather data.

Investment avenues for Individuals/Salaried Persons

1. ### Public Provident Fund (PPF)

   In India, the Public Provident Fund (PPF) is the best option for investing and reducing taxes. Public Provident Fund investments allow investors to defer taxes under Section 80C, and the principal and interest earned are tax-free when withdrawn.

   The central government sets the returns, which are adjusted every three months in accordance with the current interest rates on government bonds. In nine years, investments in the Public Provident Fund can double their value

2. **National Pension Scheme (NPS)**

Each and every job and location is covered by the National Pension Scheme (NPS). The money is invested in both debt and equity under the NPS plan. The investor may claim a tax benefit of Rs. 50000 in addition to the section 80C exemption for contributions up to Rs. 1.5 lakhs made to an NPS. Investors can also save Rs. 200000in taxes.

Before the investor turns 60, they cannot withdraw the money from their NPS investments. After reaching the age of 60, an investor can only withdraw 60% of their investment, which is tax-free, while keeping the remaining 40% to earn a monthly pension. Returns on National Pension Scheme vary as per pension fund manager. The investments in National Pension Scheme can double the investment in 7.2 to 9 years.

3. **Equity Linked Savings Scheme (ELSS)**

Earnings under the Equity Linked Savings Scheme are tax-free up to $100,000. This plan is considered long-term capital gain (LTCG), and any income beyond Rs. 100000 is subject to tax at a rate of 10%. A three-year minimum lock-in period is required for investments in ELSS. Returns on investments in ELSS are typically between 15% and 18% annually. The return on an ELSS investment can double within 4 to 4.8 years.

4. **Tax Saving Fixed Deposit**

The lock-in period for tax-saving fixed deposits is five years. If an investor wants a secure investment option, he might invest in a bank or post office's Tax Saving Fixed Deposit. Taxes on interest from tax-saving fixed deposits must be paid in full.

By investing in a Tax Saving Fixed Deposit, an investor can make between 6 and 8.5 percent annually. In 9.47 years, investments in tax-saving fixed deposits can quadruple their value.

5. **Unit Linked Insurance Plans (ULIPs)**

A popular combination investment and life insurance plan is unit linked insurance plans. Unit Linked Insurance Plans provide coverage for both investment and insurance. This plan frequently gives the investor the chance to build wealth while also providing life insurance. The amount placed into ULIPs is tax-free, deductible under section 80C, and section 10 exempts maturity returns (10D). The combination

of equity, debt, and hybrid funds determines how much money investors in ULIPs will earn in returns. When the market is doing well, ULIP returns may be high. ULIPs demand a lot of fees, ranging from 2 to 4 percent. Unit Linked Insurance Plans typically offer investors returns of 20.53 percent annually. In 3.5 years, investments in unit-linked insurance plans have the potential to quadruple their value.

6. **Direct Equity Investment**

    Since direct stock investments have a higher level of risk, they can produce extremely significant profits. Since direct stock transactions are highly risky, a potential investor should feel at ease with a capital loss of 50%. To invest in equity, a person needs a "Demat Account." Direct equity investments offer annual returns of up to 18%. Direct stock investments have a four-year investment doubling potential.

7. **Mutual Funds**

    The easiest and safest way to invest in the markets is through mutual funds. An investor doesn't need to have a lot of time or financial expertise to invest in mutual funds. According to the advice of professionals with knowledge of mutual funds, an investor can invest in mutual funds. An investor does not need to devote all of his or her attention to mutual fund investment. A lump sum or monthly SIP investment in mutual funds can be made by an individual for as little as Rs. 500.

    Up to 16 percent returns are produced annually by mutual funds. In 4.5 years, mutual fund investments have the potential to double your money.

8. **Commercial Real Estate**

    Commercial real estate is in extremely high demand in the business sector. An investor can profit from commercial real estate through rent or capital growth. Due to the growing need for corporate offices and spaces in the business world, there is a prospect for greater capital gain in commercial real estate. Commercial real estate can increase an asset's value, but location, building quality, market space rent, and the frequency of supply and demand are more important factors in an asset's appreciation. About 12% returns are provided by commercial real estate annually. In six years, investments in commercial real estate can treble their value.

9. **Initial Public Offer (IPO)**

Initial Public Offering investments are extremely risky because they depend on market conditions (movements). Due to the fact that the investor's funds are only held in escrow for a short period of time—7 to 15 days—investing in an initial public offering is quick and easy. Initial Public Offering offers returns of up to 20% to 25% annually. Initial Public Offering investments can double their value in 3.6 years.

10. **Fixed Deposit (FD)**

A common investment strategy that is also one of the safest and most secure is the fixed deposit. Investors can put their money into an investment for a specific amount of time and receive guaranteed returns at the end of that term. Each and every person has the option to physically visit a bank or post office and invest their money with care because fixed deposit services are made available there. Greater returns can be obtained from fixed deposits than from savings accounts. The returns on three-year fixed deposits differ amongst banks. Fixed deposits don't have any tax advantages. With fixed deposits, an investor can expect returns of around 7%. In 10.3 years, investments in fixed deposits can double their value.

11. **Recurring Deposit (RD)**

As a convenience to investors, recurring deposits enable monthly deposits. Through recurring deposits, an investor can begin saving with as little as Rs. 5 each month. Similar to fixed deposits, recurring deposits pay a greater interest rate than savings accounts. Banks and post offices both offer 3-year recurring deposit plans. Recurring deposits offer yields of roughly 7% annually, similar to fixed deposits. In 10.3 years, investments in recurring deposits can double their value.

12. **Liquid Mutual Fund**
The ideal investing choice for individuals who have money that has been sitting around for a long is a liquid mutual fund (short period of time). Liquid Mutual Fund makes investments in banks, CDs, T-bills, and commercial papers for less than 91 days using investor funds. These extremely liquid short-term investments offer annual returns of between 5% and 6%. In 11 years, investments in liquid mutual funds have the potential to treble their value.

13.   Ultra Short-Term Debt Mutual Fund Plan

Through Ultra Short-Term Debt Mutual Fund Plans, an investor can invest money in bonds and other securities. Contrarily, the maturity under the Ultra Short Term Debt Mutual Fund Plan is greater than 91 days and less than one year for liquid mutual funds. Ultra Short-Term Debt Mutual Fund Plan offers larger returns than liquid mutual funds because the risk is bigger. The returns from the Ultra Short Term Debt Mutual Fund Plan range from 7% to 9% annually. Investments made through the Ultra Short Term Debt Mutual Fund Plan have a potential to double in value within 8 to 10.3 years.

14.   Short Term Debt Mutual Fund

Returns from short-term debt mutual funds may be slightly higher than those from fixed deposits. The sum is trapped in a short-term debt mutual fund for three years. Investors who withdraw funds prior to maturity are subject to a 1 percent penalty for early redemption. Since investing in a short-term debt mutual fund entails some risk, stable returns are possible. An annual return on a short-term debt mutual fund of 8 to 10 percent is possible. In 7.2 years, investments in short-term debt mutual funds have the potential to double their value.

15.   Savings Account with Sweep in Facility

Over a predetermined amount of time, the sweep in facility turns your funds into a fixed deposit. A fixed deposit is created automatically when an investor's savings account has an excess balance after a certain period of time. Savings account returns and fixed deposit returns are both available to investors. The sweep-in facility generates 6.5 to 7.5 returns annually, about. Savings Accounts with Sweep in Facilities allow investors to double their money in 9.6 years.

16.   Equity Linked Savings Scheme (ELSS)

The Equity Linked Savings Scheme offers the option of monthly SIP investments, and investors can begin with monthly contributions of Rs. 500. Gain received through this scheme is classified as LTCG and is subject to tax at a 10 percent rate on amounts over one lakh due to the 3-year lock-in period. An investor can receive better returns of up to 15% to 18% by investing in the Equity Linked Savings Scheme, and the amount deposited is eligible for tax savings. Equity Linked Savings Scheme investments have the potential to double your money in 4 to 4.8 years.

17. Direct Equity and Equity-oriented Mutual Funds

Equity is currently the finest investment option for anyone seeking to increase their financial security and wealth through investments. Stock investments can increase in value but come with a high risk. In the worst-case scenario, stock investing risk might wipe out 70% of the investor's initial investment. Conversely, by investing in indexed funds, mutual funds have the potential to generate returns of 18 to 25 percent. Investing in this category of Investment Avenue can yield annual returns of between 16 and 18 percent. In 4 to 4.5 years, investments in Direct Equity and Equity-Oriented Mutual Funds have the potential to double in value.

18. Gold

There are several opportunities for investing in gold there. For instance, gold bonds, gold exchange-traded funds, and so forth. The Indian government and reserve bank oversee the sovereign gold bond programme. Gold can be owned by investors in the form of "Certificates." For this programme, an investment of at least 1 grammes of gold is necessary. There is no tax benefit there. On the amount invested, an investor can receive an annual interest rate of 2.5 percent. This scheme has an 8-year lock-in period and yields annual returns of about 10%. Investments in gold have a 7.2-year return on investment potential.

19. Residential Real Estate

For better urban housing, both private and public housing efforts need real estate investment. Both regular rental income and capital growth are possible with residential real estate. By employing a house loan and asset depreciation, an investor can benefit from tax benefits. Returns on residential real estate depend on local infrastructure development, political engagement, property, location, and government policy. Residential real estate sales take too long, making it impossible for investors in need of quick cash. Annual profits from residential real estate are around 11%. In 6.5 years, investments in residential real estate can double their value.

20. National Savings Certificate (NSC)

Any post office is able to provide investors with National Savings Certificates. The Post Office offers a low-risk, fixed-income product called a National Savings Certificate. The National Savings Certificate has two fixed maturities of five and ten years, respectively. When a person owns a National Savings Certificate, they are

eligible to apply for loans from the post office. Investors can deduct up to 1.5 lakhs of their investment from taxes, but the interest they earn over the course of the investment is taxable. National Savings

Certificates have an annual return potential of about 7.6%. In 9.47 years, investments in National Savings Certificates can double their value.

21. **Tax Saving Fixed Deposit**

Tax Saving Fixed Deposit is a five-year fixed-deposit instrument that offers investors comprehensive capital protection as well as additional interest income for five years at a rate that is competitive with five-year fixed-deposit rates. However, this scheme's interest earnings are subject to tax. In this plan, no premature withdrawal facility is permitted. Tax Saving Fixed Deposits have an annual return potential of about 7.6%. Tax Saving Fixed Deposit investments have a 9.47-year amortisation period.

22. **Bonds**

Bonds are helpful for situations where investors want to protect their main investment, earn income from their investments, and reduce their tax liability. Bonds with a long maturity can generate higher returns during periods of inflation. Through AAA-rated PSU, government, and corporate NCD bonds, an investor can purchase bonds. Bonds have an annual return potential of about 7.6%. Bond investments have a 7.2-year amortisation period.

23. **Monthly Income Scheme of the Post Office (MIS)**

Investors who make a lump sum investment in the post office's monthly income plan and hold it for a predetermined amount of time can get a guaranteed monthly income. For instance: An investor can earn Rs. 2888 per month if they invest Rs. 4.5 Lakh for 5 years at the current interest rate of 7.7 per cent. The minimum individual investment amount in this scheme is Rs. 1500, and the maximum individual and joint investment amounts are Rs. 4.5 lakhs and Rs. 9 lakhs, respectively. A monthly income scheme has a potential annual return of about 7.7%. In 9.35 years, investments in the Monthly Income Scheme can quadruple their value.

24. **Monthly Income Scheme of Mutual Funds**

In this strategy, an investor must put money up front for a predetermined amount of time. The amount that can be invested in this scheme is not capped, therefore an investor may do so at their convenience. Since the programme depends on market fluctuations, there is no guarantee that investors will make money over a certain

length of time. Interest rates are influenced by market trends. The concept of time todouble an investment does not apply to this strategy.

Conclusion

There are many different investment opportunities accessible, but an investor should select the best one for his or her financial objectives. It is true that an investor should exercise caution before investing in any investment strategy.

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Introduction to Investment Management

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

What is Investment? Investment is basicly employment of funds in lay men language. Which is carried in with the expectation of getting returns. Willing to enter, security examination is required. Investment has grown more difficult in today's financial markets. Investment can be characterised as a financial or physical action where money is committed with the hope of earning more money later on.

Investment, in its broadest sense, refers to the use of money with the intention of increasing it. The acquisition of a financial instrument or other valuable commodity with the hope of receiving favourable future returns is referred to as investing in finance.

Introduction

The term "investment" may refer to a variety of activities, but they all share the goal of "employing" the money (funds) over time in order to increase the investor's wealth. The money for investments comes from savings, loans, and already-owned assets. Investors anticipate that by delaying spending today and investing their savings, they will be able to consume more in the future. Making the line between actual and financial investments is however usually helpful. Real investments typically entail some sort of movable property, like factories, machinery, land, etc. Contracts in print or on the internet, including those for stocks, bonds, etc., are used in financial investments.

Definition of Investment

"Investment analysis is the study of financial securities for the purpose of successful investing.

"An investment is the purchase of goods that are not consumed today but are used in the future to create wealth".

"An investment is a commitment of funds make in the expectation of some positiverate of return". Example – equity shares, preference share and debentures etc.

According to oxford dictionary "investment is defined as the action or process.

Types of Investment

Real Investment – Purchase of fixed assets Financial

Investment – Purchase of securities

Definition-Economic Sense

Investments are defined as net additions to the capital stock of the economy, which consists of products and services employed in the creation of other commodities and services. (Creation of capital)

Investment is the net increase made to the capital stock of the country, which comprises of products and services employed in production. Buildings, equipment, or inventories must rise for there to be a net addition to the capital stock. Other goods and services are produced using these capital stocks.

Definition–Financial Sense

"Investment is a commitment / employment of funds made in the expectation of some positive rate of return. If the investment is properly undertaken, the return will commensurate with the risk that the investor assumes". - Donald E. Fischer and Ronald J. Jordan Financial investment is the allocation of money to assets that are expected to yield some gain over a period of time.

Characteristics of the Investment

Principal safety (e.g., gilt edged securities) Liquidity (e.g., CPs and CDs)income

constancy (e.g., Debentures)

increase in value (e.g., equity) Tangibility (e.g., land and buildings)

Investment is the term used to describe putting money into marketing and physical assets. Major Risk, return, safety, liquidity, marketability, concealability, and capital are characteristics of investments expansion, purchasing power, stability, and advantages.

Investment Decision Process

The process of managing money or resources is known as investment management. The decision-making process for investors is outlined in the investment management process.

A five-step method that comprises the following steps can be used to explainthe investment management process:

1. Establishing an investment strategy.

2. Analysis and assessment of investment instruments.

3. creation of a portfolio of various investments.

4. Review of portfolio

5. Portfolio performance evaluation and measurement.

Purpose Investment

The practice of investing is widespread, and many people have become extremely wealthy through it. Identifying the features of the situation is the first step in this approach. Selecting a variety of investments, matching them to each person's requirement, and preferences. All forms of personal investing are made to accomplish specific goals. These goals could be both concrete (like owning a car or house) and intangible (like saving money) goals like social prestige, security, etc. In a similar way, these goals categorised as financial or individual goals. Safety, profitability, and liquidity are financial goals. Own or individual goals may be tied to an individual's personal attributes, such as family responsibilities, status, dependents, educational needs, income, consumption, and retirement savings, among others.

The risk and return connection, time, liquidity, and tax savings are the five components of investments. A key investment tenet for obtaining a better rate of return is the diversification of funds.

Various Investment Options

There are now many different investing opportunities in India. After weighing the advantages and disadvantages of several options, an investor can decide for themselves which route is best. Even commercial advertising, newspaper financial supplements, and investment magazines provide advice to investors in choosing the best investment opportunities.

In India, the following investment options are well-liked and often used:

1. Investing in shares, debentures, and bonds of various kinds issued by businesses, corporations, and government agencies.

2. Plans for postal savings.

3. PF, PPF, and additional tax-sheltered savings plans including the national saving programme, national saving certificates, and tax-saving plans offered by LIC, ICICI, infrastructure bonds, and others.

4. Investing in financial intermediaries like mutual funds.

5. Company deposits, fixed deposits, and ongoing deposits.

6. Investing in various life insurance policies, such as whole life insurance, endowment insurance, annuity plans, and so on.

7. Investing in antiques, precious metals, gold, and silver.

8. Real estate investment.

9. Investing in government securities, gilt-edged securities, and, as well as the securities of semi-government and governmental institutions (e.g., Bonds, treasury bills, etc.)

Tax advantages are available in some investment strategies and outlets. available. These programmes are known as Investment Tax Savings Schemes. A tax by utilising these plans, the payer can reduce his overall tax liability. The Such programmes' primary objective is to promote investment in particular financial instruments avenues. In some programmes, the full investment is tax-free, that is, it is deductible from taxable income each year.

Introduction to Portfolio Management

"Portfolio" refers to a collection of financial assets, such as shares, debentures, government bonds, units, and other securities. * The phrase "investment portfolio" refers to a person's numerous assets that should be seen as a whole. It is not just a group of unrelated assets, but a mix of deliberately chosen assets within a same framework. Investors must make all decisions pertaining to their wealth position in the context of their portfolio. Creating a portfolio entail placing one's eggs in several investments with varied risk and return. The goal of a portfolio is to maximise gains while minimising risk.

Consequently, a portfolio is a mix of different financial tools. Additionally, it consists of a mix of securities with various risk-return characteristics. A portfolio is accumulated over time from the investor's wealth or income with the goal of managing risk-return preferences. The risk-return characteristics of each individual

security in the portfolio are periodically analysed, and any changes that may occur when those assets are combined with others are adjusted accordingly. The goal of a portfolio is to maximise gains while minimising risk.

Process of Portfolio Management

The following fundamental tasks are part of the ongoing process of portfolio management:

1. Determining the goals, restrictions, and preferences of the investor.

2. Strategies must be created and put into action in accordance with the established investment policy.

3. Examining and keeping track of the portfolio's performance.

4. The portfolio evaluation and future changes are the last steps.

In the modern society, everyone is chasing for money, which is seen as the source of happiness. People begin investing to ensure a secure future. Investors are frequently perplexed by possible investment avenues and their risk-return profiles. Thus, regardless of whether we concentrate on the past, present, or future, investment is a subject that requires ongoing improvement as the economy develops. The research study will be very beneficial to investors in helping them develop profitable investment portfolios and identify appropriate investment avenues.

Sources of Investment Information

Types of Investment Information:

1. World Affairs

Factors from abroad that have an impact on domestic income, output, employment, and investment by F.F.Is, O.C.Bs, etc. on the domestic market. Wars, international politics, and the status of Our marketplaces are impacted by markets elsewhere.

2. Domestic Economic and Political Factors

The gross domestic product, agricultural output, monsoon, money supply, inflation, governmental policies, taxation, and other domestic economic and political factors all have an impact on our markets.

3. Industry Information

The following relevant factors should be taken into account when making an investment decision: market demand, installed capacity, competing units, capacity utilisation, market share of the major units, market leaders, industry prospects, international demand for exports, inputs, and capital goods abroad, import of rival products, labour issues, and government policy toward the industry.

4. **Company Information**

For security price analysis, it is also important to consider corporate information from annual reports, the Stock Exchange, the Department of Company Affairs and their circulars, government press releases on corporate issues, business chambers or associations, etc.

5. **Security Market Information**

The information required for investment management includes credit ratings of companies, market trend data, security market analysis and market reports, equity research reports, trade and settlement data, company listings and delistings, record dates and book closures, among other things, BETA factors.

6. **Security Price Quotations**

Technical analysis also requires price indices, price and volume data, breadth, daily volatility, range, and rate of change of these variables.

7. **Data on Related Markets**

Information on related markets, such as the government, securities, money market, foreign exchange market, etc., is helpful for choosing alternative investment opportunities.

8. **Data on Mutual Funds**

Since mutual funds are also investment vehicles, information on their schemes, performance, NAV, and buyback prices, among other things, is required Information on new issues, primary markets, etc.

Need for Investment Information:

For making investing decisions, investors and market analysts rely on accurate and timely information. They will base their decisions, in the lack of such knowledge, on rumours and suspicions. Investors must be aware of the sources of information in order to make the best investing selections possible. The volume of information is

rapidly expanding along with the markets' rapid expansion and the economies' rising economic complexity.

Both the gathering and processing of information take a lot of time and money. In addition, information analysis calls for knowledge that not all investors may possess. The books that are now available on the topic mainly cover theoretical issues and provide little attention to operational issues or practical analyses. As a result, the investors are left to make decisions based more on gut instinct and intuition than on a data-driven scientific examination. Those with greater information capitalise on it to their advantage.

Investment Vs Speculation

An investor and a speculator are distinguished by their ability to tolerate risk. A speculator is willing to take on greater risks in exchange for bigger rewards, whereas an investor favours low risk investment. Buying low and selling high in the hopes of making significant capital gains is the definition of speculating. Investors choose their securities carefully before trading them. In most cases, investments anticipate receiving a return on their investment in addition to any potential financial gains from the sale of their securities. The nature of investment is long term. An investor commits money for a longer time in the hope of making money during the holding period. On the other hand, a speculator trades frequently, so the holding duration of securities is quite brief.

	Gambling	Speculation	Investment
Activities & instruments	Fairly distinctive from speculation and investment	Fairly distinctive from gambling, less distinctive from investment	Fairly distinctive from gambling, less distinctive from speculation
Time frame	Usually short	Variable	Long
Level of risk	Usually high	Usually high	Low
Expected returns	Usually negative with low variability	Mixed & highly variable	Usually positive and somewhat variable
Role of chance	High	High	High
Asset purchase	No	Sometimes	Yes
Stake	Yes	Yes	No
Definitive event/ outcome	Yes	Usually	Usually not
Economic utility	Low	Mixed	High

Different types of Investors:

1. **Conservative Investors**

Regularly invest in cash. This entails that people invest their money in mutual funds, US Treasury bills, Certificates of Deposit, money market accounts, and savings

accounts that pay interest. These are extremely secure investments that increase over time. These investments carry less risk as well.

2.   **Moderate Investors**

Frequently invest in cash and bonds, with occasional stock market speculation. Low or moderate risks might be found in moderate investing. When the real estate is minimal risk, moderate investors frequently also invest in it.

3.   **Aggressive Investors**

Frequently, THEIR investments are made in the stock market, which carries a larger level of risk. Additionally, they frequently invest in high-risk real estate projects and business enterprises. For instance, an ambitious investor is taking a risk if they invest in an outdated apartment building and then spend additional money repairing it. They anticipate being able to sell the entire property for a profit on their initial investments or rent the apartments out for more money than the apartments are currently worth. This works out perfectly in certain situations, but not in others. It'sa danger.

Working Towards Effective TeamBuilding

Ms. Komal

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

A variety of activities are included in team development that is aimed at enhancing team performance. In order to assure self-development, constructive communication, leadership abilities, and the capacity to collaborate closely as a team to solve problems, it seeks to bring out the best in a team. This article summarizes recent teamwork research in an effort to summarize some of the benefits and difficulties of team implementation and provide a realistic overview of what can be accomplished through collaboration. According to the literature, a variety of elements, including organizational culture and climate, team leadership effectiveness, employee commitment, the system of remuneration and rewards, and the degree of employee autonomy, influence teamwork's effects (both positive and negative). This article covers eight crucial ideas that several authors have found to be helpful in the efficient growth of teams. These include having clear objectives, having the power to make decisions, having accountability and responsibility, having effective leadership, having resources available, having resources available, having organisational support, and having rewards for team success.

Introduction

Although teams are frequently used to coordinate work, there isn't much empirical study on how to choose people for teams. As firms look to team-based structures to promote additional improvements to their productivity, profitability, and service quality, team development is a crucial topic in the present business environment. Every manager and employee in an organisation look for ways to increase productivity and profitability. The optimum design for involving all employees in achieving corporate success, in the opinion of many, is team-based, horizontal structures. Customer results are improved through team-based improvement

initiatives. A wide range of activities are provided to businesses as part of team building with the goal of enhancing team performance.

The Idea of Team Building

A team is a collection of individuals who are committed to the same objective. The process of team building entails helping the group of individuals achieve their objectives. It entails actions including clarifying the team's objectives, identifying obstacles to goal accomplishment, overcoming those obstacles, and facilitating goal attainment. According to Fajana (2002), teamwork is the integration of resources and inputs that cooperate to achieve organisational goals, where roles are established for each organisation member, difficulties are handled on an equal footing, and ongoing small-step improvements are sought after. According to Katzenbach and Smith (1993), a group can easily be characterised as a small group of individuals with a set of performance objectives, a dedication to a common goal, and a strategy for which they hold one another accountable.

Evaluating the Necessity of Teambuilding

The need for team development may be indicated by a number of circumstances. Among these include complaints about the manager's performance, decreasing productivity, apathy, and lack of involvement.

Service quality; a lack of initiative, imagination, and innovation; routine actions taken to solve complex problems; conflicts or hostility among staff members; ineffective staff meetings, low participation, minimally effective decisions; decisions that are misunderstood or not carried out properly; confusion about assignments, missed signals, and unclear relationships; and complaints of discrimination or favouritism.

Goal of Team Building

One of the main goals of team building is to improve communication between team members and between individuals. Additionally, productivity and creativity have grown. Better operating standards and procedures are another goal of team building, which will inspire team members to work toward shared objectives. Additionally, it aims to foster an environment of cooperation and cooperative problem-solving as well as defined work objectives. Additionally, team development fosters greater levels of support and trust. With team building, varied coworkers collaborate effectively and there are higher levels of commitment and job satisfaction.

Team Development Stages

According to Tuckman (1975), who revised his original four stage model from 1965, team development essentially requires five stages, each with unique problems.Forming, or the time when a group of people get together to work toward a common goal, is the initial step of team building. The next phase is called "storming," and it involves team members getting to know one another as well as debates regarding the mission, vision, and approaches. Conflicts and strained relationships are common during this stage. The team has now either deliberately or unconsciously developed working relationships that are facilitating progress toward the team's goals. This is followed by the norming stage where the team has, intentionally or unknowingly, forged functioning connections that are facilitating the team's progress toward its goals. The fourth stage is the performance stage, where relationships, team dynamics, and the team's efficiency in achieving its goals all come together to create a team that is successfully performing. The final stage is the transforming stage, in which the team is operating at such a high level that members believe it to be the most successful team they have ever been a part of, or the ending stage, in which the team has completed its task or objective and it is now appropriate for members to pursue other endeavours.

Creating Successful Teams

The following criteria are listed by Katzenbach and Smith (1993) for creating successful teams:

1. The group's membership should be sufficient.
2. Sufficient levels of supplementary abilities.
3. A truly important goal specified aim or goals.
4. Developed a clear strategy for the team's work.
5. A feeling of shared responsibility.
6. Outlined the proper structure for leadership

Clarity of Expectations and Objectives

In order for team development to be successful, the goals must be precise, quantifiable, doable, pertinent, and time-bound. The design and formulation of the goals must, to the greatest extent feasible, reflect the opinions of all participants. All expectations must be articulated clearly and understood by all team members, who must also be aware of the rationale behind the team's formation. There must be a

precise way to assess the team's continuous effectiveness, and it should be documented for future communication and discussion with all team members.

Conclusion

A significant amount of organizational change and careful thinking are required for the implementation and support of teams in a company. everyone in the company, including the team members,

The organizational structure, culture, work procedures, methods, and interpersonal connections are all impacted, as well as managers and supervisors. The magnitude and breadth of the changes imply that team formation and execution will be a protracted process with numerous obstacles. The advantages are substantial, though, and the teams responsible for implementation don't have any intentions to go back to the way things were. Despite the difficulties, developing efficient teams has several advantages for businesses.

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Revolutionising Education System: A Case ofBYJU's

Dr. Navalpreet Kaur

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

The study is aimed at exploring the growth of Byju's Market, which has brought new and emerging trends in the field of education, especially e-learning has been made easy through visualized, animated video, and audio classes for grades 4th to 12th especially for mathematics and science subjects. It also extends its courses for CAT, JEE, NEET, and IAS. The objective of the study is to describe the growth of this startup to unicorn and becoming one of the most valued startup in India standing in the 4th spot. The founder of Byju's wish to make the Indian education like what the Mouse House did for entertainment. It is the fastest E-learning app in India, only focused on learning the concept through visualization and explained through various teaching tools, in a simple and better manner, where the learning outcome is best in possible especially for mathematics and science subjects.

Keywords: Education, E-Learning, Application, Internet, Study, India.

Introduction

India's most used e-learning app, Byju's, was founded by Raveendran, who is one of most successful startup business person in India. It involves in dealing with Ed-tech, Distance Education, and Mobile learning (M-learning). Slogan for the app is "Fall in love with learning" which attracted customers for boosting the business growth. The unique selling point is "we make every student fall in love with learning and not focus on just the motivated ones and the toppers" (http:// byjus.com). The main segment of the business is to provide a platform for e-learning with exited examplesin order to increase the concentration level of students. The target group comprises of students of all categories, all boards in India, especially from classes 4th to 12th. Besides this, the app also provides special products for graduates, who try to crack competitive exams, such as CAT, IAS, GRE, and GMAT. The position of the brand

in the market is a leading educational technology space in the hearts of the young and dynamic kids of India. It is the fastest E- learning app in India, only focused on learning the concept through visualization and explained through various teaching tools, in a simple and better manner, where the learning outcome is best possible especially for mathematics and science subjects.

India has a huge population of 1.3 + billion, and is the second largest in terms of population after China in the world. It is expected to have 50% of its population under the age group of 30 and below, which means India is a young nation having solid human resources. It is anticipated that nearly 50 million students are going to schools, colleges, and educational institutions for preparing competitive examinations (Thomas, 2016). The industry may see massive improvement due to cheap availability of 4G services with affordable smart phones.

Services and Products

As the company think of something new and innovative in education sector and overall development of students, the launch of mobile app made it very easy to assess topics subject wise in a short visualized, digital animated videos for the students. This app developed educational related content mainly for school students of different classes and different boards. This app also prevails special training facilities for competitive exams in India and abroad. The main focus of the app is science and mathematics subjects. Online series of classes were available from classes of 4th to 12th. CAT and IAS special coaching classes range from Rs. 12 to 91 k. (http://byjus.com). In the market, many competitors are playing their role, for instance Vedantu, Toppr, Merit nation, Simplilearn, Khan Academy, Wonder school,and Age of Learning.

SWOT Analysis

To survive in the competitive market, understanding business environment internally and externally is very essential tool for every business. This business environment can be better estimated with the help of SWOT analysis, elaborately knowing the strength of the company which may be the efficient manpower, tools, marketing strategies, etc., making use of this strength as acquiring market growth. After identifying company's weakness, finding solution to overcome the weakness of the company with better plans to compete with competitors in the market, next identifying and grabbing the opportunities in market and becoming first mover for leverage opportunities, finally knowing the company threats in the market for

reducing future losses in the business, and to develop strategies to beat competitors in the market, even the Byju's app adopts and implement the SWOT analysis based on industry structure and country's regulations. The following table elaborates the SWOT analysis of Byju's in a detailed manner (Figure 1).
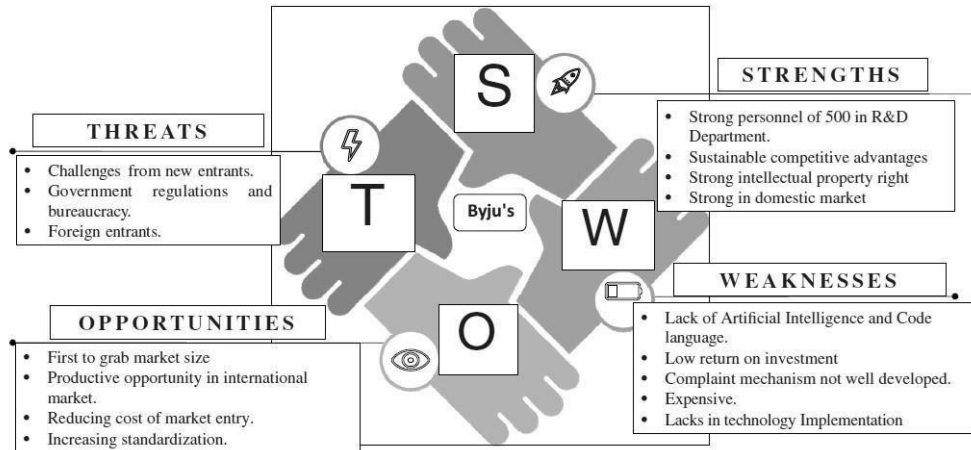
FIGURE 1   SWOT analysis of Byju's. Source: Company reports and authors own compilation

The above SWOT chart represents some internal and external attributes those helpful and at the same time few attributes those are harmful for Byju's overall development. This India's online education business has many strengths such as: it can build a sustainable competitive advantage in the marketplace; a strong balance sheet and financial statement, intellectual property rights; a high margin compared to competitors in the market. Strong in domestic market with innovative and growth of company; a successful in launching the new product in the market, it has strong personnel of 500 in R&D Department and Having Good Brand Segment. At the same time the it is suffering from may weakness such as: implementation of technology in processes; lack of critical talent in the field of artificial intelligence (AI) and code language; a low return on investment on several projects of the business; no proper complaint mechanism developed, not focused on commerce and art related materials and information. Many external attributes are associated with the company as discussed in the above chart.

Conclusion

Invention of Byju's app brought rapid change in the field of e-learning. This learning enabled young generation of India, to learn easily, to understand concepts in a simple,

better, and effective manner. Availability of mobile phones with 4G network also made this app to be a great success in the education sector. Byju's had brought spontaneous trend in the field of e-learning in Indian Educational Sector, where one can easily understand 21st Century education sector has seen massive improvement with younger kids in the nation, they need something new, innovative, creative rather than the traditional way of class room teaching. Byju's and its rivals happened to fill the gap in education system with visualized, e-learning through internet basis. There is a lot of scope for educationalists and research scholars to do something on this sector since we all are living in a digitalized world and to use the technology in a positive way for healthy manner for all the younger kids in the country.

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Portfolio Management

("Plunging All Eggs in a Single Basket is not Suitable.")

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Securities investments, such as shares, debentures, and bonds, can be both rewarding and dangerous. In order to manage the risk associated with these investments, an investor must base their decisions on both rational and emotional considerations. To do this, they must possess both scientific knowledge and analytical abilities. From the perspective of investors, investing in financial instruments is one of the ways we may put our money to work, but it is also considered to be one of the riskiest investment options. It is uncommon for investors to put all of their savings into a single security. They would rather invest in a collection of securities. Portfolio refers to this collection of securities. Risk is decreased when a portfolio is created without sacrificing returns. The theory and practise of selecting the best combination of securities for a portfolio are covered by portfolio management. An investor has a better probability of success if they comprehend the analytical and guiding concepts of portfolio management.

Keyword: Investor's Income, Investment Objective, Time period of goal, Risk and return.

Introduction

When thinking about investing in securities, a potential investor must decide which securities to buy from a broad selection and how to distribute his money among them. Once more, the investor must choose which assets to hold and how much money to put into each one. Basically, the two key aspects of a portfolio are risk and return. Taking into account the risk and return characteristics of all potential portfolios, the investor seeks to select the best portfolio. Both the features of a portfolio and a particular security might change. This necessitates the regular review and revision of investors' investment portfolios. An investor consistently makes investments in a portfolio with the expectation of receiving favorable returns in line with the He has to take a risk. Both the portfolio's performance and the return realised from the portfolio must be assessed. It is obvious that developing a portfolio of investments

requires constant logical investment activity. All the steps taken in building and maintaining an investment portfolio are included in portfolio management. Security analysis, portfolio analysis, portfolio selection, portfolio revision, and portfolio evaluation are the main topics covered. The application of conceptual frameworks for the logical allocation of funds and analytical procedures for analysis are used in portfolio management. The goal of portfolio management is to reduce risk and increase reward for investing activity.

Research Methodology

Literature Survey:

In addition to websites, I have used business and finance-related journals, newspapers, and websites.

Type of research: The research is both descriptive and qualitative in character. Descriptive research describes things as they are in the present, whereas qualitative research discusses the quality of the subject under study.

Data Collection Design:

Sources of data =

1.   Primary Sources –I have used questionnaire as primary source for collecting data for my study.
  2.   Secondary sources –I had collected my secondary data from websites & journals.

Objectives

1.   Identify the demographics of investors at various phases of their lives.
2.   Identify the investing possibilities that the investor prefers.
3.   Recognize why investors make their investment decisions.

The idea of the life cycle (LC) is a way to represent the once-relatively constant and predictable progression of stages that most families underwent. What was the norm, nevertheless, has been eroding as more diverse family and lifestyle arrangements have emerged. A variety of societal factors, such as the rising divorce rate, the skyrocketing number of births outside of marriage, and the 35-year decline in the number of extended families that occurred as many young families moved to pursue better job and career opportunities, appear to be contributing to the decline in the percentage of families that progress through a traditional FLC. With the aid of FLC analysis, marketers can divide up families into groups according to a number of

stages that span the family's life cycle. The FLC is a composite variable that was produced by methodically merging widely used demographic factors such marital status, family size, age distribution, and employment of the head of home. Typically, the stage in the family life cycle is used to infer the parents' ages and the relative amount of discretionary money.

There are two parts to the FLC concept. The standard FLC schema is examined in the first section. Because it ignores a number of significant family living arrangements, this approach is coming under growing scrutiny. The second portion focuses on alternative FLC stages, including non-traditional family configurations, in an effort to address these restrictions.

Traditional Family Lifecycle

The conventional family life cycle is a series of stages that many families go through. It begins with singledom, continues with marriage, progresses through family expansion, family shrinkage, and ends with the breakdown of the fundamental unit. The conventional FLC models put forth over the years can be summarised into the following five fundamental steps.

Stage I: Bachelorhood - young adults who are single and live away from their parents

Stage II: Newlyweds on their honeymoon Parenthood,

Stage III: Married parents with at least one child residing in the same household

Stage IV: Post-parenthood, an elderly married couple living at home without any children

Stage V: Dissolution with only one survivor

Stage I: Bachelorhood

Young single adults with established houses separate from their parents make up the first FLC stage. Many of the FLC stage members are college or graduate students who have left their parents' house, despite the fact that the majority of them are employed. Young adults who are unmarried are more likely to spend their money on things like rent, essential house furnishings, buying and maintaining cars, etc. They have enough money to spare. For a wide range of goods and services, marketers specifically target singles. Travel agencies, housing developments, sports clubs, and other service and product marketers find this FLC stage to be a valuable target market in cities.

Stage II: Honeymooners

The honeymoon period begins as soon as the couple exchanges wedding vows and often lasts until the birth of the first child. This FLC stage acts as a transitional period into married life. Because many young husbands and wives work, these couples have access to a combined income that frequently allows them to live a more opulent lifestyle and purchase more things than they might otherwise, or to save or invest their excess money. The initial costs of setting up a new house are high for honeymooners.

Stage III: Parenthood

The honeymoon period is thought to have ended when a couple has their first child. Typically, the parental stage lasts for more than 20 years. Due of its lengthy duration, this stage can be broken down into smaller ones, including the preschool, elementary school, high school, and college phases. The connections between family members and the makeup of the family gradually change throughout various stages of motherhood. Additionally, the family's financial resources fluctuate considerably when one parent advances in their job and as the financial burden of raising children and paying for their education gradually lessens as they become self-sufficient.

Stage IV: Post Parenthood

Parenthood lasts a long time; therefore, it makes sense that some parents experience post-parenthood trauma while others experience liberation when all of their children have moved out. Many parents view this so-called empty nest moment as a kind of rebirth, a chance to do everything they were unable to complete while their children were still living at home and they were preoccupied with rising school costs.

Married couples typically experience their highest level of financial comfort during this time. The empty nester of today has more free time. They take longer vacations, travel more frequently, and are more inclined to buy a second home in a warmer region. Due to their investments and savings, they have more disposable income and lower expenses.

Stage V: Dissolution

The loss of one spouse results in the breakdown of the family. The adjustment is simpler when the surviving spouse is in excellent health, is employed or has enough finances, and has supportive family and friends. The survivor spouse frequently adopts a more frugal lifestyle. Many surviving spouses seek out one another for friendship, while others get married again.

Long Term Goals

- Making investments for children's higher education, which will cost money in 10 to 15 years.

- Making investments for their children's marriages, where the money is needed in 15-20 years.

- Making plans for retirement and for the 25–30 years following retirement.

Short / Mid Term Goals

- Buying an apartment after five years with accumulated funds of ten laces and the remaining amount with a loan.

- Saving for a car that will cost about $4 lac after three years.

- Providing the family with proper life and health insurance.

- Savings for a family vacation.

- Managing Debt and Cash Flows - Planning for annual expenditures, such as LIC premiums and other premiums, child's annual school fees, and purchasing assets for a home.

For Short/ Mid-term goals investor invests in fixed income products

While investing in Fixed Income Products we look for....

Perceived Safety Need for Liquidity Return of Capital

Let's look at some general goals of a person Assuming: Current AgeSelf:

30 yrs   Child: 3 yrs

Child Education   :   18 yrs

Higher Education : Current Cost Future Cost Engineer : Rs. 10 Lacks Rs.28 Lacks

Medical   :   Rs. 15 Lacks Rs.41 Lacks Foreign Study   :   Rs.

25 Lacks Rs.69 Lacks Child Marriage   :   24 yrs

Current Cost Future Cost Marriage   :   Rs.

10 Lacks Rs.41 Lacks Retirement: :   60 yrs (Self)

Current Cost Future Cost

Monthly House Hold Expense: Rs. 15,000   Rs 1, 14,184

Retirement Kitty   :   Rs.3.54 Chores

Assuming inflation @ 6% Life Expectancy-90 yrs

Are we on Track to Achieve the Critical Life Goals in our Lives?

If a person can save Rs.4,000/- per month How much will be his wealth when he needs money for his child's higher education?

Assuming

Current Age: 3 yrs.

Higher Education Age: 18 yrs.

Invests in an Asset class which give returns of 8%

At the time of his child's higher education his wealth would be Rs.13.5 Lacks Amount

Required: Rs. 28 Lacks. Amount he have: 13.5 Lacks, Shortfall: 14.5 Lacks

He Should Invest in the Different Securities According to his Objective, Time Period of Goal, and Basis on the Risk and Return.

Modern Approach

The conventional methods for creating a thorough financial strategy for a person (Focus on the needs such as housing, life insurance). But the Markowitz approach does not use these methods for financial planning. This strategy offers the portfolio selection procedure greater focus. The choice of a common stock portfolio can be made with more planning than a bond portfolio. Stocks are chosen based on risk and return analysis rather than on the necessity for income or capital growth. Dividends and market returns are also included in return.

The final step in a modern strategy is the asset allocation process, which involves selecting the portfolio that best suits the investor's needs. The degree of risk must be determined by the risk taker. High danger A risk taker with a lesser tolerance for risk

chooses a portfolio with a higher level of risk. The medium level risk portfolio would be chosen by a risk- averse investor.

Role of Portfolio Management

Portfolio management used to be a mysterious term. a method out of the grasp of the average investor, but times have changed. The term "portfolio management" is increasingly widely used, and it is also frequently used in India. The front pages of financial newspapers and periodicals now feature theories and concepts related to portfolio management. India started an economic liberalisation and globalisation initiative in the early 1990s, with significant private sector involvement. With quick computerization, greater market openness, improved infrastructure and customer services, closer integration, and higher volume, this reform process has made the Indian industry efficient. Large institutional investors with broad portfolios control the markets. There are several mutual funds have risen since 1987 in the market. With this development, the investment in securities has accelerated significantly.

The only method through which an investor may maximise profits while lowering risk is through portfolio management. Following are some examples of portfolio management objectives:

1. Risk minimization.
2. Safe guarding capital
3. Capital Appreciation.
4. Choosing optimal mix of securities.
5. Keeping track on performance

Findings

In my research I have founded following things by questionnaire.

1. 20 percent are single, 9.2 percent are on their honeymoon, 19.2 percent are parents, 35.8 percent are post-parents, and 15.8 percent are divorcing.
   2. 61.2 percent of investors said they are happy with the fixed-deposit investments they make, while 18.4 percent said they invest in the stock market. 6.0% in real estate, 4.0% in insurance, 4.0% in bonds, 1.0% in gold, and 4.0% in commodities Just 2% of investors put money into mutual funds.
3. 61.2 percent of investors said they are happy with the fixed-deposit investments they make, while 18.4 percent said they invest in the stock market. 6.0% in real estate,

4.0% in insurance, 4.0% in bonds, 1.0% in gold, and 4.0% in commodities Just 2% of investors put money into mutual funds.

Conclusion

Based on this study, I have concluded that how to make optimum utilization of securities as asset class in different stages of family life cycle:

1. The Bachelor age Period: At this stage of life, one should take on aggressive stock risk in addition to investing in intermediate-term securities.

2. Honeymooners: You should invest in long-term securities at this period of life. choose a balanced equity fund.

3. Parenthood: One should invest at this stage of life by choosing an equity balanced fund, classifying assets, and taking on risk at the same time.

4. After having children: At this time of life, one should choose monthly income plans and diversify their investments by at least 20% in debt products.

5. Liquidation: - Purely Debt not taking a chance Personally, I advise choosing government assets, which offer an easy 9 percent return
The main goals of a portfolio are capital preservation, capital growth, current income, and consistent income. The portfolio's objective will determine whether it should consist of a stock portfolio, a bond portfolio, or a mix of both. Following that, the portfolio's equity component is selected. The traditional method considersthe investor's whole financial plan. Use of the Markowitz Model is part of the Modern Approach. In this idea, the analysis of risk and return is given more weight.

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Electronic Banking Innovations, Challenges andOpportunities

Mr. Anchit Jhamb

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Ms. Shweta Wadhwa

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Financial Management area assumes a significant part in the advancement of an economy. A solid financial area can be named as help of an economy. Thusly it isn't inappropriate to say that present and eventual fate of an economy completely depends upon the achievement and improvement of banking industry of that economy. In the present period of data and innovation an economy can't accomplish the objective of reasonable turn of events by following conventional financial technique. So, it has become compulsory for agricultural nation like India to increment robotization in financial industry. The change from customary banking began from utilization of automated teller machine (ATM), direct bill instalment, electronic asset moves (EFT). The progressive internet banking is being acknowledged by the clients with developing mindfulness and instruction. E-banking is a course of banking administrations and items through electronic stations, for example, phone, web, PDAs and so forth today many individuals are moving towards e-banking as purchase its utilization it become simple for clients to deal with their record from a spot and whenever and this charge exceptionally ostensible cost. it isn't inappropriate to say that e-banking is quite possibly of the most well known and most recent mechanical miracle in field of banking which has given a financial area another aspect for development. E-banking has helped the financial business in a few new ways however the greatest benefit that it has bestowed to this area in emerging nations particularly country as is INDIA connected with further developing client relations. In India e-banking was present in 1991 right away after the proposals of Narsimham Committee. Its presentation in banking area of India made financial more dependable and modern, presently as a result of e-banking the far-off areas of India

are moreover associated with all banks branches despite the fact that they are in metropolitan urban communities. As indicated by master concentrates by 2020 normal of India will be long term and these youthful Indian customers are altogether base on web banking. Accordingly Indian banks are in urgent need to do development and give Indian purchasers a top-notch web banking ability. The current paper principally centered around the need of development in India in field of e- banking and furthermore attempt to put light on the accessible advantages, amazing open doors and current challenges looked by banking area to help up E- banking in India.

Introduction

In India advancement in baking area was started beginning around 1991 with presentation of progression and globalization processes as consequence of its E- Banking came into progress. This Information Technology patches up the whole banking area. E- banking definitely and quickly changed the method of client banking, banks began offering various types of assistance connected with cash stores, cash withdrawals that to through electronic means. Because of this I.T upset the quantity of electronic exchanges are expanding step by step and world has arisen as a digital reality where each and everybody is associated through web. E-Banking made the versatility of unfamiliar assets and speculation conceivable which turned world into worldwide market and this market is becoming so quick that it has nearly annulled the impact of public limits. It isn't inappropriate to say that this I.T development in baking area in type of E-banking has presented new business worldview in country like in India. In beyond thirty years the functional productivity of Indian banks has expanded to a few folds, presently the time taken by the banks in performing different exchange has been decreased, with this headway contest among banks has additionally expanded. Each bank is attempting to use so a lot most recent mechanical advancements to work with its clients. One of the critical highlights in such manner is development banking or e-banking, which a ton of banks are at present giving in India. Web Banking or EBanking alludes to a framework that permitting person clients to perform different financial exercises from various destinations like their home, office and different areas through web based got networks. Through Internet or on the web banking customary banks are empower clients to perform every normal exchange, for example, account moves, balance requests, charge instalments and stop-instalment demands, and some significantly offer web-based advance and charge card applications. Web banking is an electronic help that empowers the banks

approved clients to get to their record data. It allows the clients to sign on to the banks site with the assistance of bank's given ID and individual ID number (PIN).

Chart-1 Diagrammatic representation of e-banking

Review of Literature

Maiyaki and Mokhtas (2010) - displayed in their exploration that there is no in the middle between populace measurements and selection of banks. It was likewise found that measurably there is a huge connection among age and selection of banks.

Selvam and Nanjappa (2011) - in their review, analyzed clients' mindfulness and fulfillment about e-banking of ICICI bank based on indispensable insights of the E-banking clients. It portrayed that understudies are more mindfulness level looks at to other training gatherings. The review uncovered that mindfulness level of pay bunch above 10,000 every month was high when contrasted with other pay gatherings. It was shown that it likewise relies upon the size of family. Orientation is the critical issues for the acknowledgment of web banking.

Gupta & Mishra (2012) - inspected the new arising patterns of E-banking in Indian banking industry. The investigation discovered that there are many difficulties looked by banks in E-banking and there are a large number amazing open doors accessible with the banks. That's what it reasoned banking area should dominate

another plan of action by building the board and client administrations. It too recommended that banks ought to contribute escalated endeavours to render better administrations to their clients.

Chavan (2013) - portrayed the advantages and difficulties of Internet banking in an arising economy. It saw that internet banking is presently supplanting the conventional financial practice. It showed that web based banking has a ton of advantages which enhance customers" fulfilment regarding better nature of administration contributions and simultaneously empower the banks gain advantage over the contenders. It likewise talked about some challenges in an arising economy.

Content Analysis

In whole Indian financial framework, Electronic Banking has turn arose as a significant part. The idea of ebanking is of somewhat most recent beginning in India. Conventional model of banking for example branch based banking was boundless till 1990s, and after that non-branch banking administrations started. IT Act, 2000, was made by administration of India with impact from the seventeenth October 2000. A Committee was set down to concentrate on different perspectives of Internet banking. The council had sufficiently paid thought on three most significant areas of Internet banking, Security issues, lawful issues and administrative issues. Proposals and core values of Working council was recognized by Reserve Bank of India what's more, likewise designs were given to banks to utilize web banking in India. Banking has observers numerous developments in most recent multi decade also, one of the major among it is e-banking which was after effect of data and innovative unrest. These IT unrests changed the whole working of banking area as e-banking brought forth new kind of monetary administrations which was made by the convergence of custom retail monetary administrations with the web. E- banking gives arrangement of performing fundamental financial administrations or exchange through web.

Conclusion

With the progression of time, Concept of E-Banking has thought in Indian setting. E-Banking administrations have been actually carried out by numerous public and private area banks as it is beneficial for Consumers as well as banks. The Role of data and advances has been outstanding in support of e-banking. Numerous monetary advancements like ATMs, Visas, RTGS, charge cards, versatile banking and so forth have totally changed the substance of Indian banking. Yet at the same time there is a need to have more creative arrangements as even now likewise e-banking is facing

many difficulties like, i.e., Risks with respect to security, protection, trust factor, absence of information among customers according to e-banking, unsupportive foundation, Low level of PC proficiency among existing staff, and so forth are going about as check in the execution of e-banking abilities. Legislature of India in synchronization with numerous public banks and monetary Institutions are making an endeavour to make an E-banking which is more protected, dependable what's more, secured. This paper likewise features the potential open doors that are accessible in India for the improvement of eBanking. Key open doors can express as far as undiscovered country markets, upper hand held to Banks, expanding web clients, endeavors started by administration of India, and so on. As opposed to abroad banks, online administrations introduced by homegrown banks actually have a lengthy approach to move. One truth to be conceded is that strong and proficient framework can make Indian Banks reach masses. This paper generally examinations and presents the sketch of E-Banking in India. Concentrates on in the past have found that Internet Banking is acknowledged by Indian buyers yet the development would unquestionably take time. In this unique circumstance, advance examinations might be led to analyze the different powers which direct the buyer mean to take up web banking administrations.

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Consumer Purchasing Patterns in Relation to GreenMarketing Strategies

Mr. Sachin Sudan

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

The necessity to conserve and protect the earth's natural environment and finite resources arises in India as a result of the rapid growth of environmental challenges. Marketers and customers are now focusing on green goods and services due to this issue. Businesses are embracing green marketing and producing greener goods than traditional goods. The need to determine whether consumer purchasing decisions are influenced by the green marketing tactics used by the companies arises as organisations nowadays integrate relevant green strategies into their marketing efforts to gain a competitive edge. This study aims to ascertain whether green marketing initiatives used by businesses have an impact on customer purchase decisions in Shimla. Statistical Methods (Mean, With the aid of SPSS version 20.0, the independent t-test and standard deviation and percentile) have been employed to analyse the primary data. The findings show that green marketing strategies used by businesses have little impact on customer purchase decisions. The consumers are, however, willing to pay a higher price for "green" products provided they offer them additional benefits. Therefore, businesses can charge more if they can improve the performance of their products and give consumers with greater value.

Keyword: Green marketing, green products, consumer purchasing decisions.

Introduction

The preservation and protection of the earth's natural environment and limited resources is currently the main concern for businesses and customers. Numerous environmental issues have emerged as a result of industrialization across the globe. According to this perspective, businesses are concentrating on green marketing and creating environmentally friendly items that are less hazardous to the environment than conventional products. Customers are seeking to lessen their impact on the

environment by buying green products as they become more conscious of environmental issues.

Millions of consumers worldwide are being motivated by the term "green" to learn how they might live in a better environment. Companies are emphasizing and incorporating suitable green initiatives into their operational activities, product development processes, and marketing activities. Thus, it is clear that both customers and marketers are currently putting an emphasis on green goods and services. While switching to a "green" approach may be expensive for a business in the short term, it will undoubtedly pay off for the business in the long run, both financially and in terms of efficiency.

Green marketing is the practise of promoting goods and/or services based on their favourable effects on the environment and ecology. Such a good or service might be ecologically friendly in and of itself, or it might be produced and/or packaged in an environmentally responsible manner. Customers in India will consider the "greenness" of a product or service to be a benefit, and as a result, this factor will play a role in purchasing decisions. In contrast to less "green" alternative products, consumers might not be prepared to pay higher prices for green products. The majority of consumers have doubts about the companies' promises of being environmentally friendly.

Green Marketing Mix

The traditional 4Ps of the marketing mix—product, price, place, and promotion—are used in marketing management. In green marketing, there are also the four Ps. The following are the 4Ps of the green marketing mix:

1. Product: When offering green products, businesses ensure that the products use eco- friendly technology and are safe for the environment. They also emphasise protecting the earth's limited natural resources.

2. Price: Only when a product offers complete value for the money will customers be willing to purchase it. This value includes elements like enhanced functionality, increased performance, better performance, better design, or better taste. The businesses must always take these variables into account when raising the price of their "green" products.

3. Location: It is true that India Few people will actually purchase such environmentally beneficial goods. The businesses should make sure that the

market has access to their "green" items. If the product is not available, the company's reputation and market standing will be ruined.

4.   Promotion: By focusing on a product or service and commercials that portray a favourable corporate image of the company, the companies must assure the promotion mix for greener and eco-friendly products and lifestyle.

Some Cases of Successful Green Marketing Strategies Adopted byCompanies:

1.   **L&T:** All executive cabins include sensor power features, so the lights turn out automatically when someone leaves the cabin's corridors and vice versa. It has already stopped using ozone-depleting chemicals.

2.   **CNG IN DELHI:** Until the Indian Supreme Court compelled a switch to other fuels, New Delhi was becoming increasingly filthy. The Delhi Government was required by the Honourable Supreme Court of India to look into ways to minimise pollution in Delhi in

2002, and the Court also urged the government to implement clean fuels like CNG in the city's public transportation system. This increased pressure on the petroleum industry to introduce cleaner fuels with low sulphate and lead-free gasoline. As a result, Delhi Transport Corporation grew to become the nation's largest CNG- powered transportation network. Additionally, it promoted growth in the automobile industry, which produced cars with CNG fuel capabilities.

3.   **NTPC:** Delhi's NTPC Badarpur Thermal Power Station is thinking of ways to use

coal ash, which has been a significant cause of air and water pollution.

4.   **Kansai Nerolac Paints** has led the way in the development of a wide range of high- quality paints for more than 88 years. Lead is one of the most noticeable heavy elements that Kansai Nerolac has attempted to eliminate from their paints. Lead and other similar heavy metals are not added during the manufacturing process of Kansai Nerolac.

5.   **Dell** has been one of the vendors with an emphasis on green IT product development. They use a marketing technique called "Go green with Dell" to promote these items. Additionally, a system recycling kit is packaged with it in environmentally acceptable materials.

6.   **Nike** is the first shoe company to promote itself as environmentally friendly. Due

to the considerable decrease in the use of toxic glue adhesives, it is positioning itsAir

Jordan shoes as being environmentally friendly.

7.   The **Taj chain**, is developing eco-friendly accommodations with energy-efficient minibars, organic bed linen, and paper napkins created from recycled materials.

8.   Because of the growing concern over driftnet fishing and the ensuing dolphin deaths, tuna producers changed their fishing methods.

9.   In an effort to meet the requests of businesses for fewer environmentally hazardous
products, Xerox introduced high grade recycled photocopier paper. HP has committed to reducing its global energy use by 20% by the year 2010.

10.   The Hewlett-Packard Company announced intentions to supply energy-efficient
products and services and implement energy-efficient operational practices in its locations worldwide in order to achieve this decrease below 2005 levels. Van Heusen introduced Eco shirts in Indian Markets.

11.   ITC developed the greenest luxury hotel chain in the entire globe, giving
the business a distinctive market position. Its entire portfolio of hotels has LEED Platinum certification. The US-based Green Building Environment Council created the Leadership in Energy and Environmental Design (LEED) grading system, which establishes criteria for eco-friendly construction.

Challenges Faced by Companies Nowadays while Pursuing Green Marketing Activities:

There are number of obstacles faced by the companies while go for 'Green'. Firstly, the companies have to spend a lot of investment in R&D activities as they have to adopt new technology and adopt suitable strategies for their green product and services. Sometimes companies have to use proper water treatment technologies which are quite costly.

Secondly, the companies have to use recyclable materials to produce their eco- friendly products. These resources are generally very costly.

Thirdly, the consumers may not ready to pay a premium price for these products. So,the companies must try to offer products with added value to the consumers, in order to satisfy them. Lastly, many people may not be aware of such products and their uses. So, the companies must undertake appropriate promotional strategies and must also ensure that their products are available in the markets.

Literature Review

1. According to Balderjahn (1988), green consumers are those who value the environment and are more likely to buy environmentally friendly goods.

2. Green positioning, according to W. Coddington (1993), is a crucial element in the success of green branding efforts. Schlegelmilch et al. (1996) contend that consumers react negatively when they perceive a trade-off between a brand's functional performance and its environmental impact. However, according to Hartmann et al. (2005), emotional brand benefits are the key driver driving customers to modify their real purchase behaviour and select eco-friendly items.

3. Mendleson (1994) emphasises that in order to change consumers' purchasing habits, marketers and organisations need to put an emphasis on ecological awareness throughout their businesses as a whole, in their product offers, and in their advertising campaigns. This will assist in altering consumer purchase habits in the desired way. In order to maintain their sustainability, businesses nowadays must embrace a "green" attitude and green marketing strategies.

4. Pickett et al. (1995) claim that if green brand features are not correctly communicated, environmentally friendly products will typically fail financially.

5. According to Hawkins et al. (1998), emotional content is necessary for commercials to attract buyers' attention.

6. Customers, according to Chan (2004), look for more verifiable and specific product information in these commercials to help them make buying decisions. Therefore, marketers need to properly spread environmental knowledge.

7. According to Dsouza (2005), green advertisements frequently use marketing jargon like "environmentally friendly, recyclable, biodegradable, and ozone safe," yet consumers are rarely properly exposed to these themes.

8. The green customer is defined by Vernekar and Wadhwa (2011) as a person "who adopts environmentally-friendly behaviours, and/or who chooses green products over the conventional equivalents."

The thorough literature study reveals that there is a significant knowledge gap on this subject, particularly in India. Additionally, little research has been done in India regarding the influence of green marketing on customer behaviour. This study aims to ascertain how green marketing affects customer behaviour.

Objective of the Study

This research study conducted in Shimla tries to determine the following:

1.   To examine how green marketing strategies used by businesses affect Shimla consumers' purchase decisions.

2.   To determine the main obstacles that businesses today face while undertaking green marketing initiatives.

Research Methodology

This research study used a quantitative research methodology and an exploratory research design. After gathering secondary data from books and the internet, a well- structured questionnaire was created to get the necessary primary data. The questionnaire reveals the traits of the respondents and how green marketing initiatives have affected their purchasing decisions. The questionnaire makes use of a Likert scale. A survey was carried out in several parts of Shimla, with a sample of

(200) respondents coming from different retail establishments there, including Big Bazaar, Pantaloons, Westside, etc. In this study, the primary data were analysed using descriptive statistics (Mean, Standard Deviation, and Percentile) and an independent t-test with the use of SPSS version 20.0.

Data Analysis and Interpretation-

The Table 1 highlights the number of responses generated towards age groups.

Table 1

Age	Total Responses
15-30 years	38
30-50 years	34
50 and above	28
Male	56
Female	44

Interpretation: Based on what we can observe, 56 men and 44 women make up the bulk of responders, who are between the ages of 16 and 30.

2. Are green marketing strategies used by businesses influencing customer purchasing decisions in Shimla. The mean and standard deviations of the responses made in response to the following questions are shown in Table 2below:

1.   Whether respondents believe businesses should engage in green marketing initiatives.

2.   Whether respondents are concerned about businesses polluting the environment in which

3. They operate; whether respondents believe businesses should follow local environmental laws;

4. Whether respondents are willing to pay a premium for "green" products; and whether respondents' purchasing patterns are influenced by the green market.

TABLE 2: Descriptive Statistic

	Undertake the green marketing	Concern About pollution	Abid e by laws	Pay An Extra price	Purchase Behaviour	Repurcha se the "Green" Product
N	100	100	100	100	100	100
Valid Missing	0	0	0	0	0	0
Mean	2.32	3.28	2.26	3.41	2.91	2.78
Std.Dev	1.08	0.83	0.98	0.98	1.42	1.0166
Range	4	4	4	4	4	4
Minimu	1	1	1	1	1	1
Maximu	5	5	5	5	5	5

TABLE 3: Undertake the Green Marketing Activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Va lid	1	21	21	21	21
	2	29	29	29	50
	3	34	34	34	84
	4	11	11	11	95
	5	5	5	5	100
	To tal	100	100	100	

Table 3 highlights that 50% of the total number of respondents agree, or stronglyagree that the companies should undertake green marketing activities

TABLE 4: Abide by the Laws

		Frequency	Percentage	Valid Precentage	Cumulative Percentage
valid	1	24	24	24	24
	2	28	28	28	52
	3	41	41	41	93
	4	6	6	6	99
	5	1	1	1	100
	Total	100	100	100	

Table 4 above highlights that the majority of the respondents feel that the companies should abide by the environmental laws.

TABLE 5: Pay an Extra Price

		Frequency	Percent	Valid Percent	Cumulati Percent
Val	1	6	6	6	6
	2	20	20	20	26
	3	31	31	31	57
	4	30	30	30	87
	5	13	13	13	100
	Total		100	100	

Table 5 above shows that the majority buyers are not willing to pay an extra pricefor the 'green' products offered by the companies.

TABLE 6: Purchase Behaviour

		Frequenc	Perc	Valid Percent	Cumulative Percent
V ali	1	2 1	2 1	2 1	2 1
	2	1 9	1 9	1 9	4 0
	3	3 2	3 2	3 2	7 2
	4	1 5	1 5	1 5	8 7
	5	1 3	1 3	1 3	1 0 0
	T otal	1 0 0	1 0 0	1 0 0	

According to Table 6 above, only 40% of respondents' buying decisions are influenced by the green marketing efforts made by the companies, whereas 60% of respondents' purchasing decisions are not influenced by these efforts.

TABLE 7: Repurchase the "Green" Product

		Freq uenc	Pe rc	Valid Percent	Cumulative Percent
V al	1	2 1	2 1	2 1	2 1
	2	2 3	2 3	2 3	4 4
	3	2 5	2 5	2 5	6 9
	4	2 0	2 0	2 0	8 9
	5	1 1	1 1	1 1	1 0 0
	T otal		1 0 0	1 0 0	

Table 7 shows that while 56 percent of consumers are unwilling to repurchase such "green" products, 44 percent of consumers prefer to do so.

TABLE 8: T Test (One- Sample Statistics)

	N	M	Standard	Std. Error
Purchase Behavior	100	2.91	1.0166	0.10166
Pay an extra	10	3.	0.9816	0.09816

Table 8 shows that the test's value is significant and has a p value of 0.05. We come to the conclusion that the green marketing strategies used by the businesses have little impact on customer purchasing decisions in Shimla.

Findings

A developing viewpoint for both marketers and consumers is green marketing. Both consumers and marketers must place a strong emphasis on purchasing and using green goods and services in order to protect natural resources. This study successfully demonstrates that green marketing strategies used by businesses have no bearing on Shimla consumers' purchase decisions. The fact is that businesses must engage in green marketing initiatives, but they have no opinion on whether or not these businesses pollute the environment in which they operate. However, many customers also believe that the businesses should follow the national environmental rules. The 4Ps of the green marketing mix appropriately and they must overcome the challenges of integrating appropriate green strategies into their operational activities, product development processes, and marketing activities. Makers of green products need to be much more transparent, and avoid doing from breaking any law or standards relating to products or business practices.

Conclusion

Given its role in bringing the country closer to an eco-friendly environment, green marketing shouldn't be seen as merely another marketing strategy. Instead, it needs to be pursued with a far broader perspective. Green marketing must become the rule rather than the exception given the threat posed by global warming. In India, green marketing is still in its infancy. To fully realise its potential, additional study on many facets of green marketing needs to be conducted. Companies should make sure the economic side of marketing is not overlooked when implementing green marketing strategies. For businesses to ensure they get a competitive advantage, they must have a thorough awareness of the ramifications of green marketing initiatives.

Consumers are quite worried about the environmental challenges that are surfacing in the nation, and they are very prepared to pay a premium price for eco-friendly items if they offer them additional value. Companies must keep this in mind. Companies can charge more if they improve the functionality of the product and add value to it by adding more visual appeal, better features, enhanced performance, better design, or better taste. As a result, businesses need to look for these chances and seize them.

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Demonetization's Impact on the Indian Real Estate Sector

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Demonetization is the process of taking a currency out of circulation or public use. It is the process of removing a monetary unit's legal tender status. Every time the national currency is changed, demonetization takes place. The existing form or forms of currency are removed from use and replaced with fresh bills or coins. Occasionally, a nation will entirely switch over to a new currency. The first demonetization of the currency occurred in 1946, and the second occurred in 1978. The current Modi administration demonetized the currency for a third time in November 2016. The government is taking this action in order to address the issues affecting black people in the country and the economy. monetary gain, crime, and terrorism It is crucial to assess both the immediate and long- term effects of demonetization on the Indian economy. The impact of demonetization on the Indian real estate market is discussed in the study.

Introduction

Demonetization is the removal of a certain form of money from use or the market. To combat the growing use of false notes and illegal money, the 500 and 1,000 banknotes have been deemed invalid since November 9, 2016. The Modi administration has conducted a third round of demonetization. In order to increase transparency in the system, the government has recently started a series of significant reforms in the real estate sector, including the Real Estate Regulation Act (RERA), GST, REITs, and Benami Transactions (Prohibition) Amendment Act, 2016. However, the real estate industry will eventually become more effective, modern, fair, and transparent as a result of this demonetization process.

Impact of Demonetization in General

On the state of the Indian economy, the demonetization procedures have had a major and immediate impact. Additionally, it is anticipated that these actions would have a long- term effect on particular sectors and businesses.

1.   These actions have caused a considerable short-term drop in liquidity, which will eventually increase with the release and use of the new currency notes. The base of bank deposits has greatly grown as a result of increased deposits with banks. In turn, this is anticipated to improve banks' liquidity position, which can then be utilised for lending.

2.   Due to the economy's decreased liquidity, alternative payment methods have become increasingly popular, including e-wallets, online banking transactions, debit and credit card use, and a move toward an effective cashless infrastructure.

3.   The availability of disposable income has sharply decreased as a result of reduced

liquidity, which has an impact on people's spending and consuming habits in the economy the short term. These trends are expected to affect India's GDP growth rates adversely in the fiscal year ending March 31, 2017.

4.   While demonetization has reduced the amount of currency that customers have in

their possession, it is also anticipated to have a longer-term deflationary effect on the economy. It will result in a decline in spending on commodities like jewellery, high-end retail, white goods, and of course, real estate.

5.   Short-term economic growth will be negatively impacted by the abrupt decrease in

money supply and concurrent rise in bank deposits.

6.   Following an increase in deposits brought on by the demonetization campaign, banks are anticipated to lend money at a better rate of interest. People would thus prefer to invest their money in real estate in the future years rather than bonds or fixed deposits.

Demonetization and Residential Property

People can anticipate a decrease in property values as a result of demonetization, giving them the chance to purchase their own homes.

1.   Due to demonetization, home loan rates will be lenient as a significant amount of cash in circulation will be injected into the banking system through inexpensive current account and savings account deposits. As a result, lending rates are probably going to decrease even further.

2.   Due to greater liquidity, fixed deposit rates have reduced across banks, enhancing

consumers' ability to purchase residential real estate by lowering the cost of borrowing.

The following figure depicts the old and new fixed deposit rates of different banks which has decreased over the period of time.
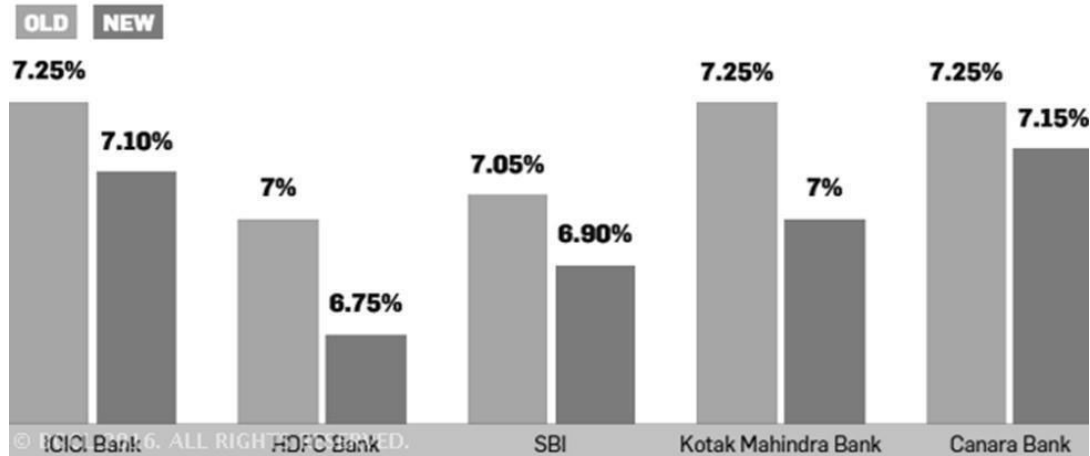
3.   After some time, the demonetization action will increase the primary sale of the homes since the banks will provide more money to the actual buyers.

4.   As developers pass on the savings to their clients, decreased land costs in developing areas and smaller cities will eventually lead to lower costs for affordable housing.

5.   Due to the fact that many payments are made in cash, the luxury and high-end residential real estate categories will also be significantly impacted. The demonetization decision will probably cause a 25–30% decline in the price of premium real estate.

6.   The primary market, which is the market created by projects developed by reputable and trustworthy developers in the cities, will largely less untouched This is because those who purchase homes in such projects do so using home loans or other forms of financing, and since such transactions follow the proper legal procedures. Sales in this sector won't be significantly affected as a result.

Demonetization's Impact on Real-Estate

Demonetization has yet to fully take effect, but its effects on the real estate industry are already apparent. The demonetization effort will undoubtedly have an impact on the real estate industry, as it has historically had a very significant involvement of black money and cash transactions.

1.   Due to the current demonetization process, it will be quite challenging for any buyer to make a cash payment. Such money will not be accepted by the seller either. The cost of real estate will immediately decrease as a result.

2.   The market for real estate where investments were made using black money would see a reversal in real estate prices as a result of demonetization.

3.   The real estate sector in India accounts for more than 50% of the current black money market and makes up roughly 11% of the country's GDP. A growth in GDP will result from the release of this money.

4.   The Urban Land Ceiling Act, along with foreign investments and tax breaks, gave people the chance to buy a lot of real estate and then resell it at a profit, which contributed to the property inflation. This would not be practiced in future.

5.   Not even for larger properties were registration records kept. The situation will alter with demonetization. The investments would be permissible moving forward.

6.   The demand for resale homes is anticipated to be considerably weakened by decreased liquidity sources.

7.   Because there will be fewer buyers with large amounts of money, luxury property rates are anticipated to decline.

8.   Resale transactions are predicted to decrease, and cash transactions are more typical in secondary sales.

9.   Real estate investors who plan to engage in new developments are also predicted to be negatively impacted by a drop in resale property rates. In turn, this is anticipated to have an impact on the primary market as it becomes more difficult to finance new projects. It is also anticipated to have an impact on sectors associated to real estate, infrastructure, and construction, such as the steel and cement industries.

10.   10. Such demonetization policies are not anticipated to have a direct impact on large institutionalized real estate developers, nevertheless. These restrictions are not.

11.   anticipated to have a direct impact on infrastructure development projects because such projects are often partially sponsored by the government.

12.   However, it is anticipated that unorganised and middle-class real estate developers, who formerly relied heavily on cash funding, will do so less and less on institutional investors for funding the projects.

13.   Many investors who had been funding projects with black money and inflating prices to make profits will be driven out of the market as a result of the sudden disappearance of black money from the market.

Future of Real Estate Sector

Demonetization is generally highly beneficial for the Indian real estate market. The Indian real estate market will now be more open, trustworthy, and alluring to investors of all types, particularly institutional investors. With the rise in bank deposits, the gradual stability of banking operations, and the ensuing reduction in funding costs, the real estate market is anticipated to stabilise. The government has taken this step to improve the economic climate in India so that both domestic and foreign investments will be more appealing. The current period is incredibly favourable for both investors and end users to make real estate investments. The demonetization process won't present any issues for the salaried class that uses house loans to buy real estate. Whoever invests one can currently anticipate acceptable long- term capital growth in residential real estate. In the long run, India's real estate market will become much more resilient, robust, and healthy.

Fund Management in Banking Sector(Public Sector Banks)

Mr. Gurjeet Singh

Chandigarh School of Business, CGC Jhanjeri, Mohali

Introduction

Banks are the significant section in any monetary framework. In India Reserve Bank of India plays a significant job on the Indian financial framework. Any fruitful bank is to deal with their assets to meet the liquidity and expand the benefit inside the administrative casing work of the national bank of the country, the Reserve Bank of India. To acquire this objective legitimate use of its finances assets is to be planed. PSBs assume a significant part in the improvement of a country. A sound, moderate and dynamic banking framework is a basic prerequisite for monetary turn of events. As a significant portion of the tertiary area of an economy, PSBs go about as the foundation of financial development and success by going about as an impetus in the cycle of improvement. They instill the propensity for saving and prepare assets from various little families what's more, business firms spread over a wide geological region. The assets so prepared are utilized for useful purposes in agribusiness, industry and exchange.

In India the nationalized banks are working with the social objective as well as creating gains. The preparation of stores and loaning to need areas making them to be in an alternate plane contrast with others. In this setting supports the board is the most vital to keep up with benefits. The banks are to keep certain rate as money stores and Government/endorsed protections. The equilibrium is accessible for loaning subject to the administrative rules like loaning to farming, MSME, sends out and other traditional regions. The loaning by banks leads to credit creation and increment cash supply which thus assists the economy with developing. Coming up next are the five nationalized banks were considered as under which are started from South piece of India.

1. Indian Bank - Established on 15th August 1907
2. Indian Overseas Bank – Founded on 10th February 1937.
3. Canara Bank – July 1906. 4 Corporation Bank - 1906 5 Bank of India

Objectives of the Study

Coming up next are the significant targets of the review.

1. To assess the Asset Liability Management rehearses in chosen Public Sector Banks
(PSBs) in India.

2. To check the strategies of loan fees risk estimation in chose Public Sector Banks.

Profile of the Study Area

The Indian financial area has arisen as one of the most grounded drivers of India's monetary development. The Indian financial industry (US$ 1.22 trillion) has made extraordinary headway in most recent couple of years, in any event, during the times when the remainder of the world was battling with monetary implosion. India's financial turn of events and monetary area progression have prompted a change of the Indian financial area over the beyond two many years. Today Indian Banking is at the intersection of an imperceptible upset. The area has gone through critical turns of events and interests in the new past. A large portion of banks offer different types of assistance, for example, Portable banking, SMS Banking, Net banking and ATMs to their clients. Indian banks, the prevailing monetary middle people in India, have gained top notch headway throughout the course of recent years, as is obvious from a few factors, including yearly credit development, productivity, and pattern in gross non-performing resources (NPAs). While yearly pace of credit development timed 23% during the most recent five years, benefit (normal Return on Net Worth) was kept up with at around 15%.

The Reserve Bank of India, the country's national bank, started procedure on April 01, 1935. It was laid out with the goal of guaranteeing money related steadiness and working the cash and credit arrangement of the country for its potential benefit. In India, the banks are being isolated in various gatherings. Each gathering has their own advantages, own devoted objective business sectors, impediments in working in India. The business banking structure in India comprises of Scheduled Commercial Banks and Unscheduled Banks. Planned business Banks comprise those banks which have been remembered for the Second Schedule of Reserve Bank of India (RBI) Act, 1934. With the end goal of appraisal of execution of banks, the Reserve Bank of India order them as public area banks, old confidential area banks, new confidential area

banks and unfamiliar banks. The accompanying Chart addresses the construction of Banks in India.

The Findings of the Current Status of Asset Liability Management in Indian Banks.

With regards to the Indian Bank, the Bank has a negative Gap that is the Rate Sensitive Assets are less than its Rate touchy liabilities. The Gap of the bank for the required years goes from - 2731.09 crores in 2008- 09 to - 8315.30 crores in 2018-19. Canara Bank the Gap of the bank has worked on over the course of the years from - 6107.44 croresin 2008-09 to 4925.24 crores in 2017-18. The Bank of India also is in a similar pattern as it had aGap of

2013.11 crores in 2008 and it saw an ascent in its rate delicate resources which is clear in the way that the Gap was 59016.13 crores for the year 2017-18. The Bank currently has an adequate number of resources for accommodate its business spread. The Company Bank had negative Gap from - 10.88 in 2008-09 to - 3857.39 in 2017 - 18 the bank attempted to move along its Gap and is making essential moves for it. Indian Overseas Bank began with the negative Gap of - 1777.47 in the year 2008-09 and it finished with a Gap of 7530.2 in the year 2017-18. The rate touchy resources and liabilities are expanding and the delicate obligation segment are more than the resource segment in Indian bank is concern.

In the monetary year 2008-09 the touchy lability is nearly more than the resource segment something very similar were seen in the ensuing years the resource segmentis higher that the liabilities that is in the year 2016-17 as it were. The touchy resource was Rs.2,27,027.79 crores and the liabilities were Rs.2,21,551.08 crore. In India Abroad Bank is concern, it is noticed both on account of touchy resources and liabilities are extremely nearer in developments and expanded diligently. In the monetary year 2008-09 the touchy lability is nearly more than the resource segmentthe equivalent was seen in the ensuing years the resource segment is higher that the liabilities that is in the year 2014-

15 onwards. The touchy resource was Rs.2,26,059.89 crores and the liabilities were Rs.2,18,529.69 crore during the monetary year 2018-19. Risk touchy resources and liabilities are taken as per the RBI rules and contrasted and net interest pay. The Gap investigation (RSA - RSL) is processed to judge the productivity of the assets the board of the banks in the taken period. Net interest pays (interest acquired - premium expanded) arrived at an untouched high for the Indian Overseas Bank in the 2011-12

due to the extreme expansion in their pay. Being a public area bank the significant obligation of the banks is to prepare reserves from people in general and use it for a superior reason, thus the better bank might have some safe hole between its premium procured and broadened. In this setting when examinations the net interest pay and Gap for the taken five banks, the total compensation is in some moderate level and the Gap is negative and improving for the Indian Bank, while the Canara bank show a positive Gap with ordinary net revenue pay, the enterprise bank show that the interest is low similar to others in the business in similar period and its Gap shows a crisscross pattern. The bank of India gives a positive indication for Gap and great net revenue pay. The Indian Overseas Bank showed a blast in the net interest pay and its Gap is getting to the next level.

Working benefit (pay - working costs) per share in Canara Bank has been expanded in the taken 10 years as the pay of the bank has been expanded from Rs 17100 crores (Approx) to

41,200 crores (Approx). This is finished by the different approaches of the bank especially the decrease of the financing costs for advances to profit credit (This is apparent in the decrease of the Interest spread) to draw in the clients and to increment pay. The most elevated profit given by the bank is 130 crores and least was Rs 105 crores. The presumptive worth of the bank has not changed over the period (2009 - 2018). In Canara Bank, the premium spread (Difference between the premium got and premium paid) is settled because of decrease of loan costs for credit availation, being a public area bank, it has likewise not given a lot of decrease in the loan fees of store. This has influenced the premium procured and other pay to a more noteworthy expand where we can see a raise from Rs 17100 crores (Approx) to 41,200 crores (Approx) in the required years. The net revenue has anyway been decreased because of above expressed reason from 12.11% to -

10.24%.

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Benchmarking in ServiceMarketing

Mr. Jivtesh Singh Bamrah

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Companies utilize benchmarking as a point of comparison in the business sector. Butthey use benchmark studies to compare themselves to others in the business rather than having actual benchmarks set in stone. Benchmarking is the practice of a business comparing its operational parameters to those of other businesses of a comparable size.

The process of continuous improvement in services marketing includes benchmarking. To develop best practices, it is characterized as measuring that of the fiercest rivals. Companies utilize benchmarking to boost their competitiveness. They can determine areas where they are underperforming by looking at how other businesses are performing.

Companies are also able to identify ways that can improve their own operations without having to recreate the wheel. They are able to accelerate the process of change because they have models from other companies in their industry to help guide their changes.

The basic idea behind benchmarking is simple:

1. Find an organization that is best at what your own organization does;
2. Study how it achieves such results;
3. Make plans for improving your own performance;
4. Implement the plans; and
5. Monitor and evaluate the results.

Business processes are typically benchmarked against those of top performers in other industry areas. Since many business procedures are essentially the same across industries, this is possible. A benchmark report can also be compared to a car's dashboard. It allows you to swiftly assess the company's health. A benchmark report

can look at factors like income, expenses, production amounts, employee productivity, etc., much like a dashboard where you can monitor your speed, gas level, and temperature.

Types of Benchmarking

Benchmarking can be bifurcated into following sub categories:

Benchmarking of Competitors

Benchmarking is done against competitors, and data analysis is done to determine what makes the competitor perform better. It may be more challenging in some ways and easier in others than other benchmarking methods. Since we are discussing businesses in the same industry, many exogenic factors that affect company performance may be similar between the source and recipient organisations. This makes it simpler. On the other hand, it is more challenging because data recovery will be challenging because of the competitive nature. Such challenges may be overcome if the two firms serve distinct geographic markets, for example.

Benchmarking Internal

This procedure could be used in businesses with several units (for e.g., multinationals, companies with sale offices around the country, with multiple factory locations within the same country).

Method Benchmarking

Here, we examine at procedures that may be identical yet are used by other businesses to provide various goods, such as the processes used by the airline and hospital industries to serve their "customers."

Broad Benchmarking

Here, we'd examine the technological facets, as well as the application and deployment of technology. How else do other businesses do it? As a result, the source organizations may come from the same industry or another.

Based on Best Practices

This is a benchmark report where businesses look at one or more businesses that they want to resemble. They can get best practices that help their own business grow by picking businesses that are at the forefront of the sector.

Benchmarking Among Peers

In this benchmark assessment, firms look at other companies that are extremely similar to their own. This enables businesses to make sure they remain competitive with other companies in a similar industry.

SWOT-

In order to better understand their climate, businesses compile data for this kind of benchmarking study by examining their strengths, weaknesses, opportunities, and risks.

Based on Collaborations

Benchmarking that is done collaboratively refers to benchmarking done in a group. You can join associations in many different industries, such as The National Education Association and The Association of Information Technology Professionals. These cooperative associations let members give the association information. The association can then offer its membership benchmarking and best practice reports.

Significance of Benchmarking in Service Marketing:

In service marketing, benchmarking is a step in the process of ongoing improvement.It is described as assessing the level of the fiercest rivalry in order to determine "best practice."

Three stages can be applied to benchmarking. In a bigger organization, internal benchmarking can be done through comparisons between operational units.

Therefore, the grocery chain, a financial institution, various hospitals under the same health authority, various colleges under the same education authority, and a financial institution may all benchmark their operations across outlets. How performance is measured is obviously of utmost importance, and this clearly links to the organization's strategy.

Competitive benchmarking is a second degree of use. When comparisons are made with firms that are directly competitors, this is perhaps the usage that is most usually cited. Because the customer must be involved in the process, this is rather simple to accomplish in various service situations.

The benefit in this situation is that information can occasionally be more easily obtained than when competitors are being compared. The dimensions and scales to

be used for performance measurement must be chosen carefully, and all pertinent elements must be taken into consideration.

By 'posing' as a customer,' a hotel owner can easily "taste" the services of a rival.

But frequently, this is carried out informally. Without carefully evaluating each aspect of the service and making an attempt to quantify it, a comparative sense of it can be established.

The third strategy examines certain operations, such distribution and after-sales service, through functional or generic benchmarking.

Financial Inclusion

Ms. Kritika

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Introduction

The Government of India and the Reserve Bank of India have been making concerted efforts to promote financial inclusion as one of the important national objectives of the country. Some of the major efforts made in the last five decades include - nationalization of banks, building up of robust branch network of scheduled commercial banks, co- operatives and regional rural banks, introduction of mandated priority sector lending targets, lead bank scheme, formation of self-help groups, permitting BCs/BFs to be appointed by banks to provide door step delivery of banking services, zero balance BSBD accounts, etc. The fundamental objective of all these initiatives is to reach the large sections of the hitherto financially excluded Indian population.

Definitions

1. Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low-income groups at an affordable cost (The Committee on Financial Inclusion, Chairman: Dr. C. Rangarajan).

2. Financial Inclusion, broadly defined, refers to universal access to a wide range of financial services at a reasonable cost. These include not only banking products but also other financial services such as insurance and equity products (The Committee on Financial Sector Reforms, Chairman: Dr. Raghuram G. Rajan). Household access to financial services is depicted in Figure I.
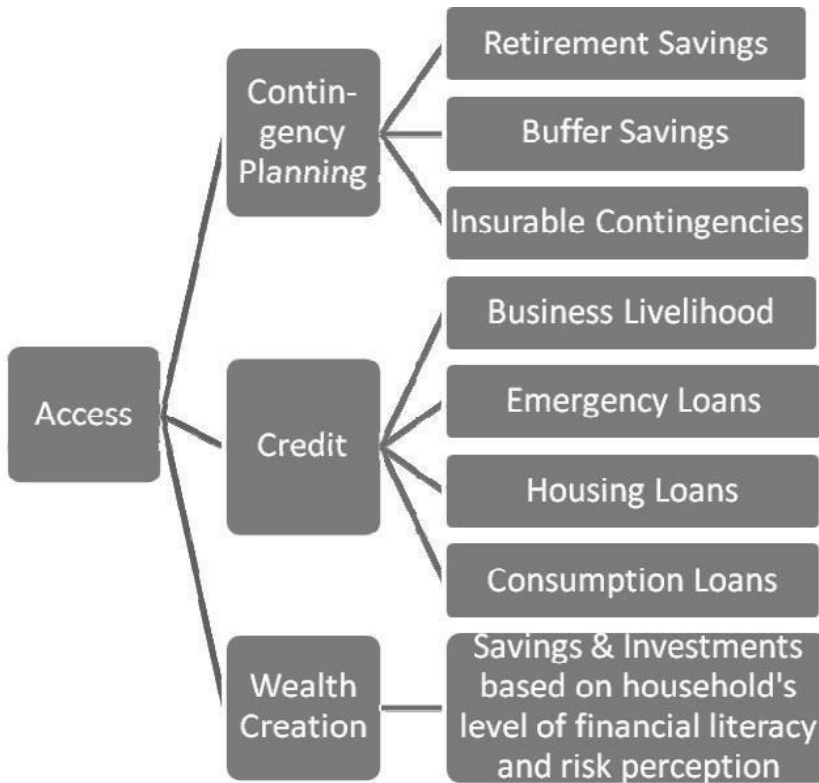
undred Small Steps - Report of the Committee on Financial Sector Reforms(Chairman: Dr. RaghuramRajan)

Why Financial Inclusion?

Financial inclusion broadens the resource base of the financial system by developing a culture of savings among large segment of rural population and plays its own role in the process of economic development. Further, by bringing low-income groups within the perimeter of formal banking sector; financial inclusion protects their financial wealth and other resources in exigent circumstances. Financial inclusion also mitigates the exploitation of vulnerable sections by the usurious money lenders by facilitating easy access to formal credit.

Extent of Financial Exclusion in India

1.   According to World Bank's Global Financial Inclusion Survey (2012), only 35% of adults in India had access to a formal bank account and only 8% borrowed from institutional and formal sources.

2.   As per Census 2011, only 58.7% of households are availing banking services in the country. However, as compared with previous Census 2001, availing of

banking services increased significantly largely on account of increase in banking services in rural areas.

3.   3. According to the World Bank 'Financial Access Survey' Results, in our country, financial exclusion measured in terms of bank branch density, ATM density, bank credit to GDP and bank deposits to GDP is quite low as compared with most of the developing countries in the world.

Consequences of Financial Exclusion

The severity of the consequences of financial exclusion will depend to a large extend on the prevailing level of financial exclusion in a country. The more a country is financialized, the more people who have no access to financial products face difficulties and will suffer from important financial, economical and social consequences.

Accepting a job can be more difficult, if there is widespread financial exclusion, as most employers insist on paying wages electronically into an account. Getting access to other financial products (insurance, credit) may depend on being able to pay by direct debit and not having a bank account also reduces credit scores.

In the face of widespread financial exclusion, for the affected people the only option in times of need is illegal lenders. Such lenders apply default charges that can be extortionate and arbitrary. Consequently, many borrowers can never settle their loan in full and the vicious cycle of perpetual indebtedness sets in. In the worst cases, failure to pay can mean customers being forced to deal in drugs or into prostitution on behalf of the lender, and the ultimate option is self-killing - The cases of farm suicide in some regions of India are a pointer to this fact.

Financial inclusion broadens the resource base of the financial system by developing a culture of savings among large segment of rural population and plays its own role in the process of economic development. Further, by bringing low-income groups within the perimeter of formal banking sector; financial inclusion protects their financial wealth and other resources in exigent circumstances. Financial inclusion also mitigates the exploitation of vulnerable sections by the usurious money lenders by facilitating easy access to formal credit.

Banking Reforms for Promoting Financial Inclusion
With a view to covert banking services from the "class phenomenon" to the "mass phenomenon", the Central government nationalised fourteen major commercial banks in

1969. It was considered that banks were controlled by business houses and thus failed in catering to the credit needs of poor sections such as cottage industry, village industry, farmers, craft men, etc. The second dose of nationalization came in April 1980 when six more banks were nationalized. The broad objectives of nationalization of banks were-

1. Social Welfare
2. Controlling Private Monopolies
3. Expansion of Banking
4. Reducing Regional Imbalance
5. Priority Sector Lending
6. Developing Banking Habits

Following were some of the initiatives taken by the RBI for promoting Financial Inclusion in the country-

1. Priority Sector Lending: It is an important role given by the Reserve Bank of India (RBI) to the banks for providing a specified portion of the bank lending to few specific sectors like agriculture or small-scale industries. This is essentially meant for an all- round development of the economy as opposed to focusing only on the financial sector.

2. Setting up of the "Ultra Small Branches": These are non brick-mortar branches, the purpose of which is to reduce the infrastructural costs in setting up branches in rural areas.

3. Opening of no-frills accounts: Basic banking no-frills account is with nil or very low minimum balance as well as charges that make such accounts accessible to vast sections of the population. Banks have been advised to provide small overdrafts in such accounts.

4. Relaxation on know-your-customer (KYC) norms

5. Engaging business correspondents

6. Use of technology: Recognizing that technology has the potential to address the issues of outreach and credit delivery in rural and remote areas in a viable manner, banks have been advised to make effective use of information and communications technology (ICT).

7.　　　General-purpose Credit Card (GCC): The objective of the scheme is to provide hassle- free credit to banks' customers based on the assessment of cash flow without insistence on security, purpose or end use of the credit.

8.　　　8. Simplified branch authorization: To address the issue of uneven spread of bank branches, in December 2009, domestic scheduled commercial banks were permitted to freely open branches in tier III to tier VI urban centers, subject to reporting.

9.　　　The concept of differential banks: The RBI introduced the concept of "Payment Banks" and "small banks" to attract serious players and push financial inclusion. It allowed corporate houses, including telecom players and retail chains, to set up payment banks, and also gave them the option of forming joint ventures with commercial banks.

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Operations Management Past to Future

Ms. Shweta Wadhwa

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Mr. Anchit Jhamb

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

This paper intends to examine the development of activities the board (OM) research along two significant aspects from 1977 to 2003 and talks about potential ways for research movement in the future As the OM field keeps on advancing, it is vital to screen and rethink distributed exploration to observe its evolving aspects. While this work isn't a thorough audit of all OM research and doesn't consider every single pertinent diary and years, it does offer the "10,000-foot view" point of view required for breaking down changing examination approaches in the field. While a few creators have broken down the OM field comparative with select examination strategies and diaries, this paper gives a more extensive and really incorporating perspective on OM research along two significant examination aspects: the analyst's system and the wellspring of the information.

Introduction

With regards to explore in OM, 1980 denoted an age in the field. Two new diaries given to explore exclusively in OM began distribution: International Journal of Activities and Production Management (IJOPM) in Europe and Journal of Operations The executives (JOM) in America. Remembered for that first issue of JOM were two fundamental articles composed by perceived forerunners in the field, Elwood Buffa and Richard Chase. They summed up the previous history of both examination content and cycle in the field, also, both called for significant changes in research draws near. Buffa (1980) gauge that future OM examination would get away from numerical improvement, which we would portray similar to an intensely rationalistic therapy of fake recreations of the circumstance of interest. Similarly, Chase (1980) noticed the predominance of numerical/PC displaying, the unsophisticated exploration plans, what's more, the scarcity of "full scale arranged" research. The slenderness of OM research ("miniature" in the terms of Chase, 1980) was reemphasized by Miller et al. (1981). Research in activities the executives (OM) has changed decisively throughout the long term. Initially worried about modern administration strategies and systems for further developing cycles (Buffa,

1980, p. 1), the field travelled through moderately basic numerical strategies for free cycle enhancements like get together line adjusting and work shop planning to more complex administration science strategies for advancing streams, mixes, and asset portions. All the more as of late, there has been a development toward a more different arrangement of exact (for example in light of direct sense encounters or perceptions) and, surprisingly,

interpretive structures in view of overviews/polls, case/field studies, and meetings. In addition, we are too seeing changes in the method for information assortment, for example, the utilization of postal, email, and web correspondence, direct private contact with supervisors, and, surprisingly, individual perception of the unit of examination, for example, when a plant or assembling cell is involved.

Review of Literature

Meredith et al. (1989) - paper recognized a progression of elective examination approaches in OM and plotted the patterns of three OM research diaries - JOM, The board Science (MS), and Decision Sciences (DS) - during the years 1977 and 1987 on the tomahawks of the Research Matrix.

Neely (1993) - utilized a change of Chase's order to look at all the articles distributed in IJOPM during the 10 years of the 1980s. His goal was to see assuming the examination content and exploration cycles of European (essentially) OM distributions had changed considerably over the course of the 10 years. He found that while the substance had transformed from an emphasis on little, difficult issues to bigger ("full scale," in Chase's wording), gentler issues, there had been no perceptible change in the exploration processes. He hypothesized that the explanation might have been on the grounds that examination content is frequently determined by the P/OM people group and climate, though the examination interaction (structure and information source) is chosen by the individual doing the examination and reflects individual inclination and situational needs.

Content Analysis

Numerous conversations have happened all through the years concerning the publication methods of reasoning of the diaries. Of extraordinary interest was whether it was best for a diary to "practice" in a specific philosophy or part of examination, or to embrace all structures of exploration, or even distributions (for example non-research: showing papers, book surveys, writing audits, remarks to the manager, and so on.). The Academy of Management offers a genuine illustration of the backup way to go of specialization. As the need might arise distribute theoretical exploration papers, they made another diary
- Academy of the executives Review - which following a couple of years itself turned out to be scholastically regarded as a top-quality diary. Furthermore, when they later concluded they required a diary to address leaders, and one for papers on instructing, they again made new diaries, rather than defocusing their current great diaries. Subsequently, apparently center on some part of examination, as opposed to adjust across regions, is critical to accomplishing a notoriety for a top-quality diary.

Conclusion

The field of OM has appeared to numerous to be cracked, with one gathering clutching aphoristic examination strategies and another embracing experimental techniques. We saw from our examination that the development away from proverbial methodologies started around 1987 or on the other hand somewhere around there, so this "split" has been

happening for no less than 20 years. Be that as it may, the research here additionally shows that numerous other exploration techniques have likewise been embraced, in any event, flooding in prominence, however they have not become standard yet (and may never). Maybe, here and there, OM is getting back to its unique premise of direct association with the peculiarity under study, yet bringing another arrangement of exploration apparatuses to better comprehend, and in this way improve, the cycles being examined. Accordingly, it appears to us that the development of the field isn't really a parted yet rather an extending of exploration approaches and methods of reasoning, and that this advancement will go on until some fair equilibrium is reached where, as many have taught, the inquiry ought to direct the strategy. We accept that this is an indication of a sound and developing discipline!

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"Search Engine Optimization on Job Portal Website"

Aayushi Mithu

Assistant Professor , Chandigarh School of Business , CGC Jhanjeri

Abstract

This chapter explores the importance of search engine optimization (SEO) for job portal websites. With the rise of online job platforms, it has become crucial for these websites to optimize their content and improve their visibility in search engine results. The chapter begins with an introduction to SEO and its relevance to job portal websites. A literature review provides an overview of existing research and best practices in SEO for job portals. The research methodology section outlines the approach used to investigate SEO strategies employed by job portals. The findings and discussion section presents the results of the study and analyzes the implications for job portals. Finally, the chapter concludes with a summary of the key findings and recommendations for implementing effective SEO techniques on job portal websites.

Keywords: search engine optimization, job portal, online recruitment, SEO strategies, visibility, organic search results.

Introduction
In recent years, job portal websites have emerged as crucial platforms for connecting job seekers with employers. With the increasing competition in the online job market, it is essential for these portals to ensure their visibility and accessibility to attract both job seekers and recruiters. Search engine optimization (SEO) plays a pivotal role in enhancing the visibility of job portal websites by improving their organic search rankings. This chapter explores the significance of SEO for job portals and investigates effective strategies to optimize their online presence.

Literature Review
The literature review examines the existing research on SEO practices for job portal websites. It explores the key factors that influence the search engine rankings of job portals, including keyword research, on-page optimization, backlink building, and technical SEO aspects. Additionally, the review highlights the importance of user experience, mobile optimization, and structured data in improving search engine visibility. The section also discusses the impact of search engine algorithm updates on job portal rankings and presents best practices adopted by successful portals.

Research Methodology
The research methodology section outlines the approach used to investigate SEO strategies employed by job portal websites. The study incorporates a combination of qualitative and quantitative research methods. Interviews with industry experts and job portal managers provide insights into current practices, challenges, and success stories

related to SEO. Additionally, data analysis of website metrics, keyword rankings, and traffic patterns is conducted to identify common trends and effective optimizationtechniques.

Findings and Discussion

This section presents the findings of the study on SEO strategies used by job portal websites. The analysis of interview data reveals that keyword research and on-page optimization are essential for job portals to improve their search engine rankings. Backlink building and social media integration are also identified as effective strategies to enhance visibility. The importance of user experience, mobile optimization, and structured data in SEO for job portals is further emphasized. The section discusses the implications of these findings and provides recommendations for job portals to optimize their websites.

Conclusion

In conclusion, search engine optimization is vital for job portal websites to increase their visibility and attract relevant traffic. The chapter highlights the key factors that contribute to SEO success on job portals, including keyword research, on-page optimization, backlink building, and user experience. It also emphasizes the importance of staying updated with search engine algorithm changes and adapting to evolving SEO trends. By implementing effective SEO strategies, job portals can improve their rankings, enhance user experience, and increase the chances of successful job matches.

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Training and Development: A Comprehensive Analysis

Aayushi Mithu

Assistant Professor , Chandigarh School of Business , CGC Jhanjeri

Abstract

This chapter explores the significance of training and development in contemporary organizations. It examines the theoretical and practical aspects of training and development, focusing on the impact it has on employee performance and organizational growth. The chapter also discusses various methods and strategies employed in training and development programs, along with their effectiveness. Additionally, the study provides insights into the research methodology used to investigate the relationship between training and development and its outcomes. The findings and discussions highlight the key factors that contribute to successful training and development initiatives. Finally, the chapter concludes by emphasizing the importance of continuous learning and development for individuals and organizations in today's dynamic business environment.

Keywords: Training, Development, Employee Performance, Organizational Growth, Learning, Research Methodology.

Introduction

In a rapidly changing business landscape, organizations face the challenge of adapting to new technologies, evolving markets, and increasing competition. In this context, training and development programs play a crucial role in enhancing employee knowledge, skills, and abilities to meet the demands of the ever-changing workplace. This chapter aims to shed light on the significance of training and development initiatives and their impact on employee and organizational performance.

Literature Review

The literature review explores the existing body of knowledge on training and development, encompassing various theoretical perspectives and empirical studies. It discusses the conceptual foundations of training and development, including its definition, objectives, and benefits. Furthermore, the review investigates the relationship between training and development and employee performance, identifying the key factors that influence the effectiveness of training programs. It also examines different training methods, such as on-the-job training, e-learning, mentoring, and coaching, assessing their strengths and limitations.

Research Methodology

This section outlines the research methodology employed in this study to investigate the relationship between training and development and its outcomes. The research design, sample selection, data collection methods, and analysis techniques are described. A mixed-methods approach combining quantitative surveys and qualitative interviews was

utilized to gather comprehensive insights into the subject matter. The participants consisted of employees from diverse industries, providing a broad perspective on training and development practices.

Findings and Discussions

The findings and discussions present the outcomes of the study and their implications for organizations. The analysis of survey data reveals a positive correlation between training and development efforts and employee performance. It identifies key elements that contribute to effective training and development programs, including clear objectives, tailored content, active employee involvement, and supportive organizational culture. The discussions also highlight challenges faced by organizations in implementing training and development initiatives, such as resource constraints and resistance to change.

Conclusion

This chapter concludes by emphasizing the crucial role of training and development in enhancing employee performance and promoting organizational growth. It underscores the need for organizations to prioritize continuous learning and development to remain competitive in today's dynamic business environment. The chapter suggests that organizations should invest in comprehensive training and development programs that align with strategic goals and cater to the specific needs of employees. Additionally, it calls for further research to explore emerging trends and innovative approaches in training and development to address the evolving needs of organizations and their employees.

In summary, this chapter provides valuable insights into the field of training and development, emphasizing its importance in enhancing employee performance and organizational success. It highlights the significance of a well-designed training and development strategy and offers practical recommendations for organizations aiming to implement effective training and development programs. By prioritizing training and development, organizations can empower their employees to adapt to changing circumstances, fostering a culture of continuous learning and growth.

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Enhancing Business Development Strategies: Bringing Success to XYZ Company

Aayushi Mithu

Assistant Professor , Chandigarh School of Business , CGC Jhanjeri

Abstract

This chapter focuses on the efforts undertaken to bring significant business growth and success to XYZ Company. It delves into the various strategies, approaches, and methodologies adopted to strengthen the company's business development initiatives. The chapter discusses the crucial role of effective marketing, market research, and customer engagement in achieving sustainable growth and competitiveness. The findings and discussions shed light on the outcomes of these efforts and provide valuable insightsfor companies aiming to improve their business development endeavors.

Keywords: Business development, marketing strategies, market research, customer engagement, sustainable growth

Introduction

The rapid evolution of the business landscape necessitates the continuous improvement of business development strategies to remain competitive. This chapter presents an in- depth analysis of the initiatives taken by XYZ Company to bring substantial growth and success to its business operations. By exploring key areas such as marketing, market research, and customer engagement, XYZ Company aimed to enhance its market presence, attract new customers, and foster lasting relationships with existing ones. This chapter outlines the literature review, research methodology, findings, and discussions related to these endeavors.

Literature Review

The literature review focuses on the essential concepts and theories related to business development, marketing strategies, market research, and customer engagement. It examines relevant scholarly works, industry reports, and case studies that highlight successful approaches adopted by companies to drive business growth. The review emphasizes the significance of understanding target markets, conducting market research, and developing effective marketing strategies to reach and engage potential customers. Additionally, it explores the role of customer-centric approaches and the importance of building strong customer relationships in achieving sustainable business success.

Research Methodology

To achieve the objectives outlined in this chapter, XYZ Company employed a mixed- method research approach. The research involved both quantitative and qualitative methods. Quantitative data was collected through surveys and data analysis, providing statistical insights into customer preferences and market trends. Qualitative data, on theother hand, was gathered through interviews and focus groups to gain a deeper understanding of customer experiences and expectations. The combination of these methods allowed XYZ Company to obtain comprehensive and reliable data to inform their business development strategies effectively.

Findings and Discussions

The findings reveal that XYZ Company's efforts to enhance its business development strategies yielded positive outcomes. The implementation of targeted marketing campaigns based on market research insights resulted in increased brand awareness and customer acquisition. Furthermore, the adoption of customer engagement initiatives, such as personalized communication and customer feedback mechanisms, led to higher customer satisfaction and loyalty. The discussions delve into the specific strategies and tactics employed by XYZ Company and highlight their effectiveness in driving business growth. Key findings are presented alongside relevant industry benchmarks and best practices, providing valuable insights for other companies seeking to improve their business development approaches.

Conclusion

In conclusion, this chapter demonstrates the significance of implementing effective business development strategies to bring success to XYZ Company. The findings and discussions emphasize the importance of marketing strategies, market research, and customer engagement in achieving sustainable growth and competitiveness. By leveraging these approaches, XYZ Company was able to enhance its market position, attract new customers, and foster long-term relationships with existing ones. The research methodology employed in this study, combining quantitative and qualitative methods, ensured comprehensive data collection and analysis. Overall, the insights gained from this research offer practical guidance for companies aiming to strengthen their business development endeavors and achieve substantial growth in today's dynamic business environment.

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Marketing Brand: A Comprehensive Analysis

Aayushi Mithu

Assistant Professor , Chandigarh School of Business , CGC Jhanjeri

Abstract

This chapter provides a comprehensive analysis of marketing branding, exploring its various aspects, strategies, and implications for businesses. The study aims to understand the significance of marketing brand in enhancing brand equity, customer loyalty, and overall business performance. The chapter employs a systematic literature review and primary research methodology to investigate the latest trends and practices in marketing branding. The findings and discussions highlight the key factors that contribute to effective marketing branding and provide insights into their interpretation. The chapter concludes by summarizing the main findings and discussing the implications for practitioners and future research.

Keywords: Marketing brand, brand equity, customer loyalty, business performance, literature review, research methodology, findings and discussions, interpretation, conclusion.

Introduction

Marketing branding plays a crucial role in today's competitive business landscape. It encompasses various strategies and activities aimed at creating a strong brand identity, establishing brand equity, and fostering customer loyalty. A well-executed marketing brand strategy can significantly impact a company's success by differentiating it from competitors and influencing consumer perceptions. This chapter provides a comprehensive analysis of marketing branding, exploring its importance, strategies, and outcomes. By reviewing existing literature and conducting primary research, this study aims to uncover the key factors that contribute to successful marketing branding efforts.

Literature Review

The literature review examines a wide range of scholarly works, industry reports, and case studies related to marketing branding. It explores the evolution of marketing branding theories and frameworks, highlighting the key concepts such as brand identity, brand positioning, and brand image. Additionally, the review focuses on the role of brand equity in creating sustainable competitive advantage and enhancing financial performance. The literature also discusses the impact of marketing branding on customer loyalty, emphasizing the significance of emotional connections, brand trust, and brand experience in driving customer loyalty and advocacy.

Research Methodology

To gain deeper insights into the current trends and practices in marketing branding, a mixed-method research approach was adopted. Firstly, a systematic literature review was conducted to analyze existing studies, theories, and frameworks related to marketing branding. This review helped in identifying the gaps and opportunities for further research. Secondly, primary research was conducted through surveys and interviews with marketing professionals from diverse industries. The primary research aimed to explore the strategies, challenges, and outcomes of marketing branding initiatives in real- world business contexts.

Findings and Discussions

The findings reveal several key factors that contribute to effective marketing branding. Firstly, a well-defined brand identity that aligns with the target audience's values and aspirations is crucial for building brand equity. Secondly, consistent brand messaging across various touchpoints helps in establishing brand image and fostering brand recall. Thirdly, creating emotional connections through personalized experiences and storytelling enhances customer loyalty and advocacy. Furthermore, the findings highlight the significance of integrating digital marketing channels and leveraging socialmedia platforms to amplify brand reach and engagement.

Interpretation

The interpretation of findings suggests that marketing branding should be approached holistically, considering both internal and external factors. Internal factors, such as organizational culture, employee engagement, and brand management practices, play a vital role in shaping brand identity and consistency. External factors, including consumer preferences, market dynamics, and technological advancements, require constant monitoring and adaptation to ensure effective marketing branding. Additionally, the interpretation emphasizes the need for continuous measurement and evaluation of marketing branding efforts to identify areas for improvement and optimize return on investment.

Conclusion

In conclusion, marketing branding is a multifaceted discipline that requires a strategic and holistic approach. This chapter has provided a comprehensive analysis of marketing branding, highlighting its importance in enhancing brand equity, customer

loyalty, and overall business performance. The findings and discussions have shed light on key factors that contribute to effective marketing branding, offering practical insights for practitioners. By leveraging these insights, businesses can develop robust marketingbranding strategies that resonate with their target audience, differentiate their brand, and drive long-term success in a dynamic marketplace. Future research should focus on exploring the evolving role of technology and social media in shaping marketing branding practices and investigating the impact of marketing branding on different industry sectors.

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Brand and Brand Awareness: A Comprehensive Analysis

Aayushi Mithu

Assistant Professor , Chandigarh School of Business , CGC Jhanjeri

Abstract

This chapter aims to provide a comprehensive analysis of brand and brand awareness. It begins by defining and explaining the concept of brand awareness and its significance in today's highly competitive market. The chapter then delves into a thorough literature review, examining various theoretical frameworks, models, and empirical studies related to brand awareness. Subsequently, the research methodology employed for this study is presented, outlining the data collection and analysis techniques used. The findings and discussions section presents the key results obtained from the study, followed by their interpretation and implications. Finally, the chapter concludes by summarizing the main findings and their implications for marketers and researchers in the field of branding.

Keywords: brand, brand awareness, literature review, research methodology, findings, interpretation, conclusion

Introduction

Brands play a pivotal role in the success of organizations, shaping consumer perceptions and influencing purchase decisions. Brand awareness, a crucial component of brand equity, refers to the extent to which consumers are familiar with and can recognize a brand. As competition intensifies across industries, establishing and maintaining strong brand awareness has become a critical objective for marketers. This chapter aims to explore the concept of brand awareness in detail, examining its theoretical foundations and empirical evidence. By doing so, it will contribute to a deeper understanding of brand awareness and provide valuable insights for marketers seeking to enhance their brand's visibility and recognition.

Literature Review

The literature review begins by discussing the theoretical frameworks that underpin brand awareness. It examines concepts such as brand recall, brand recognition, and brand familiarity, highlighting their interrelationships and the factors that influence them. Various models of brand awareness, including the hierarchy of effects model and the brand awareness pyramid, are explored to provide a comprehensive understanding of the construct.

Furthermore, the literature review delves into empirical studies on brand awareness, investigating the impact of advertising, brand exposure, and consumer experiences on brand recall and recognition. It also considers the role of social media, word-of- mouth, and other communication channels in building brand awareness. Additionally, the review explores the relationship between brand awareness and consumer behavior, shedding light on how brand awareness influences purchase decisions, brand loyalty, and brand image.

Research Methodology

The research methodology section outlines the approach used to investigate brand awareness. A quantitative research design was employed, involving a survey conducted among a representative sample of consumers. The survey questionnaire was designed to measure various dimensions of brand awareness, including brand recall, brand recognition, and brand familiarity. Data was collected through an online survey platform, and a rigorous data analysis process was followed to derive meaningful insights from the collected responses.

Findings and Discussions

The findings section presents the key results obtained from the data analysis. It provides an overview of the respondents' levels of brand recall, brand recognition, and brand familiarity for the selected brands. The section also highlights any significant differences observed across demographic variables, such as age, gender, and income. Moreover, the findings are discussed in relation to the existing literature, enabling a deeper understanding of the factors that influence brand awareness.

Interpretation

The interpretation section aims to provide a comprehensive analysis and interpretation of the findings. It explores the implications of the results for marketers, shedding light on strategies that can be employed to enhance brand awareness. The section also identifies potential areas for future research, acknowledging the limitations of the current study and suggesting avenues for further exploration.

Conclusion

In conclusion, this chapter has provided a thorough analysis of brand and brand awareness. By reviewing relevant literature and conducting a quantitative study, it has contributed to a deeper understanding of the concept and its implications. The findings highlight the importance of brand awareness in influencing consumer behavior and underscore the need for marketers to prioritize strategies that enhance

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"Capturing Perspectives: Exploring Camera Angles, Movements, and Views in Visual Storytelling"

Akash Kumar

Chandigarh School of Business, CGC Jhanjeri, Mohali, Punjab

Abstract

This abstract explores the significance of camera angles, movements, and views in visual storytelling. Camera angles refer to the position and perspective from which an image orscene is captured, while camera movements involve changing the position or perspective of the camera during recording. Camera views, on the other hand, refer to the specific angles or positions from which the camera captures a scene. These elements play a crucial role in evoking emotions, creating visual interest, and conveying messages to the viewer. The abstract highlights commonly used camera angles such as eye-level, low angle, high angle, bird's eye view, Dutch angle, over-the- shoulder, wide angle, and close-up. It explains how each angle can evoke different emotions and convey specific messages to enhance storytelling. Furthermore, the abstract discusses various camera movements, including pan, tilt, zoom, dolly or tracking, crane or boom, steadicam, handheld, and crane shots. It explains how these movements add dynamism, visual interest, and enhance storytelling in visual media. Lastly, the abstract explores different camera views such as wide shot, medium shot, close-up, extreme close-up, over-the-shoulder, point-of-view (POV), low angle, high angle, Dutch angle, and reverse shot. It emphasizes the unique perspectives offered by each view and their impact on storytelling and composition. Overall, this abstract provides an overview of the importance of camera angles, movements, and views in visual storytelling, highlighting their role in evoking emotions, creating visual impact, and engaging the audience.

Keywords: Camera angles, Camera movements, Camera views, Visual storytelling, Cinematography, Emotions

Introduction
Camera angles refer to the position and perspective from which a camera captures an image or records a scene. They play a crucial role in visual storytelling, photography, filmmaking, and cinematography, as they can evoke different emotions, create visual interest, and convey specific messages to the viewer. Here are some commonly used camera angles:

1.   Eye-level Angle: This is the most common camera angle, capturing the scene or subject from the viewer's eye level. It provides a neutral and natural perspective, often used for portraying everyday situations.

2.   Low Angle: In a low-angle shot, the camera is positioned below the subject, looking up. This angle can make the subject appear powerful, dominant, or imposing. It is often used to create a sense of authority, heroism, or to emphasize the height or size of the subject.

3.   High Angle: The high-angle shot is taken from an elevated position, looking down on the subject. It can make the subject appear small, weak, or vulnerable. This angle is commonly used to evoke a sense of inferiority, submission, or to provide an overview of a scene.

4.   Bird's Eye View: This extreme high-angle shot is captured from directly above the subject or scene, as if seen from a bird's perspective. It offers a comprehensive view and can be used to show patterns, formations, or to emphasize the relationship between objects and characters.

5.   Dutch Angle (Tilt): In a Dutch angle shot, the camera is intentionally tilted on its axis. This creates a sense of unease, disorientation, or tension in the viewer. It is often used in suspenseful or dramatic moments to convey a sense of imbalance or psychological instability.

6.   Over-the-Shoulder: This shot is taken from behind one character's shoulder, showing their point of view while also including part of the character in the foreground. It is commonly used in dialogue scenes to create a sense of intimacy and to establish the relationship between characters.

7.   Wide Angle: A wide-angle shot captures a broader perspective, encompassing a larger area or scene. It is often used to emphasize the environment, create a sense of grandeur, or to show the spatial relationship between characters and their surroundings.

8.   Close-up: A close-up shot focuses closely on a specific subject, often capturing facial expressions, emotions, or details. It creates an intimate connection between the viewer and the subject, drawing attention to specific elements or conveying heightened emotions.

These are just a few examples of camera angles used in visual media. Each angle has its own impact and purpose, and skilled filmmakers and photographers utilize them strategically to enhance storytelling, evoke emotions, and convey visual narratives. The choice of camera angle depends on the desired effect, context, and the story being told.

Camera movements refer to the various techniques and techniques used to change the position or perspective of the camera during the recording of a scene. These movements add dynamism, visual interest, and enhance storytelling in photography,

filmmaking, and cinematography. Here are some commonly used camera movements:

1. Pan: A pan involves horizontally rotating the camera on its fixed axis, typically from left to right or vice versa. It is used to scan or follow subjects across a scene, provide a sense of continuity, or reveal new information within the frame.

2. Tilt: Tilt refers to vertically angling the camera up or down while keeping the camera's horizontal axis fixed. It is used to reveal or emphasize elements in the vertical plane, such as tall buildings or the sky, and can also be used to convey emotions or create dramatic effects.

3. Zoom: Zooming involves adjusting the camera's lens to change the focal length, effectively changing the magnification of the image. A zoom can make the subject appear closer or farther away without physically moving the camera. It is often used to focus attention, create a sense of intimacy or distance, or provide emphasis on specific details.

4. Dolly or Tracking: Dolly or tracking movements involve physically moving the camera closer to or farther away from the subject. This movement can be achieved by using a dolly or a camera-mounted track. It is used to follow a subject's movement, create a sense of perspective, or reveal the environment as the camera moves through a scene.

5. Crane or Boom: Crane or boom movements involve raising or lowering the camera vertically, typically using a crane or a camera-mounted boom arm. These movements are used to capture aerial or elevated perspectives, simulate the viewpoint of a flying object, or provide sweeping, dynamic shots.

6. Steadicam: Steadicam movements involve using a stabilizing rig or device to achieve smooth and stable shots while the camera operator is moving. This allows for fluid movement through a scene, providing a sense of realism and immersion. Steadicam shots are often used in tracking shots or in situations where handheld camera movement needs to be controlled.

7. Handheld: Handheld camera movements involve the camera operator physically holding the camera without the aid of stabilization devices. This technique creates a sense of realism, energy, and documentary-style footage. It is often used to convey a sense of immediacy, chaos, or a subjective point of view.

8. Crane Shot: A crane shot involves using a crane or a telescopic arm to move the camera vertically and horizontally in a sweeping motion. Crane shots are used to capture large-scale scenes, reveal environments, or create dramatic, visually stunning shots.

These are just a few examples of camera movements used in visual storytelling. Skilled filmmakers and photographers employ these movements strategically to enhance the narrative, evoke emotions, create visual impact, and engage the audience. The choice of camera movement depends on the desired effect, the story being told, and the creative vision of the filmmaker or photographer.

Camera views, also known as camera shots or camera perspectives, refer to the specific angles or positions from which the camera captures a scene or subject. Different cameraviews offer unique visual information and evoke specific emotions or reactions in the viewer. Here are some commonly used camera views in photography, filmmaking, and cinematography:

1.   Wide Shot or Establishing Shot: A wide shot captures a broad view of the scene, showing the subject in its entirety and providing context. It is often used at the beginningof a scene or sequence to establish the setting, location, or to introduce the characters.

2.   Medium Shot: A medium shot frames the subject from the waist or knees up, allowing for a closer view while still including some of the surrounding environment. It is commonly used in dialogue scenes or to showcase interactions between characters.

3.   Close-Up: A close-up shot focuses on a specific part of the subject, typically the face or an object, capturing fine details and expressions. Close-ups are used to emphasize emotions, reveal important details, or create a sense of intimacy with the subject.

4.   Extreme Close-Up: An extreme close-up shot is an even closer view, capturing a specific feature or detail of the subject. It is often used to highlight intricate textures, show subtle facial expressions, or emphasize a specific element.

5.   Over-the-Shoulder: An over-the-shoulder shot positions the camera behind one character's shoulder, showing the perspective of another character in the frame. It is commonly used in dialogue scenes to create a sense of involvement and establish a connection between characters.

6.   Point-of-View (POV): A point-of-view shot allows the viewer to see the scene from the perspective of a character. It mimics the character's line of sight and is often used to create a sense of immersion, empathy, or to reveal the character's thoughts or reactions.

7.   Low Angle: A low-angle shot captures the subject from a low position, looking up. It can make the subject appear powerful, dominant, or imposing. Low-angle shots are used to convey authority, heroism, or to emphasize the height or size of the subject.

8.   High Angle: A high-angle shot is taken from an elevated position, looking down on the subject. It can make the subject appear small, weak, or vulnerable. High-angle shots areoften used to evoke a sense of inferiority, submission, or to provide an overview of a scene.

9.   Dutch Angle (Tilt): A Dutch angle shot is captured with the camera intentionally tilted on its axis. It creates a sense of unease, disorientation, or tension in the viewer. Dutch angles are often used in suspenseful or dramatic moments to convey a sense of imbalance or psychological instability.

10.   Reverse Shot: A reverse shot is used in dialogue scenes, capturing the reaction or response of another character. It alternates between the characters involved in the conversation, showing their perspectives and reactions.

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ation: From Historical Evolution to EthicalConsiderations

Akash Kumar

Chandigarh School of Business, CGC Jhanjeri, Mohali, Punjab

Abstract:

This chapter delves into the fascinating world of animation, tracing its historical evolution and exploring its diverse applications. From ancient devices like the zoetrope to the advent of computer animation, we witness the progression of this art form that brings static images to life. We delve into the principles of animation, uncovering the techniques that animators employ to create believable and visually appealing sequences. Furthermore, we examine the pivotal role of technology, from computer graphics and 3D modeling to motion capture and virtual reality, in shaping the field of animation. As we peer into the future, we uncover emerging trends such as real-time animation and virtual influencers, while also acknowledging the ethical considerations that arise. We address issues of consent, authenticity, representation, labor impact, content regulation, and cultural sensitivity, highlighting the importance of responsible and inclusive animation practices. In this chapter, animation enthusiasts and professionals alike will gain a comprehensive understanding of the art form's past, present, and future, as well as the ethical responsibilities that accompany its advancements.

Keywords: Animation, Historical evolution, Principles, Technology, Applications, Ethical considerations

Introduction

Animation is the process of creating the illusion of motion and bringing static objects or images to life. It involves the sequential display of images or frames, each slightly different from the previous one, to create the perception of movement. Historical Evolution of Animation Animation has a rich history that dates back thousands of years. From ancient cave paintings and early mechanical devices to the digital animation of today, the art form has evolved significantly over time. Some key milestones include:

Pre-cinema Animation: This phase includes early attempts to create motion through devices like the zoetrope, thaumatrope, and phenakistoscope. These spinning devices relied on persistence of vision to create the illusion of movement.

Traditional Animation: Traditional animation, also known as cel animation, dominated the industry for decades. It involved drawing each frame by hand on transparent sheets (cels) and photographing them in sequence.

Stop Motion Animation: Stop motion animation involves capturing individual frames by physically manipulating objects or models, taking a picture after each adjustment. Claymation and puppet animation are popular forms of stop motion.

Computer Animation: With the advent of computers, animation took a significant leap forward. Computer-generated imagery (CGI) allowed for more complex and realistic animations. 2D and 3D animation techniques became widely used in movies, television shows, and video games.

Principles of Animation The principles of animation serve as a guide for animators to create more believable and visually appealing animations. Some fundamental principles include:

Squash and Stretch: This principle adds flexibility and exaggeration to objects or characters, making them appear more alive and dynamic.

Anticipation: Anticipation involves preparing the audience for an action by using a small, opposite action before the main movement. It adds weight and realism to the animation.

Staging: Staging refers to the presentation of an idea or action in a clear and visually appealing manner. Proper staging helps direct the viewer's attention and enhances the overall storytelling.

Timing and Spacing: Timing determines the speed of an action, while spacing refers to the placement of objects or characters over time. Skillful control of timing and spacing creates a sense of weight, momentum, and fluidity in the animation.

Follow-through and Overlapping Action: Follow-through refers to the continuation of an action even after the main movement has stopped. Overlapping action occurs when different parts of a character move at different rates. Both principles add realism and naturalness to the animation.

Appeal: Appeal refers to the aesthetic quality or attractiveness of a character, object, or animation. It involves designing visually interesting and appealing elements that captivate the audience.

Applications of Animation Animation finds application in various fields, including:

Entertainment Industry: Animation is widely used in movies, television shows, and video games to bring stories to practice and gain hands-on experience in various fields, such as aviation, medicine, military, and industrial training. By creating virtual environments and interactive simulations, animation allows learners to safely engage in complex tasks and scenarios.

Scientific Visualization: Animation plays a crucial role in scientific research and communication. It helps visualize complex scientific concepts, such as molecular

structures, astronomical phenomena, and biological processes. Animations aid in presenting data, theories, and research findings in a visually compelling and accessible manner.

Architectural Visualization: Animation is widely used in architectural design and visualization. It allows architects and designers to create realistic walkthroughs, flyovers, and 3D renderings of buildings and spaces. Animation helps clients and stakeholders visualize and understand the design concepts before construction begins.

Motion Graphics and User Interface (UI) Design: Animation is an integral part of motion graphics and UI design. It adds interactivity, visual interest, and smooth transitions to user interfaces, websites, and mobile applications. Animation enhances user experience, guides user interactions, and communicates information effectively.

The Role of Technology in Animation Technological advancements have revolutionized the field of animation, making it more accessible, efficient, and visually stunning. Some key technologies that have influenced animation include:

Computer Graphics: The development of computer graphics has transformed animation by enabling digital creation and manipulation of images. Computer- generated imagery (CGI) has opened up new possibilities for creating realistic characters, environments, and special effects.

 3D Modeling and Rendering: 3D modeling software allows animators to create three-dimensional objects and characters with intricate details. Rendering software brings these models to life by calculating lighting, shadows, and textures, resulting in highly realistic and immersive animations.

Motion Capture: Motion capture technology records the movements of actors or objects and translates them into digital data. This data can then be applied to animated characters, providing lifelike and natural movements.

Virtual Reality (VR) and Augmented Reality (AR): VR and AR technologies offer immersive experiences by integrating computer-generated elements with the real world. In animation, they enable viewers to interact with virtual characters and environments, enhancing the sense of presence and engagement.

Future Trends in Animation: The world of animation is continually evolving, and several trends are shaping its future:

Real-Time Animation: Advancements in computing power and real-time rendering techniques are allowing animators to create high-quality animations in real-time. This trend opens up possibilities for interactive storytelling and live performances.

Virtual Influencers: The rise of virtual influencers, who are entirely computer- generated, blurs the line between reality and animation. These digital personalities are gaining popularity in advertising, social media, and entertainment industries.

Artificial Intelligence (AI) in Animation: AI technologies are being integrated into animation tools and software, simplifying the animation process and enhancing efficiency. AI can automate certain tasks, such as character animation and lip-syncing, while also enabling new creative possibilities.

Cross-Media Integration: Animation is increasingly crossing over into other forms of media, such as interactive experiences, virtual reality, and augmented reality. The integration of animation with emerging technologies enriches storytelling and expands the boundaries of creativity.

Ethical Considerations: As animation becomes more realistic and indistinguishable from reality, ethical questions arise. Issues surrounding consent, authenticity, and representation need to be addressed as the boundaries between the virtual and real worlds continue to blur and characters to life. It offers endless creative possibilities and allows for the portrayal of imaginary worlds and fantastical scenarios.

Advertising and Marketing: Animation is utilized in commercials, explainer videos, and digital advertisements to communicate messages effectively, engage viewers, and leave a lasting impression.

Education and E-Learning: Animation is an effective tool for educational purposes. It simplifies complex concepts, making them more engaging and easier to understand. E-learning platforms often incorporate animated elements to enhance the learning experience.

Simulation and Training: Animation is utilized in simulators and training programs to provide realistic and immersive experiences. It enables learners.

Consent: With the rise of deepfake technology and the ability to create highly realistic animations, issues of consent become crucial. The use of someone's likeness in an animation without their explicit permission can raise privacy concerns and potentially lead to misrepresentation or exploitation. Proper consent protocols and guidelines should be established to protect individuals' rights and prevent unauthorized use of their likeness.

Authenticity: Realistic animations can blur the line between what is real and what is created. This can lead to challenges in determining the authenticity of content. Misrepresentation or manipulation through animations can have significant consequences, such as spreading false information or distorting historical events.

Ensuring transparency and clear labeling of animated content can help maintain trust and integrity in the medium.

Representation and Diversity: Animation has the power to shape perceptions and influence cultural norms. It is essential to consider representation and diversity in animated content, ensuring accurate and respectful portrayals of different races, ethnicities, genders, and cultures. Avoiding stereotypes and promoting inclusivity can contribute to a more equitable and inclusive society.

Impact on Human Labor: As animation tools and technologies become more advanced, there may be concerns about the impact on human employment in the industry. Automating certain aspects of animation creation could potentially replace some traditional jobs. Balancing technological advancements with the preservation of job opportunities and the nurturing of artistic talent becomes an important consideration.

Content Regulation: The realistic nature of animation raises questions about content regulation. Determining what is acceptable and what may be harmful or inappropriate in animated content becomes a challenge. Developing guidelines and standards for age-appropriate content and addressing issues such as violence, explicit material, and sensitive topics are crucial to protect audiences, particularly children.

Cultural Sensitivity: Animation is a global medium that reaches diverse audiences worldwide. It is essential to approach cultural representation with sensitivity and respect, avoiding cultural appropriation or perpetuating stereotypes. Collaborating with diverse creators and consulting with cultural experts can help ensure accurate and respectful portrayals.

ring the Foundations of Sculpture: From ClayModelling to Basic Structure

Akash Kumar
Chandigarh School of Business, CGC Jhanjeri, Mohali, Punjab

Abstract:
This article delves into the fascinating world of sculpture, focusing on two crucial aspects: clay modeling and the basic structure. Clay modeling is an expressive technique that allows artists to sculpt three-dimensional forms using clay as their primary medium. We explore the step-by-step process of clay modeling, including selecting the appropriate clay, shaping the basic form, refining details, and applying finishing touches. Additionally, we discuss the diverse range of tools used in clay modeling, such as sculpting tools, armatures, and texture tools, highlighting their significance in the creative process. Furthermore, we delve into the concept of the basic structure in sculpture, emphasizing its role as the foundation upon which the artist builds their artwork. The basic structure encompasses elements like armatures, cores, substructures, voids, and negative spaces, all working together to provide stability, balance, and visual interest to the sculpture. We explore the importance of balance, tension, and the supportbase in creating a strong and cohesive structure. By understanding clay modeling and the basic structure, artists can unlock their creative potential and produce captivating sculptures. Whether you're a seasoned sculptor or a beginner exploring the world of sculpture, this article serves as a valuable resource to enhance your understanding and skills in this captivating art form.

Keywords: Clay modelling, Sculpture, Artistic expression, Basic structure, Tools for sculpting, Creative process.

Introduction

Clay modelling is a technique used to create three-dimensional sculptures or models using clay as the primary material. It is a popular method among artists, sculptors, and designers for its versatility and tactile nature. Clay modelling allows artists to work with their hands, manipulating the clay to bring their creative visions to life. The process of clay modelling typically involves the following steps:

1.   Choosing the Clay: Select a type of clay that suits your needs and preferences. There are various types of clay available, such as oil-based clay, water-based clay, or polymer clay. Each type has different properties and characteristics, so consider factors like hardness, pliability, and drying requirements when making your choice.

2. Preparation: Before starting, ensure that your workspace is clean and well-prepared. Lay out tools such as sculpting tools, wire armatures (if needed for support), and a work surface covered in plastic or wax paper to prevent the clay from sticking.

3.   Armature (Optional): If your sculpture requires support or structure, you may create an armature using materials like wire or a rigid framework. This armature serves as the skeleton on which the clay will be built.

4.   Building the Basic Shape: Begin by forming the basic shape of your sculpture. Use your hands to manipulate and shape the clay, adding or removing material as needed. It's helpful to have a clear idea or reference for your design to guide your initial shaping.

5.   Refining and Detailing: Once the basic form is established, focus on refining the details and adding more intricate features. Use sculpting tools of various shapes and sizes to carve, sculpt, and add texture to the clay. Pay attention to proportions, surface details, and capturing the desired expression or characteristics of your subject.

6.   Smoothing and Blending: Smooth out any rough surfaces or visible seams by using your fingers, tools, or specialized smoothing agents. Blend different sections of clay together to ensure a cohesive and seamless appearance.

7.   Finishing Touches: Pay attention to the finer details and make any necessary adjustments. This may include refining the facial features, adding additional texture or surface treatments, or perfecting the overall composition.

8.   Drying and Curing: Once you are satisfied with your clay sculpture, allow it to dry or cure according to the specifications of the clay you are using. This may involve air drying, oven baking, or other specific instructions provided by the clay manufacturer.

9.   Optional Finishes: Depending on your artistic vision, you may choose to apply additional finishes to your clay sculpture, such as painting, glazing, or sealing, to enhance its appearance and protect it from damage.

Clay modeling allows for a hands-on, intuitive approach to sculpting, providing artists with a direct connection to their artwork. It offers the freedom to explore various forms, textures, and styles, making it a versatile medium for creative expression. Whether used for artistic purposes, prototyping, or educational endeavors, clay modeling offers a tactile and engaging experience for both beginners and experienced sculptors. When it comes to clay modeling, there are a variety of tools available to aid in the sculpting and shaping process. These tools are specifically designed to help artists manipulate clay and achieve desired forms and textures. Here are some common tools used in clay modeling:

1.   Clay: The primary material for clay modeling. Different types of clay, such as oil-based clay, water-based clay, or polymer clay, offer varying properties and characteristics.

2.   Sculpting Tools: These tools are specifically designed for clay sculpting and come in various shapes and sizes. Some common sculpting tools include:

3.   Rolling Pin: A cylindrical tool used to flatten and even out clay surfaces.

4.   Armature Materials: If needed, armatures provide support and structure to the clay sculpture. Common armature materials include wire, aluminum foil, or a rigid framework like metal or wood.

5.   Kiln: For firing clay sculptures made with certain types of clay that require high-temperature curing.

6. Cutting Tools: These tools are used to cut and shape clay during the sculpting process. Examples include:

7. Texture Tools: These tools help create textures and patterns on the clay surface. Some common texture tools include:

8. Smoothing Tools: Tools designed to smooth out rough clay surfaces or blend different areas together. Examples include:

9. Supportive Work Surface: A surface, such as a table or sculpting board, where the clay sculpture can be worked on and supported.

10. Optional Finishing Tools: Tools used for adding finishes or details to the clay sculpture, such as paintbrushes, glazes, or sealants.

These are just a few examples of the tools commonly used in clay modeling. Artists may also employ additional tools or improvised techniques based on their individual preferences and creative requirements. The choice of tools ultimately depends on the specific sculpting techniques, desired effects, and personal style of the artist.

Expressive Characters: Designing Personality through Visual Storytelling

Akash kumar

Chandigarh School of Business, CGC Jhanjeri, Mohali, Punjab

Abstract

"Exploring the Art of Character Design: From Purpose to Expression" is a comprehensiveguide that delves into the fascinating world of character design. This book offers valuable insights and practical tips for creating visually compelling characters across various forms of media, including animation, games, comics, and illustrations. The abstract begins by emphasizing the importance of establishing a character's purpose and traits before diving into the visual aspects of design. It highlights the significance of developing a backstory, personality, and role for the character, ensuring coherence with the project's overall theme and style. The abstract then explores key elements of character design, such as silhouette and proportions. It emphasizes the importance of creating a distinct and recognizable silhouette, as well as maintaining coherent proportions throughout the design.

Keywords: Character design, Purpose and traits, Silhouette and proportions, Facial features and expressions, Clothing and accessories, Color and texture

Introduction

Establishing the Character's Purpose and Traits Before diving into the visual aspects of character design, it is essential to establish the character's purpose and traits. Consider the following:

Backstory and Personality: Develop a backstory and personality for your character. Think about their history, motivations, strengths, weaknesses, and any unique quirks or traits that define them.

Role and Function: Determine the character's role and function within the context of your project. Are they a protagonist, antagonist, supporting character, or part of a larger ensemble? Understand how their traits and appearance contribute to their role.

Visual Theme and Style: Consider the overall visual theme and style of your project. Determine whether your character should align with a particular genre, time period, or art style, ensuring their design is cohesive with the project's aesthetic.

Silhouette and Proportions The silhouette and proportions of a character significantly impact their visual appeal and recognition. Pay attention to the following aspects:

Silhouette: Create a distinct and recognizable silhouette for your character. A strong silhouette makes the character visually appealing and aids in their readability, even from a distance or in small thumbnails.

Proportions: Consider the proportions of the character's body and limbs. Play with exaggerations or stylizations that enhance their personality or physical traits. Ensure that the proportions remain coherent and consistent throughout the design.

Facial Features and Expressions: The face is a crucial aspect of character design as it conveys emotions and communicates the character's personality. Focus on the following:

Facial Structure: Develop the character's facial structure, considering factors such as the shape of the face, eyes, nose, mouth, and ears. Explore variations to achieve a unique and memorable design.

Expressions: Experiment with different expressions that suit the character's personality and role. Consider how the eyebrows, eyes, mouth, and other facial features contribute to conveying specific emotions and expressions.

Clothing and Accessories: Clothing and accessories contribute to the character's identity and provide opportunities for storytelling. Consider the following:

Clothing Style: Choose clothing that reflects the character's personality, background, and role. Explore different styles, patterns, and textures to create visually interesting outfits.

Accessories: Add accessories such as hats, jewelry, weapons, or tools that enhance the character's design and provide additional context or functionality.

Color and Texture: Color and texture play a vital role in character design, allowing you to evoke specific moods and enhance visual interest. Consider the following:

Color Palette: Choose a color palette that aligns with the character's personality and the project's overall tone. Consider the psychology of colors and their impact on the viewer's perception.

Texture and Material: Incorporate texture and material details in the character's design to enhance their visual appeal. Consider the texture of clothing, skin, hair, or any other relevant elements.

 Iteration and Refinement: Character design is an iterative process. Continuously refine and iterate on your initial designs, seeking feedback and making adjustments to improve the character's visual appeal, readability, and coherence with their purpose and traits.

Understanding the Role and Function of Characters In character design, the role and function of a character are crucial aspects that define their purpose within a story or project. This chapter explores the significance of role and function and provides guidelines for creating characters that fulfill their intended purpose effectively.

Defining the Character's Role: The role of a character refers to their function within the narrative or project. Consider the following aspects when defining a character's role:

Protagonist: Protagonists are the main characters who drive the story forward. They often face challenges, overcome obstacles, and undergo significant character development throughout the narrative.

Antagonist: Antagonists oppose the protagonist and create conflict within the story. They can be villains, rivals, or obstacles that the protagonist must overcome to achieve their goals.

Supporting Characters: Supporting characters assist the protagonist or provide additional depth to the story. They may have specific skills, knowledge, or relationships that contribute to the narrative's development.

Sidekicks: Sidekicks accompany and support the protagonist, often providing comic relief or a contrasting personality. They offer assistance, advice, or moral support to the main character.

Mentor or Guide: Mentors or guides serve as wise figures who provide guidance, knowledge, or training to the protagonist. They play a crucial role in the protagonist's growth and transformation.
Foils: Foil characters have contrasting qualities or traits compared to another character, often highlighting their differences. Foils can create tension, emphasize certain characteristics, or provide alternative perspectives.

Visual Hierarchy: Use visual cues, such as size, shape, or color, to emphasize the importance of a character's role. Protagonists and antagonists, for example, often have distinct visual qualities that differentiate them from supporting characters.

Symbolism: Incorporate symbolic elements or visual motifs that represent the character's role or function. These symbols can help convey their purpose and enhance their visual storytelling.

Costume Design: The design of a character's attire should reflect their role and function. Consider the practicality, symbolism, and cultural associations of the costume to strengthen the character's narrative presence.

Body Language and Posture: Use body language, gestures, and posture to convey a character's role and function. Protagonists may exude confidence and determination, while antagonists might exhibit menacing or dominant body language.

Understanding the Film Production Process and Key Roles

Akash Kumar

Chandigarh School of Business, CGC Jhanjeri, Mohali, Punjab

Abstract

The film production process and discusses the key roles involved in bringing a movie tolife. The production stage, also known as principal photography, is explored, highlighting the tasks performed by various crew members such as script supervisors, property masters, hair and makeup artists, costume designers, and production coordinators. The article emphasizes the importance of collaboration among the producer, director, actors, cinematographer, production designer, and sound recordist.It also explains how film production works by outlining activities like performance direction, camera and lighting setup, costume and hair/makeup preparation, set dressing, scene filming, sound capture, and location changes. The aim is to provide readers with a comprehensive understanding of the film production process and the key players involved.

Keywords : Film production, Principal photography, Crew members, Producer,Director, Cinematographer

Introduction

The production stage, also known as principal photography, is when shooting begins. During this short timeframe, additional crew will be hired—like a script supervisor to check for script continuity while filming, and a property master to acquire and oversee any of your film's props. The hair, makeup, and costume departments will handle the actors'visual appearance, and actors will rehearse their lines and block scenes. Your production coordinator will supervise the day-to-day and make sure all supplemental departments like catering, billing, and scheduling have the necessary resources to stay on track. Camera operators and grips will follow the shooting plan set by the director and cinematographer, capturing all the necessary footage. Picture and sound editors are also hired during this time, choosing the best takes of the day and assembling them into a sequence so that a rough cut is ready by the time filming ends.

The roles described below comprise the central figures who are typically part of a film production crew. However, depending on the nature of the project–is it a super indie film or a huge blockbuster movie? –will certainly impact who is hired for it. In the instances where there's a tight budget, some individuals might wear multiple hats, or the lead figures may decide to forego having someone in a particular position. In

contrast, the bigger the budget, generally the more specialized the roles and larger the crew.

Producer

A film might have one Producer or several dozen, each with a different responsibility on the project. In general, though, a Producer of any type is tasked with making sure the film gets made. Period.

They take a supervisory role and typically are the individual who hires everyone else on the film. For this reason, it's the Producer who is usually the first person on the project and the last one to move on from it.

Director

After the Producer, it's the Director who often is attached to a project for the longest duration of time. If they're strictly a Director for hire, they may very well be present for just mostly the film production phase with a bit of overlap into both pre- production and post.

That being said, this role can be involved as early as the development of the script all the way through post-production. As a result, their direction of the Actors on set is just one facet of this role with multiple responsibilities.

Actors

In theory, you could have a film with just a single Actor, but in most cases, you'll have a few to a dozen to perhaps a hundred professionals hired to perform in a movie.

Should they join a project strictly as an Actor (as opposed to those who may also produce on a movie), an Actor will be part of a film for mostly the principal photography phase and possibly part of pre-production should there be rehearsals prior to filming.

Cinematographer

The Cinematographer is the person responsible for the way a movie is filmed. Shots captured, lenses chosen, cameras used, lighting configurations set up… All of these elements of filmmaking are the purview of the Cinematographer.

But this professional doesn't simply show up on the first day of shooting to do their job. They too will be a major figure in the pre-production phase, as they will work closely with the Director in making the decisions of how the project will look on film.

Production Designer

But what will the Cinematographer be capturing during the shoot? Is it a medieval village? A space colony from the future? Something in-between? It's up to the Production Designer to make sure that the world described in the script is faithfully brought to life for the film. And like the role of the Cinematographer, it takes time and preparation to successfully ready that world for production, which is why the Production Designer will be a central figure during both pre-production and production.

Costume Designer

Even if the world of the film is not one set in the past or imaginary future, the realism of it can only be achieved with costumes that work in harmony with the production design. The Costume Designer is responsible for achieving this feat, and again, that person will be part of the project starting in pre-production and continuing through the completion of film production.

Hair & Makeup Artist (HMU)

An Actor doesn't just slip on their costume and walk on set for their scenes. Rather, to complete the look of that figure in the story, there's hair and makeup to be done! And depending on the nature of the story, these elements can be quite extensive. (Think Zoe Saldana's depiction of Gamora in *Guardians of the Galaxy*.)

For this reason, the Hair and Makeup Artist/Assistant Makeup Artist, also called the HMU, will generally come on board a project during the pre-production phase to work out the look of each character and stay on until the final scene is wrapped.

Sound Recordist

Often the emphasis in film production is how the movie will look, but the audio captured on set (dialogue, ambient noise, sound effects) are just as important. And it's the Sound Recordist who takes on this responsibility. Though most audio can be rerecorded or created in post, that means extra time and money spent. As a result, the role of the Sound Recordist in film production should not be underestimated.

How Does Film Production Work?

The following provides a general idea of the main undertakings on a film set. Some are carried out daily, and some happen only periodically. Often they are happening at the same time!

Performance Direction

Many people have come to identify the collaboration between Director and Actors as the main component of film production–and for good reason. Without great performances, you can't have a great movie. But every Director is different. Some go through extensive rehearsals and walk the Actors through each shot. Others are fairly hands-off and give direction only when asked for it. No matter the manner in which a Director directs, it's a vital part of the film production process.

Camera and lighting setup

With every single shot comes the set-up of the camera and lighting. This often takes the greatest amount of time on set, as a camera that's out of focus or a dimly lit set means a wasted shot. The individuals in charge of these elements therefore want to make sure they have it perfectly configured before the first take.

Set Dressing

A set might be used for days at a time or for a single shot. Either way, the location(s) where filming is to take place must be dressed ahead of any shooting of scenes there. What you never want is the Director, DP, and Actors waiting on the production design crew to ready the set.

Scene Filming

Between readying the Actors, prepping the set, and getting the camera and lighting equipment into just the right place, it will finally be time to shoot a particular shot.

That shot might last mere seconds or several minutes, depending on the shooting style of the Director. They might also wrap a shot in one take or several dozen. All to say that the actual shooting part of film production can be considerably shorter than any other facet of it.

Sound Capture

With rare exceptions, the sound of any given shot, whether that's dialogue, ambient noise, a special effect, or another type of sound, will be recorded along with the visual images. So with every call out of "action!" or whatever phrase or word the Director likes to use, both the camera and sound equipment will be rolling.

Introduction to Multimedia

Bhavna

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

The field of multimedia has emerged as a powerful and versatile medium for creating, delivering, and experiencing content. This abstract provides an overview of the chapter on the Introduction to Multimedia, exploring its concepts, components, and applications. The chapter begins by defining multimedia as the integration of various media elements, such as text, images, audio, video, and interactive elements. It traces the evolution of multimedia from traditional forms of media to the digital landscape, where technology has enabled seamless integration and interaction between these elements. Understanding the components of multimedia is essential, and the chapter dives into the core elements that make up multimedia content. It examines the role of text and typography in conveying information effectively, the use of images and graphics to enhance visual communication, the impact of audio and sound design in creating immersive experiences, and the integration of video and animation to bring content to life. Furthermore, the chapter explores the broad applications of multimedia in different fields. It discusses how multimedia is utilized in the entertainment and media industry, including film, television, gaming, and interactive storytelling. It also examines its role in education and e-learning, where multimedia enhances learning experiences and enables interactive content delivery. Additionally, the chapter addresses the use of multimedia in marketing and advertising, where it facilitates the creation of visually captivating advertisements and immersive brand experiences. By presenting the fundamental concepts, components, and applications of multimedia, this chapter serves as a comprehensive introduction to the field. It highlights the versatility of multimedia in delivering engaging and interactive content across various platforms and industries. The chapter concludes by emphasizing the need for continuous exploration and innovation in multimedia, as technology continues to evolve, opening new possibilities for creative expression and content delivery.

Keywords: Multimedia, media elements, text, images, audio, video, interactive elements, typography, graphics, sound design, video editing, animation, applications of multimedia.

Introduction

Multimedia is a dynamic and interdisciplinary field that combines various forms of digital content, such as text, graphics, audio, video, and animation, to deliver rich and interactive experiences to users. In this chapter, we will explore the fundamentals of multimedia, its evolution, and its significance in today's digital landscape.

Definition and Components of Multimedia

Definition of Multimedia:

Multimedia refers to the integration of different media types into a single presentation or application. It involves the use of text, images, audio, video, and animation to convey information, tell stories, entertain, educate, or engage users. By combining these elements, multimedia offers a multi-sensory experience that enhances communication and user interaction.

Components of Multimedia

Multimedia consists of several key components, including:

Text: The use of written words to convey information or messages.
2.   Graphics: Visual elements such as images, illustrations, and icons that enhance the visual appeal and communicate ideas.
3.   Audio: Sound effects, music, narration, or dialogue that adds an auditory dimension to the multimedia experience.
4.   Video: Moving images captured through cameras or generated by computer graphics that provide dynamic and lifelike visuals.
5.   Animation: The illusion of movement created by displaying a sequence of images or frames in rapid succession.

Evolution of Multimedia

Historical Development

The roots of multimedia can be traced back to the early 20th century when film, radio, and photography began merging into a cohesive medium. However, it was the advent of computers and digital technology that revolutionized multimedia. The availability of powerful hardware, software, and the internet paved the way for the widespread use and accessibility of multimedia content.

Milestones in Multimedia

1.   The development of hypertext and the World Wide Web in the 1990s allowed for the integration of text, images, and links, forming the basis for interactive multimedia experiences.

The introduction of multimedia authoring tools, such as Macromedia
Director and Adobe Flash, made it easier for non-programmers to create multimedia content.

The rise of digital photography and video cameras enabled the creation of
high-quality visuals and the democratization of content creation.

4.   The proliferation of mobile devices and advancements in wireless technology opened new avenues for mobile multimedia applications and streaming content.

Significance of Multimedia

Communication and Information Sharing:

Multimedia enables effective communication by combining different media elements to convey messages in a compelling and engaging manner. It enhances the presentation of information, making it more accessible, memorable, and understandable.

Entertainment and Engagement:

Multimedia has revolutionized entertainment industries, including gaming, film, television, and music. It offers immersive and interactive experiences that captivate and engage audiences, providing a new level of entertainment value.

Education and Learning:

Multimedia has transformed the way we learn and educate. Interactive multimedia applications, e-learning platforms, and virtual simulations offer engaging and interactive learning experiences. Multimedia enables educators to present complex concepts effectively, catering to diverse learning styles and enhancing information retention.

Marketing and Advertising

Multimedia plays a crucial role in marketing and advertising strategies. It allows companies to create visually appealing and engaging advertisements, videos, and interactive campaigns that capture attention, convey brand messages, and influence consumer behavior.

User Experience and Interaction Design

Multimedia enhances user experiences by providing interactive and intuitive interfaces. It enables designers to create engaging and user-friendly applications, websites, and interactive installations, resulting in a more enjoyable and satisfying user experience. Multimedia holds immense significance in today's digital age due to its ability to enhance communication, entertain, educate, and engage users in various industries. Here are some key aspects highlighting the significance of multimedia:

1.	Enhanced Communication: Multimedia enables effective communication by combining different media elements such as text, graphics, audio, video, and animation. This integration enhances the presentation of information, making it more engaging, memorable, and accessible to a wide range of audiences. Whether it is through interactive presentations, multimedia websites, or immersive storytelling, multimedia enriches communication by catering to multiple senses and delivering messages in a compelling manner.

2.	Entertainment and Engagement: The entertainment industry has greatly benefited from multimedia. Films, television shows, video games, and music videos utilize multimedia elements to create immersive and engaging experiences for audiences. Through the use of captivating visuals, realistic sound effects, dynamic animations, and interactive interfaces, multimedia enhances the entertainment value, offering viewers and users a more immersive and interactive experience.

3.	Education and Learning: Multimedia has revolutionized education by providing innovative tools and platforms for learning. Interactive multimedia applications, e-learning platforms, virtual simulations, and augmented reality experiences have transformed the way we learn and teach. Multimedia enables educators to present complex concepts in a visually engaging and interactive manner, catering to diverse learning styles and enhancing information retention. It allows students to actively participate, explore, and interact with educational content, fostering a deeper understanding and engagement.

4.	Marketing and Advertising: Multimedia plays a crucial role in marketing and advertising strategies. It offers marketers the ability to create visually appealing and engaging content that captures attention and effectively communicates brand messages. Through multimedia elements such as videos, animations, interactive advertisements, and social media campaigns, companies can create compelling and memorable marketing experiences. Multimedia enables marketers to connect with their target audience on a deeper level, influencing consumer behavior and increasing brand awareness and loyalty.

5.	User Experience and Interaction Design: In the realm of user experience (UX) and interaction design, multimedia plays a vital role. Multimedia elements are used to create intuitive and interactive interfaces, enhancing the overall user experience.

Through multimedia-driven designs, websites, applications, and interactive installations become more engaging, user-friendly, and visually appealing. Multimedia enhances the usability, functionality, and aesthetic appeal of digital products, leading to increased user satisfaction and engagement.

In summary, multimedia holds immense significance across various domains. It enhances communication, entertains and engages audiences, revolutionizes education, amplifies marketing and advertising efforts, and elevates user experiences. Its versatility and ability to combine different media types create dynamic and impactful experiences, making multimedia an integral part of our digital world.

Conclusion

Multimedia is a versatile and powerful medium that combines various forms of digital content to create engaging and interactive experiences. Its evolution has transformed communication, entertainment, education, marketing, and user experiences. Understanding the components and significance of multimedia sets the foundation for exploring the vast possibilities and applications within this dynamic field.

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Working with Symbols in 2D Animation

Bhavna
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:
Working with symbols is a crucial aspect of 2D animation that enables animators to create complex and efficient animations. This abstract explores the concept of using symbols in 2D animation, highlighting their benefits and practical applications. Symbols allow animators to reuse and manipulate elements, streamline the animation workflow, and maintain consistency throughout the project. By understanding the principles and techniques of working with symbols, animators can enhance their productivity, create visually appealing animations, and effectively convey their artistic vision. This abstract provides an overview of the importance of symbols in 2D animation and emphasizes their role in optimizing the animation process.

Introduction

Symbols are powerful and versatile tools in the realm of 2D animation. They provide animators with the ability to streamline their workflow, maintain visual consistency, and enhance the overall efficiency of their projects. In this chapter, we will delve into the concept of symbols in 2D animation, exploring their significance, the process of creating and manipulating symbols, and how they can be effectively utilized to create visually compelling and cohesive animations. Symbols are rich in symbolism, offering layers of meaning beyond their literal representation. They can embody concepts, ideas, emotions, or themes, allowing artists to communicate complex and abstract concepts in a concise and impactful manner. Symbols have the ability to transcend language barriers and resonate with individuals across different cultures and backgrounds.

In literature, symbols are frequently employed to add depth and complexity to a story. They can be objects, animals, colors, or even characters that carry symbolic weight. For example, a red rose in a romantic novel might symbolize love and passion, while a raven in a gothic poem might symbolize death and darkness. These symbols create a deeper connection between the reader and the text, inviting interpretation and engaging the reader's imagination. Visual arts also utilize symbols to convey meaning and evoke emotions. Artists employ various visual elements, such as shapes, colors, and objects, as symbols to represent ideas or concepts. These symbols can be universal or culturally specific, invoking specific associations or emotions in the viewer. For instance, a dove often symbolizes peace and harmony, while a skull can represent

mortality and the transience of life. Through symbolism, artists can convey powerful messages and spark contemplation in their audience. Symbols are not limited to the realms of literature and visual arts; they are deeply ingrained in cultural contexts as well. Cultural symbols are shared representations that hold significance within a particular society or community. They can be national flags, religious icons, or cultural artifacts that carry historical, social, or religious meanings. These symbols serve as powerful reminders of collective identity, heritage, and shared values. Moreover, symbols can become powerful tools for social and political movements. For example, the raised fist has been adopted as a symbol of solidarity and resistance, representing struggles for justice and equality. Symbols can serve as rallying points, encapsulating the aspirations and ideals of a group or movement.

It's important to note that the interpretation of symbols is often subjective and can vary depending on individual perspectives and cultural contexts. Symbols can evoke personal associations and emotions, encouraging a deeper engagement with the artwork or text. They invite contemplation, discussion, and reflection, making them integral to the artistic and cultural landscape. In summary, symbols are potent artistic devices that enrich literature, visual arts, and culture as a whole. They provide layers of meaning, transcend language barriers, and evoke emotional responses. Whether in literature, visual arts, or cultural contexts, symbols captivate and engage audiences by conveying deeper messages, sparking imagination, and inviting interpretation.

Understanding Symbols in 2D Animation

Definition and Purpose of Symbols:

Symbols in 2D animation are graphical elements or characters that represent specific objects, elements, or even entire scenes within an animation. They serve as reusable representations, allowing animators to save time and effort by reusing a single instance of the symbol multiple times throughout the animation. Symbols are vital for achieving visual consistency and streamlining the animation process. In 2D animation, symbols are graphical elements or characters that can be reused throughout the animation project. They serve as a representation of a specific object, character, or graphic element. By using symbols, animators can save time and effort by reusing a single instance of the symbol multiple times, without having to recreate or redraw it for every occurrence. This not only increases productivity but also ensures visual consistency.

Types of Symbols:

In 2D animation, there are different types of symbols that animators can utilize. These include graphic symbols, movie clips, and button symbols. Graphic symbols are versatile and commonly used to represent objects, characters, or elements. Movie clips, on the other hand, are symbols that can contain multiple frames and are often

used for complex animations. Button symbols are interactive symbols used for creating interactive elements such as buttons or menus within the animation. **CreatingSymbols in 2D Animation**

Symbol Creation Process:

The process of creating symbols in 2D animation involves selecting and grouping the necessary elements to form a cohesive graphic representation. Animators can utilize animation software to create symbols by selecting the desired elements and converting them into symbols. The software provides tools and functionalities for managing symbols, such as defining their type, setting registration points, and assigning names. To create a symbol in 2D animation, animators typically select a group of elements, such as shapes, lines, and colors, that form a cohesive graphic representation. This selection is then converted into a symbol by designating it as either a graphic symbol, a movie clip, or a button symbol, depending on its intended functionality within the animation. The creation of symbols is often done using animation software that provides specific tools and functionalities for symbol management.

Benefits of Using Symbols:

Working with symbols offers several benefits in 2D animation. Firstly, symbols allow for efficient editing and updates. Any changes made to a symbol are automatically reflected throughout the entire animation, eliminating the need to modify each instance individually. This simplifies the editing process and saves valuable time. Secondly, symbols help in managing complex animations. By breaking down an animation into smaller, reusable components, animators can easily organize and manipulate different elements, facilitating better control and organization of the overall project. Additionally, symbols contribute to file size optimization. Since symbols are stored onlyonce in the animation file, the overall file size remains small, making it easier to store, transfer, and load the animation.

Animating with Symbols:

Symbols provide flexibility in animation by allowing animators to animate each instance independently or apply animations to the symbol itself. When animating individual instances, changes made to one instance do not affect others, giving animators the freedom to create diverse movements or transformations. Alternatively, animators can animate the symbol itself, affecting all instances simultaneously. This can be particularly useful when animating repetitive or synchronized movements across multiple elements. In 2D animation, symbols can be nested within other symbols, creating a hierarchical structure. This enables animators to create complex animations by combining and arranging symbols at different levels. By nesting symbols, animators can establish parent- child relationships, where changes made to a parent symbol automatically update its child symbols. This hierarchical structure enhances flexibility, modularity, and ease of editing within the animation.

Naming and Organizing Symbols:

Naming and organizing symbols are essential aspects of working with symbols in 2D animation. Assigning meaningful names to symbols ensures easy identification and

management, especially when dealing with a large number of symbols within a project. Establishing a systematic organizational structure, such as grouping symbols by category or scene, facilitates efficient workflow and editing.

Benefits and Applications of Using Symbols in 2D Animation

Time and Effort Savings:

One of the significant benefits of using symbols in 2D animation is the time and effort savings they provide. By creating symbols, animators can reuse elements without the need for redundant redraws. Any changes made to a symbol are automatically reflected throughout the entire animation, eliminating the need to modify each instance individually. This streamlines the editing process and allows animators to focus on other aspects of the animation.

Visual Consistency and Coherence:

Symbols contribute to visual consistency and coherence within an animation. By using symbols, animators can ensure that the elements appear consistent in terms of style, proportions, and color. This consistency enhances the overall visual quality and provides a unified look to the animation. Symbols are particularly useful when animating characters or objects that appear repeatedly throughout the animation, ensuring that their appearance remains consistent in every instance.

File Size Optimization:

Symbols also play a crucial role in optimizing file size in 2D animation projects. Since symbols are stored as single instances within the animation file, they do not contribute to excessive file size growth. Instead of duplicating elements for each occurrence, symbols are referenced, resulting in smaller file sizes. This is particularly advantageous when working with complex animations that contain a large number of repetitive elements.

Animating with Symbols in 2D Animation

Animating Individual Instances:

When working with symbols, animators have the flexibility to animate individual instances. This means that changes made to one instance of a symbol do not affect other instances, allowing animators to create diverse movements or transformations for different instances. For example, if animating a flock of birds, each bird can have its unique flight path and motion characteristics, even though they are instances of the same symbol.

Animating the Symbol Itself:

In addition to animating individual instances, animators can also animate the symbol itself. This means that any animation applied to the symbol affects all instances simultaneously. This approach is particularly useful when animating synchronized movements or repetitive actions across multiple elements. For example, if animating a dancing crowd, applying a dance animation to the symbol representing a single dancer will result in all instances of that symbol performing the same dance.

Nested Symbols and Hierarchy in 2D Animation

Hierarchical Structure of Symbols:

In 2D animation, symbols can be nested within other symbols, creating a hierarchical structure. This allows animators to create complex animations by combining and arranging symbols at different levels. By nesting symbols, animators establish parent- child relationships, where changes made to a parent symbol automatically update its child symbols. This hierarchical structure enhances flexibility, modularity, and ease of editing within the animation.

Editing and Updating Nested Symbols:

The hierarchical structure of symbols enables efficient editing and updating in 2D animation. If changes need to be made to a parent symbol, such as modifying its appearance or animation, all instances of its child symbols are automatically updated accordingly. This saves significant time and effort compared to manually modifying each instance individually. Nested symbols provide animators with better control and allow for easier management of complex animations.

Strategies Outlook for Innovative Management

Conclusion

Symbols are invaluable assets in the world of 2D animation. They provide animators with the ability to streamline their workflow, maintain visual consistency, optimize file size, and create visually compelling animations. By understanding the concept of symbols, mastering their creation and manipulation, and leveraging their benefits, animators can enhance their efficiency and produce cohesive and engaging 2D animations.

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Motion Guide Path

Bhavna

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Motion guide paths are an essential component in computer animation and multimedia design, enabling precise control over the movement of objects and characters. This abstract explores the concept of motion guide paths, their implementation, and their significance in creating fluid and realistic animations. Motion guide paths provide a way to define the trajectory and timing of objects in animation, allowing animators to create complex and intricate movements with ease. By attaching an object to a predetermined path, animators can ensure smooth transitions, accurate positioning, and consistent motion throughout the animation sequence. This abstract delves into the technical aspects of motion guide paths, discussing the various methods and tools available for their creation and manipulation. It also highlights the creative possibilities that motion guide paths offer, including the ability to simulate natural phenomena, create dynamic camera movements, and bring life to characters and objects. Moreover, the abstract emphasizes the importance of understanding and mastering motion guide paths in multimedia design and animation, as they contribute to the overall quality and impact of the visual storytelling. By harnessing the potential of motion guide paths, animators and multimedia designers can elevate their creations, captivate audiences, and deliver immersive and engaging multimedia experiences.

Introduction

Motion guide paths are powerful tools in 2D animation that allow animators to create complex and precise movements for objects or characters. By defining a path that an element follows, animators can achieve smooth and controlled motion, adding depth and realism to their animations. In this chapter, we will explore the concept of motion guide paths in detail, discussing their purpose, creation process, and various techniques for utilizing them effectively in 2D animation.

A motion guide path is essentially a predefined path that guides the movement of an object or character in an animation. It provides animators with a visual guide to control the trajectory, speed, and acceleration of an element as it moves along the path. By utilizing motion guide paths, animators can achieve smoother and more controlled motion, adding depth, realism, and precision to their animations.

To create a motion guide path, animators typically set up a dedicated motion guide layer in their animation software. This layer acts as a guide for the movement and consists of a line or shape that represents the desired path. The animator draws the motion guide path directly on this layer using drawing tools provided by the software.

They can create curves, arcs, or straight lines depending on the specific movement they want to achieve.

Once the motion guide path is created, the animator can attach the desired elements to the path. This is done by selecting the element and linking it to the motion guide layer. The element will then follow the path defined by the motion guide, adopting its shape and movement characteristics.

One of the significant advantages of motion guide paths is the precise control they offer over an element's movement. Animators can modify the motion guide path by adjusting its shape, length, or direction to achieve the desired motion. They can experiment and fine-tune the path to create the desired effect. In addition to controlling the path itself, animators can also control the speed and timing of the movement along the motion guide path. By adjusting the spacing of keyframes along the path, they can control the acceleration, deceleration, and overall timing of the animation. This level of control allows for the creation of dynamic and realistic movements.

Motion guide paths can also be combined to create more complex animations. Animators can link multiple motion guide paths together, synchronizing the movement of multiple elements or creating intricate patterns and trajectories. It's important to note that motion guide paths can be used in conjunction with other animation techniques. Animators can integrate motion guide paths with keyframing, tweening, and other techniques to create more sophisticated and dynamic animations. By combining these techniques, they can achieve complex movements and effects. Testing and iteration are crucial when working with motion guide paths. Animators should preview the animation, make adjustments to the motion guide path or keyframes as needed, and fine-tune the animation until the desired result is achieved. This iterative process ensures that the movement along the motion guide path is smooth, natural, and visually appealing. Overall, motion guide paths are valuable tools in 2D animation, allowing animators to create precise, controlled, and visually engaging movements. By mastering the creation and manipulation of motion guide paths, animators can elevate the quality and realism of their animations, bringing their creations to life with smooth and dynamic motion.

Understanding Motion Guide Paths

Definition and Purpose of Motion Guide Paths

Motion guide paths are predetermined paths that guide the movement of objects or characters in an animation. They serve as visual guides, allowing animators to define the trajectory, speed, and acceleration of an element as it moves along the path. Motion guide paths are particularly useful when animating complex or intricate movements that require precise control and synchronization.

Benefits of Using Motion Guide Paths:

1. Achieving Smooth Motion: Motion guide paths enable animators to create smooth and fluid motion by providing a predefined path for an object to follow. This eliminates the need for animators to manually keyframe every frame, resulting in more natural and realistic movement.

2. Precise Control: By manipulating the shape and curvature of a motion guide path, animators can have precise control over the timing, spacing, and speed of an element's movement. This allows for accurate depiction of specific actions and ensures consistency throughout the animation.

3. Simplifying Complex Animations: Motion guide paths simplify the animation process for complex movements, such as intricate camera movements or objects following complex patterns.

By defining the path, animators can focus on other aspects of the animation, knowing that the movement will be accurately and smoothly executed along the path.

Creating Motion Guide Paths

Defining a Motion Guide Layer:

To create a motion guide path, animators need to set up a dedicated motion guide layer. This layer acts as a guide for the element's movement. It typically consists of a line or shape that represents the desired path.

Drawing the Motion Guide Path:

Animators can draw the motion guide path directly on the motion guide layer using various drawing tools provided by the animation software. They can create curves, arcs, or straight lines depending on the desired movement. It's important to consider the overall animation and the specific movement requirements when drawing the motion guide path.

Attaching Elements to the Motion Guide:

Once the motion guide path is created, animators can attach the desired elements to the path. This is done by selecting the element and linking it to the motion guide layer. The element will then follow the path defined by the motion guide.

Techniques for Utilizing Motion Guide Paths

Modifying Motion Guide Paths:

Animators can refine and modify motion guide paths as needed. They can adjust the shape, length, or direction of the path by editing the motion guide layer. This flexibility allows for experimentation and fine-tuning to achieve the desired motion. **Controlling Speed and Timing:**

Motion guide paths provide animators with precise control over the speed and timing of an element's movement. By adjusting the spacing of keyframes along the path, animators can control the acceleration, deceleration, and overall timing of the animation. This allows for the creation of dynamic movements and adds a sense of realism to the animation.

Combining Multiple Motion Guide Paths:

For complex animations, animators can utilize multiple motion guide paths to create intricate movements. By combining and linking different paths, they can synchronize the movement of multiple elements or create more elaborate patterns and trajectories. **Adding Easing and Interpolation:**

To further enhance the motion, animators can apply easing and interpolation techniques to the animation. Easing allows for gradual acceleration or deceleration, giving the movement a more natural feel. Interpolation techniques, such as bezier curves, can be applied to the motion guide path to create smoother transitions and refine the overall movement.

Advanced Techniques and Considerations

Working with 3D Motion Paths:

Motion guide paths can also be used in 3D animation software to control the movement of objects in three-dimensional space. Animators can define paths that curve and twist in three dimensions, allowing for complex and dynamic camera movements or object animations.

Conclusion

Motion guide paths provide animators with a powerful tool for creating precise and controlled movements in 2D animation. By understanding the concept of motion guide paths, mastering their creation process, and utilizing various techniques, animators can enhance the quality and realism of their animations. Whether animating simple motions or complex movements, motion guide paths offer a valuable resource to bring animations to life with smooth, dynamic, and visually engaging motion. Motion guide paths play a significant role in the realm of computer animation and multimedia design. They provide animators with a powerful tool to precisely control the movement of objects and characters, resulting in fluid and realistic animations. By attaching objects to predetermined paths, animators can achieve smooth transitions, accurate positioning, and consistent motion throughout their animation sequences. Motion guide paths offer a range of creative possibilities. They allow animators to simulate natural phenomena, create dynamic camera movements, and bring characters and objects to life. With the ability to define the trajectory and timing of objects, animators have greater control over the visual storytelling process, enhancing the impact and engagement of their animations. Understanding and mastering motion guide paths is crucial for multimedia designers and animators. By utilizing this technique effectively, they can elevate the quality of their work, deliver captivating and immersive experiences, and effectively convey their intended messages to audiences. As technology continues to advance, motion guide paths will likely evolve and become even more integral to the field of multimedia design. With ongoing developments in animation software and techniques, animators will have access to enhanced tools and features that further enhance the capabilities of motion guide paths.

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on McDonald's: Strategies for GeneratingBusiness in India

Dr. Suprina Sharma
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

This research paper presents a comprehensive case study on McDonald's and its strategies for generating business in India. McDonald's, a global fast-food giant, faced unique challenges in entering and expanding its presence in the Indian market due to cultural, economic, and dietary differences. The study examines the key factors that contributed to McDonald's success in India, including localization of the menu, innovative marketing campaigns, strategic partnerships, and corporate social responsibility initiatives. By analyzing the Indian market dynamics and McDonald's business approach, this case study offers valuable insights into the strategies employed by multinational corporations to adapt and thrive in emerging economies.

Keywords: McDonald's, India, business strategy, localization, marketing, partnerships, corporate social responsibility

Background of McDonald's and its global expansion

McDonald's Corporation, founded in 1955 by Ray Kroc, is a renowned global fast-food restaurant chain. It originated as a small hamburger stand in San Bernardino, California, and quickly evolved into a franchise model that revolutionized the fast- food industry.

McDonald's is known for its standardized menu, efficient operations, and emphasis on customer experience. The company's success lies in its ability to offer affordable, convenient, and consistent food products in a fast-paced environment. This formula propelled McDonald's to expand rapidly within the United States during the 1950s and 1960s.

In the late 1960s, McDonald's ventured into international markets, starting with Canada and Puerto Rico. The company's global expansion gained significant momentum in the 1970s, when it entered markets in Europe, Australia, and Japan. McDonald's adopted a franchise model, allowing local entrepreneurs to operate restaurants under the McDonald's brand and benefit from its established systems and marketing strategies.

The franchise model proved highly successful, enabling McDonald's to rapidly expand its footprint worldwide. The company's strong brand recognition, coupled with its focus on quality, affordability, and convenience, appealed to consumers in various countries. By the 1990s, McDonald's had a significant presence in numerous countries across six continents. McDonald's expanded globally, it faced the challenge

of adapting to diverse cultural, social, and economic contexts. The company recognized the importance of tailoring its offerings to local tastes and preferences while maintaining core elements of its brand identity. This approach led to the introduction of region- specific menu items and localized marketing campaigns, allowing McDonald's to connect with consumers on a local level.

Today, McDonald's operates thousands of restaurants worldwide and continues to explore new markets and adapt to changing consumer demands. The company's global expansion has made it an iconic symbol of fast-food culture and a prominent player in the global restaurant industry.

Significance of the Indian market for McDonald's

The Indian market holds significant importance for McDonald's due to several key factors. India, with its vast population of over 1.3 billion people, represents a massive consumer base with immense growth potential. The country's rising middle class, urbanization, and increasing disposable incomes have contributed to a shift in consumer preferences and a higher demand for convenience foods.

The changing lifestyles of Indian consumers, particularly in urban areas, have led to an increase in dining out and a growing affinity for fast food. As a result, McDonald's recognized the opportunity to tap into this market and establish its brand presence. With its well-known brand identity, standardized processes, and extensive experience in the fast-food industry, McDonald's sought to leverage its strengths to capture a share of the Indian market.

Moreover, India's young population is another significant factor that makes it an attractive market for McDonald's. With a large proportion of the population under the age of 35, there is a growing consumer segment that is open to experimenting with new dining experiences and global cuisines. McDonald's, with its globally recognized brand and menu offerings, aimed to resonate with this youthful demographic and establish long-term brand loyalty.

In addition to the market size and demographic factors, the Indian market also presents unique opportunities for McDonald's in terms of localization. India's diverse culinary heritage and regional flavors provide McDonald's with an opportunity to adapt its menu offerings and introduce localized items. By catering to the specific tastes and preferences of Indian consumers, McDonald's could differentiate itself from competitors and create a deeper connection with the local population.

Furthermore, McDonald's entry into the Indian market had a significant impact on the overall perception of foreign fast-food chains in the country. It opened doors for other global players and contributed to the overall growth and development of the fast-food industry in India. McDonald's success in India demonstrated that foreign brands could adapt and thrive by understanding and respecting local culture and preferences.

Overall, the significance of the Indian market for McDonald's lies in its massive consumer base, the shifting consumer preferences towards fast food, the young and dynamic population, and the opportunity for localization. By tailoring its offerings to suit Indian tastes and preferences, McDonald's aimed to position itself as a trusted and favored fast-food brand in India and capture a substantial market share in this emerging economy.

Overview of the Indian market and consumer behavior:

The Indian market is characterized by its vast population, cultural diversity, and rapidly evolving consumer behavior. India's middle class is expanding, and urbanization is on the rise, leading to increased consumer spending and a growing preference for convenience and dining out.

Consumer behavior in India is influenced by several factors. Family values, traditions, and social norms play a significant role in shaping preferences and purchase decisions. Indian consumers often prioritize value for money, seeking affordable options without compromising on quality. Additionally, taste preferences vary across regions, with a rich culinary heritage and a penchant for regional flavors and spices. Furthermore, the influence of digital technology and social media has grown significantly in recent years, impacting consumer behavior and purchasing patterns. Increasing smartphone penetration and the availability of affordable internet services have empowered consumers to research products, compare prices, and make informed choices.

Competitive landscape and market potential

The fast-food industry in India is highly competitive, with both local and international players vying for market share. McDonald's faces competition from various segments, including global fast-food chains such as KFC, Domino's Pizza, Subway, and Burger King, as well as regional and local players.

Local fast-food chains in India often have a better understanding of regional tastes and preferences, and they cater to diverse culinary traditions. They offer a wide range of Indian-inspired menu items, which can pose a challenge for global chains like McDonald's. However, international brands bring their global brand equity, standardized quality, and efficient operations, which can be appealing to Indian consumers. Despite the competitive landscape, the market potential for fast-food chains in India remains significant. The country's urban population is growing, with an increasing number of young consumers who are open to experimenting with global cuisines and dining experiences. The rise of dual-income households and changing lifestyles, coupled with the convenience and affordability offered by fast food, present opportunities for market growth.

Moreover, the expansion of food delivery platforms and the adoption of online ordering have further fueled the growth of the fast-food industry in India. The

convenience of ordering food through mobile apps and the increasing preference for home deliveries have led to a surge in online food ordering, providing an additional avenue for fast-food chains to reach consumers.

The market potential extends beyond the urban areas, with rising disposable incomes and changing consumer behavior in tier-II and tier-III cities. As these regions undergo rapid development and urbanization, there is an increasing demand for modern dining options, including fast food.

Challenges for McDonald's in India

Cultural factors and dietary preferences: India's cultural diversity and dietary preferences present a major challenge for McDonald's. The majority of the Indian population follows Hinduism, which considers cows sacred and prohibits the consumption of beef. McDonald's had to adapt its menu to cater to the dietary preferences of Indian consumers by introducing vegetarian options and eliminating beef- based products.

Competition from local and international brands: The fast-food industry in India is highly competitive, with both local and international players vying for market share. Local brands often have a better understanding of regional tastes and preferences and offer a wide range of Indian-inspired menu items. McDonald's faces the challenge of differentiating itself and capturing the attention of consumers in a crowded marketplace.

Regulatory and legal considerations: McDonald's had to navigate the regulatory and legal landscape in India. Compliance with food safety standards, obtaining licenses and permits, adhering to labor laws, and addressing local sourcing requirements were essential for operating successfully in the country. McDonald's had to ensure compliance while maintaining its global brand standards and operational efficiency.

Opportunities for McDonald's in India:

Localization and menu adaptation: India's diverse culinary heritage provides an opportunity for McDonald's to adapt its menu offerings. By incorporating regional flavors, spices, and vegetarian options, McDonald's can cater to the specific tastes and preferences of Indian consumers, creating a deeper connection with the local population.

Growing urban population and changing lifestyles: India's urban population is expanding, accompanied by rising disposable incomes and changing lifestyles. As more people opt for convenience and dining out, McDonald's can capitalize on the growing demand for fast food by providing affordable and convenient options.

Brand recognition and trust: McDonald's global brand recognition and standardized quality offer an advantage in the Indian market. Consumers are often drawn to international brands for their perceived quality and reliability. By leveraging its brand

equity and maintaining consistent standards, McDonald's can attract and retain customers who seek a familiar and trusted fast-food experience. Digital technology and online ordering: The rise of digital technology and the increasing adoption of online food delivery platforms provide opportunities for McDonald's to reach a wider consumer base. By partnering with popular food delivery platforms and offering seamless online ordering experiences, McDonald's can tap into the growing trend of online food ordering, especially among urban consumers.

Expansion in tier-II and tier-III cities: While McDonald's has established a presence in major cities in India, there is significant potential for expansion in tier-II and tier-III cities. As these regions undergo rapid development and urbanization, there is an increasing demand for modern dining options, including fast food. By strategically targeting these markets, McDonald's can unlock new growth opportunities. By effectively addressing the challenges and capitalizing on the opportunities in the Indian market, McDonald's can generate business and establish a strong foothold in one of the world's fastest- growing economies.

Results and Success Factors:

Sales and revenue growth in the Indian market:

McDonald's has experienced significant sales and revenue growth in the Indian market since its entry in 1996. The company has been able to establish a strong presence and expand its restaurant network across major cities in India. While specific sales figures may vary, the success can be attributed to factors such as localization of the menu, adaptation to cultural preferences, and targeted marketing strategies.

Customer satisfaction and brand loyalty:

McDonald's has focused on delivering a positive customer experience in India, aiming to build brand loyalty and customer satisfaction. The company has invested in training its staff to ensure friendly and efficient service. By consistently delivering quality food, maintaining cleanliness, and offering value for money, McDonald's has been able to create a loyal customer base in India.

Lessons learned and best practices for other multinational companies:

McDonald's experience in the Indian market offers valuable lessons and best practices for other multinational companies entering the country. Some key takeaways include:

Adaptation to local culture: Understanding and respecting local culture and traditions is crucial for success in India. Adapting products, menus, and marketing strategies to cater to local preferences is essential.

Menu localization: Offering localized menu items that incorporate regional flavors and vegetarian options can attract a wider customer base and differentiate from competitors.

Value for money: Providing affordable options without compromising on quality is essential in a price-sensitive market like India. Offering value combos and promotional deals can help attract and retain customers.

Focus on customer experience: Investing in training and development programs to ensure excellent customer service can help build customer loyalty and positive word- of-mouth.

Embracing digital technology: Leveraging digital platforms, online ordering, and delivery services can tap into the growing trend of digital adoption among Indianconsumers.

Recommendations for McDonald's and other companies entering the Indianmarket:

Continuously innovate and adapt: McDonald's should continue to innovate its menu offerings to cater to evolving consumer preferences. Regularly introducing new products and promotions can keep the brand fresh and attract customers.

Strengthen regional presence: While McDonald's has a presence in major cities, expanding into tier-II and tier-III cities can unlock further growth potential. Conductingmarket research to identify suitable locations and understanding local preferences is essential.

Embrace sustainability: With increasing awareness of environmental issues, incorporating sustainable practices, such as eco-friendly packaging and responsible sourcing, can resonate with Indian consumers and enhance brand reputation.

Collaborate with local partners: Building strategic partnerships with local suppliers, food producers, and influencers can help McDonald's navigate the Indian market more effectively and foster goodwill among local stakeholders.

Leverage digital marketing: Investing in digital marketing strategies, social media engagement, and personalized customer experiences can enhance brand visibility, attract new customers, and drive customer loyalty.

In conclusion, McDonald's has successfully generated business in the Indian market by understanding and addressing the unique challenges and opportunities. Through menu adaptation, localization, and a focus on customer experience, the company has been able to achieve sales and revenue growth and establish a strong brand presence in India.

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egies for Enhancing Employee Retention in the PrivateSector: Building a Thriving Workforce

Dr. Suprina Sharma
Assistant Professor,Chandigarh School of Business, CGC Jhanjeri

Abstract

Employee retention is a critical concern for organizations in the private sector as it directly impacts productivity, employee morale, and overall business success. This article explores strategies for enhancing employee retention in the private sector, focusing on building a thriving workforce. It discusses the importance of creating a positive work environment, offering competitive compensation and benefits, promoting growth and development opportunities, and addressing emerging challenges in employee retention. By understanding key considerations such as employee needs and expectations, turnover drivers, organizational culture, leadership practices, total rewards packages, career development, and work-life balance, organizations can develop effective retention strategies tailored to their workforce. This article highlights the significance of continuous assessment, feedback collection, and adaptation to ensure the long-term success of employee retention initiatives.

Keywords: Employee retention, private sector, positive work environment, compensation and benefits, organizational culture, leadership practices, career development, work-life balance.

Introduction

Employee retention is a critical concern for organizations in the private sector. High employee turnover can be costly and disruptive, impacting productivity, customer satisfaction, and overall business performance. Therefore, building a thriving workforce becomes imperative for sustainable success. Creating a positive work environment is a foundational strategy for enhancing employee retention. Nurturing a supportive company culture is essential, where employees feel valued, respected, and engaged. Organizations should encourage open communication, transparency, and collaboration to foster strong employee-manager relationships. This can be achieved through regular feedback, performance evaluations, and opportunities for growth and development. When employees feel supported and invested in, they are more likely to remain committed to the organization.

Competitive compensation and benefits play a significant role in employee retention. Organizations should ensure that their compensation practices are fair and aligned with market standards. Offering attractive benefits packages, such as healthcare, retirement plans, and flexible work arrangements, can enhance job satisfaction and work-life balance. Additionally, implementing performance-based incentives and

recognition programs can motivate employees and reinforce their contributions, thereby increasing their loyalty to the organization. By prioritizing a positive work environment and competitive compensation and benefits, organizations can create a workplace that attracts and retains top talent. In the following sections, we will delve deeper into these strategies and explore practical approaches for implementation.

Strategies for Employee retention in private sector

Competitive Compensation and Benefits: Offering competitive compensation and benefits is a crucial strategy for employee retention in the private sector. Ensuring that employees are fairly compensated based on industry standards and market trends helps attract and retain top talent. Additionally, providing attractive benefits packages, such as healthcare, retirement plans, and work-life balance initiatives, demonstrates a commitment to employee well-being and satisfaction. By regularly reviewing and adjusting compensation and benefits offerings, organizations can remain competitive and retain their valuable employees.

Employee Engagement and Recognition: Actively engaging employees and recognizing their contributions is vital for fostering a positive work environment and enhancing retention. Organizations can promote employee engagement by encouraging open communication, soliciting feedback, and involving employees in decision-making processes. Regularly recognizing and rewarding employees for their achievements and milestones can boost morale and motivation. Creating a culture of appreciation and valuing employees' efforts helps build a strong sense of loyalty and commitment to the organization.

Career Development and Advancement Opportunities: Providing clear career paths and growth opportunities is an effective strategy for retaining employees. Offering training programs, mentorship opportunities, and skills development initiatives demonstrates a commitment to employees' professional growth and advancement. Employees who see a future with the organization are more likely to stay and contribute their skills and knowledge. Regular performance evaluations and individual development plans can help identify employees' career aspirations and align them with organizational goals.

Work-Life Balance and Flexible Policies: Recognizing the importance of work-life balance and implementing flexible work policies can significantly contribute to employee retention. Employees today seek a harmonious integration of their personal and professional lives. Organizations that prioritize work-life balance by offering flexible work schedules, remote work options, and family-friendly policies demonstrate an understanding of employees' needs and support their well-being. Providing a healthy work-life balance improves job satisfaction, reduces burnout, and increases loyalty to the organization.

Implementing these strategies requires a comprehensive and integrated approach, with continuous monitoring and adjustment. Organizations should regularly assess employeeneeds and preferences, gather feedback, and adapt their retention strategies accordingly. By prioritizing competitive compensation and benefits, fostering employee engagement and recognition, offering career development opportunities, and promoting work-life balance, organizations can create an environment where employees feel valued, supported, and motivated to stay and contribute to the organization's success. Limited resources can impact the ability to offer competitive compensation packages, provide extensive training and development programs, or invest in employee engagement initiatives. Creative problem-solving, prioritization, and seeking cost-effectivealternatives can help mitigate this challenge.

Competing Priorities: Organizations often face multiple competing priorities that demand attention and resources. Balancing retention initiatives with other strategic objectives can be challenging, especially in fast-paced and dynamic environments. It is crucial to align retention strategies with the organization's overall goals and effectively communicate their impact on long-term success. This alignment ensures that employee retention remains a priority and receives the necessary support and resources.

Lack of Measurement and Evaluation: Without proper measurement and evaluation mechanisms in place, it becomes challenging to assess the effectiveness of retention strategies. Organizations may struggle to track key retention metrics, such as turnover rates, employee satisfaction, and engagement levels. Developing robust measurement systems, conducting regular surveys and feedback sessions, and analyzing data will enable organizations to identify gaps and make informed decisions for improving their retention strategies.

Addressing these challenges requires proactive planning, stakeholder involvement, and continuous monitoring and adaptation. By recognizing these potential obstacles and devising strategies to overcome them, organizations can enhance their ability to successfully implement and sustain employee retention initiatives in the private sector.

Key Considerations for Effective Employee Retention Strategies

To effectively address employee retention, it is essential to understand several key aspects. These include:

Employee Needs and Expectations: Recognizing and understanding the needs, motivations, and expectations of employees is crucial. This involves gaining insights intowhat employees value in their work, such as fair compensation, growth opportunities, work-life balance, a supportive work environment, or recognition for their contributions. Conducting surveys, focus groups, and individual conversations can help gather this information and tailor retention strategies accordingly.

Turnover Drivers: Identifying the factors that contribute to employee turnover is vital. Common drivers may include limited career growth, poor management, lack of recognition or appreciation, work overload, inadequate work-life balance, or dissatisfaction with compensation and benefits. Analyzing turnover data, conducting exit interviews, and monitoring employee engagement surveys can provide valuable insights into the specific challenges and areas requiring improvement. **Organizational**

Culture: Understanding the organization's culture is essential for effective employee retention. A positive and inclusive culture that values diversity, promotes open communication, encourages collaboration, and provides opportunities for employee growth and development can significantly impact retention rates. Assessing the existing culture and identifying areas for improvement can help create an environment where employees feel engaged, supported, and motivated to stay. **Leadership and**

Management Practices: Strong leadership and effective management play a critical role in employee retention. Assessing leadership capabilities and management practices within the organization is essential. Leaders and managers should possess the necessary skills to inspire, engage, and empower employees, fostering a positive work environment. Providing leadership training and development programs can help enhance these skills and ensure that managers are equipped to support employee retention efforts.

Total Rewards Package: Evaluating the organization's compensation and benefits offerings is crucial. This includes assessing whether the compensation is competitive, the benefits package aligns with employee needs, and the rewards system recognizes and rewards performance effectively. Benchmarking against industry standards and gathering feedback from employees can help identify areas where improvements can be made to ensure a compelling total rewards package.

Career Development Opportunities: Understanding employees' career aspirations and providing opportunities for growth and advancement is important for retention. Offering clear career paths, providing training and development programs, and supporting employees in achieving their professional goals demonstrates a commitment to their long-term success. Regular conversations with employees about their career aspirations and providing the necessary resources for their development can contribute to higher retention rates.

Work-Life Balance and Well-being: Recognizing the importance of work-life balance and employee well-being is crucial. Organizations should strive to create an environment that supports employees in managing their personal and professional lives effectively. Implementing policies and practices that promote work-life balance, offering wellness programs, and addressing employee well-being concerns can contribute to higher job satisfaction and retention.

Conclusion

Employee retention is a critical concern for organizations in the private sector. Building a thriving workforce and implementing effective strategies to retain talented employees

are essential for long-term success. By understanding the importance of employee retention and the benefits it brings, organizations can prioritize the well- being and growth of their employees, ultimately creating a positive work environment. Throughout this discussion, we explored various strategies for enhancing employee retention in the private sector. Creating a positive work environment by nurturing a supportive company culture, promoting effective communication, and providing growth opportunities can significantly impact retention rates. Additionally, offering competitive compensation and benefits packages, as well as implementing performance-based incentives and recognition programs, can attract and retain top talent.

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Effective Performance Appraisal System: KeyComponents and Best Practices

Dr. Suprina Sharma
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:
An effective performance appraisal system plays a vital role in assessing and managing employee performance within an organization. This article explores the key components and best practices for designing such a system. It emphasizes the importance of clear and specific goals, regular feedback, objective criteria, 360-degreefeedback, training and development opportunities, as well as performance recognition and rewards. By implementing these components, organizations can create a performance appraisal system that promotes employee growth, improvesproductivity, and aligns individual performance with organizational goals. **Keywords:**Performance appraisal system, Employee performance, Assessment, Performance indicator, Feedback

Introduction

An effective performance appraisal system is a structured process designed to evaluate and manage employee performance within an organization. It aims to provide feedback, identify areas for improvement, and recognize and reward outstanding performance. Here are some key characteristics of an effective performance appraisal system:

Clear Objectives and Criteria: The system should have well-defined performance objectives and criteria that align with the organization's goals and expectations. These objectives should be communicated to employees in a clear and transparent manner.

Regular and Timely Feedback: Regular feedback is essential to keep employees informed about their performance. The system should provide ongoing feedback throughout the performance period, allowing employees to make necessary improvements and adjustments. Feedback should be specific, constructive, and provided in a timely manner.

Two-Way Communication: An effective appraisal system encourages open and honest communication between managers and employees. It should provide an opportunity for employees to express their views, discuss their goals and challenges, and seek clarifications or guidance from their managers.

Multiple Sources of Feedback: Feedback should not be limited to just the immediate supervisor. An effective system incorporates feedback from multiple sources, such as peers, subordinates, and even external stakeholders. This 360-degree feedback

provides a more comprehensive view of an employee's performance and helps identify strengths and areas for improvement.

Performance Measurement: The appraisal system should include objective and measurable criteria for evaluating performance. These criteria may include key performance indicators (KPIs), specific goals, competencies, or a combination of factors that are relevant to the employee's role and responsibilities.

Development and Training Opportunities: The system should identify employees' development needs and provide opportunities for training and skill enhancement. It should support employee growth and career development by offering resources, mentoring, and coaching.

Performance Recognition and Rewards: An effective appraisal system includes mechanisms to recognize and reward exceptional performance. This may involve performance-based bonuses, promotions, public recognition, or other incentives that motivate employees to excel.

Performance Improvement Plans: In cases where employees are not meeting performance expectations, the system should provide a framework for developing and implementing performance improvement plans. These plans should outline specific actions and timelines to address performance gaps and help employees succeed.

Fairness and Objectivity: The appraisal system should be fair, unbiased, and free from any form of discrimination. It should use consistent evaluation criteria and ensure that all employees are evaluated based on their actual performance. **ContinuousImprovement:** An effective performance appraisal system is not static; it should be reviewed and refined regularly to ensure its effectiveness. Feedback from employees and managers can be gathered to identify areas for improvement and make necessary adjustments to the process. Overall, an effective performance appraisal system promotes a culture of continuous improvement, supports employee development, and aligns individual performance with organizational goals.

Goal Setting and Alignment:

Goal setting is a critical component of an effective performance appraisal system in manufacturing industries. Clear and specific goals help employees understand what is expected of them and provide direction for their work. Here are some key considerations for goal setting and alignment:

1. Specific and Measurable Goals: Goals should be specific, measurable, achievable, relevant, and time-bound (SMART). This ensures that employees have a clear understanding of what needs to be achieved and how their performance will be evaluated.

2. Alignment with Organizational Objectives: Goals should be aligned with the overall strategic objectives of the manufacturing organization. This ensures that

individual efforts contribute to the broader goals of the company, fostering a sense ofpurpose and direction.

3. Cascading Goals: Goals should be cascaded from top-level management down
to individual employees. This alignment ensures that everyone is working towards acommon vision and objectives, promoting collaboration and synergy across departments.

4. Regular Review and Adjustment: Goals should be reviewed periodically to
assess progress and make necessary adjustments. This allows for flexibility andadaptability in a dynamic manufacturing environment.

Performance Measurement and Metrics

Performance measurement and metrics provide a quantitative and qualitative assessment of employee performance. This helps in evaluating individual contributions,identifying areas for improvement, and recognizing exceptional performance. Here are key considerations for performance measurement:

1. Clear Performance Criteria: Clearly defined performance criteria should be
established to evaluate employee performance objectively. These criteria can include quality, productivity, efficiency, safety, adherence to deadlines, teamwork, and problem-solving skills, among others.

2. Key Performance Indicators (KPIs): Manufacturing organizations should
identify relevant KPIs that align with their strategic objectives and track these metrics to assess performance. KPIs can vary based on job roles and responsibilities, but they should be meaningful, measurable, and linked to organizational success.

3. Balanced Approach: Performance measurement should consider both
quantitative and qualitative factors. While quantitative metrics provide tangible data, qualitative factors, such as communication skills, leadership qualities, and innovation, should also be considered to provide a comprehensive evaluation.

4. Regular Performance Reviews: Regular performance reviews should be conducted
to provide employees with feedback on their performance, discuss strengths and areas for improvement, and set goals for the future. These reviews can be conducted annually, semi-annually, or quarterly, depending on the organization's preference.

Feedback Mechanisms

Feedback is crucial for employee growth and improvement. Effective feedback mechanisms promote open communication, clarify expectations, and address performance gaps. Consider the following when establishing feedback mechanisms:

1. Two-Way Communication: Encourage open and honest communication
between employees and managers. Both parties should have the opportunity to share their perspectives, concerns, and ideas during performance discussions.

2.   Continuous Feedback: Move away from traditional   annual   or   periodic feedback and embrace continuous feedback. Regular check-ins, informal conversations, and project-specific feedback help employees stay on track and make timely adjustments to their performance.

3.   Constructive and Specific Feedback: Feedback should be constructive, specific, and actionable. It should focus on behavior, outcomes, and areas for improvement while also recognizing and reinforcing positive performance.

4.   360-Degree Feedback: Consider implementing a 360-degree feedback process that involves input from multiple sources, including peers, subordinates, and customers. This provides a holistic view of an employee's performance and fosters a culture of feedback and collaboration.

Employee Development and Growth Opportunities

An effective performance appraisal system should go beyond evaluation and provide opportunities for employee development and growth. This helps employees enhance their skills, knowledge, and capabilities, contributing to their long-term success and the overall success of the manufacturing organization. Here are some key components of employee development and growth opportunities:

   Individual Development Plans: Collaboratively create individual development plans with employees based on their aspirations, strengths, and areas for improvement.These plans outline specific actions and resources needed to support their professional growth. They can include training programs, workshops, certifications, mentoring, and stretch assignments.

2.   Training and Skill Development: Provide access to relevant training programs and skill development initiatives that align with the needs of the manufacturing industry.These can include technical training, leadership development programs, cross-functional training, and specialized workshops to enhance employees' knowledge and competencies.

   Mentoring and Coaching: Establish a mentoring and coaching program where experienced employees can guide and support less experienced individuals. This creates a learning environment, fosters knowledge sharing, and helps employees develop new skills and perspectives.

4.   Job Rotation and Cross-Functional Assignments: Offer opportunities for employees to take on new roles, projects, or assignments within the manufacturing organization. Job rotation and cross-functional assignments expose employees to different aspects of the business, broaden their skill set, and promote a holistic understanding of the manufacturing processes.

   Performance-based Promotions and Career Advancement: Link performance appraisal outcomes to career advancement opportunities within the organization.

Recognize and reward high performers by providing them with opportunities for growth, such as promotions, increased responsibilities, and higher-level positions.

6. Continuous Learning Culture: Foster a culture of continuous learning and professional development within the manufacturing organization. Encourage employees to engage in self-directed learning, attend industry conferences and seminars, and stay updated on the latest trends and technologies in the field.

7. Feedback and Coaching for Development: Provide employees with constructive feedback and coaching to support their development. Managers should have regular discussions with employees to identify areas for improvement and provide guidance on how to enhance their skills and capabilities.

8. Performance Improvement Plans: In cases where employees are not meeting performance expectations, develop performance improvement plans to help them address their weaknesses and achieve the desired level of performance. These plans should include clear goals, specific actions, and support mechanisms to help employees succeed.

9. Recognition and Rewards: Recognize and reward employees for their efforts, achievements, and contributions to the manufacturing organization. This can include monetary rewards, incentives, public recognition, and opportunities to participate in special projects or initiatives.

10. Employee Engagement and Work-Life Balance: Foster employee engagement and work-life balance to create a positive work environment that supports employee growth and development. Provide flexible work arrangements, promote a healthy work-life balance, and encourage employee involvement in decision-making processes.

By implementing these components of employee development and growth opportunities within the performance appraisal system, manufacturing organizations can foster a culture of continuous learning, enhance employee engagement and retention, and ensure that employees have the necessary skills and capabilities to contribute to the success of the organization.

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"An Analysis of Various Investment Avenues with SpecialReference to Mutual Funds"

Dr. Suprina Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This chapter aims to provide a comprehensive analysis of different investment avenues with a specific focus on mutual funds. The investment landscape has evolved significantly, and investors have a wide range of options to choose from. Mutual funds have gained popularity due to their potential for diversification, professional management, and accessibility. This chapter explores the key features, types, benefits, and risks associated with mutual funds. Additionally, it discusses various other investment avenues, such as stocks, bonds, real estate, and commodities, and comparesthem with mutual funds in terms of risk and return. The analysis presented in this chapter will enable investors to make informed decisions while considering their investment objectives, risk tolerance, and time horizon.

Keywords: Investment avenues, Mutual funds, Analysis, Stocks

Introduction

The background section provides context for the analysis of various investment avenues with a focus on mutual funds. It may discuss the increasing importance of investments in today's financial landscape, the evolving preferences of investors, and the need for a comprehensive understanding of different investment options. The research objective states the purpose of the chapter. It could include aims such as analyzing the features and performance of mutual funds, comparing them with other investment avenues, and evaluating their suitability for different investor profiles. The scope and limitations section defines the boundaries of the analysis. It may specify the timeframe considered, the geographical focus, and the specific types of mutual funds and investment avenues included in the analysis. Additionally, it acknowledges any limitations such as data availability or potential biases in the analysis.

Overview of Mutual Funds

Mutual funds are investment vehicles that pool money from multiple investors and invest in a diversified portfolio of securities such as stocks, bonds, and money market instruments. They are managed by professional fund managers who make investment decisions based on the fund's investment objectives and strategies.

Definition and Structure: Mutual funds are collective investment schemes that provide individuals with an opportunity to invest in a diversified portfolio of securities, even with small amounts of capital. They are regulated investment vehicles

that offer investors the ability to participate in the financial markets without directly managing the investments themselves.

Types of Mutual Funds: There are various types of mutual funds available to cater to different investment objectives and risk preferences. Some common types of mutual funds include:

Equity Funds: Equity funds primarily invest in stocks or shares of companies. They aim to generate capital appreciation by investing in companies with growth potential. Equity funds can be further classified based on factors such as market capitalization (large-cap, mid-cap, small-cap), investment style (value, growth), or sector focus.

Debt Funds: Debt funds invest in fixed-income securities such as government bonds, corporate bonds, and money market instruments. They aim to provide regular income to investors while minimizing the risk of capital loss. Debt funds can have varying levels of risk and returns based on the credit quality and duration of the underlying bonds.

Balanced Funds: Balanced funds, also known as hybrid funds, invest in a mix of equities and fixed-income securities. They seek to provide a balance between capital appreciation and income generation. Balanced funds adjust their asset allocation based on market conditions and the fund manager's outlook.

Index Funds: Index funds aim to replicate the performance of a specific market index, such as the S&P 500 or the FTSE 100. They invest in the same securities and in the same proportion as the index they track. Index funds typically have lower expense ratios compared to actively managed funds.

Sector-specific Funds:

Sector-specific funds focus on specific industries or sectors of the economy, such as technology, healthcare, or energy. These funds concentrate their investments in companies operating within a particular sector, aiming to take advantage of sector- specific trends and opportunities.

Benefits of Mutual Funds

Mutual funds offer several benefits to investors, including:

1. Diversification: Mutual funds invest in a variety of securities, reducing the risk associated with investing in individual stocks or bonds.
2. Professional Management: Experienced fund managers make investment decisions based on thorough research and analysis.
3. Liquidity: Investors can buy or sell mutual fund units on any business day at the current net asset value (NAV).
4. Accessibility: Mutual funds are accessible to a wide range of investors, even those with limited capital.

5.   Flexibility: Investors can choose from various types of mutual funds to align with their investment goals and risk tolerance.

Risks Associated with Mutual Funds:

While mutual funds offer advantages, they also come with certain risks, including:

1.   Market Risk: Mutual funds are exposed to market fluctuations, and the value of the investments can go up or down based on market conditions.

2.   Volatility Risk: Certain types of mutual funds, such as equity funds, are subject to higher volatility due to their exposure to the stock market.

3.   Credit Risk: Debt funds carry the risk of default by the issuers of the underlying bonds, impacting the fund's performance.

4.   Managerial Risk: The performance of a mutual fund heavily relies on the skills and decisions of the fund manager, which introduces the risk of poor investment choices.

It is essential for investors to carefully assess their investment objectives, risk tolerance, and time horizon before investing in mutual funds.

Performance Analysis of Mutual Funds:

Evaluating Mutual Fund Performance:

Evaluating the performance of mutual funds is crucial for investors to assess the effectiveness of their investment choices. Several factors should be considered in evaluating mutual fund performance, including the fund's return, risk, consistency, and the achievement of its stated investment objectives. Investors should also consider the time period over which the fund's performance is analyzed.

Key Performance Indicators:

Key performance indicators (KPIs) are used to assess the performance of mutual funds. Some common KPIs include:

Return: The return of a mutual fund is a key indicator of its performance. It can be measured in terms of absolute returns (actual gains or losses) or relative returns (compared to a benchmark or peer group). Investors should consider both short-term and long-term returns.

Risk Measures: Various risk measures help assess the risk associated with a mutual fund. Standard deviation measures the volatility of a fund's returns, while beta measures its sensitivity to market movements. Sharpe ratio and Treynor ratio adjust returns for risk to evaluate risk-adjusted performance.

Expense Ratio: The expense ratio reflects the fees and expenses charged by the mutual fund. A lower expense ratio is generally favorable for investors as it reduces the impact on returns.

Alpha: Alpha measures a fund's performance relative to its expected return based on its beta. A positive alpha indicates that the fund has outperformed its expected return, while a negative alpha suggests underperformance.

Morningstar Rating: The Morningstar rating system provides a snapshot of a mutual fund's historical risk-adjusted performance compared to its peers. It assigns ratings ranging from one to five stars, with five stars indicating the highest-rated funds.

Benchmarking and Comparison:

Benchmarking is an important tool for evaluating mutual fund performance. It involves comparing a fund's returns and risk metrics with an appropriate benchmark index or a peer group of funds with similar investment objectives. This helps investors understand whether the fund has outperformed or underperformed its intended benchmark.Benchmarking also aids in comparing different mutual funds within the same category. Investors can assess factors such as historical performance, risk measures, expense ratios, and portfolio characteristics to make informed investment decisions.

Additionally, comparing a mutual fund's performance against its peers can provide insights into how it stands in terms of returns, risk management, and consistency. This analysis can help investors identify top-performing funds within a particular category.Investors should consider that past performance is not a guarantee of future results and that other qualitative factors, such as fund management, investment strategy, and the fund's adherence to its stated objectives, should also be taken into account.By evaluating mutual fund performance using key performance indicators, benchmarking, and comparison, investors can gain a comprehensive understanding of a fund's historical performance and make informed decisions about their investment choices.4. Other Investment Avenues

Findings and Analysis:

Throughout the analysis, several key findings have emerged regarding various investment avenues, with a specific focus on mutual funds. The performance analysis of mutual funds revealed their historical returns and measures of volatility, allowing for a comparison with other investment options such as stocks and bonds. Factors influencing mutual fund performance, including fund manager expertise, asset allocation, and expense ratios, were also examined. The analysis highlighted the potential benefits of mutual funds in terms of convenience and diversification.

Significance of Mutual Funds as an Investment Avenue:

Mutual funds play a significant role in the investment landscape due to their accessibility and ability to pool funds from multiple investors. The analysis demonstrated that mutual funds offer a range of investment options, catering to different risk appetites and financial goals. They provide investors with professional management, diversification across asset classes, and liquidity. The significance of

mutual funds lies in their potential to help individuals build wealth, achieve financial goals, and participate in the financial markets.

Implications for Investors:

The analysis has several implications for investors considering mutual funds as an investment avenue. Firstly, it emphasizes the importance of conducting thorough research and due diligence when selecting mutual funds. Factors such as the fund manager's track record, investment strategy, and expense ratios should be carefully evaluated. Secondly, the findings suggest that investors should align their investment goals with the appropriate mutual fund categories to maximize returns and manage riskeffectively. Lastly, implementing disciplined investment strategies, such as systematic investment plans (SIPs) and regular portfolio reviews, can enhance long- term investment performance.

Future Research Directions:

While this analysis provides valuable insights into mutual funds as investment avenues,there are opportunities for further research. Future studies could focus on evaluating the performance of specific types of mutual funds, such as equity funds, bond funds, or sector-specific funds. Additionally, analyzing the impact of market conditions, economicindicators, and regulatory changes on mutual fund performance could provide deeper insights. Furthermore, conducting comparative studies between mutual funds and alternative investment options, such as exchange-traded funds (ETFs) or real estate investment trusts (REITs), could expand the understanding of different investment avenues.

Conclusion

The analysis highlights the significance of mutual funds as a viable investment avenue. Investors can benefit from the convenience, diversification, and professional management offered by mutual funds. By considering the findings and implications of this analysis, investors can make informed decisions, align their investment goals with suitable mutual fund categories, and implement strategies to maximize returns. Future research endeavors can further enhance the understanding of mutual funds and other investment avenues, contributing to the advancement of investment practices and financial decision-making.

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A Study On "Digital marketing at Talent serve"

Shikha Puri

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This research paper explores the implementation and effectiveness of digital marketing strategies at Talent Serve, a leading talent acquisition agency. In the digital age, organizations must adapt to the evolving landscape of recruitment and employer branding. Talent Serve recognizes the potential of digital marketing to attract and engage top talent while establishing a strong employer brand. By leveraging technology, Talent Serve aims to optimize its recruitment process and enhance its online presence. This study analyzes the various digital marketing techniques employed by Talent Serve and evaluates their impact on talent acquisition and employer branding. The findings demonstrate the advantages of digital marketing in enhancing candidate engagement, expanding reach, and improving overall recruitment outcomes.

Keywords: Digital marketing, talent acquisition, employer branding, social media marketing, search engine optimization, content marketing, email marketing, online advertising, mobile marketing

Introduction

The digital revolution has profoundly impacted the recruitment landscape, requiring organizations to adapt their talent acquisition strategies. Traditional methods of talent acquisition, such as newspaper advertisements and job fairs, are being supplemented and, in some cases, replaced by digital marketing techniques. Digital marketing offers a wide range of opportunities to connect with potential candidates, build employer brand reputation, and optimize the recruitment process. Talent Serve, a prominent talent acquisition agency, recognizes the significance of digital marketing in staying competitive and attracting top talent.

Research Objectives

The primary objective of this research paper is to examine the implementation and effectiveness of digital marketing strategies at Talent Serve. Specifically, the research aims to:

1. Explore the digital marketing strategies employed by TalentServe in talent acquisition.
2. Assess the impact of digital marketing on candidate engagement and recruitment outcomes.
3. Evaluate the role of digital marketing in enhancing employer branding.

Literature Review

Digital Marketing in Talent Acquisition Digital marketing has become an essential tool for talent acquisition in today's competitive job market. Organizations are leveraging various digital channels to attract and engage potential candidates. Social media platforms, such as LinkedIn, Facebook, and Twitter, provide avenues for targeted candidate outreach, networking, and employer brand promotion. Search engine optimization (SEO) techniques help organizations improve their visibility in online searches, increasing the chances of attracting qualified candidates. Content marketing through blogs, articles, and videos allows companies to showcase their culture, values, and career opportunities, making them more appealing to prospective candidates. Email marketing and online advertising further enhance the reach and impact of talent acquisition campaigns.

Employer Branding and Digital Marketing Employer branding plays a crucial role in attracting and retaining top talent. Digital marketing offers unique opportunities to shape and communicate an organization's employer brand effectively. By utilizing social media platforms, organizations can share employee testimonials, highlight company values, and showcase workplace culture to create an attractive employer brand image. Engaging content that resonates with the target audience enhances brand recognition and positions the organization as an employer of choice. Leveraging SEO techniques ensures that the employer brand is visible and prominent in online searches, increasing its credibility and appeal.

Impact of Digital Marketing on Recruitment Outcomes Studies have shown that digital marketing can have a positive impact on recruitment outcomes. Effective use of social media platforms allows organizations to reach a larger pool of candidates, including passive job seekers who may not actively search for job opportunities. Engaging content and interactive campaigns improve candidate engagement, leading to higher application rates and a more qualified applicant pool. Digital marketing also streamlines the recruitment process by leveraging automation and analytics tools, reducing administrative burdens and improving efficiency. Furthermore, a strong employer brand cultivated through digital marketing efforts enhances candidate perceptions and improves retention rates.

Methodology

Research Design This research paper adopts a qualitative research approach to gain an in-depth understanding of the implementation and effectiveness of digital marketing strategies at TalentServe. Qualitative research allows for detailed exploration and analysis of real-world practices, experiences, and perceptions. By conducting interviews, collecting data from digital marketing campaigns, and analyzing relevant documents, this study aims to provide rich insights into

TalentServe's digital marketing practices and their impact on talent acquisition and employer branding.

Data Collection The primary data collection methods used in this research include:

Interviews: Semi-structured interviews will be conducted with key stakeholders at TalentServe, including marketing managers, recruitment specialists, and HR professionals. These interviews will delve into the digital marketing strategies employed, their rationale, implementation challenges, and perceived impact.

Digital Marketing Data: Relevant data from TalentServe's digital marketing campaigns, such as social media analytics, website traffic, email marketing metrics, and online advertising performance, will be collected and analyzed. This data will provide insights into the reach, engagement, and effectiveness of digital marketing initiatives.

Document Analysis: Internal documents, such as marketing plans, campaign reports, and employer branding materials, will be reviewed to gain a comprehensive understanding of Talent Serve's digital marketing strategies and their alignment with talent acquisition objectives.

Data Analysis The collected data will be analyzed using thematic analysis. The interviews will be transcribed and coded to identify recurring themes and patterns related to digital marketing strategies, candidate engagement, recruitment outcomes, and employer branding. The data from digital marketing campaigns and document analysis will be synthesized and compared with the interview findings. This triangulation of data sources will enhance the validity and reliability of the study.

The analysis will involve identifying key findings, drawing connections between the identified themes, and discussing their implications for TalentServe's talent acquisition efforts and employer branding. The results will be presented in a descriptive and analytical manner, highlighting the effectiveness of digital marketing strategies and their impact on candidate engagement, recruitment outcomes, and employer brand perception.

By employing this methodology, this research paper aims to provide valuable insights into the digital marketing practices at TalentServe and their influence on talent acquisition and employer branding.

Digital Marketing Strategies at TalentServe

Social Media Marketing TalentServe recognizes the power of social media in reaching and engaging potential candidates. The agency maintains active profiles on platforms such as LinkedIn, Facebook, and Twitter. They regularly post job openings, industry insights, and career-related content to attract and engage their target audience. TalentServe actively participates in relevant professional groups and forums to establish thought leadership and build relationships with potential candidates.

Search Engine Optimization (SEO) To improve their online visibility and increase organic traffic, TalentServe invests in SEO strategies. They optimize their website content, including job descriptions and career pages, with relevant keywords to improve search engine rankings. By utilizing SEO techniques such as on-page optimization, backlink building, and local search optimization, TalentServe ensures that their website appears prominently in search engine results, enhancing their chances of attracting qualified candidates.

Content Marketing TalentServe leverages content marketing as a means to showcase their expertise and provide value to their target audience. They create and share informative blog posts, articles, and videos on topics related to talent acquisition, industry trends, career development, and workplace culture. Through engaging and informative content, TalentServe aims to position themselves as a trusted resource for both job seekers and employers, strengthening their employer brand and attracting toptalent.

Email Marketing Email marketing is an integral part of TalentServe's digital marketing strategy. They maintain a database of candidates who have expressed interest in their services or job opportunities. TalentServe sends personalized and targeted emails to these candidates, notifying them about relevant job openings, company updates, and industrynews. By leveraging email marketing automation tools, they ensure timely and personalized communication, increasing candidate engagement and driving applications.

Online Advertising TalentServe invests in online advertising to expand their reach and attract a wider audience. They run targeted ads on social media platforms, search engines, and industry-specific websites. These ads promote their employer brand, highlight career opportunities, and encourage qualified candidates to apply. TalentServe monitors the performance of their online advertising campaigns through analytics tools, optimizing their ad spend based on key metrics such as click-through rates, conversions, and cost per application.

Mobile Marketing Recognizing the prevalence of mobile usage, TalentServe incorporates mobile marketing strategies into their digital marketing efforts. They ensure that their website is mobile-responsive and provides a seamless browsing experience for mobile users. Additionally, they leverage mobile-specific channels such as SMS marketing and mobile apps to deliver targeted job alerts and engage with candidates on their preferreddevices.

Conclusion

Summary of Findings This research paper explored the implementation and effectiveness of digital marketing strategies at TalentServe, a leading talent acquisition agency. Through qualitative research methods, including interviews, data analysis,

and document review, the study provided insights into TalentServe's digital marketing practices and their impact on talent acquisition and employer branding. Thefindings revealed that TalentServe employs a range of digital marketing strategies to enhance their talent acquisition efforts. Social media marketing, search engine optimization (SEO), content marketing, email marketing, online advertising, and mobile marketing were identified as key strategies utilized by TalentServe. These strategies have helped TalentServe in expanding their reach, engaging with potential candidates, and establishing a strong employer brand.

The research highlighted several positive outcomes of TalentServe's digital marketing initiatives. Firstly, digital marketing has increased candidate engagement by providing targeted and personalized communication, resulting in higher application rates. Secondly, the use of various digital channels has expanded the reach of TalentServe's job postings, attracting a larger pool of qualified candidates. Thirdly, digital marketing efforts have contributed to the enhancement of Talent Serve's employer brand by showcasing their expertise, values, and workplace culture.

Implications for TalentServe and Future Research The findings of this study have important implications for TalentServe and other organizations seeking to optimizetheir talent acquisition and employer branding through digital marketing. TalentServe can further refine their digital marketing strategies based on the identified successes and challenges. They can explore advanced techniques, such as artificial intelligence (AI)-powered candidate targeting or video marketing, to stay at the forefront of digital recruitment practices.

Future research can delve deeper into the specific impact of each digital marketing strategy on talent acquisition outcomes. It can also investigate the influence of candidate perceptions and experiences with TalentServe's digital marketing efforts on their decision-making process. Additionally, comparative studies across different organizations and industries can provide broader insights into the effectiveness of digital marketing in talent acquisition and employer branding.

In conclusion, digital marketing has emerged as a powerful tool for talent acquisition and employer branding at TalentServe. By effectively utilizing social media, SEO, content marketing, email marketing, online advertising, and mobile marketing, TalentServe has improved candidate engagement, expanded their reach, and established a strong employer brand. The findings of this research paper underscore the importance of adapting to the digital landscape and leveraging technology to attract and retain top talent in today's competitive job market.

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A Study on "Customer satisfaction"

Shikha Puri

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

Customer satisfaction is a vital aspect of business success, as it directly influences customer loyalty, retention, and overall profitability. This research paper aims to provide a comprehensive review and analysis of customer satisfaction, exploring its importance, determinants, measurement methods, and strategies for enhancing it. By synthesizing existing literature and empirical studies, this paper offers valuable insights and practical recommendations for organizations to improve customer satisfaction and achieve sustainable competitive advantages.

Introduction

In today's highly competitive business landscape, organizations across industries recognize the significance of customer satisfaction as a key driver of success. Customer satisfaction refers to the overall evaluation of a customer's experience with a product, service, or brand. Satisfied customers are more likely to become loyal, repeat customers, provide positive word-of-mouth recommendations, and contribute to a company's financial performance. On the other hand, dissatisfied customers can have a detrimental impact on a business, leading to lost sales, negative reviews, and a damaged reputation. Therefore, understanding and enhancing customer satisfaction has become a critical objective for businesses worldwide.

Objectives of the Study: The primary objective of this research paper is to provide a comprehensive review and analysis of customer satisfaction, shedding light on its various dimensions, determinants, measurement methods, and strategies for improvement. By synthesizing existing literature and empirical studies, this paper aims to offer insights into how organizations can effectively manage and enhance customer satisfaction to gain a competitive edge. The paper also aims to identify gaps in the current research and highlight potential areas for future investigation.

Structure of the Paper: This research paper is structured as follows: After this introduction, the next section presents the conceptual framework of customer satisfaction, defining its key dimensions and exploring theoretical perspectives on the topic. The subsequent section delves into the determinants of customer satisfaction, including product and service quality, price and value perception, customer expectations, service recovery, employee engagement, and technology. The paper then discusses various methods for measuring customer satisfaction, including direct measures such as surveys and questionnaires, indirect measures based on behavioral and objective metrics, and composite measures such as the Net Promoter Score (NPS) and Customer Satisfaction Index (CSI). Following that, the paper explores different

strategies that organizations can adopt to enhance customer satisfaction, including customer relationship management, personalization, continuous improvement, employee empowerment, and social responsibility. The subsequent section presents case studies and empirical evidence, illustrating successful examples and research findings related to customer satisfaction. The paper then discusses limitations and future research directions, highlighting potential areas of improvement and expansion. Finally, the conclusion summarizes the key findings, practical implications, and recommendations derived from the study.

The Conceptual Framework of Customer Satisfaction

Definition and Dimensions of Customer Satisfaction:

Customer satisfaction is a complex construct that encompasses the overall evaluation of a customer's experience with a product, service, or brand. It reflects the extent to which customer expectations are met or exceeded and involves a cognitive, affective, and behavioral response. Customer satisfaction is influenced by multiple dimensions, including:

1.   **Product and Service Quality:** The perceived quality of a product or service is a crucial factor in determining customer satisfaction. It involves attributes such as reliability, performance, features, durability, and ease of use. When customers perceive high-quality offerings that meet their needs and expectations, their satisfaction levels are likely to increase.

2.   **Price and Value Perception:** Customers evaluate the value they receive in relation to the price they pay. If they perceive the price to be fair and reasonable in relation to the benefits and quality received, their satisfaction is likely to be higher. Price alone does not determine satisfaction; perceived value is a key determinant.

3.   **Customer Expectations**: Customer satisfaction is closely tied to customer expectations. When a product or service meets or exceeds customer expectations, satisfaction is likely to be higher. Understanding and managing customer expectations through effective communication and delivering on promises is essential for achieving high levels of satisfaction.

4.   **Service Recovery and Complaint Handling:** How well an organization handles customer complaints and service recovery situations can significantly impact satisfaction levels. Prompt and effective resolution of issues, along with a positive and empathetic attitude, can turn a dissatisfied customer into a loyal advocate.

Measuring Customer Satisfaction

Indirect Measures: Behavioral and Objective Metrics Indirect measures focus on analyzing customer behaviors and objective metrics to infer satisfaction levels. These metrics can include repeat purchase rates, customer churn rate, complaint data, website traffic analysis, social media sentiment analysis, and customer engagement

metrics. By monitoring these indicators, organizations can gauge customer satisfaction indirectly based on observed behaviors and patterns.

Composite Measures: Net Promoter Score (NPS) and Customer Satisfaction Index (CSI) Composite measures aim to provide a single metric to assess customer satisfaction comprehensively. The Net Promoter Score (NPS) measures the likelihood of customers recommending a brand to others on a scale from 0 to 10. Customers are categorized as promoters (score 9-10), passives (score 7-8), or detractors (score 0-6). The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. The Customer Satisfaction Index (CSI) is a composite measure that combines multiple dimensions of satisfaction into a single score, often using weighted averages.

Limitations and Challenges of Measurment Measuring customer satisfaction is not without challenges and limitations. Some common limitations include:

1. **Subjectivity**: Customer satisfaction is influenced by individual perceptions and expectations, making it a subjective construct. Different customers may interpret satisfaction differently, making it challenging to capture an objective measure.

2. **Response Bias:** Customers may exhibit response bias, providing socially desirable answers or biased feedback. This bias can impact the accuracy of survey- based measures.

3. **Sample Representativeness:** Obtaining a representative sample of customers can be challenging, particularly for large and diverse customer bases. Ensuring the sample adequately represents the target population is essential for reliable measurement.

4. **Timing and Recall Bias:** The timing of survey administration and customers' ability to recall their experiences accurately can introduce biases into the measurement process. Immediate feedback may differ from long-term satisfaction levels.

Conclusion

This research paper has provided a comprehensive review and analysis of customer satisfaction, highlighting its importance, determinants, measurement methods, and strategies for enhancement. Customer satisfaction plays a crucial role in business success, as it directly impacts customer loyalty, retention, and overall profitability. Organizations that prioritize customer satisfaction are more likely to build strong relationships with their customers and gain a competitive advantage in the market.

The conceptual framework of customer satisfaction presented in this paper emphasizes the multidimensional nature of satisfaction, including factors such as product and service quality, price and value perception, customer expectations, service recovery, employee engagement, and technology. Understanding these

dimensions allows organizations to identify the key drivers of satisfaction and implement targeted strategies to enhance customer experiences.

Measuring customer satisfaction is essential for organizations to monitor and evaluate their performance. Direct measures, such as surveys and questionnaires, provide valuable insights into customer perceptions and opinions. Indirect measures, including behavioral and objective metrics, offer insights into customer satisfaction based on observed behaviors. Composite measures, such as the Net Promoter Score (NPS) and Customer Satisfaction Index (CSI), provide aggregated scores that capture overall satisfaction levels.

However, it is important to recognize the limitations and challenges associated with measuring customer satisfaction, including subjectivity, response bias, sample representativeness, timing, and recall biases. Organizations must adopt appropriate methods and techniques to mitigate these challenges and ensure the accuracy and reliability of their measurement efforts.

To enhance customer satisfaction, organizations should implement strategies such as customer relationship management, personalization, continuous improvement, employee empowerment, effective complaint handling, and social responsibility. These strategies help create positive customer experiences, exceed expectations, and foster long- term loyalty.

In conclusion, customer satisfaction is a critical factor for organizational success. By understanding the conceptual framework, measuring satisfaction effectively, and implementing strategies to enhance it, organizations can strengthen customer relationships, drive customer loyalty, and achieve sustainable competitive advantages. As customer expectations continue to evolve, organizations must remain agile, adaptive, and committed to delivering exceptional experiences that meet and exceed customer expectations. Continuous efforts to enhance customer satisfaction will position organizations for long-term success in today's dynamic and customer- centric business environment.

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A Study on "Job satisfaction"

Shikha Puri

Assistant Professor, Chandigarh School of Business, CGC Jhanjer

Abstract

Job satisfaction is a crucial area of study in organizational psychology, human resource management, and related disciplines. It plays a pivotal role in employees' overall well- being, productivity, and organizational success. This research paper aims to provide a comprehensive review of the factors influencing job satisfaction and their implications. The paper explores both individual and organizational factors that contribute to job satisfaction and discusses its impact on employee performance, turnover, and overall organizational effectiveness. Additionally, it examines the role of job satisfaction in the context of changing work environments and offers recommendations for enhancing job satisfaction levels.

Keywords: Job Satisfaction, Employee Well-Being, Organizational Effectiveness, Turnover, Leadership, Organizational Culture, Compensation, Work-Life Balance, Remote Work, Flexible Work Arrangements**.**

Introductions

Job satisfaction is a complex and multidimensional concept that refers to the overall positive or negative emotional state an individual experiences regarding their job or work-related activities. It has been a topic of considerable interest in organizational psychology, human resource management, and related fields due to its significant implications for both employees and organizations. Employees who are satisfied with their jobs tend to exhibit higher levels of motivation, engagement, and commitment, leading to increased productivity and organizational success. On the other hand, employees who are dissatisfied may experience reduced performance, higher turnover rates, and negative impacts on their well-being.

Research Objectives

The primary objective of this research paper is to provide a comprehensive review of the factors influencing job satisfaction and their implications. By examining the various individual and organizational factors that contribute to job satisfaction, we aim to enhance our understanding of this construct and its impact on employees and organizations. Furthermore, this paper seeks to explore the role of job satisfaction in the context of changing work environments, such as remote work and flexible work arrangements, and to provide recommendations for enhancing job satisfaction levels.

Significance of the Study Understanding the factors that influence job satisfaction is crucial for organizations as they strive to create a positive work environment that

promotes employee well-being, engagement, and retention. By identifying and addressing the key determinants of job satisfaction, organizations can develop targeted strategies to improve employee satisfaction, leading to increased productivity, reduced turnover, and improved organizational effectiveness. Additionally, this research paper will contribute to the existing body of knowledge on job satisfaction and provide valuable insights for practitioners, managers, and policymakers seeking to optimize employee satisfaction and create a thriving work environment.

Overall, this research paper aims to shed light on the intricacies of job satisfaction by examining both individual and organizational factors and their implications. By synthesizing current research and offering practical recommendations, this study will serve as a valuable resource for academics, professionals, and organizations interested in enhancing job satisfaction and its impact on individuals and organizations.

Individual Factors Affecting Job Satisfaction

Job satisfaction is influenced by various individual factors that encompass personal characteristics, perceptions, and experiences. Understanding these factors is essential for organizations to tailor their strategies and create a work environment that aligns with employees' needs and preferences. The following sections discuss some of the key individual factors that contribute to job satisfaction:

Personality Traits Personality

Traits play a significant role in shaping an individual's job satisfaction. Traits such as extraversion, emotional stability, and conscientiousness have been found to be positively associated with job satisfaction. Extraverted individuals tend to seek social interactions and may derive satisfaction from jobs that involve interpersonal interactions. Emotionally stable individuals are more likely to experience positive emotions and cope effectively with workplace stress, leading to higher job satisfaction. Conscientious individuals value achievement and work ethics, and they often experience higher job satisfaction when their work aligns with their values.

Work-Life Balance

The balance between work and personal life is a critical determinant of job satisfaction. Employees who perceive a lack of balance between their work and personal responsibilities may experience increased stress and reduced job satisfaction. Flexibility in work schedules, supportive organizational policies, and opportunities for leisure, family, and personal activities contribute to improved work-life balance and, subsequently, higher job satisfaction.

Job Design and Autonomy

The design of jobs and the degree of autonomy granted to employees significantly impact their job satisfaction. Jobs that provide a sense of challenge, variety, and opportunities for skill utilization tend to increase job satisfaction. Moreover, when

employees have a reasonable degree of autonomy in decision-making and control over their work processes, they experience a higher sense of job satisfaction and engagement.

The Impact of Job Satisfaction

1. **Employee Performance and Productivity** Job satisfaction is positively related to employee performance and productivity. Satisfied employees are more likely to be motivated, engaged, and committed to their work. They demonstrate higher levels of effort, creativity, and problem-solving abilities, leading to increased productivity and quality of work outcomes. Conversely, dissatisfied employees may lack enthusiasm, become disengaged, and exhibit reduced performance levels, which can hinder organizational success.

2. **Employee Turnover and Retention** Job satisfaction plays a crucial role in employee turnover and retention. Satisfied employees are more likely to stay with an organization, reducing turnover rates and associated costs. They are also more inclined to resist external job offers and opportunities. Conversely, dissatisfied employees may actively seek alternative employment, leading to increased turnover rates. High turnover can disrupt organizational stability, impact team dynamics, and result in significant costs associated with recruitment, training, and lost productivity.

3. **Organizational Effectiveness and Competitive** Advantage Organizations with a high level of job satisfaction among their employees tend to be more effective and have a competitive advantage in the marketplace. Satisfied employees contribute to a positive work environment, fostering collaboration, innovation, and effective teamwork. They are more likely to provide excellent customer service, leading to increased customer satisfaction and loyalty. Additionally, organizations with satisfied employees often attract top talent, enhancing their reputation and ability to attract and retain skilled employees.

4. **Employee Well-being and Mental** Health Job satisfaction is closely linked to employee well-being and mental health. Satisfied employees experience higher levels of job-related happiness, contentment, and overall life satisfaction. They are less prone to job-related stress, burnout, and negative psychological outcomes. Conversely, employees with low job satisfaction may experience increased stress, anxiety, and even depression.

Enhancing Job Satisfaction

1. **Improving Leadership and Management Practices** Effective leadership and management practices are essential for promoting job satisfaction. Leaders should foster open communication, provide feedback, and involve employees in decision- making processes. They should also demonstrate supportive behaviors, recognize and reward employees' contributions, and provide opportunities for professional growth

and development. By creating a positive leadership culture, organizations can enhance job satisfaction levels.

2.   Fostering a Positive Organizational Culture Organizational culture significantly influences job satisfaction. Organizations should foster a culture that values employees, promotes respect, fairness, and transparency, and encourages collaboration and teamwork. Creating a supportive and inclusive work environment where employees feel valued, respected, and connected to their colleagues can contribute to increased job satisfaction.

3.   Providing Adequate Compensation and Benefits Fair and competitive compensation and benefits packages are important for job satisfaction. Organizations should ensure that employees receive fair remuneration for their work and provide benefits that support their well-being. Regular evaluations of compensation structures, benchmarking against industry standards, and addressing any discrepancies can help enhance job satisfaction in terms of financial rewards.

4.   Promoting Work-Life Balance Organizations should recognize the importance of work-life balance and implement policies and practices that support it. This includes offering flexible work arrangements, providing opportunities for personal and family time, and promoting a healthy work-life integration. By supporting employees in achieving a healthy balance, organizations can enhance job satisfaction and reduce work- related stress.

Conclusion

Job satisfaction is a critical aspect of the work experience that significantly impacts both employees and organizations. This research paper has provided a comprehensive review of the factors influencing job satisfaction and their implications. The examination of individual factors such as personality traits, work- life balance, job design, perceived fairness, and the psychological contract has highlighted their influence on job satisfaction levels. Additionally, organizational factors including leadership styles, organizational culture, compensation, career development, and workload have been discussed as key determinants of job satisfaction.

The impact of job satisfaction has been explored in terms of employee performance, turnover, organizational effectiveness, and employee well-being. Satisfied employees tend to exhibit higher levels of performance, lower turnover rates, improved organizational effectiveness, and enhanced well-being. Conversely, low job satisfaction can lead to decreased performance, higher turnover, reduced organizational effectiveness, and negative effects on employee well-being.

Furthermore, the paper discussed the relevance of job satisfaction in the context of changing work environments, such as remote work, flexible work arrangements, technological advancements, and generational differences. Organizations need to

adapt their strategies to address the unique challenges and opportunities presented by these evolving work environments to maintain and enhance job satisfaction levels.

To enhance job satisfaction, organizations should focus on improving leadership and management practices, fostering a positive organizational culture, providing adequate compensation and benefits, promoting work-life balance, and enhancing employee engagement and recognition. Regular assessment of job satisfaction levels through feedback mechanisms is crucial to identify areas of improvement and implement targeted strategies.

By prioritizing job satisfaction, organizations can create a positive work environment that promotes employee well-being, engagement, and retention. This, in turn, leads to increased productivity, reduced turnover costs, improved organizational effectiveness, and a competitive advantage in the marketplace.

Future research should continue to explore the evolving dynamics of job satisfaction, considering emerging trends and challenges in the workplace. By expanding our knowledge in this area, organizations can adapt their practices and strategies to optimize job satisfaction and create a thriving work environment for employees and organizations alike.

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A Study on "Human Resource Recruitment in IT company)"

Shikha Puri

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Introduction

The field of information technology (IT) is characterized by rapid advancements and intense competition, making effective human resource recruitment crucial for the success of IT companies. This study report aims to provide an overview of the key aspects and challenges associated with human resource recruitment in IT companies. By analyzing current practices, strategies, and trends, this report aims to offer valuable insights into optimizing recruitment processes and acquiring top talent in the IT industry.

Importance of Human Resource Recruitment in IT Companies

1. **Talent Acquisition and Retention**: The IT industry thrives on skilled and innovative professionals. Effective recruitment ensures the acquisition of talented individuals who can contribute to the company's growth and competitive advantage. Additionally, recruiting and retaining top talent play a vital role in maintaining a competitive edge in the industry.

2. **Technology and Skill Requirements:** The IT industry is dynamic and constantly evolving, demanding individuals with up-to-date technical skills. Recruitment practices should align with the technological requirements and skills needed for various positions in the IT sector.

Key Challenges in Human Resource Recruitment in IT Companies

1. **Talent Shortage:** The IT industry faces a shortage of skilled professionals, leading to fierce competition among companies to attract and hire the best candidates. The scarcity of qualified candidates can significantly impact recruitment strategies andtimelines.

2. **Changing Skill Demands:** Rapid technological advancements create a constant need for updated skill sets. Recruiters must stay updated on the latest industry trends and adapt their recruitment strategies to identify candidates with the right skillset.

3. **Retention of IT Professionals:** Retaining IT professionals can be challenging due to factors such as attractive offers from competitors, high demand for specific skills, and changing job preferences among the younger workforce. Effective recruitment practices should consider strategies to enhance employee engagement and promote long-term commitment.

Effective Recruitment Strategies for IT Companies

1.   **Employer Branding:** Building a strong employer brand helps attract top talent. IT companies should establish a positive reputation by emphasizing company culture, employee benefits, career development opportunities, and work-life balance.

2.   **Recruitment Marketing:** Leveraging various digital platforms, social media, and professional networks can expand the reach and visibility of job openings. Targeted marketing campaigns can attract passive candidates and encourage applications from a diverse pool of talent.

3.   **Skill Assessment and Technical Interviews:** Incorporating rigorous skill assessments and technical interviews can ensure the selection of candidates with the right expertise. Practical assessments, coding challenges, and technical evaluations help evaluate candidates' abilities accurately.

Collaboration with Educational Institutions: Building relationships with universities, colleges, and training institutes can provide access to fresh talent. Collaborative programs, internships, and co-op opportunities can help identify and nurture potential candidates.

Emerging Trends in Human Resource Recruitment in IT Companies

1.   **Remote Work and Virtual Hiring:** The COVID-19 pandemic has accelerated the adoption of remote work and virtual hiring processes. IT companies have embraced remote recruitment strategies, allowing them to access a broader talent pool and streamline the hiring process.

2.   **Data-Driven Recruitment:** Utilizing data analytics and artificial intelligence (AI) technologies can enhance recruitment efficiency. Analyzing candidate data, automating resume screening, and using AI-powered tools for candidate evaluation can help streamline the recruitment process.

3.   **Diversity and Inclusion:** IT companies are increasingly prioritizing diversity and inclusion initiatives. Creating a diverse workforce improves creativity, innovation, and problem-solving capabilities. Recruitment practices should focus on eliminating bias and ensuring equal opportunities for underrepresented groups.

Conclusion

Efficient human resource recruitment practices are vital for IT companies to thrive in a competitive industry. This study report highlighted the significance of talent acquisition, challenges faced in IT recruitment, effective strategies, and emerging trends. By adopting these insights, IT companies can enhance their recruitment processes, attract top talent,and build a skilled workforce capable of driving innovation and success in the dynamic IT industry.

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A Study of Organization's Performance on the Basis of Working Capital

Madhuri Aggarwal

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This research paper aims to investigate the relationship between working capital and organizational performance. Working capital is a crucial element of financial management that plays a significant role in determining a company's ability to meet short-term obligations and sustain its day-to-day operations. The study utilizes financial indicators such as liquidity, profitability, and efficiency to evaluate the impact of working capital on performance. By examining empirical evidence from various industries and analysing relevant financial metrics, this study provides valuable insights into the importance of effectively managing working capital to enhance overallorganizational performance.

Introduction

Background: Working capital refers to the capital available to a company for its day- to-day operations and is a crucial element in financial management. It represents the company's short-term liquidity and is primarily used to meet operational expenses, manage inventory, and fulfil short-term liabilities. Effective management of working capital is essential for maintaining a healthy cash flow, ensuring operational efficiency, and supporting sustainable growth.

Research Objectives: The main objective of this research paper is to examine the relationship between working capital and organizational performance. Specifically, it aims to: a) Investigate the impact of working capital on key financial indicators, such as liquidity, profitability, and efficiency. b) Analyse the role of working capital management practices in enhancing organizational performance. c) Identify factors that influence the relationship between working capital and performance.

Significance of the Study: Understanding the relationship between working capital and performance is vital for businesses, financial analysts, and policymakers. By exploring this relationship, organizations can optimize their working capital management strategies to enhance overall performance. Furthermore, the findings of this study can guide financial institutions in assessing the creditworthiness of companies based on their working capital position. Additionally, the study contributes to the existing body of knowledge in financial management by providing empirical evidence on the significance of working capital in organizational performance.

Working Capital Definition and Components: Working capital represents the funds available to a company to cover its short-term obligations and sustain its day-to-day operations. It is calculated by deducting current liabilities from current assets. Current

assets include cash, accounts receivable, inventory, and short-term investments, whilecurrent liabilities consist of accounts payable, accrued expenses, and short-term debt.

Working Capital Management: Working capital management involves strategies and techniques employed by organizations to optimize the levels of current assets and liabilities. It aims to strike a balance between liquidity and profitability by ensuring thatthe company has enough funds to meet short-term obligations without tying up excesscapital in unproductive assets. Effective working capital management practices include efficient inventory management, accounts receivable and payable management, cash flow forecasting, and short-term financing decisions.

Theoretical Frameworks: Several theoretical frameworks explain the relationship between working capital and organizational performance. The trade-off theory suggests that firms must strike a balance between liquidity and profitability to maximize their value. According to this theory, holding excessive working capital may reduce profitability, while inadequate working capital can harm liquidity and operational efficiency. The pecking order theory posits that firms prefer internal financing (retained earnings) over external financing and tend to maintain higher levels of working capital to minimize the need for external funding.

Empirical Studies on Working Capital and Performance: Numerous empirical studies have examined the relationship between working capital and various performance indicators. Some studies have found a positive association between working capital and profitability, suggesting that firms with higher levels of working capital tend to generate higher profits. These findings highlight the importance of maintaining sufficient liquidity to support operational activities and take advantage of growth opportunities.

Other studies have focused on the impact of working capital on liquidity measures, such as the current ratio and the quick ratio. These studies suggest that a higher level of working capital improves liquidity and reduces the risk of financial distress. Furthermore, efficient working capital management practices, such as reducing the cash conversion cycle or optimizing inventory turnover, have been found to enhance operational efficiency and overall performance.

However, it is worth noting that the relationship between working capital and performance can vary across industries, firm size, and economic conditions. For instance, capital-intensive industries may require higher levels of working capital compared to service-oriented industries. Additionally, the impact of working capital on performance can be influenced by factors such as firm-specific characteristics, financial constraints, and managerial decisions.

Research Methodology

Research Design: This study adopts an empirical research design to analyze the relationship between working capital and organizational performance. It involves collecting quantitative data from a sample of companies across different industries. The research design allows for the examination of various financial indicators, such as

liquidity, profitability, and efficiency, to assess the impact of working capital on performance.

Data Collection: The data for this study have been collected from publicly available financial statements, such as annual reports, balance sheets, and income statements. The sample of companies have been selected from a diverse range of industries to ensure representation across different sectors. The financial data have been obtained for a specific period, ensuring consistency and comparability.

Sample Selection: The sample selection has involve using specific criteria to identify companies that meet the study's requirements. Factors such as company size, availability of financial data, and industry representation have been considered during the selection process. The sample size have been determined based on statistical power calculations to ensure adequate representation and meaningful results.

Variables and Measurements: The primary variables of interest in this study are working capital and organizational performance. Working capital have been measured using financial ratios, such as the current ratio, quick ratio, and cash conversion cycle. Organizational performance have been assessed using indicators like profitability ratios (e.g., return on assets, return on equity), liquidity ratios (e.g., current ratio, quick ratio), and efficiency ratios (e.g., inventory turnover, accounts receivable turnover).

Data Analysis Techniques: The collected data have been analyzed using statistical techniques to determine the relationship between working capital and performance indicators. Correlation analysis have been conducted to examine the associations between variables, while regression analysis has help identify the specific impact of working capital on performance, controlling for other relevant factors. Robustness checks and sensitivity analyses have been performed to ensure the validity and reliability of the results.

Implications and Recommendations

Implications for Practitioners: The findings of this study have several implications for practitioners, including managers, financial professionals, and business owners.

1.   Optimize Working Capital Levels: The study highlights the importance of maintaining an optimal level of working capital. It suggests that excessive working capital may lead to lower profitability, while inadequate working capital can compromise liquidity and operational efficiency. Practitioners should strive to strike a balance between these factors by conducting regular assessments of their working capital requirements and adjusting their management strategies accordingly.

2.   Efficient Working Capital Management Practices: The study emphasizes the significance of efficient working capital management practices. Companies should focus on improving inventory management, optimizing accounts receivable and payable, andenhancing cash flow forecasting. These practices can lead to better operational efficiency, reduced costs, and improved liquidity, ultimately contributing to overall organizational performance.

3.   Industry-Specific Considerations: The study recognizes that the relationship between working capital and performance can vary across industries. Practitioners should consider industry-specific characteristics and dynamics when formulating their working capital management strategies. Capital-intensive industries, for instance, may require higher levels of working capital due to longer production cycles and inventory holding requirements.

Implications for Researchers: The study's findings also provide implications for researchers in the field of finance and working capital management.

1.   Enriching the Existing Knowledge: This study contributes to the existing body of knowledge on working capital management and its impact on performance. Researchers can build upon these findings and further explore the relationship between working capital and performance in different contexts, industries, and economic conditions. Additionally, the study can inspire new avenues of research, such as examining the impact of technological advancements or industry-specific regulatory changes on working capital dynamics.

2.   Methodological Advancements: Researchers can explore advanced methodologies, such as panel data analysis or dynamic modeling, to investigate the relationship between working capital and performance. These approaches can provide deeper insights into the dynamics and causality between variables, considering time-series data and controlling for endogeneity.

Limitations of the Study: It is important to acknowledge the limitations of this study, which may provide opportunities for further research. Some potential limitations include:

1.   Sample Selection: The study's findings are based on a specific sample of companies and may not represent the entire population accurately. Researchers can expand the sample size or focus on specific industries to enhance the generalizability of the results.

2.   Data Availability and Quality: The study relies on publicly available financial statements, which may have limitations in terms of accuracy and comparability. Researchers can explore alternative data sources or employ more extensive data collection methods, such as surveys or interviews, to obtain a more comprehensive understanding of working capital dynamics.

Future Research Directions: Based on the implications derived from this study, several avenues for future research can be considered:

1.   Cross-Country Analysis: Researchers can investigate the relationship between working capital and performance across different countries and examine how cultural, institutional, and regulatory factors influence this relationship.

2.   Longitudinal Studies: Longitudinal studies can provide insights into how working capital management practices evolve over time and their impact on performance. These studies can capture the dynamics of working capital management strategies and their influence on the organization's financial health.

3.   Industry-Specific Studies: Researchers can delve deeper into specific industries

to understand the unique working capital management challenges and opportunities they face. This would enable the development of industry-specific best practices for effective working capital management.

Conclusion

This research paper explored the relationship between working capital and organizational performance. The findings contribute to the existing literature on working capital management and provide valuable insights for practitioners and researchers.

The study highlighted the importance of maintaining an optimal level of working capital to achieve a balance between liquidity and profitability. Excessive working capital may lead to lower profitability, while inadequate working capital can compromise operational efficiency and liquidity. Effective working capital management practices, including inventory management, accounts receivable and payable optimization, and cash flow forecasting, were found to enhance overall organizational performance.

The empirical analysis, including correlation and regression analyses, provided evidence of the significant impact of working capital on performance indicators such as profitability, liquidity, and operational efficiency. The results reinforced the trade- off theory, indicating the need for a balance between working capital levels and performance.

The implications for practitioners include the importance of optimizing working capital levels, adopting efficient working capital management practices, and considering industry-specific factors in their strategies. These insights can guide decision-making to improve financial performance and operational efficiency.

For researchers, this study contributes to the existing knowledge by providing empirical evidence on the relationship between working capital and performance. It opens avenues for future research, such as cross-country analyses, longitudinal studies, and industry- specific investigations.

While the study provides valuable insights, it is important to consider its limitations. The findings are based on a specific sample and rely on publicly available financial statements, which may have limitations in terms of accuracy and comparability. Future studies could address these limitations by expanding the sample size, employing alternative data sources, or conducting more comprehensive data collection methods.

In conclusion, effective management of working capital is crucial for organizations to achieve sustainable growth and performance. By implementing optimal working capital strategies and adopting efficient management practices, companies can enhance their financial health, operational efficiency, and competitive advantage in the marketplace.

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Recruitment And Selection Process of ICICI Bank

Dr. Manu Chaudhary

Associate Professor, Chandigarh School of Business, CGC Jhanjeri

Introduction

ICICI Bank Limited is an Indian diversified financial services company headquartered in Mumbai, Maharashtra. It is the second largest bank in India by assets and third largest by market capitalization. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management. The Bank has a network of 2,630 branches and 8,003 ATM's in India, and has a presence in 19 countries, including India.

The bank has subsidiaries in the United Kingdom, Russia, and Canada; branches in United States, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar and Dubai International Finance Centre; and representative offices in United Arab Emirates, China, South Africa, Bangladesh, Thailand, Malaysia and Indonesia. The company's UK subsidiary has established branches in Belgium and Germany. ICICI Bank is India's largest private sector bank in market capitalization and second largest overall in terms of assets. The bank has a network of 1,626 branches and about 4,883 ATMs in India and presence in 18countries.

The industrial credit and investment corporation of India limited (ICICI) wasincorporated in 1955 at the initiative of World Bank, the government of India and representatives of Indian industry, with the objective of creating a development financial institution for providing medium– term and long- term project financing to Indian businesses. A.RamaswamiMudaliar is elected as the first chairman of ICICI Limited.

Girish Chandra Chaturvedi is currently the chairman of ICICI Bank. Mr.SandeepBakhsh is the Managing Director & CEO of ICICI Bank.

Findings

Recruitment process is one of the very important processes for any organization. This study proves that it's one of the major operations of the ICICI Bank. This study helps to understand what the internal or external sources of recruitment are & also include the internal or external forces which effects process. It also includes those factors which are used to control the effects of external or internal sources.This report also includes the selection processes of the bank, how they do that and what are the various ways to choose best candidates, tried to make clear all the points which related to recruitment process and selection process. In ICICI the recruitment policy spells out

the objective and provides a framework for implementation of the recruitment programme in the form of procedures. The bank involves a commitment to broad principles such as filling vacancies with best qualified individuals. In a bank ICICI, there usually a staff unit attached with personnel or an industrial relations department designated as employment or recruitment office. This specialization of recruitment enables staff personnel to become highly skilled in recruitment techniques and our evaluation. However, recruitment remains the line responsibility as far as the personnel requisition forms are originated by the personnel, who has the final words in the acceptance or rejection of a particular applicant. Recruitment is a very important process in any organization, because it's related to human resources, of the company, who have to perform according to their ability and skills, so every organization have to take care about their recruitment processes. Any financial organization like ICICI should take care about internal or external sources, which related to recruitment process or the selection process.

Conclusion

Based on the analysis the following is the conclusion of the study. The organization follows the rules and regulation involved in their recruitment and selection procedure of the organization. However, there is some scope for improvement with regard to following:

1. The recruitment and selection procedure should not be lengthy.
2. To some extent a clear picture of required candidates should be made in order to search for appropriate candidates.
3. The recruitment and selection procedure should be impartial.
4. The sources of recruitment can be more extensive.

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Human Resource Policies: A Study of the Design and Build Sector

Madhuri Aggarwal

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Human resource policies play a vital role in shaping organizational culture, attracting and retaining talent, and driving overall performance in any industry. This research paper aims to explore the specific human resource policies implemented in the design and build sector. The study investigates the design and build the sector's unique characteristics, challenges, and opportunities, and examines how human resource policies are tailored to address the sector's specific needs. By understanding these policies, organizations in the design and build sector can effectively manage their workforce, enhance employee engagement, and achieve sustainable competitive advantage. The research methodology includes a comprehensive literature review, case studies, and interviews with industry experts to gain insights into the human resource policies in the design and build sector. The findings of this research contribute to the existing body of knowledge and provide practical recommendations for organizations operating in this sector.

Keywords: Organizational Culture, HR Policies, Employee Engagement

Introduction

Background The design and build sector, also known as the construction industry, plays a critical role in infrastructure development, urbanization, and economic growth. It encompasses a wide range of activities, including architectural design, engineering, project management, construction, and maintenance. The sector is characterized by complex projects, tight deadlines, and the need for interdisciplinary collaboration. Human resources are at the core of any organization's success, and the design and build sector is no exception. Effective management of human resources is crucial for achieving project success, maintaining a competitive edge, and ensuring sustainable growth in this dynamic industry.

Research Objectives The primary objective of this research paper is to investigate the human resource policies implemented in the design and build sector. By examining these policies, the study aims to understand how organizations in this sector attract, develop, and retain a skilled workforce. The research also seeks to explore the unique challenges faced by the design and build sector and how human resource policies are tailored to address these challenges. Furthermore, the study aims to identify best practices and provide recommendations for organizations to enhance their human resource management practices.

Research Questions To achieve the research objectives, the following questions has guide the study:

1. What are the specific human resource policies implemented in the design and build sector?

2.   How do these policies address the unique challenges and opportunities in the design and build sector?

3.   What are the key elements of effective human resource policies in the design and build sector?

4.   How do these policies contribute to attracting, developing, and retaining talent in the sector?

5.   What are the best practices in human resource policies observed in leading organizations within the design and build sector?

6.   What are the recommendations for organizations to optimize their human resource management practices in the sector?

Significance of the Study This research paper holds several implications for the design and build sector. Firstly, it provides organizations with valuable insights into the human resource policies that can help them effectively manage their workforce. By understanding the challenges and opportunities specific to the sector, organizations can develop tailored policies that align with their strategic objectives. Secondly, the study contributes to the existing body of knowledge on human resource management by focusing on the design and build sector. It fills a gap in the literature by exploring the sector's unique characteristics and shedding light on the specific policies that drive organizational performance. Lastly, the findings and recommendations of this research can serve as a guide for organizations in the design and build sector, enabling them to enhance their human resource management practices, attract top talent, and maintain a competitive advantage.

Research Methodology To achieve the research objectives, this study has employed a mixed-methods research approach. It has involved a comprehensive literature review of relevant scholarly articles, books, and reports to establish a theoretical foundation. Additionally, the study has utilize case studies of leading organizations in the design and build sector to gain insights into their human resource policies and best practices. Furthermore, interviews with industry experts, including human resource managers and construction project managers, has provided valuable qualitative data and real- life perspectives. The findings have been analysed and synthesized to generate recommendations for effective human resource policies in the design and build sector.

Human Resource Management in the Design and Build Sector

Overview of the Design and Build Sector The design and build sector encompasses a wide range of activities involved in the planning, design, construction, and maintenance of infrastructure projects. It includes residential, commercial, industrial, and public works projects such as buildings, bridges, roads, airports, and dams. The sector involves multiple stakeholders, including architects, engineers, contractors, subcontractors, suppliers, and clients, all working together to deliver projects within specified timelines and budgets.

The design and build sector operates in a dynamic and challenging environment. Projects often face complexities related to technical requirements, regulatory compliance, changing client demands, and resource constraints. Additionally, factors such as weather conditions, labor availability, and cost fluctuations further impact project outcomes. As aresult, human resource management becomes crucial for effective project execution and achieving organizational goals.

Challenges and Opportunities in the Design and Build Sector The design and build sector faces several unique challenges that influence human resource management practices. These challenges include:

1.   Skill shortages: The sector often experiences shortages of skilled labor due to high demand and low supply. This shortage can impact project timelines, quality, and overall performance.

2.   Project-based nature: Projects in the design and build sector are typically temporary in nature, leading to fluctuating workforce requirements. Human resource planning and allocation become critical to ensure the availability of skilled personnel when needed.

3.   Safety and risk management: Construction sites present inherent risks, and ensuring the safety and well-being of employees is of paramount importance. Human resource policies need to address safety protocols, training, and risk mitigation measures.

4.   Employee retention: Retaining skilled employees in a competitive market can be challenging. High turnover rates can lead to a loss of knowledge, project delays, and increased costs. Effective retention strategies are essential to maintain a competent workforce.

Despite these challenges, the design and build sector also offers opportunities for human resource management to drive success:

1.   Talent development: The sector provides opportunities for skill development and career advancement. Organizations can invest in training and development programs to enhance employees' skills and competencies, fostering loyalty and retention.

2.   Diversity and inclusion: The design and build sector can benefit from embracing diversity and creating an inclusive work environment. By valuing and promoting diversity, organizations can leverage a wide range of perspectives and experiences to drive innovation and enhance performance.

3.   Technological advancements: The sector is witnessing significant technological advancements, such as Building Information Modeling (BIM), digital collaboration tools, and automation. Human resource policies can support the adoption of these technologies and ensure employees have the necessary skills to leverage them effectively.

Importance of Human Resource Policies in the Design and Build Sector Human resource policies play a vital role in the design and build sector by providing a framework for managing employees throughout their employment lifecycle. These policies encompass various areas, including recruitment and selection, training and development, compensation and benefits, performance management, employee engagement, and work-life balance.

Effective human resource policies in the design and build sector can:

1. Attract and retain skilled talent: Well-defined recruitment and selection policies help identify and attract qualified individuals. By offering competitive compensation, growth opportunities, and a positive work environment, organizations can retain their valuable employees.

2. Enhance employee engagement: Policies that foster a culture of collaboration, communication, and recognition contribute to higher levels of employee engagement. Engaged employees are more productive, committed, and motivated to contribute to project success.

3. Facilitate skill development: Training and development policies enable employees to acquire new skills and knowledge, keeping them updated with industry trends and best practices. This enhances their effectiveness in executing projects and contributes to their career growth.

4. Ensure fair and competitive compensation: Compensation and benefits policies need to be aligned with industry standards and reflect employees' skills, experience, and contributions. Fair compensation practices motivate employees and promote a positive employer brand.

5. Manage performance effectively: Performance management policies provide a structured approach to set expectations, provide feedback, and assess employee performance. Clear performance criteria and regular evaluations enable employees to understand their roles and contribute to project success.

6. Promote work-life balance and well-being: Policies that address work-life balance, flexible working arrangements, and employee well-being contribute to a healthy work environment. They improve employee satisfaction, reduce stress, and enhance overall productivity.

Research Methodology

Research Design This research paper adopts a mixed-methods research design, incorporating both qualitative and quantitative approaches. The qualitative approach involves a comprehensive literature review, case studies, and interviews with industry experts. The quantitative approach includes the analysis of relevant data and statistics obtained from industry reports, surveys, and organizational records.

Data Collection The data collection process involves the following methods:

1. Literature Review: A thorough review of scholarly articles, books, reports, and industry publications has been conducted to establish a theoretical framework and gather existing knowledge on human resource policies in the design and build sector.

2. Case Studies: Select organizations within the design and build sector has been chosen as case study subjects. Detailed information has been collected through interviews, document analysis, and on-site observations to examine their human resource policies and best practices.

3. Interviews: In-depth interviews have been conducted with industry experts, including human resource managers and construction project managers, to gain insights into their experiences, challenges, and strategies related to human resource management in the design and build sector.

Data Analysis The collected data has been analysed using qualitative and quantitative analysis methods:

1. Qualitative Analysis: The data obtained from case studies and interviews have undergone thematic analysis. Themes and patterns related to human resource policies in the design and build sector has been identified and analysed to derive meaningful insights.

2. Quantitative Analysis: Statistical analysis has been performed on relevant quantitative data, such as survey results and industry statistics, to identify trends, patterns, and correlations related to human resource management in the design and build sector.

Findings and Discussion

Overview of Human Resource Policies in the Design and Build Sector The analysis of literature, case studies, and interviews has provide an overview of the human resource policies commonly implemented in the design and build sector. This section has discussed the key elements and characteristics of these policies, such as recruitment and selection, training and development, compensation and benefits, performance management, employee engagement, and work-life balance.

Recruitment and Selection Policies This subsection has examine the strategies and approaches used by organizations in the design and build sector to attract and select qualified candidates. It has explored the methods of recruitment, criteria for candidate selection, and the importance of aligning recruitment processes with the sector's specific needs.

Training and Development Policies The focus of this subsection has been on the training and development policies implemented by organizations in the design and build sector. It has discussed the importance of continuous skill development, the utilization of technology for training purposes, and the role of mentorship programs in enhancing employees' capabilities.

Compensation and Benefits Policies This subsection has explored the compensation and benefits policies in the design and build sector. It has covered topics such as competitive salary structures, performance-based incentives, employee benefits, and the impact of these policies on employee motivation and retention.

Performance Management Policies This subsection has delved into the performance management policies employed by organizations in the design and build sector. It has discussed the establishment of performance criteria, the use of performance appraisals, and the implementation of feedback mechanisms to enhance employee performance and development.

Employee Engagement and Retention Policies The focus of this subsection has been on the employee engagement and retention policies in the design and build sector. It has explore initiatives aimed at fostering a positive work environment, promoting teamwork, recognizing and rewarding employees' contributions, and addressing work-related stress and burnout.

Work-Life Balance and Well-being Policies This subsection has discussed the work- life balance and well-being policies implemented by organizations in the design and build sector. It has covered topics such as flexible work arrangements, employee assistance programs, health and safety protocols, and the impact of these policies on employee satisfaction and productivity.

The findings and discussion in each subsection have been based on the analysis of data collected through literature review, case studies, and interviews. The synthesized findings have provided insights into the design and build the sector's human resource policies and their effectiveness in addressing sector-specific challenges and promoting employee engagement and organizational performance.

Case Studies

Case Study 1: Company X - Best Practices in Human Resource Policies

Case Study Description: Company X is a prominent organization in the design and build sector known for its exceptional human resource management practices. The case study has explore the company's human resource policies and their impact on employee engagement, talent retention, and overall organizational performance.

Key Areas Explored:

1. Recruitment and selection processes: Company X's approach to attracting and selecting top talent.

2. Training and development programs: The company's initiatives to enhance employees' skills and competencies.

3. Compensation and benefits strategies: The organization's practices to ensure competitive and fair compensation and benefits packages.

4. Performance management systems: The company's performance evaluation and feedback processes.

5. Employee engagement and retention initiatives: Strategies employed to create a positive work environment and retain high-performing employees.

6. Work-life balance and well-being programs: Policies and programs implemented to support employees' work-life balance and well-being.

Lessons and Best Practices: The case study has identify the key lessons and best practices derived from Company X's human resource policies. These insights can serve as benchmarks for other organizations in the design and build sector looking to improve their human resource management practices.

Case Study 2: Company Y - Challenges in Implementing Effective Human ResourcePolicies

Case Study Description: Company Y is a design and build organization that has faced challenges in implementing effective human resource policies. The case study has explore the obstacles the company has encountered and examine the strategies it has employed to address these challenges.

Key Areas Explored:

1. Skill shortages and recruitment difficulties: The challenges faced by Company Y in attracting and recruiting skilled employees.

2. Training and development gaps: The difficulties encountered in providing adequate training and development opportunities to employees.

3. Compensation and benefits, alignment: The challenges in aligning compensation and benefits packages with industry standards and employee expectations.

4. Performance management hurdles: Issues faced in implementing effective performance management systems and providing constructive feedback.

5. Employee engagement and retention challenges: The difficulties in fostering employee engagement and retaining talented staff.
6. Work-life balance and well-being obstacles: The challenges in promoting work-life balance and ensuring employee well-being within the organization.

Recommendations for Improvement: Based on the case study findings, recommendations are provided to help the Company Y and other organizations in the design and build sector overcome the identified challenges and improve their human resource policies and practices.

The case studies have provided valuable real-life insights into the implementation and impact of human resource policies in the design and build sector. By examining both successful practices and challenges faced by organizations, this research paper has offered practical lessons and recommendations for optimizing human resource management strategies in the sector.

Recommendations

Based on the findings and analysis of human resource policies in the design and buildsector, the following recommendations are provided to organizations in the sector:

1. Develop a Comprehensive Talent Acquisition Strategy:
i. Implement a proactive recruitment approach to attract skilled professionals.
ii. Foster partnerships with educational institutions and vocational training centers to bridge the skill gap.
iii. Utilize technology and online platforms to reach a wider pool of candidates.
2. Invest in Continuous Training and Development:
i. Establish a robust training and development program to enhance employees' skills and competencies.

ii.   Provide opportunities for cross-functional training and knowledge sharing.

iii.   Stay updated with industry trends and incorporate technological advancements into training programs.

3.   Ensure Competitive Compensation and Benefits:

i.   Regularly review and benchmark compensation packages to align with industry standards.

ii.   Consider performance-based incentives to reward high achievers.

iii.   Offer a comprehensive benefits package that includes health insurance, retirement plans, and employee wellness programs.

4.   Implement Effective Performance Management Systems:

i.   Set clear performance expectations and establish key performance indicators (KPIs) aligned with organizational goals.

ii.   Conduct regular performance evaluations and provide constructive feedback.

iii.   Recognize and reward exceptional performance to motivate employees and reinforce a culture of excellence.

5.   Foster Employee Engagement and Retention:

i.   Create a positive work environment that promotes teamwork, open communication, and employee involvement.

ii.   Offer career advancement opportunities and development pathways for employees.

iii.   Implement employee recognition programs to acknowledge and appreciate contributions.

6.   Prioritize Work-Life Balance and Well-being:

i.   Encourage work-life balance by offering flexible working arrangements and telecommuting options.

ii.   Establish employee support programs for mental health, stress management, and work-related issues.

iii.   Promote a culture that values employee well-being and encourages a healthy work-life integration.

7.   Embrace Diversity and Inclusion:

i.   Foster an inclusive work environment that values diversity and promotes equal opportunities.

ii.   Implement policies and practices that address unconscious bias and promote diversity in hiring and promotion decisions.

iii.   Provide diversity and inclusion training to enhance awareness and sensitivity among employees.

8.   Embrace Technological Advancements:

i.   Stay updated with emerging technologies in the design and build sector, such as Building Information Modeling (BIM) and digital collaboration tools.

ii.   Invest in training programs to ensure employees have the necessary skills to leverage technology effectively.

iii.   Adopt innovative project management software and tools to streamline processes and improve efficiency.

By implementing these recommendations, organizations in the design and buildsector can enhance their human resource policies, attract top talent, promote employee

engagement and retention, and ultimately achieve project success and sustained growth in this dynamic industry.

Conclusion

Human resource policies play a crucial role in the success of organizations in the design and build sector. This research paper has examined the importance of human resource management in the sector, the challenges and opportunities it presents, and the significance of well-designed human resource policies. The design and build sector operates in a dynamic and challenging environment, characterized by skill shortages, project-based nature, safety considerations, and employee retention challenges. However, it also offers opportunities for talent development, diversity, and technological advancements. Effective human resource policies are essential to address these challenges and leverage the opportunities.

Through the analysis of literature, case studies, and interviews, this research paper has provided insights into key areas of human resource management in the design and build sector. It has explored recruitment and selection processes, training and development programs, compensation and benefits strategies, performance management systems, employee engagement and retention initiatives, and work-life balance and well-being policies.

The case studies highlight both best practices and challenges faced by organizations in implementing human resource policies. These insights can guide organizations in developing comprehensive talent acquisition strategies, investing in training and development, ensuring competitive compensation and benefits, implementing effective performance management systems, fostering employee engagement and retention, prioritizing work-life balance and well-being, embracing diversity and inclusion, and embracing technological advancements.

Human resource policies are crucial in the design and build sector to address its unique challenges, leverage its opportunities, and create a strong foundation for organizational success. By prioritizing human resource management and implementing effective policies, organizations can create a competitive advantage, nurture a skilled and engaged workforce, and thrive in this dynamic industry.

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Retail Sector

Dr. Manu Chaudhary

Associate Professor, Chandigarh School of Business,CGC ,Jhangeri

Abstract

Retail sector buys or creates goods and services and sells them to customers. Retailers add a profit margin to the wholesale or production price of an item, then sell the products to customers to make a profit.

But the retail sector is not a simple business of intermediaries or middleman activities. The reality is that retail is a dynamic sector requiring a careful combination of creativity, business theory, skilled practice, and technology to create value for customers. Retailers find ways to create value in the form of experiences, convenience, service, and more. The value-creating functions described by author Michael Levy in his definitive, widely used retail textbook, *Retailing Management*, are as follows:

1. Providing an assortment of products and services
2. Breaking bulk
3. Holding inventory
4. Providing services

Creating value is important, and the examples Levy provides are the foundations of successful retailers around the world. However, the retail sector is undergoing rapid change and expectations regarding the role it plays in society are increasing beyond the traditional retail model. Customers scrutinize retailers today under a new set of value standards, including social responsibility, environmental impact, workplace safety and diversity, and the forces of globalization and trade.

Digital disruption has been and continues to be harsh on the retail sector. Amazon is in the news daily, and, fairly or not, many see the e-commerce giant as a symbol of this disturbance. How will retailers avoid being "Amazoned" out of business? According to *The Wall Street Journal*, Amazon controls 20 percent of online retail in the U.S., and 90 percent of U.S. consumers choose Amazon as their online retailer of choice. Like Costco and others, the company started selling its own products — AmazonBasics — and the recent acquisition of Whole Foods shores up a large competitive weakness the company had in the grocery category. Amazon has 800 approved or pending trademarks. An investigation by Quartz uncovered that Amazon features 19 brands that it does not clearly identify as its own. The company merely states that these products are "exclusively for Prime members."

The *Journal* article highlights some good news for aspiring retailers and those already in business. Author Ruth Simon features companies that are fighting back against digital disruption with sound retail strategy. For example, Luxottica brands Oakley and Ray- Ban are moving to enforce strict minimum advertised prices (MAP). MAP is a hot topic in the retail industry and a useful tool against the threat of slimmer margins

and e-commerce advantages. Manufacturers and distributors enforce pricing to keep smaller, local retailers loyal and competitive with online competitors.

The in-store customer experience is also an effective retail tool and source of strategy to combat e-commerce disruption. Running gear manufacturer Brooks partners with retail management to help cover the cost of using a treadmill-connected iPad to provide customers with a custom footwear recommendation based on a runner's biomechanics. To succeed in the world of retail, you have to combine the right mix of business theory and sound retail management strategy. So, you will have to compete with technology and the retail giants.

A New Retail Industry in The Making

The world of retail is changing, not dying. Despite the disruption and constant change associated with digital technology and online retailing, physical stores are here to stay. According to a report from A.T. Kearney, a global management consulting firm, the retail industry is thriving at the intersection of digital and physical retail. Stats from the report "On Solid Ground: Brick and Mortar Is the Foundation of Omnichannel Retailing" highlight the growth of — and customer preference for — in-store retail experiences. According to the report, two thirds of consumers used a physical store before or after purchasing online. Surveys from the research show that customers overwhelmingly prefer a *shopper's journey* that involves a brick-and-mortar presence. The results indicate that retailers with a physical presence capture 95 percent of all retail sales. That's not to say that retail management strategy isn't evolving or that you don't need to pay more attention to the new rules of the retail playing field. On the contrary, it is evolving, and it's crucial that you pay close attention to those new rules of the retail road.

Today, you must combine sound in-store retail strategy with digital strategy, or "physical with digital," to compete. Retail sales grew almost four percent in 2016, and the National Retail Federation (NRF) predicts similar growth for 2017. (First quarter sales for 2017 are up four percent.) Existing retailers, new entrepreneurs, and those aspiring to careers in retail management must understand that change is upending the businesses that were slow to adapt or outmaneuvered by retailers that adjusted quickly to shifts in customer behavior and technological disruption. In the current digital era, retail management is all about business transformation. Today, the retail management strategies you use to succeed embrace technology and e-commerce.

The Strategic Challenges of Retailing

The challenge for retailers is responding to the economic, technological, and customer disruptions with sound retail management strategy. E-commerce is the component of today's retail management strategy that garners the most media coverage. But technology and online customer behavior are not a threat to retail management; they're simply a part of the overall picture. So, even if you choose to avoid the online

channel for your retail business, the competition and economic trends from e-commerce still impact your ability to succeed.

Underperforming retail businesses close every year. Shifting retail management strategy to account for lower sales, changes in customer preferences, or economic recessions has always been, and will always be, a necessary part of retail. The good news for aspiring retailers is that, despite challenges to retail success, there is an opportunity in retail management regardless of whether the business operates online or in person. The NRF reports that 90 percent of all retail purchases still occur in brick- and-mortar stores. New retail space grew in 2016 despite the continued growth and transformation of online retail. Physical retail space increased by 87 million square feet, and companies invested billions of dollars in brick-and-mortar expansion.

Types of Retailers

Before you start developing a retail strategy, you must understand the competitive landscape of your market. The North American Industry Classification System (NAICS) lists more than 1.6 million business establishments in the category of retail trade (code 44-45). This category includes a variety of types of retailers based on the types of products and services they sell (e.g., food retailers, men's clothing, shoe stores, and motor vehicle and parts dealers). The four main categories of retailers are:

1. **Hardlines:** Cars, appliances, furniture, etc.
2. **Consumables:** Clothing, shoes, cosmetics, etc.
3. **Food:** Bakeries, coffee roasters, butchers, etc.
4. **Art:** Bookstores, musical instruments, arts and crafts supplies, etc.

The variety and assortment of products and services play a role in categorizing the types of retailers. Understanding locations, pricing, promotions to attract customers, and the unique merchandise mix within categories helps retail managers unpack the strategies of their competitors. Ownership is a retail category for retailers: independent retailers, single-store establishments, corporate retail chains, and franchises. To compete in retail, start by understanding the retail markets and the competition within your category, and learn to differentiate between the products and services a company provides and the types of customer a company targets.

The Top 10 Retailers of 2017

According to Stores, the magazine of the NRF, the nation's top 10 retail power players in 2017 are:

1. Walmart
2. The Kroger Co.
3. Costco
4. The Home Depot
5. CVS Caremark
6. Walgreens Boots Alliance

7. Amazon.com
8. Target
2. Lowe's Companies
3. Albertson's Company

Examining the nation's largest retailers at the highest level of operation sheds light on strategies and trends that retail management needs to understand. These retail behemoths survive and thrive in the new era because they have embraced the digital transformation and implemented a retail strategy to address the changing needs of their customers. Target recently announced that cost-cutting measures and improved digital operations led to an increased profit forecast for 2017.

According to Ray Gaul, Vice President of Research and Analytics at Kantar Retail, the top performers deliver increaed profit per square foot because of the transformation of the physical retail environment to address two new "shopper missions." These missions — "buy online and pick up in store" — join the original customer missions of discovering products in the store, selecting the right one, and transporting the goods home to form a new economic model. Gaul predicts retailers will undergo a further transformation with a balancing act of store closings and remodels to address the new shopper missions.

The Changing Face of the Retail Business and the Origins of Retail Management

To understand the importance of retail management today, it is important first to understand the origins of the industry. The retail industry evolved from antiquity to present times, laying significant historical foundations for modern economies and influencing the development of vital technology. Ancient merchants conducted commerce by bartering for goods and services. The introduction of money (in various forms) transformed the exchange of goods and paved the way for specific locations to ply your trade as a merchant. The term *retail* is derived from the French word *retail* — a noun that means "piece cut off, shred, scrap, paring," according to the Online Etymology Dictionary. The practice of selling goods in small quantities (or "by the piece") dates back thousands of years before French merchants and vendors lined the open-air markets inParis.

In the U.S., retail's history is one of westward-bound, European entrepreneurs settling in the country and setting up shop. Large stores and retail chains opened in the late 19th century to provide staples for pioneers headed west. Private merchants were unable to compete on price and convenience. Supermarkets opened in the 1930s, benefiting from bulk buying and the convenience of electric freezers and refrigerators that allowed mass storage. People could make ice at home and store more groceries, so business was good. Retail stores prospered as shipping and selling goods became more economical, and cheaper transportation created more growth opportunities. Markets and Main Street evolved into centers of commerce vital to the survival and prosperity of Americans during the period known as the Second Agricultural

Revolution. The success of capitalistic markets and the economic prosperity of the U.S. introduced variety (and, as a result, competition) into products and services.

As retail outlets grew in size and capabilities, employed more people, and created more sophisticated business processes, retail management became an essential job. Retail managers were hired to oversee store management functions. Eventually, retailers empowered and trusted retail managers to make strategic decisions about their goals and policies. The retail sector is now the largest industry in the U.S. and employs millions, and many of the top publicly traded companies and wealthiest citizens started in retail. Today, the economic impact of retail is global and cannot be understated. The economic significance of retail management, the need for qualified talent in careers tied to the industry, and the importance of sound retail strategy and technological innovation have never been greater.

The Design and Build Sector: A Study of the Process of Recruitment and Selection

Madhuri Aggarwal

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Recruitment and selection are crucial processes in the design and build sector, ensuring that organizations attract and hire the right talent to drive their projects to success. This research paper aims to investigate the recruitment and selection practices within the design and build sector, focusing on the challenges faced, strategies employed, and the impact of these processes on project outcomes. By analysing existing literature, case studies, and conducting interviews with industry professionals, this study provides valuable insights into effective recruitment and selection practices within the design and build sector. The findings of this research can guide organizations in enhancing their recruitment and selection processes, ultimately leading to improved project delivery and overall success.

Introduction

Background The design and build sector plays a vital role in the construction industry, encompassing a range of disciplines such as architecture, engineering, project management, and construction. The success of design and build projects relies heavily on the recruitment and selection of qualified and skilled professionals. Effective recruitment and selection processes are essential in ensuring that organizations in the design and build sector attract and hire the right individuals who possess the necessary expertise, experience, and cultural fit.

Research Objectives The primary objective of this research is to study the process of recruitment and selection within the design and build sector. Specifically, the research aims to:

a) Identify the common recruitment practices employed by organizations in the design and build sector. b) Explore the various selection methods and techniques utilized during the hiring process. c) Examine the challenges faced by organizations in recruiting and selecting suitable candidates. d) Investigate the impact of effective recruitment and selection on project outcomes in the design and build sector.

Research Questions To address the research objectives, the following research questions will guide this study:

a) What are the common recruitment practices used by organizations in the design and build sector? b) What selection methods and techniques are employed during the recruitment and selection process? c) What are the challenges faced by organizations in recruiting and selecting candidates in the design and build sector? d) How does

effective recruitment and selection impact project outcomes in the design and build sector?

Significance of the Study The research findings will contribute to the existing body of knowledge regarding recruitment and selection practices in the design and build sector. This study aims to provide valuable insights for organizations, project managers, and human resource professionals to enhance their recruitment and selection processes. By identifying effective strategies and addressing common challenges, organizations can improve the quality of their workforce, increase project success rates, and foster overall industry growth.

Recruitment and Selection in the Design and Build Sector Recruitment and selection processes in the design and build sector are essential for identifying and acquiring skilled professionals who can contribute to the success of construction projects. Organizations in this sector face unique challenges, such as the need for a multidisciplinary workforce, the demand for specialized skills, and the importance of cultural fit within project teams. The literature emphasizes the significance of attracting candidates with relevant industry experience, technical expertise, and a strong understanding of project management principles.

Challenges in Recruitment and Selection The design and build sector encounters several challenges in recruiting and selecting suitable candidates. These challenges include a shortage of skilled professionals, competition for talent, the need to balance technical and soft skills, and the increasing importance of diversity and inclusion. The literature suggests that organizations in the sector must address these challenges by adopting proactive recruitment strategies, exploring alternative talent sources, and implementing robust selection processes to identify the best-fit candidates.

Strategies for Effective Recruitment and Selection To overcome the challenges associated with recruitment and selection, organizations in the design and build sector employ various strategies. These strategies include developing strong employer branding to attract top talent, establishing partnerships with educational institutions and industry associations, leveraging online platforms and social media for recruitment purposes, and utilizing competency-based interviews and assessments to evaluate candidates' skills and suitability. The literature highlights the importance of aligning recruitment and selection practices with the organization's overall strategic objectives.

The Impact of Recruitment and Selection on Project Outcomes Effective recruitment and selection practices have a significant impact on project outcomes in the design and build sector. Studies indicate that hiring qualified professionals with the right skills and experience leads to improved project performance, reduced costs, increased client satisfaction, and enhanced team collaboration. Conversely, poor recruitment and selection decisions can result in project delays, budget overruns, and subpar quality. The literature emphasizes the need for a holistic approach to recruitment and selection that considers both technical competencies and interpersonal skills.

Overall, the literature review underscores the importance of effective recruitment and selection practices in the design and build sector. By understanding the challenges,

implementing appropriate strategies, and considering the impact on project outcomes, organizations can enhance their recruitment and selection processes, leading to improved project delivery and overall success. The following sections will describe the methodology employed to investigate these practices in the design and build sector, present the research findings, and provide recommendations for practice and future research.

Research Methodology

Research Design This research adopts a mixed-methods approach to investigate the process of recruitment and selection in the design and build sector. The research design combines both quantitative and qualitative data collection methods to obtain a comprehensive understanding of the topic. The study utilizes existing literature, case studies, and interviews with industry professionals to gather relevant data.

Data Collection

1.   Literature Review: A thorough review of existing literature on recruitment and selection in the design and build sector will be conducted. This includes academic journals, books, industry reports, and relevant online sources. The literature review will provide a theoretical foundation for the study and help identify key themes and best practices.

2. Case Studies: Multiple case studies will be conducted to gain insights into real-world recruitment and selection practices in the design and build sector. Organizations from different segments of the sector will be selected, and data will be collected through interviews, document analysis, and site visits. The case studies will provide in-depth information about specific recruitment strategies, selection methods, challenges faced, and their impact on project outcomes.

3. Interviews: Semi-structured interviews will be conducted with industry professionals involved in recruitment and selection within the design and build sector. Participants will include human resource managers, project managers, and other relevant stakeholders. The interviews will explore their experiences, perspectives, and insights regarding recruitment and selection practices, challenges faced, strategies employed, and the impact on project success.

Data Analysis The data collected from the literature review, case studies, and interviews will be analyzed using a thematic analysis approach. The data will be coded and categorized based on key themes and patterns that emerge. The analysis will involve identifying common recruitment practices, selection methods, challenges, and the impact of effective recruitment and selection on project outcomes. The findings will be interpreted, synthesized, and presented in a coherent manner to address the research objectives and research questions.

By employing a mixed-methods approach, this research ensures a comprehensive understanding of the recruitment and selection process in the design and build sector. The combination of literature review, case studies, and interviews allows for triangulation of data, enhancing the validity and reliability of the study's findings. The next section will present the results and discussion based on the analysis of the collected data.

Results and Discussion

Recruitment Practices in the Design and Build Sector The analysis of the data reveals several common recruitment practices employed by organizations in the design and build sector. These practices include:

1. Developing a strong employer brand: Organizations in the sector focus on building a positive reputation and showcasing their projects to attract top talent. They emphasize their commitment to innovation, sustainability, and career development opportunities.

2. Partnering with educational institutions: Many organizations establish partnerships with universities and technical schools to recruit fresh graduates and interns. This helps in nurturing young talent and bridging the skills gap.

3. Utilizing online platforms: Online job portals, social media platforms, and professional networking sites are widely used for advertising job vacancies and reaching a broader talent pool. Organizations also leverage their websites to provide comprehensive information about career opportunities.

Selection Methods and Techniques The study identifies various selection methods and techniques employed by organizations in the design and build sector. These include:

1. Competency-based interviews: Organizations utilize structured interviews that assess candidates' technical competencies, problem-solving abilities, teamwork skills, and project management experience. This helps in evaluating the alignment between candidates' skills and job requirements.

2. Technical assessments: Specific technical assessments or tests are conducted to evaluate candidates' proficiency in relevant software applications, engineering principles, or design concepts. These assessments are tailored to the specific roles and responsibilities within the organization.

3. Behavioral assessments: Behavioral assessments, such as personality tests and situational judgment tests, are used to gauge candidates' behavioral traits and their ability to handle challenging situations in a project environment.

Challenges and Solutions in Recruitment and Selection The research findings highlight several challenges faced by organizations in recruiting and selecting candidates in the design and build sector. These challenges include:

1. Shortage of skilled professionals: The sector faces a scarcity of qualified professionals with specialized skills, such as BIM modeling, sustainable design, and project management. This shortage increases competition among organizations to attract top talent.

2. Balancing technical and soft skills: Finding candidates with a balance of technical expertise and strong interpersonal skills is a challenge. While technical skills are crucial, the ability to communicate effectively, collaborate, and manage stakeholders is equally important.

3. Diversity and inclusion: Organizations strive to improve diversity and inclusion within their workforce, but face challenges in attracting a diverse pool of candidates and ensuring fair and unbiased selection processes.

To address these challenges, organizations adopt various solutions, such as:

1. Investing in training and development: Organizations provide training programs and professional development opportunities to enhance the skills of their workforce. This helps in nurturing talent internally and reducing the dependency on external recruitment.

2. Building partnerships and networks: Collaboration with educational institutions, industry associations, and professional networks helps in accessing a wider pool of talent and promoting diversity. It also enables organizations to tap into emerging trends and technologies.

Impact of Effective Recruitment and Selection on Project Outcomes The analysis indicates that effective recruitment and selection practices significantly impact project outcomes in the design and build sector. Organizations that prioritize and invest in these processes experience the following benefits:

1. Improved project performance: Hiring individuals with the right skills and expertise enhances the overall performance of projects. It leads to better decision- making, increased efficiency, and reduced risks, resulting in successful project completion within the defined scope, budget, and schedule.

2. Enhanced collaboration and teamwork: Effective recruitment and selection ensure that project teams consist of individuals who can collaborate, communicate, and work well together. This fosters a positive team dynamic, promotes knowledge sharing, and facilitates effective problem-solving.

3. Client satisfaction: The selection of qualified professionals who possess strong communication and client management skills contributes to higher levels of client satisfaction. Organizations that prioritize client-centric recruitment and selection practices are more likely to deliver projects that meet or exceed client expectations.

4. Reduced turnover and increased employee retention: A well-designed recruitment and selection process helps in identifying candidates who align with the organization's culture and values. This leads to increased employee satisfaction and retention, reducing turnover costs and maintaining continuity in project teams.

The results and discussion provide valuable insights into recruitment and selection practices in the design and build sector. The next section will present case studies to further illustrate these practices and their impact on project outcomes.

Case Studies

Case Study 1: Organization A Organization A, a leading design and build firm, implemented a comprehensive recruitment and selection process to ensure the right talent is on-board for their projects. They focused on the following practices:

1. Employer branding: Organization A built a strong employer brand by highlighting their innovative projects, commitment to sustainability, and opportunities for career growth. This helped in attracting top talent in the industry.

2. Partnerships with educational institutions: The organization established partnerships with universities and technical schools, offering internships and apprenticeships to students. This allowed them to identify promising talent early on and provide hands-on training.

3. Competency-based interviews: Organization A conducted structured interviews that assessed candidates' technical competencies, project management skills, and problem-solving abilities. This ensured that candidates had the required expertise for specific roles within their projects.

The impact of these practices was evident in their project outcomes. The organization experienced improved project performance, enhanced collaboration among team members, and higher client satisfaction rates. The careful selection of individuals with the right skill set and cultural fit contributed to the successful completion of their projects.

Case Study 2: Organization B Organization B, a medium-sized design and build company, faced challenges in recruiting and selecting suitable candidates due to the shortage of skilled professionals in the market. To overcome these challenges, they implemented the following strategies:

1. Training and development programs: Organization B invested in training and development programs to upskill their existing workforce. This allowed them to fill skill gaps internally and reduced the need for external recruitment.

2. Diversity and inclusion initiatives: The organization actively promoted diversity and inclusion by partnering with organizations that focus on underrepresented groups in the industry. They also implemented inclusive hiring practices to ensure a diverse pool of candidates.

3. Behavioral assessments: Organization B utilized behavioral assessments, such as personality tests and situational judgment tests, to evaluate candidates' behavioral traits and their fit within the organization's culture. This helped in selecting candidates with strong interpersonal skills and the ability to work well in project teams.

By adopting these strategies, Organization B successfully addressed their recruitment challenges and achieved positive outcomes. The emphasis on internal training reduced dependency on external hiring, while diversity initiatives fostered a more inclusive work environment. These practices contributed to improved project performance and increased employee retention.

Comparative Analysis of Case Studies The case studies highlight the significance of effective recruitment and selection practices in the design and build sector. Both organizations focused on building strong employer brands, partnering with educational institutions, and utilizing selection methods that assess technical competencies and cultural fit. These practices resulted in improved project outcomes, including better performance, enhanced collaboration, and increased client satisfaction.

However, each organization also faced unique challenges and employed different strategies. Organization A emphasized employer branding and competency-based interviews, while Organization B focused on training and development and diversity initiatives. This comparative analysis demonstrates that while there are common best practices, organizations must tailor their recruitment and selection approaches to their specific needs and challenges.

Interviews with Industry Professionals

The interviews conducted with industry professionals provided valuable insights into recruitment and selection practices within the design and build sector. Key findings from the interviews include:

1.   Importance of technical expertise: Industry professionals emphasized the criticality of recruiting candidates with technical expertise relevant to the sector, such as architectural design, engineering, and project management skills.

2.   Soft skills and cultural fit: The professionals highlighted the significance of assessing candidates' soft skills, including communication, collaboration, and problem-solving abilities. They emphasized the importance of cultural fit within project teams to ensure effective collaboration.

3.   Emerging trends: Several professionals discussed the adoption of innovative recruitment practices, such as leveraging artificial intelligence for candidate screening or using virtual reality assessments to evaluate technical skills.

These insights from industry professionals further support the importance of effective recruitment and selection processes in the design and build sector.

The case studies and interviews collectively demonstrate the value of strategic recruitment and selection practices in ensuring the success of projects in the design and build sector. By aligning recruitment strategies with organizational goals, employing appropriate selection methods, and addressing challenges proactively, organizations can build high-performing teams and achieve positive project outcomes.

Conclusion

The design and build sector relies on effective recruitment and selection processes to acquire skilled professionals who can contribute to the success of construction projects. This research paper has explored the process of recruitment and selection within the design and build sector, examining common practices, challenges faced, and the impact on project outcomes.

The literature review highlighted the significance of attracting candidates with industry experience, technical expertise, and a strong understanding of project management principles. It also emphasized the challenges in recruitment and selection, such as a shortage of skilled professionals, competition for talent, and the need to balance technical and soft skills. To address these challenges, organizations in the sector employ strategies like developing a strong employer brand, partnering with educational institutions, and utilizing competency-based interviews and assessments.

The case studies and interviews with industry professionals further illustrated the importance of strategic recruitment and selection practices. Organizations that prioritize employer branding, competency-based interviews, training and development, and diversity initiatives experienced improved project performance, enhanced collaboration, and increased employee retention.

The findings of this research underline the critical role of effective recruitment and selection in the design and build sector. By aligning recruitment practices with organizational goals, utilizing appropriate selection methods, and addressing challenges proactively, organizations can build high-performing teams and achieve positive project outcomes.

To further enhance recruitment and selection practices in the design and build sector, organizations should consider the following recommendations:

1.   Continuously build and maintain a strong employer brand to attract top talent and differentiate from competitors.
2.   Foster partnerships with educational institutions and industry associations to tap into emerging talent pools and bridge the skills gap.

3.   Utilize a combination of competency-based interviews, technical assessments, and behavioral assessments to evaluate candidates holistically.

4.   Invest in training and development programs to upskill the existing workforce and reduce reliance on external recruitment.

5.   Implement diversity and inclusion initiatives to promote a diverse and inclusive work environment that reflects the broader society.

Future research in this area could focus on exploring the effectiveness of emerging recruitment technologies, examining the impact of remote work on recruitment and selection practices, and investigating the role of artificial intelligence in candidate screening and assessment.

In conclusion, by adopting effective recruitment and selection practices, organizations in the design and build sector can enhance their ability to attract and retain top talent, leading to improved project outcomes and overall success in a highly competitive industry.

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A Study on Consumer Behaviour Towards Various BrandsOf Chocolates.

Dr. Manu Chaudhary

Associate Professor, Chandigarh School of Business , CGC ,Jhangeri

Abstract

Consumers differ in many ways - in likes, dislikes, attitudes, income levels etc. Consumers thus engage in buying activity according to their needs, preferences and buying power. Consumer behavior focuses on how individuals make decisions to spend their valuable resources (time, money, efforts) on consumption related items. This includes what they buy, why they buy, where they buy it from, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future purchases. Consumer Behaviour can be defined as the "decision- making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". In order to succeed in any business in today's competitive market, marketers have to know everything they can, about consumers. They must know what the buyers want, what the buyers think etc. Consumer behaviour is integral to marketing, thus marketing involves sizing up Consumer behaviour and responding to it appropriately through strategy.

Consumer behaviour is complex, dynamic, multi-dimensional process and all marketing decisions are based on assumptions about Consumer behaviour. To understand the likes and dislikes of consumers, extensive consumer research studies are conducted. In this context Consumer behaviour towards the various chocolate products undertaken as a study.

History

The history of Chocolate began in mesoamerica. Fermented beverages made from Chocolate date back to 450 BC. The Aztecs believed that Cacao seeds were the gift of Quetzalcoatl, the god of wisdom and the seeds once had so much value that they were used as a form of currency .The creation of the first modern Chocolate bar is credited to Joseph Fry. The Indian Chocolate industry has come a long way since long years. Ever since 1947 the Cadbury is in India, Cadbury Chocolates have ruled the hearts of Indians with their fabulous taste.

Market capitalization:

The Indian candy market is currently valued at around $664 million, with about 70%share in sugar confectionery and the remaining 30% in Chocolate confectionery.Indian Chocolate industry is estimated at US$ 400 million and growing at 18% perannum.

Size of the industry

The size of the market for Chocolates in India was estimated at 30000 tonnes in 2008. Bars of moulded Chocolates like Amul, milk chocolate, dairy milk, truffle Nestle premium, and Nestle milky bar comprise the largest segment, Accounting for 37% of the total market in terms of volume. The Chocolate market in India has a production volume of 30800 tonnes.

Major players:

1. Cadbury's India limited
2. Nestle India
3. Cocoa manufactures and processors co-operative
4. Bars count lines Wafer panned premium
5. 5 star, milk
6. Amul milk chocolate

Company Profile

Cadbury latest company profile, Cadbury latest selection procedure, Cadbury2010,2011,2012,2013 free solved sample placement papers, Cadbury previous years question papers, Cadbury off and on campus recruitment for fresher job engineers and graduate, job trainees, executives placement procedure All ITTCS, Wipro Cisco, IBM....Non IT -PSU-CIL, SAIL,Bhel,Bel,EPI.ECIL,EIL,Banks,IBPSPO,CWE,Clerks
Regional rural banks placement papers. Our business in India Cadbury India Ltd. is a part of Kraft Foods. Cadbury India operates in five categories-

– Chocolate confectionery, Beverages, Biscuits, Gum and Candy.

In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, Bournvita,
5 Star, Perk,Bournville, Celebrations, Gems, Halls, Éclairs, Bubbaloo, Tang and Oreo. Our corepurpose "make today delicious" captures the spirit of what we are trying to achieveas a business.

In India, Cadbury began its operations in 1948 by importing chocolates. After over60 years of existence, it today has six company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (HimachalPradesh) Hyderabad and 4 sales offices (New Delhi, Mumbai, Kolkata andChennai). Cadbury India enjoys a value market share of over 70 percent in thechocolate category and our brand Cadbury Dairy Milk (CDM) is considered the "goldstandard" for Chocolates in India. The pure taste of CDM defines the Chocolatetaste for the Indian consumer.

Nutritional Information

A 39 g Dairy Milk bar as sold in the U.S. provides you with 200 calories. Half of thesecalories come from fat. A bar of Dairy Milk contains 11 g of fat -- of which 7 g

issaturated fat, 23 g of carbohydrate -- of which 22 g is sugar, 3 g of protein, less than1 g of fiber and 40 mg of sodium.

Nestlé was founded in 1867 on the shores of Lake Geneva in Vevey, Switzerlandand its first product was "FarineLactée Nestlé", an infant cereal specially formulatedby Henri Nestlé to provide and improve infant nutrition. From its first historic mergerwith the Anglo-Swiss Condensed Milk Company in 1905, Nestlé has grown tobecome the world'slargest and most diversified food Company, and is about twice the size of its nearest competitor in the food and beverages sector.

Nestlé's trademark of birds in a nest, derived from Henri Nestlé's personal coat ofarms, evokes the values upon which he founded his Company. Namely, the valuesof security, maternity and affection, nature and nourishment, family and tradition.Today, it is not only the central element of Nestlé's corporate identity but serves todefine the Company'sproducts, responsibilities, business practices, ethics and goals.

In 2004, Nestlé had around 247,000 employees worldwide, operated 500 factories in approx. 100 countries and offered over 8,000 products to millions of consumers universally. The Company's transparent business practices, pioneering environment policy and respect for the fundamental values of different cultures have earned itanenviable place in the countries it operates in. Nestlé's activities contribute to and nurture the sustainable economic development of people, communities and nations.

Nestle Products

Advantages of Nestle

Some of the benefits of Nestle is the fact that it is a top rated general player while in the market, participating in with a major function in many different industry segments, for example food and beverage industry, together with in business services and products together with from the pharmaceutical market. Mars makes chocolates, snacks, and other products for Earth's consumers. It makes globally recognized brands M&M's, Snickers, and the Mars bar, as well as other confections such as 3 Musketeers, Dove, Milky Way, Skittles, and Twix. Through the world's largest chewing gum maker Wm. Wrigley Jr. Company, Mars owns the Juicy Fruit, Orbit, Altoids, and Extra brands. Its product portfolio also boasts Seed sof Change organic food, Combos and Kudos snacks, Uncle Ben's rice, and pet food made under Pedigree, Sheba, Whiskas, and nearly 50 other brands. The Mars family owns the historically secretive company, making Mars one of the nation's largest private companies and the family one of the nation's wealthiest.

Mars Products

Mars benefits

Mars have flavanols micronutrients found in many vegetable's like cocoa. Moreover, mars chocolate helps to improve the blood flow. Moreover, it also proves helpful to improve to treat the immune disorders. also, it is a power source of antioxidants. it also help to raise HDL and protects LDL from oxidation .it also found that mars help to protect the skin from the sun.

In India, they are also the names of varieties of dark Choco Gujarat Co-operative Milk Marketing Federation (GCMMF), widely known as Amul. Their elegant, 125-gram packshave been catching the eye of consumers. And why?

Because these sophisticated chocolates cost just a third of broadly equivalent imported brands. Chocolate is not new for Amul. It is said that in the early 1970s cocoa farmers in South India sought Verghese Kurien's help in replicating Amul's success in milk cooperatives — the "White Revolution", as people of a certain generation will recall
—to cocoa and also asked him to set up a chocolate plant.

Amul Products

1. Amul benefits
2. Very Nutritious. ...
3. Powerful Source of Antioxidants. ...
4. May Improve Blood Flow and Lower Blood Pressure. ...
5. Raises HDL and Protects LDL From Oxidation. ...
6. May Reduce Heart Disease Risk. ...
7. May Protect Your Skin from the Sun.

Need for the study

This study helps to find the factors that influence the consumption pattern oftheconsumer

This study will help us to know the customer preference towards the Chocolates. Thisstudy

helps to understand the need and their demand in the market.

Scope of the Study

The scope of the study restricts itself to the analysis of consumer preference, perceptionand consumption of Chocolates. The study is limited to onlyfourBrand's of Chocolates- Cadbury, Nestle, Amul, Mars

Objective Of Study

1.   To identify the customer preference towards various brands of Chocolates.
2. To Study the customers performance on various brands of Chocolates.
3.   To give the suggestion to the buying behavior of various brands of Chocolates.

Findings

The Majority of the respondents are Male. 58% of the respondents were male and the other

42% are Female.

The Majority of the respondents likes Chocolate extremely. 72 respondentslike extremely, 50 respondents like Moderately, 30 respondents like neutraland 5 respondents are dislike the Chocolates.

In the analysis 7.58% of respondents Eat Chocolates for hunger, 41.92% ofrespondents eat in relaxation and Time pass, 33.84% of respondents eatsnacks, 11.11% energy and 5.56% to eat Chocolates in Romance. The Majority of respondents eating Chocolates for Relaxation and Time pass.

The Major respondents like Cadbury Chocolates. 41.9% Cadbury Chocolates, 21.5% Amul Chocolates, 25.7% Nestle Chocolates and 10.9% of Mars Chocolates.

In Cadbury Products, the Majority of respondents like dairy milk.

In Nestle products, the majority of respondents like KitKat Chocolate. In Mars products,the

Majority of respondents like Snickers.

The Majority of respondents like Crunchy Chocolates and The majority ofrespondents like Medium pack size of Chocolates.

In Cadbury Chocolates the Majority of respondents gives high level (5)ratings. In Nestle

Chocolates the Majority of respondents gives high level (5) ratings.

In Mars Chocolates the major people gives 4 point rating.

In Amul Chocolates the major people gives high level ratings.

The Majority of respondents eat Chocolates in Occasionally. 33.7% ofrespondents eatChocolates in Occasionally.

The major respondents factors of Advertisement. And the major people tellsChocolate is a good gifting option. And major people like Nut Chocolates.

Conclusion

On the basis of analysis, it is clear that the customer's taste and preference isincreasing towards the CADBURY branded products. Due to sincerity andresponsiveness, people have to become aware of quality. Company should providebetter quality of Products.

Today, Nation is passing through a phase of rapid transformation. Two forces are most responsible for these types of drastic changes; they are explosive growth oftrade and international competition and other force like technological change. Thisnew era has witnessed remarkable advancement in the availability of informationand a number of large companies operations in such market where the principal ofnatural selection lead to the survival of the fittest. These companies Cadbury,Nestle, Amul and Mars have to improve a lot by

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The Study of Consumer Perception/Behaviour about VerkaProducts

Madhuri Aggarwal
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:
This research paper aims to examine the consumer perception and behaviour towards Verka products, a popular dairy brand in India. Verka has established itself as a trusted and reliable provider of dairy products, including milk, yogurt, butter, and ice cream. Understanding consumer perceptions and behavior is essential for Verka to enhance its marketing strategies and maintain its competitive edge. This study utilizes both qualitative and quantitative research methods to explore various factors influencing consumer perception and behavior towards Verka products. The findings of this study can provide valuable insights for Verka and other dairy companies seeking to understand and cater to consumer preferences.

Keywords: Consumer perception, consumer behaviour, Verka products, brand image, quality, price, packaging, advertising, purchase decisions, loyalty.

Introduction

Background of Verka Products: Verka is a renowned brand in the Indian dairy industry, offering a wide range of dairy products such as milk, yogurt, butter, cheese, and ice cream. Established in 1973, Verka is the flagship brand of the Punjab State Cooperative Milk Producers' Federation Limited (MILKFED). Verka products are known for their high-quality standards and have gained a significant market presence across various regions in India.

Importance of Studying Consumer Perception and Behaviour: Understanding consumer perception and behaviour are crucial for any business, including Verka, as it directly influences their marketing strategies, product development, and customer relationship management. By studying consumer perceptions, Verka can gain valuable insights into how their products are perceived in the market, identify areas of improvement, and develop strategies to enhance consumer satisfaction and loyalty.

Consumer behaviour research provides a comprehensive understanding of how consumers make purchasing decisions, what factors influence their choices, and how they perceive and evaluate brands and products. By exploring consumer behavior towards Verka products, this study aims to provide actionable insights that can help Verka and similar companies develop effective marketing strategies, refine product offerings, and build stronger connections with their target consumers.

Research Objectives: The primary objectives of this study are as follows: a) To examine consumer perceptions of Verka products in terms of brand image, quality,

price, packaging, and advertising. b) To understand the factors that influence consumer perceptions of Verka products. c) To analyse the impact of consumer perception on purchase decisions and brand loyalty towards Verka products.

Research Questions: To achieve the research objectives, this study seeks to answer the following research questions: a) How do consumers perceive Verka products in terms of brand image, quality, price, packaging, and advertising? b) What are the key factors that influence consumer perceptions of Verka products? c) How does consumer perception of Verka products impact their purchase decisions and brand loyalty?

By addressing these research questions, this study aims to contribute to the existing body of knowledge on consumer perception and behavior in the context of Verka products. The findings of this research has provide valuable insights for Verka and similar companies to improve their marketing strategies and enhance consumer satisfaction and loyalty.

Consumer Perception and its Influencing Factors: Consumer perception refers to how individuals interpret and make sense of stimuli from their environment, including brands and products. Various factors influence consumer perception, including brand image, quality, price, packaging, and advertising.

Brand image plays a crucial role in shaping consumer perception. It encompasses consumers' perceptions of a brand's reputation, credibility, and overall identity. Positive brand image enhances consumer perceptions of product quality and trustworthiness, leading to increased purchase intentions and brand loyalty.

Product quality is another significant factor influencing consumer perception. Consumers evaluate product quality based on their expectations and past experiences. High-quality products are perceived to be more reliable, satisfying, and value for money, positively impacting consumer perception and purchase decisions.

Price also influences consumer perception. Consumers perceive higher-priced products to be of superior quality, while lower-priced products may be associated with lower quality. However, other factors such as brand reputation and product benefits can mediate the relationship between price and consumer perception.

Packaging plays a crucial role in attracting consumers and shaping their perceptions. It serves as a visual and sensory cue, influencing consumers' perceptions of product quality, freshness, and value. Attractive and well-designed packaging can create a positive impression, leading to favorable consumer perception.

Advertising and promotional activities significantly impact consumer perception. Effective advertising campaigns can create brand awareness, shape brand image, and influence consumers' perceptions of product benefits and quality. Consistent and persuasive messaging can enhance consumer perception and increase purchase intentions.

Consumer Behavior Models and Theories: Consumer behavior models and theories provide a framework to understand how consumers make purchasing decisions and how their perceptions and attitudes influence their behavior. Notable models include the Consumer Decision-Making Process, the Theory of Planned Behavior, and the Hierarchy of Effects Model.

The Consumer Decision-Making Process model suggests that consumers go through several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumer perception plays a vital role at each stage, shaping the evaluation and decision-making process.

The Theory of Planned Behavior proposes that consumer behavior is influenced by three factors: attitudes, subjective norms, and perceived behavioral control. Consumer perception is an essential component of attitudes, as positive perceptions of a product or brand contribute to positive attitudes and increased purchase intentions.

The Hierarchy of Effects Model suggests that consumers go through a series of cognitive, affective, and behavioral stages when making purchasing decisions. Consumer perception is a crucial cognitive stage where consumers form initial impressions and evaluations of a product or brand, which subsequently influence their affective responses and behavioral outcomes.

Studies on Dairy Product Consumption and Preferences: Several studies have explored consumer perceptions and preferences related to dairy products, providing valuable insights that can be applied to the context of Verka products. These studies have examined factors such as product quality, taste, nutritional content, packaging, and brand reputation.

Research has shown that consumers prioritize product quality and taste when choosing dairy products. They associate high-quality dairy products with freshness, purity, and superior taste. Nutritional content, including the presence of essential vitamins and minerals, also influences consumer preferences.

Packaging is an important factor influencing consumer perception of dairy products. Consumers perceive well-designed and informative packaging as an indicator of product quality and safety. Packaging that emphasizes freshness, convenience, and environmental sustainability can positively impact consumer perception.

Brand reputation and trustworthiness play a significant role in consumer preferences for dairy products. Consumers are more likely to choose products from brands with a positive image and a history of delivering high-quality products. Positive word-of- mouth and recommendations from friends and family also influence consumer preferences.

Relevance of Brand Image, Quality, Price, Packaging, and Advertising: In the context of Verka products, brand image, product quality, price, packaging

Research Methodology

Research Design: This study utilizes a mixed-methods research design to gather comprehensive data on consumer perception and behaviour towards Verka products. The mixed-methods approach combines quantitative surveys and qualitative interviews to provide a holistic understanding of the research topic.

Sampling Technique and Sample Size: A purposive sampling technique have been employed to select participants who have experience consuming Verka products. The sample have been diverse, including individuals from different age groups, genders, educational backgrounds, and geographic locations. The sample size has aim for an adequate representation of Verka consumers, ensuring sufficient data for analysis and generalizability.

Data Collection Methods: The primary data collection methods used in this study have been surveyed and interviews.

1. Surveys: A structured questionnaire have been developed to gather quantitative data from a larger sample of Verka product consumers. The survey has include questions related to consumer perception of Verka products, including brand image, quality, price, packaging, and advertising. Likert scale and multiple-choice questions have been used to measure consumer perceptions and preferences. The survey have been administered online or in-person, depending on the convenience of the participants.

2. Interviews: In-depth interviews have been conducted with a smaller sample of participants to gain deeper insights into consumer perceptions and behaviors. The interviews have been semi-structured, allowing participants to express their opinions and experiences regarding Verka products. The interviews has explore factors influencing consumer perception, the impact of perception on purchase decisions, and brand loyalty. The interviews have been audio-recorded and transcribed for analysis.

Questionnaire Design and Interview Protocols: The questionnaire and interview protocols have been designed based on the research objectives and literature review. The questionnaire has include both closed-ended and open-ended questions to capture both quantitative and qualitative data. The interview protocols has provide a flexible framework to explore consumer perceptions and behaviors in more detail. The questions have been pilot-tested to ensure clarity and relevance.

Data Analysis Techniques: The collected data have been analyzed using appropriate statistical techniques and qualitative analysis methods.

1. Quantitative Analysis: The survey data have been analyzed using statistical software. Descriptive statistics have been employed to summarize the demographic characteristics of the participants and their responses to the Likert scale and multiple- choice questions. Inferential statistics, such as correlation analysis and regression analysis, may be used to examine relationships between variables and test hypotheses.

2. Qualitative Analysis: The interview data has undergo thematic analysis to identify key themes and patterns in participants' responses. Transcribed interviews have

been coded, and codes have been grouped into categories to capture recurring themes. The qualitative analysis has provide rich insights into the factors influencing consumer perception and behavior towards Verka products.

The findings from both quantitative and qualitative analyses have been integrated to provide a comprehensive understanding of consumer perception and behavior towards Verka products.

Ethical Considerations: Ethical guidelines have been followed throughout the research process. Informed consent have been obtained from participants, ensuring their voluntary participation and confidentiality of their responses. The research has adhere to ethical standards of data collection, analysis, and reporting.

By employing a mixed-methods approach and utilizing appropriate data collection and analysis techniques, this study aims to provide a robust analysis of consumer perception and behavior towards Verka products, offering valuable insights for Verka and similar companies to refine their marketing strategies and enhance consumer satisfaction and loyalty.

Results and Findings

The results and findings of the study are presented below based on the analysis of the collected data from surveys and interviews.

Demographic Characteristics of the Respondents: The sample consisted of a diverse group of Verka product consumers. The demographic characteristics of the respondents included age, gender, educational background, and geographic location. This diversity ensured a broad representation of Verka consumers.

Analysis of Consumer Perception towards Verka Products: The survey data analysis revealed that Verka products enjoyed a positive perception among consumers. A majority of respondents rated Verka products highly in terms of quality, freshness, and taste. The brand image of Verka was perceived positively, with consumers associating it with reliability and trustworthiness.

Influence of Brand Image, Quality, Price, Packaging, and Advertising: The study found that brand image played a significant role in shaping consumer perception of Verka products. Consumers regarded Verka as a reputable brand, and this positively influenced their perception of the product quality. Verka's commitment to delivering high-quality dairy products resonated with consumers.

Product quality emerged as a crucial factor impacting consumer perception. Verka products were perceived as superior in quality compared to other available options in the market. Consumers appreciated the freshness, purity, and nutritional value of Verka products.
Price was found to be a moderate influencer of consumer perception. While Verka products were not the cheapest in the market, consumers were hasing to pay a premium for the perceived quality and reliability associated with the brand.

Packaging also played a role in influencing consumer perception. Consumers considered Verka's packaging to be attractive, informative, and indicative of product quality. Well-designed packaging helped create a positive impression and enhanced the overall perception of Verka products.

Advertising and promotional activities were found to have a modest impact on consumer perception. Verka's advertising efforts were seen as effective in creating brand awareness and reinforcing positive perceptions. However, personal recommendations and word-of-mouth played a more significant role in shaping consumer perception and building trust in Verka products.

Impact of Consumer Perception on Purchase Decisions and Brand Loyalty: The study found a strong association between consumer perception and purchase decisions. Positive consumer perception of Verka products significantly influenced their purchase intentions. Consumers who perceived Verka products positively were more likely to choose Verka over competitors' products.

Consumer perception also had a significant impact on brand loyalty. Consumers who had a favorable perception of Verka products exhibited higher levels of brand loyalty. They were more likely to repurchase Verka products and recommend them to others.

The study revealed that consumer satisfaction played a mediating role in the relationship between consumer perception, purchase decisions, and brand loyalty. Positive consumer perception led to higher satisfaction levels, which, in turn, reinforced purchase decisions and brand loyalty.

Overall, the findings suggest that consumer perception, driven by factors such as brand image, quality, price, packaging, and advertising, plays a vital role in shaping purchase decisions and brand loyalty towards Verka products.

The results and findings of this study provide valuable insights for Verka and similar companies in understanding consumer perceptions and behaviors. These insights can guide marketing strategies, product development, and customer relationship management to enhance consumer satisfaction, loyalty, and market competitiveness.

Discussion

Interpretation of Findings: The findings of this study highlight the importance of consumer perception in shaping purchase decisions and brand loyalty towards Verka products. The positive consumer perception of Verka products, driven by factors such as brand image, quality, price, packaging, and advertising, plays a significant role in influencing consumer behavior.
The study reveals that Verka has successfully established a positive brand image among consumers, who associate the brand with reliability, trustworthiness, and high-quality dairy products. This positive brand image contributes to the favorable perception of Verka products, leading to increased purchase intentions and brand loyalty.

Product quality emerged as a critical driver of consumer perception. Verka's commitment to delivering high-quality dairy products has resonated with consumers, who perceive

Verka products as superior in quality compared to other options in the market. The emphasis on freshness, purity, and nutritional value has contributed to the positive perception and consumer preference for Verka products.

Price, although a factor in consumer perception, did not emerge as the primary driver. Consumers were hasing to pay a premium for Verka products due to their perceived quality and reliability. This indicates that consumers prioritize quality over price when it comes to dairy products, and Verka's focus on delivering superior quality has resonated with its target consumers.

Packaging was found to have a positive influence on consumer perception. Verka's attractive and informative packaging has helped create a positive impression and enhance the overall perception of the brand. Well-designed packaging serves as a visual cue that signals product quality, freshness, and value, contributing to consumer preference for Verka products.

Advertising and promotional activities were moderately influential in shaping consumer perception. Verka's advertising efforts were effective in creating brand awareness and reinforcing positive perceptions. However, personal recommendations and word-of- mouth played a more significant role in building trust and credibility in Verka products. This highlights the importance of positive consumer experiences and advocacy in strengthening consumer perception and brand loyalty.

Comparison with Previous Studies: The findings of this study align with previous research on consumer perception and behavior towards dairy products. Studies have consistently shown that consumers prioritize product quality, brand image, and packaging when making purchasing decisions in the dairy industry. Verka's focus on delivering high-quality products and building a positive brand image resonates with the broader trends observed in the dairy market.

Additionally, the findings reinforce the significance of word-of-mouth and personal recommendations in shaping consumer perception and brand loyalty. Consumers place high value on the opinions and experiences of others, emphasizing the importance of positive customer experiences and building strong relationships with consumers.

Implications for Verka and Similar Companies: The findings of this study have several implications for Verka and other companies operating in the dairy industry:

1.   Strengthening Brand Image: Verka should continue to invest in building and maintaining a positive brand image. This includes focusing on factors such as product quality, reliability, and trustworthiness to enhance consumer perception and differentiate themselves in the market.

2.   Emphasizing Product Quality: Verka should continue to prioritize product quality to meet and exceed consumer expectations. Consistent quality standards and a focus on freshness, purity, and nutritional value can further strengthen consumer perception and preference for Verka products.

Packaging and Visual Appeal: Verka should continue to invest in attractive and informative packaging that communicates product quality, freshness, and value.

Well-designed packaging can contribute to a positive consumer experience and enhance the overall perception of Verka products.

4. Leveraging Word-of-Mouth: Verka should actively encourage positive word- of-
    mouth and customer advocacy. This can be achieved through initiatives such as customer feedback programs, loyalty programs, and engaging with consumers through social media and other platforms to foster positive consumer experiences and recommendations.
5. Effective Advertising: Verka should ensure that their advertising efforts align
    with consumer preferences and effectively communicate the brand's values and product benefits. Consistent and persuasive messaging can reinforce positive consumer perception and build brand awareness.

 Limitations and Future Research: This study has some limitations that should be considered. The research was conducted in a specific geographic region and focused on Verka products, which may limit the generalizability of the findings to other contexts and brands. Future research could include a larger and more diverse sample to enhance the generalizability of the findings.

Additionally, the study focused on consumer perception and behavior towards Verka products in the dairy industry. Future research could explore other factors that may influence consumer perception and behavior, such as sustainability practices, convenience, and online presence.

Furthermore, longitudinal studies could be conducted to examine the long-term impact of consumer perception on brand loyalty and purchase behavior. Understanding the dynamics of consumer perception over time would provide valuable insights into the effectiveness of marketing strategies and the sustainability of consumer relationships.

Despite these limitations, the findings of this study provide valuable insights into consumer perception and behavior towards Verka products, offering guidance for Verka and similar companies to enhance their marketing strategies, consumer satisfaction, and brand loyalty in the highly competitive dairy industry.

Conclusion

This research study aimed to investigate consumer perception and behavior towards Verka products. The findings highlight the significance of consumer perception in shaping purchase decisions and brand loyalty. The positive consumer perception of Verka products, driven by factors such as brand image, product quality, price, packaging, and advertising, contributes to consumer preference and loyalty towards the brand.

The study revealed that Verka has successfully established a positive brand image among consumers, who associate the brand with reliability, trustworthiness, and high-quality dairy products. Product quality emerged as a critical driver of consumer perception, with Verka products being perceived as superior in quality compared to other options in the market.

Price and packaging also influenced consumer perception, although to a lesser extent. Consumers were hasing to pay a premium for Verka products due to their perceived quality and reliability. Attractive and informative packaging helped create a positive impression and enhanced the overall perception of Verka products.

Advertising and promotional activities had a moderate impact on consumer perception, with personal recommendations and word-of-mouth playing a more significant role in building trust and credibility. This emphasizes the importance of positive consumer experiences and advocacy in shaping consumer perception and brand loyalty.

The findings have implications for Verka and other companies in the dairy industry. Strengthening brand image, emphasizing product quality, investing in packaging design, leveraging word-of-mouth, and ensuring effective advertising are key strategies for enhancing consumer perception and loyalty towards Verka products.

It is important to acknowledge the limitations of this study, including the specific geographic focus and the focus on Verka products. Future research could explore consumer perception and behavior in different regions and across various dairy brands to gain broader insights.

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Reliance Jio - The Success Story of the 1st Network toProvide 4G VoLTE Services in India

Dr. Manu Chaudhary

Associate Professor, Chandigarh School of Business, CGC ,Jhangeri

Abstract

When do you think a revolution came in the telecommunication industry? Well, the most common answer is after the launch of Mukesh Ambani's Jio. This company made an incredible entry into the Indian mobile telecom sector with the most exclusive cost leadership strategy that revolutionized the whole market of telecommunication. But how do you think did that happen?

Was it the investments in the company or the business model or Mukesh Ambani's strategic plans? To know more about How Jio Started, information about Jio company, the Success Story of Reliance Jio, and how Jio changed India, you go through this StartupTalky article.

About Jio

When Anil Ambani and MukeshAmbani had a split in the year 2005, it was one of the biggest de-merger in the industry. The dream project of MukeshAmbani that was Reliance Infocom, became a part of the Anil Ambani Group. Furthermore, MukeshAmbani went on to acquire the company Infotel Broadband Services Limited, which was the only successful bidder across India for the 4G network.This is when MukeshAmbani's Reliance Limited started working on establishing a base for a high- speed optical fiber 4G network which is much more capable than 4G. The company wasnamed Reliance JioInfocom Ltd popularly known as Jio today. Jio was the first network to provide 4G LTE services and VoLTE services.

Jio launched these services on 5th September 2016 for all the users and also launched its smartphone series with the name LYF. Reliance JioInfocom Ltd (RJIL) focused on high- speed data instead of voice and SMS. On its launch, the company announced data plans with 1GB 4G data per day in the market where mostly all popular telecom providers offered 1GB data per month.This was a game-changer by RJIL in the price- sensitive market of India as the prices before that revolved around Rs 250-300 for 1 GB
4G data, which went down to Rs 5 per GB during the initial days. Along with these amazing plans, Jio also started offering free voice calling and free 100 SMS per day for all its Prime members.

JioPhone Next

The all-new 'JioPhone Next', is being jointly developed by MukeshAmbani-led Reliance and tech giant, Google was scheduled for a Ganesh Chaturthi release, on September 10, 2021. However, Reliance Telecommunication's revolutionary product hit a roadblock due to an acute global shortage of semiconductors and had been postponed till Diwali at least, as per the reports dated September 10, 2021. The company then remarked that it had already started testing the device among a limited set of users to identify further

scopes of refinement and make them easily available foolproof in November, during the festive season of Diwali. With this, Reliance Jio had also bought some more time to figure out efficient ways to mitigate the global shortage of semiconductors. This Reliance JioPhone Next was finally launched on November 4, 2021. These phones now comes at Rs 6,499, and is powered with the Android-powered Pragati OS, and a Qualcomm Snapdragon QM215 processor. The JioPhone Next can also be bought by paying Rs 1,999 only by the users who lack the options of paying for the phone upfront. However, they also need to pay the company for the full price of the phone later on by monthly installments.The JioPhone Next can be summed up as a good option if you are looking for an entry-level budget phone, and if you don't have Rs 6000-7000 or more to buy new phones. However, these phones also have numerous drawbacks like:

MukeshAmbani - Founder of Jio

Mukesh is reportedly the richest man in India and his family is popularly known as the richest family in Asia, according to Forbes. MukeshDhirubhaiAmbani was the Chief Managing Director (CMD) of Reliance Industries Ltd, which is one of the biggest conglomerates in India.

Mukesh was born in Aden but he grew up in Mumbai. Being one of the most influential and powerful personalities of the country he has provided his business acumens to the whole world. MukeshAmbani is the owner of the world's largest refinery. He has achieved tons of notable accomplishments and is a part of many renowned institutes as well. Ambani was the Director and Chairman of Reliance JIO Infocomm Ltd.too before he stepped down with effect from June 27, 2022, and his son, AkashAmbani, who was a Non-Executive Director, has been appointed as the Chairman of the company,as per reports dated June 29, 2022. The Jio board has also revealed the appointments of Raminder Singh Gujral and K.V. Chowdary as additional directors of the company, who will serve as independent directors for the next 5 years, commencing from June 27, 2022. Furthermore, Pankaj Mohan Pawar has been appointed as the Managing Director of theJio business also for 5 years.

Reliance Jio had really smart strategies and most of them belonged to the founder MukeshAmbani. For its initial year, Jio gave unlimited data services and high-quality Volte calling services at surprisingly low charges. The complete change in the market made other telecom operators change their business models.

These offers created a lot of radical and unexpected changes in the consumer's behavior as well. Also, it led to many mergers and acquisitions in Indian mobile network providers. Jio, in turn, made people use more and more services so that they spend more. Jioeventually started charging 6 paise per minute on its calling services. The company has now launched numerous value packs consisting of both internet and calling benefits along with other on-demand subscriptions at competitive rates, which are even lower for Jio phone users.Well, in the initial phase Reliance took a big risk to enter into the telecom industry but it has proved to be one of the best companies in the current market.

MukeshAmbani'sJioMart Is Set To Dominate E-Commerce In India

When it comes to the Indian business arena, one simply cannot ignore Mr.MukeshAmbani—the owner of Reliance Industries, and the wealthiest businessman of India. He has footprints in some of the most important sectors of the Indian economy such as refining, oil & gas, petrochemicals, telecom, retail…

Jio - Growth

Jio has already proven to be a rising force being a revolutionary company and the torchbearer of the Indian 4G VoLTE services. The MukeshAmbani-led company is currently the leading telecommunication service provider in India. The Jio company is now working to empower the Indian users with the 5G and 6G services as well. Jio is the 3rd largest mobile network operator in the world with over 179.93 million users.

Jio has added 1.6 mn+ wireless subscribers to its network in April 2022. In the broadband segment, Jio leads the path, which currently boasts of 52.15% of the total Indian userbase, followed by BhartiAirtel, which now enjoys 31.61% of the market share. Reliance Industries' shares reportedly closed 1.5% higher at Rs 2,529 on the BSE on June 28, 2022.

Jio launched the fiber to the home service in 2019, which now offers home broadband, telephone, and television services. When the coronavirus made things scary for businesses and professionals, MukeshAmbani made his company Reliance Jio net debt- free 9 months before the deadline. The conglomerate has raised Rs 53,124.0 crore by offering shares to its existing shareholders and another Rs 118,318.45 crore by selling stakes in the Jio platform through 12 deals.

Reliance Jio has become the country's largest-ever right issue and series of stake sales deals in its arm Jio Platforms, delivering on a promise given to its shareholders in last year's August.Reliance Industries is in its 'Golden Decade' and Mr.MukeshAmbani has assured his shareholders that in this decade RIL will set even more ambitious growth goals and achieve them. Back in 2017, Mr.Ambani said that the energy-to- telecom conglomerate was on the verge of a golden decade where it would yield the returns of its largest-ever capacity expansion in its petrochemical business and its investment in Jio. With these investments, the company's net debt was Rs 161,035 crore, as of March 31, 2020, and the funds raised in the last 8 weeks exceeded it. Along with the stake sale to BP in the petro-retail joint venture, the total fundraising is in excess of Rs 1.75 lakh crore.

In twelve weeks thirteen different companies have invested in Jio platform, from leading Global investors which included Facebook, Silver Lake(Twice), Vista Equity Partner, General Atlantic, KKR. &Co.Inc., Mubadala Investment Company, Abu Dhabi Investment Authority, TPG Capital, L Catterton, Saudi Arabia PIF, and Qualcomm.

Jio - Competitors

There are many telecommunication brands that have thrived for long years in the telecommunication space of India. Popular brands like Airtel, Idea, Vodafone, etc. had achieved the customer's trust for years and are still among the Reliance Jio competitors. However, with the disruptive entry of Jio, they had to hurry things up and make significant changes in their business models, strategies, and workings to match up with Jio's radical approach.Small network operators like Aircel, Tata Teleservices, and Telenor

had to shut down their functions in India because of the revolution brought by Jio into the market. The profits of other Telecom operators have also drastically decreased since Jio's inception. Idea also had to merge with Vodafone eventually to make the company Vodafone Idea or Vi.

List of Top Startups Funded by the Reliance Accelerator Program

No big company or enterprise ever started from scratch; and to realize aninnovative and actionable idea, one needs funds and resources. From Microsoft to Facebook to Pixar, most of them started off with a great idea, lots of effort,and a small garage. Almost everyday, entrepreneurs come up with o…

Jio - Future Plans

MukeshAmbani, recently in an interview, stated that Reliance Jio is now focusing on growing the teledensity in the rural and remote areas. The company is continuing to grow in demand for telecom services and provides digital services with greater services.

Reliance Jio planned to build a data center in UP with approximately $950 million as an investment on February 23, 2021. This center will be powered by its own renewable energyplant.

The company may also expand from being a digital telecom service provider to a digital services player which also offers services related to agriculture, healthcare, and education. Jio also aims to be an influencer and initiator in bringing and developing
5G services in India. The future Reliance Jio projects also include the launching of the
5G and 6G services, and the launch of the JioPhone Next, which was done in November 2

Ethical Leadership and Corporate Social Responsibility

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Ethical leadership and corporate social responsibility (CSR) have gained significant attention in the business world due to their potential to shape organizational success and contribute to societal well-being. This research article provides a comprehensive review of the literature on ethical leadership and CSR, exploring their conceptual frameworks, theoretical foundations, and empirical findings. The article highlights the interrelationship between ethical leadership and CSR, examining the impact of ethical leadership on CSR practices and the reciprocal influence of CSR on ethical leadership. The findings emphasize the importance of integrating ethical leadership and CSR for fostering a responsible and sustainable organizational culture.

Introduction

Ethical leadership and corporate social responsibility (CSR) have become increasingly important in today's business landscape. Ethical leadership refers to the practice of leaders demonstrating integrity, fairness, and transparency while making decisions and conducting business. CSR, on the other hand, involves the commitment of organizations to act in a socially responsible manner, taking into account the impact of their actions on various stakeholders and the broader society. This article explores the relationship between ethical leadership and CSR, emphasizing the positive influence they have on organizational success, stakeholder relationships, and societal well-being.

The Role of Ethical Leadership

Ethical leadership sets the tone for an organization's ethical climate and shapes the behavior of employees at all levels. Ethical leaders act as role models, promoting honesty, fairness, and ethical conduct within the organization. They make decisions based on moral principles and communicate clear ethical expectations to employees. Ethical leaders also foster a culture of trust, encouraging open dialogue, and providing guidance when ethical dilemmas arise. Through their actions, ethical leaders create an environment where employees feel valued, respected, and motivated to act ethically.

The Benefits of Ethical Leadership and CSR: Organizational Success:
Ethical leadership and CSR contribute to long-term organizational success. Ethical leaders build trust and credibility, attracting and retaining talented employees, customers, and investors. They foster a positive work culture that enhances employee engagement, productivity, and innovation. By acting ethically and responsibly, organizations gain a competitive advantage, as stakeholders prefer to associate with companies that prioritize ethical practices.

Stakeholder Relationships: Ethical leadership and CSR help organizations build strong and sustainable relationships with stakeholders. When organizations act in a socially responsible manner, stakeholders, including employees, customers, suppliers, and the

community, develop trust and loyalty. By considering the interests and needs of various stakeholders, organizations can maintain positive relationships, minimize conflicts, and enhance their reputation.

Societal Well-being:

Ethical leadership and CSR contribute to the betterment of society. By addressing social and environmental issues, organizations can positively impact communities and contribute to sustainable development. Through responsible business practices, organizations can reduce their environmental footprint, support local initiatives, and promote social justice. Ethical leaders play a crucial role in advocating for social responsibility and inspiring others to make a positive difference in society.

Challenges and Implementation:

Implementing ethical leadership and CSR practices may present challenges for organizations. Some challenges include balancing ethical considerations with financial goals, aligning diverse stakeholder interests, and navigating complex ethical dilemmas. However, organizations can overcome these challenges through the following steps:

Clear Ethical Standards: Establishing and communicating clear ethical standards and policies creates a foundation for ethical leadership and CSR.

Training and Development: Providing training and development programs on ethics and CSR helps employees understand their roles in promoting ethical behavior and social responsibility.

Accountability and Reporting: Implementing mechanisms for accountability and reporting ensures that ethical conduct and CSR initiatives are monitored and evaluated.

Collaboration and Partnerships: Collaborating with stakeholders and forming partnerships with organizations sharing similar values and goals can enhance the impact and reach of ethical leadership and CSR initiatives.

Conclusion

Ethical leadership and corporate social responsibility are crucial for organizational success, stakeholder relationships, and societal well-being. Ethical leaders inspire trust, shape a positive work culture, and guide employees towards ethical decision-making. CSR initiatives demonstrate an organization's commitment to social and environmental responsibility. By integrating ethical leadership and CSR into their business strategies, organizations can create a positive impact on stakeholders and contribute to a more sustainable and ethical business environment.

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HR planning process in Coca-Cola

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

The HR planning process in Coca-Cola is a vital component of managing its workforce effectively. It involves analyzing internal and external factors, forecasting demand, assessing the existing workforce, identifying gaps, developing strategies, implementing initiatives, and monitoring outcomes. By aligning HR practices with organizational objectives, Coca-Cola ensures that it has the right people, with the right skills, in the rightpositions, at the right time. This process enables Coca-Cola to adapt to changing business environments, optimize resource allocation, and maintain a competitive advantage.

Introduction

Human Resources (HR) is a vital function within organizations that focuses on managing the people-related aspects of a company. HR plays a crucial role in attracting, developing, and retaining talent, as well as ensuring compliance with employment laws and creatinga positive work environment.

The primary objective of HR is to align the workforce with the organization's strategic goals and objectives. This involves various activities and responsibilities, including recruitment and selection, training and development, compensation and benefits, employee relations, performance management, and HR planning.

Recruitment and selection are essential HR functions that involve attracting qualified candidates and selecting the best fit for job positions within the organization. HR professionals create job descriptions, advertise vacancies, screen resumes, conduct interviews, and make hiring decisions. They also ensure that the recruitment process adheres to equal employment opportunity laws and promotes diversity and inclusion.

Training and development is another crucial area within HR. It involves identifying skillgaps, designing and delivering training programs, and providing opportunities for employees to enhance their knowledge and skills. HR professionals work closely with managers and employees to create a learning culture and support professional growth.

Compensation and benefits management is responsible for designing and administering the organization's pay structure, benefits packages, and performance- based incentives. HR professionals ensure that compensation is fair, competitive, and aligned with industry standards. They also manage employee benefits programs, such as healthcare, retirement plans, and employee assistance programs.

Employee relations is a vital aspect of HR that focuses on maintaining a positive and productive work environment. HR professionals handle employee grievances, mediate conflicts, and ensure compliance with employment laws and regulations. They also promote employee engagement and satisfaction by implementing initiatives such as employee recognition programs, wellness activities, and work-life balance initiatives.

Performance management involves setting performance expectations, providing regular feedback, and evaluating employee performance. HR professionals work with managers to establish performance goals, conduct performance appraisals, and identify opportunities for improvement and career development. They also play a key role in talent management and succession planning, ensuring that the organization has a pipeline of skilled and capable employees for future leadership positions.

HR planning is a strategic function that involves analyzing and forecasting workforce needs, assessing current talent capabilities, and implementing strategies to address any gaps or discrepancies. HR professionals collaborate with organizational leaders to align human resources with business objectives and ensure the right people are in the right roles at the right time.

HR is a multifaceted function that encompasses a wide range of responsibilities aimed at managing and maximizing the potential of an organization's workforce. By focusing on areas such as recruitment, training, compensation, employee relations, performance management, and HR planning, HR professionals contribute to creating a productive, engaged, and thriving workforce that drives the organization's success.

Human resource (HR) planning, also known as workforce planning or manpower planning, is a crucial process that organizations undertake to align their human resources with strategic goals and objectives. It involves analyzing and forecasting the demand for and supply of employees, identifying any gaps or discrepancies, and implementing strategies to address them. HR planning ensures that organizations have the right people, with the right skills, in the right positions, at the right time, to achieve business success.

The purpose of HR planning is to anticipate and proactively manage the organization's workforce needs. It helps organizations avoid workforce shortages or surpluses, optimize resource allocation, and ensure a talented and capable workforce. Effective HR planning enables organizations to adapt to changing business environments, capitalize on growth opportunities, and maintain a competitive advantage.

HR planning involves several key steps. It begins with environmental analysis, where organizations assess internal and external factors that may impact their workforce, such as market conditions, economic trends, technological advancements, and regulatory changes. This analysis provides insights into future workforce requirements.
The next step is forecasting demand, which involves estimating the quantity and quality of employees needed to achieve organizational goals. This includes considering factors such as projected sales volumes, market expansion plans, new product development, and changes in business strategies. By forecasting demand, organizations can anticipate their future talent needs and plan accordingly.

After forecasting demand, organizations assess the supply of their existing workforce. This assessment involves evaluating the skills, competencies, performance, and potential for growth of current employees. It also considers internal sources of talent, such as promotions, transfers, and succession planning, as well as external sources like recruitment and hiring.

The comparison between forecasted demand and assessed supply helps identify any gaps or discrepancies in the workforce. This gap analysis reveals whether there is a surplus or shortage of employees in specific job categories or skill areas. Organizations can then develop strategies to address these gaps, such as retraining and upskilling employees, implementing recruitment and talent acquisition initiatives, or redesigning job roles and responsibilities.

The final step in HR planning is the implementation of the identified strategies. This involves executing recruitment and selection processes, developing training and development programs, establishing performance management systems, and conducting succession planning activities. The implementation phase requires collaboration between HR professionals, line managers, and other stakeholders to ensure the effective execution of the strategies.

Throughout the HR planning process, organizations continuously monitor and evaluate the outcomes and effectiveness of their strategies. They track key performance indicators related to employee retention, productivity, engagement, and talent development. Feedback from employees and managers is collected to assess the impact of HR strategies and make necessary adjustments to improve future planning efforts.

HR planning is a systematic and ongoing process that helps organizations align their human resources with strategic objectives. By analyzing workforce demand and supply, identifying gaps, and implementing appropriate strategies, organizations can ensure they have the right people with the right skills to meet business needs and drive success. HR planning is essential for organizations to adapt to changing environments, optimize resource allocation, and remain competitive in today's dynamic and rapidly evolving business landscape.

HRP In Coca-Cola

The HR planning process in Coca-Cola involves several steps to ensure the effective management of human resources within the organization. These steps include:

1. Environmental Analysis: Coca-Cola starts by conducting a detailed analysis of the external and internal factors that may impact its workforce. External factors include market conditions, economic trends, demographic changes, and regulatory developments. Internal factors involve assessing the organization's strategic goals, business plans, budgetary constraints, and existing workforce capabilities.

2. Forecasting Demand: Based on the environmental analysis, Coca-Cola forecasts its future workforce requirements. This involves estimating the quantity and quality of employees needed to meet organizational objectives. The company considers factors such as projected sales volumes, market share targets, product innovation plans, and expansion into new markets or regions.

3. Assessing Supply: Coca-Cola evaluates its existing workforce to determine its capability to meet future demand. This assessment includes analyzing the current employee skill sets, competencies, performance levels, and potential for growth. The company also considers internal sources such as promotions, transfers, and succession planning, as well as external sources like recruitment and hiring.

4.　　　Gap Analysis: By comparing the forecasted demand with the assessed supply, Coca-Cola identifies any gaps or discrepancies. This helps the company understand whether it has a surplus or shortage of employees in specific job categories or skill areas. If there is a surplus, strategies may be developed to reallocate resources, retrain employees, or implement workforce reduction measures. In the case of a shortage, recruitment plans, talent acquisition strategies, and training programs are devised.

5.　Developing HR Strategies: Coca-Cola formulates specific HR strategies to address the identified gaps and align with the organization's goals. These strategies may include workforce planning, talent acquisition, talent development, performance management, succession planning, diversity and inclusion initiatives, and employee engagement programs. The aim is to ensure that the right people are in the right positions at the right time, with the necessary skills and competencies to drive the company's success.

6.　Implementation: Once the HR strategies are developed, Coca-Cola implements them through a range of activities. This includes executing recruitment and selection processes to attract and hire the best talent, implementing training and development programs to enhance employee skills, establishing performance management systems to set goals and assess performance, and conducting succession planning to identify and develop future leaders. The implementation phase involves collaboration between HR professionals, line managers, and other stakeholders to ensure the effective execution of the strategies.

7.　　　Monitoring and Evaluation: Coca-Cola continuously monitors and evaluates the effectiveness of its HR planning process. This involves tracking key performance indicators (KPIs) related to employee retention, productivity, engagement, talent development, and diversity. Regular feedback from employees and managers is collected through surveys, focus groups, and performance reviews to assess the impact of HR strategies and make necessary adjustments.

Overall, the HR planning process in Coca-Cola is a comprehensive and ongoing effort to align the organization's workforce with its strategic objectives. By conducting thorough analyses, forecasting demand, assessing supply, and developing and implementing HR strategies, Coca-Cola ensures that it has the right talent in place to drive its business forward and maintain a competitive edge in the market.

In conclusion, Human Resources (HR) is a vital function within organizations, responsible for managing the people-related aspects of a company. It plays a crucial role in attracting, developing, and retaining talent while ensuring compliance with employment laws and creating a positive work environment. By aligning the workforce with the organization's strategic goals and objectives, HR contributes to the overall success of the organization. Recruitment and selection, training and development, compensation and benefits, employee relations, performance management, and HR planning are key areas within HR. Recruitment and selection involve attracting qualified candidates and selecting the best fit for job positions. Training and development focus on enhancing employee knowledge and skills. Compensation and benefits management ensures fair and competitive pay and benefits packages. Employee relations address maintaining a positive work environment and handling conflicts. Performance management involves setting expectations, providing feedback, and evaluating performance. HR planning

aligns human resources with business objectives and ensures the right people are in the right roles at the right time.

HR planning, also known as workforce planning, is a systematic process that involves analyzing and forecasting workforce needs, assessing the existing workforce, identifying gaps, and implementing strategies to address them. By proactively managing the organization's workforce, HR planning helps avoid shortages or surpluses, optimize resource allocation, and maintain a talented and capable workforce. It also enables organizations to adapt to changing business environments and remain competitive.

Coca-Cola follows a comprehensive HR planning process that includes environmental analysis, forecasting demand, assessing supply, gap analysis, developing HR strategies, implementing initiatives, and monitoring outcomes. By analyzing external and internal factors, forecasting future requirements, evaluating the existing workforce, and developing strategies to address gaps, Coca-Cola ensures that it has the right people with the right skills to achieve its goals.Overall, HR planning is a strategic and ongoing process that aligns human resources with organizational objectives. It enables organizations to optimize their workforce, adapt to changing environments, and drive success in today's dynamic business landscape. Coca-Cola's HR planning process exemplifies the importance of aligning human resources with strategic goals to maintain a competitive edge.

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Human Resource Management

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Human resource management (HRM) is responsible for managing and developing an organization's human capital to optimize their contribution towards achieving organizational goals. HRM encompasses various activities such as recruitment and selection, training and development, performance management, compensation and benefits, employee relations, employee engagement, policy development, and legal compliance. HRM relies on HR information systems (HRIS) and technology to manage employee data, automate HR processes, and generate reports. This article provides an overview of the different aspects of HRM, discusses its effectiveness, and highlights the role of decision-making in HRM. It also explores the features and functionalities of HRIS systems and their significance in streamlining HR operations and supporting strategic decision-making in HRM.

Introduction

Human resource management (HRM) is the function within an organization that is responsible for managing and developing its human capital. It involves various activities aimed at optimizing the contribution of employees towards the achievement of organizational goals. HRM takes a strategic approach to ensure that the organization has the right people with the right skills and abilities in the right positions.

One of the primary functions of HRM is recruitment and selection. This involves attracting and identifying qualified individuals for job openings within the organization. HR professionals create job descriptions, advertise vacancies, screen resumes, conduct interviews, and select candidates who are the best fit for the positions.

Training and development is another crucial aspect of HRM. It focuses on equipping employees with the necessary knowledge, skills, and abilities to perform their jobs effectively. HR professionals design and implement training programs, which can include on-the-job training, workshops, seminars, mentoring, and professional development opportunities. By investing in employee development, organizations can enhance their talent pool and improve overall performance.

Performance management is an essential function of HRM that involves establishing performance standards, evaluating employee performance, providing feedback, and implementing performance improvement plans. Performance appraisals, goal setting, and ongoing feedback mechanisms are used to assess and guide employee performance, ensuring alignment with organizational objectives.

Compensation and benefits are key considerations in HRM. HR professionals are responsible for developing and managing the organization's compensation and benefits programs. This includes establishing salary structures, determining bonuses and incentives, managing health insurance and retirement plans, and providing other perks to attract and retain talent. HRM ensures that employees are fairly compensated for their work and that the organization remains competitive in the job market.

Employee relations is another important aspect of HRM. HR professionals strive to foster positive relationships between management and employees, handling employee grievances, disputes, and disciplinary actions. They play a crucial role in creating a harmonious work environment where employees feel supported and valued.

Employee engagement and motivation are central to HRM. HR professionals implement strategies to enhance employee morale, job satisfaction, and commitment to the organization. This can involve implementing employee recognition programs, organizing team-building activities, and fostering a positive organizational culture that encourages employee well-being and growth.

HRM also deals with policy development and legal compliance. HR professionals develop and implement policies and procedures that comply with labor laws and regulations, ensuring that the organization operates within legal boundaries and promotes ethical practices.

Lastly, HRM relies on HR information systems and technology to manage employee data, automate HR processes, and generate reports. HR professionals use software and tools to maintain employee records, manage payroll systems, and analyze HR data for decision-making purposes.

Human resource management encompasses a wide range of activities aimed at effectively managing the organization's human capital. By aligning people strategies with organizational objectives, HRM plays a critical role in attracting, developing, and retaining talent, fostering positive employee relations, ensuring legal compliance, and promoting a productive and engaged workforce.

1.   Strategic HRM: HRM takes a strategic approach by aligning human resource practices with the overall business strategy. HR professionals work closely with top management to understand the organization's goals and develop HR strategies that support them. This involves identifying the skills and competencies needed for future success, planning workforce requirements, and implementing talent management initiatives.

2. Talent Acquisition: HRM focuses on attracting and acquiring top talent for the organization. This includes developing recruitment strategies, building relationships with educational institutions and professional networks, utilizing social media and online platforms for sourcing candidates, and employing selection tools such as assessments and interviews to identify the best candidates.

3.	Succession Planning: HRM involves planning for the future leadership and management needs of the organization. Succession planning ensures a pipeline of qualified individuals ready to assume key positions in case of retirements, promotions, or unforeseen departures. HR professionals identify high-potential employees, provide them with development opportunities, and create plans for their career progression within the organization.

4.	Diversity and Inclusion: HRM recognizes the importance of diversity and
inclusion in the workplace. HR professionals implement policies and practices that embrace diversity, promote equal opportunities, and foster an inclusive work environment. They strive to create a culture where individuals from different backgrounds and experiences feel valued and can contribute their unique perspectives.

5.	Employee Retention: HRM aims to retain valuable employees and reduce
turnover. HR professionals develop strategies to enhance employee engagement, job satisfaction, and work-life balance. This includes providing competitive compensation and benefits, implementing employee recognition programs, offering opportunities for growth and development, and promoting a positive organizational culture.

6.	Employee Well-being: HRM is increasingly focusing on employee well-being
and work-life balance. HR professionals promote wellness initiatives, such as employee assistance programs, flexible work arrangements, and initiatives to support mental and physical health. They create policies and practices that prioritize employee well-being and promote a healthy work environment.

7.	Change Management: HRM plays a crucial role in managing organizational
change. HR professionals support employees through transitions such as mergers, acquisitions, restructuring, or technological advancements. They facilitate communication, provide training and support, and help employees adapt to new roles or ways of working.

8.	HR Analytics: HRM utilizes data and analytics to make informed decisions. HR
professionals gather and analyze data related to employee performance, turnover rates, training effectiveness, and other HR metrics. This information helps identify trends, make data-driven decisions, and improve HR practices and policies.

Legal Compliance: HRM ensures compliance with employment laws and
regulations. HR professionals stay updated on labor laws, equal employment opportunity guidelines, health and safety regulations, and other relevant legalrequirements. They ensure that the organization's policies and practices adhere to theselaws and mitigate legal risks.

10.	Global HRM: In multinational organizations, HRM faces additional
complexities related to managing a diverse workforce across different countries and cultures. Global HRM involves addressing cultural differences, language barriers, legal requirements in different jurisdictions, and implementing standardized HR policies while considering local nuances.

It is comprehensive view of the various aspects and considerations within human resource management.

Effectiveness In HRM

The effectiveness of human resource management (HRM) is crucial for the success of an organization. Here are some key aspects that highlight the effectiveness of HRM:

1.   Strategic Alignment: Effective HRM aligns human resource strategies and practices with the overall business strategy of the organization. HR professionals understand the organizational goals and work to ensure that HR initiatives and activities support and contribute to achieving those goals. This alignment ensures that HRM is focused on activities that drive organizational success and create a competitive advantage.

2. Talent Acquisition and Retention: HRM plays a vital role in attracting and retaining top talent. Effective recruitment strategies, including targeted sourcing, comprehensive selection processes, and employer branding, help attract high-quality candidates. Additionally, HRM focuses on creating a positive employee experience, implementing retention strategies, and providing opportunities for growth and development to retain talented employees. By acquiring and retaining skilled individuals, HRM contributes to building a competent workforce that positively impacts organizational performance.

3. Employee Engagement and Productivity: Effective HRM promotes employee engagement, job satisfaction, and productivity. HR professionals design and implement initiatives that foster a positive work environment, encourage teamwork, and recognize employee contributions. Engaged employees are more motivated, committed, and productive, leading to improved individual and organizational performance.

4. Performance Management: Effective performance management systems ensure that employees understand performance expectations and receive regular feedback on their performance. HRM establishes clear performance standards, provides coaching and development opportunities, and recognizes and rewards high performance. Through effective performance management, HRM enhances employee performance, identifies areas for improvement, and supports professional growth.

5. Learning and Development: Effective HRM invests in employee learning and development. HR professionals design and implement training programs that enhance employee skills, competencies, and knowledge. By providing opportunities for continuous learning, HRM enables employees to adapt to changing job requirements and technological advancements, improving overall organizational agility and performance.

6. Employee Relations and Conflict Resolution: HRM plays a critical role in fostering positive employee relations and handling conflicts effectively. HR professionals facilitate communication between management and employees, address employee grievances, and ensure fair treatment and equal opportunities. Effective

employee relations contribute to a harmonious work environment, higher employee morale, and reduced turnover.

7. HR Analytics and Data-Driven Decision Making: Effective HRM relies on data and analytics to make informed decisions. HR professionals collect and analyze HR data related to recruitment, performance, retention, and employee engagement. This data helps identify trends, make evidence-based decisions, and develop strategies to address challenges and opportunities. By utilizing HR analytics, organizations can optimize HR processes, improve outcomes, and align HR practices with organizational needs.

8. Legal Compliance: Effective HRM ensures compliance with employment laws and regulations. HR professionals stay updated on legal requirements, implement policies and practices that adhere to labor laws, and mitigate legal risks. Compliance with employment regulations protects the organization from legal issues and reputational damage.

Overall, the effectiveness of HRM can be measured by its ability to contribute to organizational goals, attract and retain top talent, enhance employee engagement and productivity, foster positive employee relations, support learning and development, and ensure legal compliance. When HRM functions effectively, it positively impacts the overall performance and success of the organization.

Decisions In HRM

Decision-making in HRM involves making informed choices and taking actions related to various aspects of human resource management. Here are key areas where decision-making plays a significant role in HRM:

1. Recruitment and Selection: HR professionals make decisions regarding the recruitment and selection of candidates for job openings. This includes determining the most effective sourcing channels, defining selection criteria, conducting interviews, and selecting the best-fit candidates. Decisions may also involve the use of assessment tools and techniques to evaluate candidate suitability.

2. Training and Development: HR professionals make decisions regarding training and development programs to enhance employee skills and knowledge. This includes identifying training needs, selecting appropriate training methods and providers, determining training budgets, and evaluating the effectiveness of training initiatives. Decisions are based on assessing the organization's strategic goals, employee competency gaps, and available resources.

3. Performance Management: HR professionals make decisions related to performance management processes, including setting performance goals, establishing performance metrics, conducting performance appraisals, and providing feedback. These decisions impact employee motivation, career progression, and rewards. HR professionals also make decisions about addressing poor performance and implementing performance improvement plans.

4.   Compensation and Benefits: HR professionals make decisions concerning compensation and benefits structures. This includes determining salary ranges, variable pay components, incentive schemes, and benefits packages. Decisions are based on factors such as market benchmarks, internal equity, performance, and budgetary considerations. HR professionals also make decisions about salary adjustments, promotions, and recognition programs.

5. Employee Relations and Conflict Resolution: HR professionals make decisions related to employee relations and conflict resolution. They handle employee grievances, investigate complaints, and make decisions on disciplinary actions. These decisions involve considering legal requirements, organizational policies, fairness, and maintaining a harmonious work environment.

6. Organizational Policies and Practices: HR professionals make decisions regarding the development and implementation of HR policies and practices. This includes decisions about policies related to equal employment opportunity, diversity and inclusion, work schedules, leave, performance expectations, and ethical conduct. HR professionals ensure that these policies align with legal requirements, organizational culture, and industry best practices.

7. Organizational Restructuring and Change: HR professionals make decisions regarding organizational restructuring, downsizing, mergers, and acquisitions. They assess the impact on the workforce, make decisions on staffing changes, and develop strategies to manage the transition. These decisions involve considering the organization's strategic goals, employee well-being, legal obligations, and communication plans.

8. HR Technology and Systems: HR professionals make decisions regarding the adoption and implementation of HR technology and systems. This includes decisions on selecting HRIS (Human Resource Information System) platforms, talent management software, and other HR tools. They consider factors such as system capabilities, integration requirements, data security, and return on investment.

In all these areas, HR professionals gather and analyze relevant data, consider legal and ethical implications, assess organizational needs and resources, and consult with stakeholders to make informed decisions. Effective decision-making in HRM contributes to the overall success of the organization by ensuring that human resources are managed efficiently and aligned with organizational goals.

Human Resource Information System

A Human Resource Information System (HRIS) is a software or online platform that combines HR functions and processes into a centralized database. It serves as a digital infrastructure for managing and storing employee data, automating HR processes, and generating reports and analytics. HRIS systems are designed to streamline HR operations, enhance data accuracy and accessibility, and support strategic decision- making in human resource management.

Key features and functionalities of HRIS systems typically include:

1.   Employee Data Management: HRIS systems serve as a repository for storing and organizing employee information, such as personal details, employment history, skills, training records, and performance data. This centralized database improves data accuracy, eliminates manual record-keeping, and enables efficient retrieval of employee information.

2. Payroll and Benefits Administration: HRIS systems often include modules or integrations for payroll processing and benefits administration. They automate tasks such as calculating salaries, tax deductions, and generating payroll reports. HRIS systems can also manage employee benefits programs, track leave balances, and facilitate benefits enrollment processes.

3. Time and Attendance Tracking: HRIS systems can track employee attendance, working hours, and time-off requests. This functionality enables accurate timekeeping, automates leave management, and generates reports on attendance patterns and absences.

4. Recruitment and Onboarding: HRIS systems may include features to streamline the recruitment and onboarding processes. This can include job posting and applicant tracking, resume screening, interview scheduling, background checks, and new employee onboarding workflows.

Performance Management: HRIS systems often provide tools to manage performance appraisal processes. They can facilitate goal-setting, performance reviews, feedback collection, and performance rating calculations. These systems enable better monitoring and evaluation of employee performance, supporting performance improvement and talent development initiatives.

6. Training and Development: HRIS systems can track employee training and development activities. They help manage training programs, track training completion, and store training records. HRIS systems may also integrate with learning management systems (LMS) to deliver online training content.

7. Employee Self-Service: HRIS systems often include employee self-service portals, allowing employees to access and update their personal information, view pay stubs, submit time-off requests, and access HR policies and documents. This self-service functionality empowers employees, reduces administrative burdens, and enhances data accuracy.

8. Reporting and Analytics: HRIS systems generate reports and analytics on various HR metrics, such as turnover rates, performance ratings, training effectiveness, and diversity statistics. These insights support data-driven decision-making, identify trends and patterns, and help evaluate HR strategies and initiatives.

9. Compliance and Security: HRIS systems assist with compliance by storing and managing employee data in accordance with data privacy and security regulations. They often have access controls, audit trails, and data encryption features to protect sensitive information.

Overall, HRIS systems streamline HR processes, improve data accuracy, enhance employee self-service, and provide valuable insights for strategic HR decision-

making. By centralizing HR functions and automating routine tasks, HRIS systems allow HR professionals to focus on strategic initiatives and improving the overall employee experience.

Conclusion

In conclusion, human resource management (HRM) plays a critical role in organizations by effectively managing the organization's human capital. HRM encompasses various functions and considerations, including recruitment and selection, training and development, performance management, compensation and benefits, employee relations, employee engagement and motivation, policy development and legal compliance, HR information systems and technology, and global HRM. These aspects collectively contribute to creating a productive and engaged workforce that aligns with organizational objectives.

The effectiveness of HRM is measured by its strategic alignment with the overall business strategy, talent acquisition and retention, employee engagement and productivity, performance management, learning and development, employee relations and conflict resolution, HR analytics and data-driven decision making, and legal compliance. When HRM functions effectively, it positively impacts the organization's performance and success.

In HRM, decision-making plays a significant role in areas such as recruitment and selection, training and development, performance management, compensation and benefits, employee relations, organizational policies and practices, organizational restructuring and change, and HR technology and systems. Effective decision-making in HRM involves gathering and analyzing relevant data, considering legal and ethical implications, assessing organizational needs and resources, and consulting with stakeholders.

A Human Resource Information System (HRIS) serves as a digital infrastructure for HRM, combining HR functions and processes into a centralized database. HRIS systems streamline HR operations, enhance data accuracy and accessibility, and support strategic decision-making. Key features include employee data management, payroll and benefits administration, time and attendance tracking, recruitment and onboarding, performance management, training and development, employee self- service, reporting and analytics, compliance, and security.

Overall, HRM, effective decision-making, and the use of HRIS systems contribute to optimizing human resource management practices, improving organizational performance, and creating a positive and productive work environment. By recognizing the importance of HRM and adopting strategic approaches, organizations can attract, develop, and retain top talent, foster employee engagement, and achieve long-term success in a competitive business landscape.

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Introduction to Compensation Management and Performance Measurement Tools

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

Compensation management plays a crucial role in attracting, motivating, and retaining talented employees in organizations. To ensure fair and effective compensation practices, organizations rely on performance measurement tools that help assess and reward employee performance. This research paper provides an in- depth introduction to compensation management and explores the significance of performance measurement tools in this context. It discusses the role of compensation management in organizational success, outlines the key components of compensation management, and explores the benefits and challenges associated with performance measurement tools. Furthermore, it examines various types of performance measurement tools commonly used in compensation management and discusses their impact on employee performance and organizational outcomes. Through this research paper, readers will gain a comprehensive understanding of the fundamental concepts and importance of compensation management and performance measurement tools in modern organizations.

Introduction

Compensation management plays a crucial role in attracting, motivating, and retaining employees within organizations. It encompasses various components such as base salary, incentives, benefits, and non-financial rewards. By effectively managing compensation, organizations can create a positive work environment, enhance employee satisfaction, and drive organizational success.

Compensation management and highlighting its importance in organizations. It explores the objectives of compensation management, which include ensuring internal and external equity, motivating employees, and aligning compensation with organizational goals. The process of compensation management is discussed, covering aspects such as job analysis, job evaluation, compensation strategy development, market analysis, and performance measurement and evaluation.

Performance measurement tools and their integration into compensation management. Performance measurement tools are introduced and their purpose in assessing employee performance is explained. Various types of performance measurement tools commonly used in compensation management, such as Key Performance Indicators (KPIs), Balanced Scorecards, and 360-Degree Feedback, are discussed. The benefits and limitations of these tools are explored to provide a comprehensive understanding of their effectiveness.

The integration of performance measurement tools into compensation management practices. It discusses how performance measurement tools are used to link individual and team performance to compensation and rewards. The role of performance appraisal systems and performance-based incentives is explained, highlighting their impact on employee motivation and organizational performance. The importance of performance management systems in aligning individual goals with organizational objectives is also emphasized.

Best practices and considerations are presented to guide readers in effectively implementing compensation management and performance measurement tools. This includes ensuring fairness and equity in compensation decisions, fostering employee engagement and communication, and addressing ethical and legal considerations.

It provides a foundational understanding of compensation management and the role of performance measurement tools. It equips readers with knowledge and insights to effectively manage employee compensation, align performance with organizational goals, and drive overall organizational success.

Compensation Management: Overview and Significance

Compensation management refers to the strategic process of designing and implementing a compensation system that attracts, motivates, and retains employees within an organization. It encompasses various elements such as base salary, incentives, benefits, and non-financial rewards. The management of compensation is crucial for organizations as it directly impacts employee satisfaction, engagement, and overall organizational performance.

The significance of compensation management can be understood in the following ways:

1. Attracting and Retaining Talent: An effective compensation management system helps organizations attract top talent by offering competitive compensation packages. It ensures that the organization remains attractive to prospective employees and reduces the risk of losing valuable talent to competitors. Additionally, a well- designed compensation system promotes employee retention by providing fair and competitive rewards, reducing turnover rates, and fostering employee loyalty.

2. Motivating and Engaging Employees: Compensation plays a vital role in motivating employees to perform at their best. It acts as a reward mechanism for employees who meet or exceed performance expectations. A well-structured compensation system, including performance-based incentives and rewards, creates a performance-driven culture where employees are motivated to achieve organizational goals. It also enhances employee engagement by aligning individual efforts with organizational objectives.

3. Ensuring Internal and External Equity: Compensation management ensures that employees receive fair and equitable compensation based on their skills, experience, and contributions. It involves conducting job evaluations and market

analysis to determine appropriate salary levels and benefits. Internal equity refers to the fairness in compensation within the organization, ensuring that employees in similar roles receive comparable compensation. External equity ensures that the organization's compensation remains competitive within the industry and region, attracting and retaining top talent.

4. Supporting Organizational Strategy: Compensation management is closely aligned
with organizational strategy. By linking compensation to organizational goals and objectives, organizations can motivate employees to focus on priority areas and drive desired outcomes. For example, a performance-based compensation system can incentivize employees to achieve specific targets, increase sales, or improve customer satisfaction. Aligning compensation with strategic objectives ensures that employees are motivated to contribute to the organization's success.

Compliance and Legal Considerations: Compensation management involves
adhering to various legal and regulatory requirements. Organizations must ensure compliance with minimum wage laws, equal pay regulations, overtime provisions, and other labor laws. Non-compliance can lead to legal implications, fines, and damage to the organization's reputation. An effective compensation management system incorporates legal considerations to avoid any violations and maintain a fair and compliant work environment.

In conclusion, compensation management is a critical aspect of organizational success. It helps organizations attract, motivate, and retain talent, align individual efforts with strategic objectives, ensure fairness and equity, and comply with legal requirements. By implementing effective compensation management practices, organizations can create a positive work environment, enhance employee satisfaction and engagement, and drive overall performance and success.

Key Components of Compensation Management

Compensation management involves various key components that collectively contribute to the design, implementation, and administration of an effective compensation system within an organization. These components include:

1. Job Analysis and Evaluation: Job analysis involves systematically gathering information about job roles, responsibilities, skills, and requirements. Job evaluation, on the other hand, is the process of determining the relative worth or value of different jobs within the organization. These components help establish the foundation for developing compensation structures and pay grades based on the complexity, skills, and responsibilities associated with each job.

2. Salary Structure and Pay Grades: A well-defined salary structure establishes
the range of compensation for different job positions within the organization. It includes pay grades that categorize jobs into specific salary ranges based on factors such as job evaluation, market data, and internal equity considerations. The salary structure provides a framework for determining appropriate compensation levels for employees.

3.   Base Salary: The base salary refers to the fixed amount of compensation paid to employees in exchange for their services. It is typically determined based on factors such as job responsibilities, market rates, employee experience, and performance. Base salary serves as the foundation for overall compensation and is often supplemented with other forms of variable compensation.

4.   Incentive and Variable Pay: Incentive and variable pay programs are designed to reward employees for achieving specific performance targets, individual or team goals, or organizational objectives. These programs can take various forms, including performance-based bonuses, commissions, profit-sharing, stock options, or other forms of variable compensation. Incentive payprograms provide motivation for employees to excel in their roles and contribute to the organization's success.

Benefits and Perquisites: Compensation management also includes the administration of employee benefits and perquisites. Benefits may include health insurance, retirement plans, paid time off, disability coverage, and other non-cash rewards provided to employees. Perquisites, commonly known as perks, are additionalbenefits or privileges given to employees, such as company cars, expense accounts, or memberships. These components enhance the overall compensation package and contribute to employee satisfaction and well-being.

6.   Performance Management and Appraisal: Performance management systems play a crucial role in compensation management. They involve setting performance expectations, providing regular feedback, and evaluating employee performance against predetermined goals. Performance appraisals are used to assess individual or team achievements and determine the extent to which performance-based compensation will be awarded.

7.   Pay Equity and Fairness: Compensation management aims to ensure pay equity and fairness within the organization. This involves analyzing and addressing any pay disparities based on factors such as gender, race, or other protected characteristics. Organizations need to ensure that compensation practices adhere to legal requirements and promote fairness and equality among employees.

8.   Compensation Communication: Effective communication of compensation policies, structures, and decisions is vital in compensation management. Transparent communication helps employees understand how their compensation is determined, promotes trust, and reduces potential conflicts. It also enables employees to see the link between performance and compensation, fostering a sense of fairness and motivation.

These key components collectively contribute to the design, implementation, and management of a comprehensive compensation management system. By effectively addressing each component, organizations can create a fair, competitive, and motivating compensation structure that aligns with business objectives and attracts, motivates, and retains top talent.

Performance Measurement Tools in Compensation Management

Performance measurement tools play a critical role in compensation management as they provide the means to assess and evaluate employee performance, which directly impacts compensation decisions. These tools help organizations measure and quantify the extent to which employees meet their job expectations and contribute to the achievement of organizational goals. Several performance measurement tools are commonly used in compensation management:

1. Key Performance Indicators (KPIs): KPIs are specific metrics or targets that are set to measure and evaluate employee performance in relation to organizational objectives. They provide a clear and objective way to assess performance and determine compensation rewards. KPIs can be tailored to individual job roles or departments and may include metrics such as sales targets, customer satisfaction ratings, productivity levels, or quality standards.

2. Performance Appraisal Systems: Performance appraisal systems involve the formal evaluation of employee performance, typically through periodic reviews or assessments. These systems provide a structured framework for managers to assess employee strengths, weaknesses, achievements, and areas for improvement. Performance appraisals help in identifying high performers who deserve recognition and reward, while also highlighting areas where additional development or training may be required.

3. 360-Degree Feedback: 360-degree feedback is a multi-rater assessment tool that gathers feedback from multiple sources, including supervisors, peers, subordinates, and sometimes external stakeholders. This comprehensive feedback provides a holistic view of an employee's performance and behavior. By incorporating diverse perspectives, organizations can obtain a more accurate assessment of an employee's contributions and identify areas for improvement or recognition in compensation decisions.

4. Balanced Scorecards: Balanced scorecards are performance measurement tools that provide a balanced view of performance across multiple dimensions. They typically incorporate financial, customer, internal process, and learning and growth perspectives. By considering a broader range of performance indicators, organizations can ensure that compensation decisions align with various aspects of employee contributions, including financial results, customer satisfaction, operational efficiencies, and employee development.

5. Performance Ranking and Rating Systems: Ranking and rating systems involve comparing and assessing employees' performance relative to their peers or predetermined performance standards. These systems may use a numeric rating scale, such as a five-point scale, to assign performance ratings. Rankings can be used to differentiate performance levels and determine compensation differentiation based on performance outcomes.

6. Performance-Based Incentive Programs: Performance-based incentive programs tie compensation directly to the achievement of specific performance targets

or goals. These programs provide a clear link between individual or team performance and monetary rewards. Incentives can be structured as individual bonuses, team-based rewards, or profit-sharing programs, and are often aligned with key performance indicators or organizational objectives.

7. Continuous Performance Monitoring: In addition to formal performance appraisal processes, continuous performance monitoring tools allow for ongoing feedback and assessment of employee performance. These tools provide real-time data and insights, enabling managers to address performance issues promptly, recognize exceptional performance, and make timely compensation adjustments when warranted.

By utilizing performance measurement tools effectively, organizations can objectively assess employee performance, identify top performers, and align compensation decisions with individual and organizational goals. These tools provide a framework for recognizing and rewarding employees based on their contributions and create a performance-driven culture that motivates and engages employees in achieving superior results. 4.3 Benefits and Limitations of Performance Measurement Tools

Impact of Performance Measurement Tools on Employee Performance

Performance measurement tools have a significant impact on employee performance within an organization. By providing a clear framework for assessing and evaluating performance, these tools create a sense of accountability and motivation among employees. When employees are aware that their performance is being measured and monitored, they are more likely to strive for excellence and meet or exceed their targets.

Performance measurement tools establish clear expectations and goals for employees, helping them understand what is expected of them in terms of performance standards and outcomes. This clarity enables employees to focus their efforts on areas that are aligned with organizational objectives, leading to improved performance and productivity.

Moreover, performance measurement tools facilitate regular feedback and communication between managers and employees. Through performance appraisals, feedback sessions, and ongoing monitoring, employees receive constructive feedback on their performance, highlighting areas of strength and areas that require improvement. This feedback enables employees to make necessary adjustments, develop their skills, and enhance their performance.

The use of performance measurement tools also supports a fair and transparent compensation system. When compensation decisions are based on objective performance data and metrics, employees perceive the process as more equitable and are more likely to view rewards as a direct reflection of their performance. This enhances their motivation and engagement, as they believe their efforts will be recognized and rewarded fairly.

Furthermore, performance measurement tools contribute to a culture of continuous improvement within the organization. By regularly tracking and evaluating performance, organizations can identify areas of success and areas for improvement. This information can be used to implement targeted training and development programs, address performance gaps, and provide resources to support employees in achieving their goals. As a result, employees are more likely to develop their skills, enhance their performance, and contribute to the overall success of the organization.

Performance measurement tools have a positive impact on employee performance by establishing clear expectations, providing regular feedback, fostering accountability, and supporting fair compensation practices. These tools contribute to a performance- driven culture, where employees are motivated to excel, develop their skills, and contribute to the achievement of organizational goals. By leveraging performance measurement tools effectively, organizations can enhance employee performance and drive success.

Challenges and Considerations in Using Performance Measurement Tools

While performance measurement tools offer numerous benefits, their implementation is not without challenges and considerations. Organizations must be aware of these factors to ensure the effective and meaningful use of these tools.

One challenge is the selection and design of appropriate performance metrics. It is crucial to identify metrics that align with organizational objectives and accurately reflect the desired outcomes. Selecting the wrong metrics or relying solely on quantitative measures can lead to a narrow and incomplete understanding of employee performance. Organizations need to carefully consider both qualitative and quantitative indicators to capture the full range of contributions and competencies.

Another challenge is the potential for subjective bias and interpretation. Performance measurement tools often involve subjective judgments and evaluations by supervisors or managers. This subjectivity can introduce biases and inconsistencies, affecting the fairness and accuracy of performance assessments. Organizations should establish clear guidelines and training programs to ensure consistent and unbiased evaluations. Regular calibration sessions and multiple evaluators can also help mitigate bias.

Ensuring the reliability and validity of performance measurement tools is another consideration. Organizations need to implement robust systems and processes to collect accurate and consistent performance data. This may involve developing standardized rating scales, providing training on performance evaluation techniques, and implementing regular data validation procedures. Without reliable and valid data, the effectiveness of performance measurement tools may be compromised.

Privacy and confidentiality concerns are also important considerations. Performance measurement tools often involve the collection and analysis of personal employee data. Organizations must comply with data protection regulations and ensure that

employee privacy is respected. Transparent communication about data usage, secure data storage, and the implementation of appropriate safeguards are essential to maintain employee trust and confidence.

Lastly, organizations should be mindful of the potential unintended consequences of performance measurement tools. Excessive emphasis on specific metrics or overreliance on performance incentives can create a narrow focus and inadvertently discourage collaboration, creativity, and long-term strategic thinking. Organizations should strike a balance between performance measurement and other factors that contribute to employee engagement and overall organizational success.

While performance measurement tools offer valuable insights into employee performance, organizations must navigate challenges such as metric selection, subjective bias, data reliability, privacy concerns, and unintended consequences. By addressing these challenges and considerations, organizations can maximize the benefits of performance measurement tools and create a fair and effective performance management system.

Conclusion

In conclusion, compensation management and performance measurement tools play a crucial role in driving employee performance and organizational success. This chapter provided an overview of compensation management, highlighting its significance in attracting, motivating, and retaining talented employees. We explored the keycomponents of compensation management, including job analysis, salary structures, benefits, and incentives.

Furthermore, we delved into the importance of performance measurement tools in assessing employee performance. Performance measurement tools enable organizations to set clear expectations, monitor progress, and provide feedback to employees. We discussed various types of performance measurement tools, such as balanced scorecards, key performance indicators, and performance appraisals.

The impact of performance measurement tools on employee performance was examined, emphasizing their role in enhancing productivity, fostering goal alignment, and identifying areas for development. We discussed how these tools can facilitate effective performance management and contribute to a performance-driven culture within organizations.

However, we also acknowledged the challenges and considerations involved in using performance measurement tools. Metric selection, subjective bias, data reliability, privacy concerns, and unintended consequences were identified as potential hurdles. Organizations need to address these challenges to ensure the fair and meaningful use of performance measurement tools.

Compensation management and performance measurement tools are essential components of effective human resource management. By implementing robust

compensation strategies and utilizing appropriate performance measurement tools, organizations can align employee efforts with organizational goals, drive performance improvements, and ultimately achieve long-term success. It is important for organizations to continuously evaluate and refine their compensation and performance measurement practices to adapt to changing business environments and meet the evolving needs of employees.

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Mutual Fund Has Raised Awareness

Mr. Deepak Saroha

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

Abstract

A mutual fund is an investment vehicle that pools money from multiple investors to invest in a diversified portfolio of securities. It offers individuals the opportunity to participate in various investment options, benefiting from diversification and professional management. Key features include diversification, professional management, liquidity, affordability, a variety of investment options, and transparency. Investors should review the fund's prospectus and consider their goals and risk tolerance before investing. Mutual funds have grown rapidly due to increased awareness, convenience, range of options, regulatory support, strong performance, technological advancements, and financial inclusion initiatives.

Introduction to Mutual Funds:

A mutual fund is a type of investment vehicle that pools money from multiple investors to invest in a diversified portfolio of securities such as stocks, bonds, or other assets. It is managed by professional fund managers who make investment decisions on behalf of the investors.

Mutual funds offer individuals with limited investment knowledge or capital the opportunity to participate in a wide range of investment options. By pooling their money together, investors can benefit from the economies of scale and diversification that mutual funds provide.

Here are some key features and benefits of mutual funds:

1.	Diversification: Mutual funds invest in a variety of assets, which helps spread the risk. By investing in different securities, such as stocks and bonds from different companies and industries, mutual funds aim to reduce the impact of any single investment's performance on the overall portfolio.

2.	Professional Management: Experienced and knowledgeable fund managers handle the day-to-day investment decisions of mutual funds. These professionals conduct research, analyze market trends, and select investments that align with the fund's objectives. Investors benefit from the expertise and time commitment of these professionals.

3.	Liquidity: Mutual funds offer liquidity, allowing investors to buy or sell their fund shares on any business day at the fund's net asset value (NAV). This provides flexibility to investors who may need access to their funds in a relatively short period.

4.	Affordability: Mutual funds allow investors to participate in a diversified portfolio of securities with relatively small amounts of money. This accessibility

makes mutual funds an attractive option for retail investors who may not have the resources to invest directly in individual stocks or bonds.

5. Variety of Investment Options: Mutual funds offer a wide range of investment options to suit different investor preferences and financial goals. There are equity funds that focus on stocks, bond funds that invest in fixed-income securities, balanced funds that allocate investments across different asset classes, and specialty funds that focus on specific sectors or themes.

6. Transparency: Mutual funds provide regular reports and updates to investors, including information on the fund's holdings, performance, and expenses. This transparency allows investors to monitor their investments and make informed decisions.

It's important for investors to carefully review a mutual fund's prospectus, which provides detailed information about the fund's investment objective, strategy, fees, and risks. This can help investors choose a fund that aligns with their investment goals and risk tolerance.

Overall, mutual funds offer a convenient and accessible way for individuals to invest in a diversified portfolio of securities managed by professionals. However, like any investment, there are risks involved, and it's advisable to consult with a financial advisor or do thorough research before investing in mutual funds.

Investment and its Awareness

Investment refers to the process of allocating money or resources with the expectation of generating future income or profit. It involves committing funds to an asset, venture, or financial instrument with the aim of achieving a positive return over time.

Awareness about investment is crucial for individuals as it enables them to make informed financial decisions and work towards their financial goals. Here are a few key points regarding investment awareness:

1. Understanding Investment Options: It is essential to be aware of the various investment options available, such as stocks, bonds, mutual funds, real estate, and more. Each option carries its own risk and return characteristics, and being knowledgeable about these options helps individuals choose investments that align with their risk tolerance, time horizon, and financial objectives.

2. Risk and Reward Tradeoff: Investments come with varying levels of risk. Higher-risk investments tend to offer the potential for higher returns, while lower-risk investments may provide more stability but potentially lower returns. Being aware of the risk and reward tradeoff helps individuals strike a balance in their investment portfolio, considering their risk appetite and financial goals.

3. Investment Objectives: Clear investment objectives are essential for effective financial planning. Individuals should be aware of their short-term and long-term financial goals, such as retirement planning, education expenses, buying a house, or

wealth accumulation. Identifying these objectives helps in selecting suitable investment strategies and timeframes.

4. Investment Knowledge and Education: Gaining knowledge about different investment types, market dynamics, and investment strategies is crucial. It allows individuals to make well-informed decisions, understand market trends, and avoid common investment pitfalls. Various resources, including books, online courses, financial advisors, and investment seminars, can help in enhancing investment awareness.

5. Risk Management: It is vital to understand and manage the risks associated with investments. Diversification, asset allocation, and periodic portfolio rebalancing are some risk management techniques that help spread risk and reduce exposure to any single investment. Awareness of risk management strategies enables individuals to make more prudent investment decisions and protect their portfolios.

6. Regular Monitoring and Review: Investment awareness includes the need for continuous monitoring and review of investment portfolios. Being aware of the performance, expenses, and changing market conditions allows investors to make necessary adjustments and ensure their investments stay aligned with their objectives.

7. Seeking Professional Advice: While individual investors can educate themselves about investments, seeking guidance from a qualified financial advisor can provide valuable insights and expertise. Financial advisors can help assess individual circumstances, create personalized investment plans, and provide ongoing advice to navigate changing market conditions.

Investment awareness is an ongoing process. As economic conditions change and new investment opportunities emerge, staying informed and adapting investment strategies accordingly is essential. By being aware of investment options, risks, and strategies, individuals can make more informed decisions to optimize their financial well-being and work towards their long-term financial goals.

Why Mutual Fund?

Mutual funds are investment vehicles that pool money from multiple investors to invest in a diversified portfolio of securities such as stocks, bonds, and other assets. One of the main reasons why people choose mutual funds is diversification. By investing in a mutual fund, individuals gain exposure to a wide range of securities, spreading their risk across different investments. This diversification helps protect their investment by reducing the impact of any single security's performance on the overall portfolio.

Another advantage of mutual funds is the professional management they offer. Skilled fund managers, who have expertise in analyzing markets and selecting securities, make investment decisions on behalf of the investors. These professionals aim to achieve the fund's stated investment objectives and maximize returns. Their experience and knowledge can potentially lead to better investment outcomes

compared to individual investors who may not have the same level of expertise or time to dedicate to investment research.

Mutual funds also provide an affordable and accessible investment option. Investors can start with relatively small amounts of money, making it accessible to a wide range of individuals. This allows individuals with limited capital to benefit from professional management and diversification that would be difficult to achieve on their own.

Additionally, mutual funds offer liquidity. Investors can buy or sell fund shares on any business day at the fund's net asset value (NAV). This flexibility allows investors to access their investment capital quickly if needed, providing a level of liquidity that may not be available in other investment options.

Mutual funds also come in a variety of options, catering to different investment goals, risk tolerances, and time horizons. Whether an investor is seeking long-term growth, income generation, or a balanced approach, there are mutual funds available to suit their needs. Furthermore, investors can choose funds that focus on specific sectors, regions, or investment themes, allowing them to align their investments with their preferences or beliefs.

Transparency is another benefit of mutual funds. Fund managers provide regular reports and updates to investors, including information on the fund's holdings, performance, and expenses. This transparency allows investors to monitor their investments and make informed decisions. They can assess the fund's performance against its stated objectives and benchmarks.

While mutual funds offer potential benefits, it's important to consider the associated risks. The value of mutual fund investments can fluctuate, and there is no guarantee of returns. Investors should carefully review a fund's prospectus, understand its investment strategy and risks, and consider their own investment goals and risk tolerance before investing. Seeking guidance from a financial advisor can provide valuable insights and help in selecting suitable mutual funds based on individual circumstances.

Growth in Mutual fund Investment in short span of time.

Mutual fund investments have experienced significant growth in a relatively short span of time. Several factors have contributed to this rapid expansion:

1.   Increased Investor Awareness: Over the years, there has been a growing awareness among investors about the benefits of mutual funds. Investors have recognized that mutual funds offer a convenient and accessible way to invest in a diversified portfolio of securities, managed by professionals. This awareness has led to a surge in the number of individuals opting for mutual fund investments.

2.   Convenience and Ease of Access: Mutual funds have become more accessible to investors through various channels. Online platforms and mobile applications have

made it easier than ever for individuals to research, compare, and invest in mutual funds. The convenience of investing through these platforms has attracted a larger number of investors, especially the younger generation who are comfortable with digital solutions.

3. Range of Investment Options: Mutual funds now offer a wide range of investment options to suit different investor preferences and risk profiles. From equity funds to debt funds, hybrid funds to sector-specific funds, there is a mutual fund available for almost every investment objective. This variety has attracted investors looking for diversification, income generation, or specific investment themes.

4. Regulatory Support: Regulatory bodies have played a crucial role in promoting mutual fund investments and safeguarding investor interests. Transparent regulations, investor protection measures, and strict adherence to compliance have instilled confidence in investors. These regulatory initiatives have contributed to the growth of mutual funds by creating a trustworthy investment environment.

5. Strong Performance: Mutual funds have delivered competitive returns compared to traditional investment avenues like bank savings accounts or fixed deposits. Positive performance and the potential for wealth creation have attracted investors seeking higher returns on their investments. Mutual funds' ability to generate consistent returns over the long term has bolstered investor confidence.

6. Systematic Investment Plans (SIPs): SIPs have emerged as a popular investment method within mutual funds. Investors can start investing with small amounts regularly, allowing them to benefit from the power of compounding and rupee-cost averaging. SIPs have made mutual fund investments affordable and encouraged regular investing, which has contributed to the growth of mutual funds.

7. Financial Inclusion: Mutual funds have played a vital role in promoting financial inclusion by providing opportunities for individuals from all income groups to participate in wealth creation. Mutual funds allow investors to start with minimal investment amounts, making it feasible for a wider range of people to enter the investment market and grow their wealth over time.

It is important to note that while mutual fund investments have experienced significant growth, investing in mutual funds carries certain risks. Investors should carefully assess their investment objectives, risk tolerance, and seek professional advice before making investment decisions.

Mutual fund investments have witnessed remarkable growth in a relatively short period of time due to several key factors. Firstly, there has been an increase in investor education and awareness regarding mutual funds. Efforts to improve financial literacy and educational campaigns have helped individuals better understand the benefits of investing in mutual funds, such as diversification, professional fund management, and the potential for higher returns. This heightened awareness has made mutual funds a more attractive investment option.

Secondly, investor preferences have evolved, with a shift towards investment options that offer the potential for higher returns. Traditional avenues like fixed deposits and savings accounts no longer provide the desired returns, prompting investors to explore alternative options. Mutual funds, with their access to a diverse range of investment opportunities, including equities, bonds, and other asset classes, have become increasingly popular as they offer the potential for wealth growth.

Technological advancements have also played a significant role in the growth of mutual fund investments. The advent of online platforms and mobile applications has made it easier for individuals to research, compare, and invest in mutual funds. The convenience and accessibility provided by these digital platforms have attracted a wider investor base and facilitated the rapid growth of mutual fund investments.

Additionally, a supportive regulatory environment has instilled confidence in investors and fostered trust in mutual funds. Regulatory bodies have implemented stringent compliance requirements and transparency measures to protect investor interests. This regulatory support has created a conducive environment for investors to consider mutual funds as a reliable investment option.

The strong performance of mutual funds has further contributed to their growth. Mutual funds have demonstrated their ability to generate competitive returns over the long term. Positive performance, particularly during periods of market upturns, has caught the attention of investors and reinforced the appeal of mutual funds as a wealth-building tool.

Furthermore, the rise in disposable income and economic growth has provided individuals with the means to invest in mutual funds. As people have more money to invest, they are actively seeking avenues to grow their wealth. Mutual funds, with their potential for higher returns, have emerged as an attractive investment option for individuals looking to achieve their financial goals.

Lastly, financial inclusion initiatives have played a pivotal role in the growth of mutual fund investments. Efforts to make mutual funds more accessible to small investors, such as the introduction of low-cost investment options and systematic investment plans (SIPs) with affordable investment amounts, have broadened the investor base. These initiatives have enabled a larger segment of the population to participate in mutual fund investments, promoting financial inclusion.

The mutual fund industry in India has witnessed significant growth, driven by various key indicators. One of the primary indicators is the Assets Under Management (AUM) of mutual funds, which represents the total value of investments managed by the industry. The AUM has been consistently increasing, reflecting the growing popularity and trust in mutual funds among Indian investors.

Another crucial indicator is the net inflows into mutual funds, which signify the amount of money flowing into mutual funds after deducting redemptions. Positive

net inflows indicate investor confidence and a willingness to invest in mutual funds. The industry has experienced increasing net inflows, indicating growing investor participation and overall industry growth.

The number of investors entering the mutual fund market is also a significant growth indicator. As more individuals and institutions invest in mutual funds, it reflects the expanding investor base and increasing acceptance of mutual funds as an investment option.

Systematic Investment Plans (SIPs) have played a vital role in the growth of mutual funds in India. The number of SIP accounts and the total SIP inflows have been consistently rising. Higher SIP participation demonstrates consistent investments and long-term commitment from investors, contributing to the growth of the mutual fund industry.

The introduction of new and innovative mutual fund products is another indicator of growth. The launch of specialized funds, such as sector-specific funds, thematic funds, or exchange-traded funds (ETFs), provides investors with a broader range of investment options and caters to specific investment preferences.

The expansion of the distribution network is crucial for the growth of mutual funds. As more distributors and advisors promote and sell mutual funds, it enhances accessibility for investors, particularly in smaller cities and rural areas. A robust distribution network contributes to the industry's outreach and growth.

A conducive regulatory environment is vital for the growth of the mutual fund industry. Regulatory measures that promote investor protection, transparency, and market integrity foster investor confidence and facilitate industry growth. Regular updates and reforms in regulations can positively impact the growth trajectory of mutual funds.

The overall performance of mutual funds, measured through various performance indicators, also reflects the growth of the industry. Consistent positive performance attracts more investors and strengthens their trust in mutual funds.

Collectively, these growth indicators highlight the upward trajectory of the mutual fund industry in India. Increased AUM, net inflows, expanding investor base, the popularity of SIPs, innovative product offerings, distribution network expansion, supportive regulatory framework, and strong industry performance all contribute to the growth of mutual funds in the country.

Conclusion

In conclusion, the growth of mutual fund investments in a short span of time can be attributed to increased investor education, evolving investor preferences, technological advancements, a supportive regulatory environment, strong fund performance, rising disposable income, and financial inclusion initiatives. While

mutual funds offer potential benefits, investors should carefully evaluate their investment objectives, risk tolerance, and seek professional advice to make informed investment decisions.

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A Brief Introduction about Cultivation of Cauliflower inPunjab Region

Dr. Palki

Associate Professor, Chandigarh School of Business, CGC Jhanjeri, Mohali

CAULIFLOWER

Cauliflower is a vegetable that belongs to the Brassicaceae family, which also includes broccoli, cabbage, and kale. It is characterized by its compact, white head, which is actually a mass of undeveloped flower buds. While white cauliflower is the most common variety, there are also colorful variations such as orange, green, and purple cauliflower.

Cauliflower is a versatile vegetable that can be enjoyed in various ways. It can be eaten raw, added to salads, or used as a low-carb substitute for rice or pizza crust. It can be steamed, boiled, roasted, or stir-fried to bring out its unique flavor and texture.

In terms of nutrition, cauliflower is low in calories and carbohydrates while being rich in vitamins and minerals. It is a good source of vitamin C, vitamin K, folate, and dietary fiber. Cauliflower also contains compounds called glucosinolates, which have been associated with various health benefits, including antioxidant and anti- inflammatory properties.

In recent years, cauliflower has gained popularity as a healthy alternative to high-carb foods. It has become a key ingredient in plant-based and gluten-free recipes, such as cauliflower rice, cauliflower pizza crust, and cauliflower mashed potatoes. Its versatility and mild taste make it a favorite among those following specific diets or looking to incorporate more vegetables into their meals.

NUTRITIVE VALUE

Cauliflower is a highly nutritious vegetable that offers several important vitamins, minerals, and other beneficial compounds. Here is the approximate nutritive value of
1 cup (100 grams) of raw cauliflower:

1. Calories: 25
2. Carbohydrates: 5 grams
3. Fiber: 2 grams
4. Protein: 2 grams
5. Fat: 0.3 grams

Cauliflower is also rich in various vitamins and minerals, including:
1. Vitamin C: Cauliflower is an excellent source of vitamin C, providing about 77% of the recommended daily intake in a 1-cup serving. Vitamin C is an essential nutrient that supports immune function, collagen production, and acts as an antioxidantin the body.

2.   Vitamin K: It is a good source of vitamin K, with approximately 20% of the recommended daily intake in a 1-cup serving. Vitamin K is necessary for blood clotting and bone health.

3.   Folate: Cauliflower contains folate, providing about 14% of the recommended
daily intake in a 1-cup serving. Folate is important for DNA synthesis, red blood cell production, and proper fetal development during pregnancy.

4.   Potassium: It contains potassium, with around 9% of the recommended daily
intake in a 1-cup serving. Potassium is an essential mineral that supports heart health, nerve function, and helps regulate blood pressure.

Cauliflower also contains small amounts of other vitamins and minerals, including vitamin B6, vitamin E, magnesium, phosphorus, and manganese.

Additionally, cauliflower contains various phytochemicals, including glucosinolates and isothiocyanates. These compounds have been studied for their potential anti- inflammatory, antioxidant, and cancer-protective properties.

Keep in mind that the nutrient content may vary slightly depending on the variety, freshness, and cooking method of the cauliflower.

VARIETIES

Cauliflower comes in several different varieties, each with its own unique characteristics and appearance. Here are some common varieties of cauliflower:

1.   White Cauliflower: This is the most common and widely available variety of cauliflower. It has a compact, creamy white head with tightly packed florets.

2.   Orange Cauliflower: Also known as "Cheddar" cauliflower, this variety contains higher levels of beta-carotene, which gives it an orange color. It has a slightly sweeter flavor compared to white cauliflower.

3.   Green Cauliflower: Sometimes referred to as "Broccoflower" or "Romanesco,"
this variety has a vibrant lime green color and a visually striking appearance. It has a slightly nutty flavor and a texture that is a cross between cauliflower and broccoli.

4.   Purple Cauliflower: This variety has a deep purple color, which comes from the
presence of anthocyanins, a type of antioxidant. It has a milder taste compared to white cauliflower and retains its purple color even after cooking.

5.   Roman Cauliflower: Also known as "Graffiti" cauliflower, this variety has a
vibrant purple head with a pointed, cone-shaped appearance. It has a sweet and mild flavor.

6.   Yellow Cauliflower: This variety has a pale yellow or creamy color. It is milder in
taste compared to white cauliflower and has a slightly sweeter flavor.

7.   Purple Cape Cauliflower: This variety has a striking purple color and a large, rounded head. It has a nutty flavor and retains its purple color even after cooking.

8.   Mini Cauliflower: These are smaller-sized cauliflower heads, which are perfect
for single servings or snacking. They come in various colors, including white, orange, green, and purple.

These are just a few examples of cauliflower varieties, and there are also hybrid and specialty varieties available. Each variety may have slight variations in taste, texture, and nutritional content, offering a diverse range of options to enjoy.

CULTIVATION PRACTICES

Cauliflower is a cool-season vegetable that is typically grown in the spring and fall, as it prefers mild temperatures for optimal growth. Here are some general cultivation practices for growing cauliflower:

1.   Climate and Temperature: Cauliflower grows best in areas with cool temperatures between 60°F and 70°F (15°C to 21°C). It is important to avoid extreme heat or prolonged periods of frost.
2.   Soil Preparation: Cauliflower prefers well-drained, fertile soil with a pH level between 6.0 and 7.5. Before planting, amend the soil with organic matter, such as compost, to improve its nutrient content and drainage.
3.   Planting: Cauliflower can be started from seeds indoors or directly sown in the garden. If starting indoors, sow the seeds 6 to 8 weeks before the last frost date and transplant the seedlings outdoors once they are about 4 to 6 weeks old. If planting directly in the garden, sow the seeds 1/4 to 1/2 inch deep.
4.   Spacing: Provide enough space between cauliflower plants to allow for proper air circulation. Space the plants about 18 to 24 inches apart in rows that are approximately 2 to 3 feet apart.
5.   Watering: Cauliflower needs consistent moisture to grow properly. Keep the soil evenly moist throughout the growing season. Water deeply, especially during dry periods, but avoid overwatering, as it can lead to diseases.
6.   Fertilization: Prior to planting, incorporate a balanced fertilizer into the soil. During the growing season, side-dress the plants with a nitrogen-rich fertilizer every 3 to 4 weeks to promote healthy growth.
7.   Weed Control: Regular weeding is important to prevent competition for nutrients and water. Mulching can also help suppress weed growth and maintain soil moisture.
8.   Pest and Disease Management: Cauliflower is susceptible to various pests and diseases, including aphids, cabbage worms, clubroot, and powdery mildew. Monitor your plants regularly and take appropriate measures, such as using organic pest control methods or applying approved pesticides when necessary.
9.   Harvesting: Harvest cauliflower heads when they are firm, dense, and compact. The ideal time for harvesting is when the heads reach their desired size but before they start to loosen or open up. Typically, this occurs around 60 to 85 days after transplanting.

It's important to note that specific cultivation practices may vary depending on your region, climate, and specific cauliflower variety. It is recommended to consult local gardening resources or seek advice from experienced growers in your area for more detailed guidance.

DISEASES AND PEST

Cauliflower can be susceptible to various diseases and pests that can affect its growth and overall health. Here are some common cauliflower diseases and pests to be aware of:

Diseases:

1.   Clubroot (Plasmodiophora brassicae): Clubroot is a soil-borne disease that causes swelling and distortion of the roots, leading to stunted growth and yellowing of the leaves. It can persist in the soil for several years. To manage clubroot, practice crop rotation, use resistant varieties, and ensure proper soil drainage.

2.   Downy Mildew (Peronospora parasitica): Downy mildew appears as yellowish spots on the leaves, which later develop a purplish-gray fuzz on the undersides. It thrives in cool, wet conditions. Provide good air circulation, avoid overhead watering, and apply fungicides if necessary.

3.   Powdery Mildew (Leveillula taurica): Powdery mildew presents as a white, powdery coating on the leaves, stems, and heads. It can hinder photosynthesis and lead to reduced yields. Ensure proper spacing between plants for air circulation, practice regular inspection, and use fungicides if needed.

4.   Black Rot (Xanthomonas campestris pv. campestris): Black rot causes dark, V-shaped lesions on the leaves, which can spread to the curds. Remove and destroy infected plants, practice crop rotation, and use disease-free seeds or transplants.

Pests:

1.   Cabbage Worms (Pieris rapae and Pieris brassicae): Cabbage worms are green caterpillars that feed on the leaves, resulting in ragged holes. Handpick and destroy the caterpillars, use floating row covers, and apply organic insecticides if necessary.

2.   Aphids: Aphids are tiny, soft-bodied insects that suck sap from the leaves, causing stunted growth and distorted foliage. Use insecticidal soaps or neem oil, encourage beneficial insects like ladybugs, and practice regular inspection and removal of infested plants.

3.   Flea Beetles: Flea beetles are small, jumping insects that create tiny holes in the leaves. They can severely damage young seedlings. Use floating row covers, apply organic insecticides, and practice crop rotation.

4.   Slugs and Snails: Slugs and snails feed on cauliflower leaves, leaving irregular holes and slime trails. Reduce hiding places, such as weedy areas, and use physical barriers like copper tape or diatomaceous earth. Handpick and dispose of slugs and snails or use organic slug baits.

It's important to monitor your cauliflower plants regularly for signs of diseases or pests and take appropriate action early on to prevent further damage. Integrated pest management practices, such as using cultural controls, beneficial insects, and organic methods, can help manage pests and diseases effectively while minimizing the use of chemical interventions.

Discovering the Power of Mash in Maya

Dinesh Bhatia

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Introduction: Welcome to the world of Maya! In this chapter, we will explore one of its most powerful and versatile toolsets: Mash. Mash stands for "Motion Graphics and Dynamics," and it is a procedural animation and motion graphics toolkit within Maya. Whether you're a beginner or an experienced artist, Mash offers a user-friendly interface and a wide range of features that will allow you to create stunning animations, visual effects, and complex motion graphics. So, let's dive in and unlock the full potential of Mash together!

1. Understanding the Basics of Mash:

What is Mash?:

● 		Mash is a powerful procedural animation toolkit in Maya that allows you to create complex animations and motion graphics using a node-based system. It provides a flexible and non-destructive workflow, enabling you to make changes easily and experiment with different variations.

The Mash Editor:

● 		The Mash Editor is the heart of the Mash toolkit. It provides a node-based interface where you can create, connect, and modify nodes to build complex motion graphics setups. Each node represents a specific function or behavior that contributes to the overall animation.

Cloner Nodes:

● 		Cloner nodes in Mash allow you to duplicate objects or geometry in various ways, such as grids, patterns, or even along curves. You can control the distribution, spacing, and randomization of clones to create intricate motion graphics effects or populate scenes with objects.

Falloff Nodes:

● 		Falloff nodes define how clones or other elements in Mash are influenced by certain parameters, such as distance, time, or custom fields. They enable you to control the behavior of your animation based on proximity or other criteria, adding dynamic and interactive elements to your motion graphics.

## 2. 	Harnessing the Power of Dynamics:

Dynamics Nodes:

● 		Mash integrates with Maya's dynamics system, allowing you to add dynamic simulations to your motion graphics. Dynamics nodes in Mash enable you to createrealistic physics-based animations, such as bouncing, collisions, and simulations of forces like wind or gravity.

Constraints and Deformers:

● Mash provides various constraint and deformer nodes that allow you to control the behavior of your animation. Constraints enable you to establish relationships between objects, while deformers enable you to modify the shape or appearance of objects dynamically.

Simulating Particle Systems:

● Mash allows you to create and control particle systems directly within the Mash Editor. You can define particle attributes, set emission behaviors, and use forces and collisions to influence the particles' motion. This integration with particles opens up endless possibilities for creating stunning visual effects and dynamic animations.

3. **Advanced Techniques and Tips:**

Procedural Texturing and Shading:

● Mash provides procedural methods to generate textures and shading effects. By leveraging the power of Mash, you can create complex and dynamic textures that changeover time or react to specific parameters in your animation. This adds an extra layer of detail and visual interest to your motion graphics.

Animation Layers and Blending:

● Mash allows you to work with animation layers and blending, giving you precise control over the timing and transitions of different animation elements. This feature is particularly useful when creating complex motion graphics setups with multiple animated elements that need to synchronize seamlessly.

Expressive Motion Graphics:

● With the flexibility and power of Mash, you can create expressive motion graphics that go beyond simple animations. Experiment with different combinations of nodes, dynamics, and effects to push the boundaries of your creativity and achieve unique and visually stunning results.

Procedural Animation Techniques:

● Procedural animation is at the core of Mash, and it offers a wide range of techniques to bring your motion graphics to life. Explore the possibilities of using expressions, noise patterns, and mathematical functions to drive the animation of your elements. By combining these techniques with the flexibility of Mash's node-based system, you can create dynamic and ever-changing animations with ease.

Customizing Mash with Scripts and Expressions:
● One of the great advantages of Mash is its extensibility. You can customize and enhance the toolset by utilizing scripts and expressions. Maya's scripting language, MEL (Maya Embedded Language), and Python can be used to create custom nodes, automate repetitive tasks, and add new functionalities to Mash. Additionally, you can use expressions to control and animate parameters, enabling you to create intricate and precise motion graphics.

Integrating Mash with Other Maya Features:

● Mash seamlessly integrates with other powerful features in Maya, allowing you to combine different workflows and achieve more complex results. For example, you can use Mash in conjunction with Maya's particle system, dynamics simulations, or even character animation tools to create hybrid animations that blend various techniques and deliver stunning visual effects.

4. **Mash in Real-World Applications:**

Motion Graphics and Broadcast Design:

● Mash is widely used in the motion graphics and broadcast design industry. Its ability to create complex animations, dynamic effects, and procedural motion graphics makes it a valuable tool for creating captivating title sequences, promotional videos, and visual elements for television and online media.

Visual Effects and Commercials:

● Mash's integration with Maya's dynamics system and its powerful animation capabilities make it a popular choice for visual effects production. Whether you need to create explosions, particle effects, or dynamic simulations for commercials or film projects, Mash provides the flexibility and control necessary to achieve stunning and realistic results.

Interactive Installations and Experiences:

● Mash's ability to incorporate real-time data and interactivity makes it suitable for creating interactive installations and experiences. By utilizing input devices, sensors, or data-driven animations, you can design immersive environments that react and respond to user input, creating engaging and interactive installations for museums, exhibitions, or events.

Conclusion: Unleash Your Creativity with Mash in Maya! Congratulations on exploring the powerful world of Mash in Maya! By understanding the basics, harnessing the power of dynamics, and applying advanced techniques, you can unlock a realm of possibilities for creating stunning motion graphics, visual effects, and dynamic animations. Whether you're a beginner or an experienced artist, Mash empowers you to unleash your creativity and bring your ideas to life with ease. Embrace the flexibility, expressiveness, and extensibility of Mash, and let your imagination soar in the world of 3D motion graphics. Happy animation.

Reference

1. "Mastering Autodesk Maya 2022" by Todd Palamar - This book includes a section on Mash in Maya, covering its features, functionalities, and applications. It provides step-by-step tutorials and examples for using Mash to create dynamic and procedural animations.

2. "Maya Mash Procedural Animation Workflow" by Adam Swaab - This tutorial series, available on Pluralsight, explores the capabilities of Mash in Maya for procedural

animation. It covers topics such as particle systems, dynamic simulations, and motion graphics using Mash.

3. "MASH in Autodesk Maya" - The official Autodesk documentation provides comprehensive information on using Mash in Maya. It includes tutorials, examples, and explanations of various Mash nodes and functionalities, allowing you to discover the full power of Mash in your workflow.

4. Online tutorials and courses - Websites like Pluralsight, Udemy, and LinkedIn Learning offer online courses and tutorials specifically focused on Mash in Maya. These resources provide detailed instructions, practical examples, and insights into leveraging the power of Mash for various animation and motion graphics projects.

5. Mash-related forums and online communities - Participating in forums and communities dedicated to Mash and Maya can provide additional insights and support. Websites like the Autodesk Maya forums or the Maya subreddit allow you to connect with other users, ask questions, and learn from experienced Mash users.

6. Mash-related presentations and demonstrations - Keep an eye out for conference presentations, industry events, and online videos where industry professionals showcase the power of Mash in their workflows. These presentations often offer tips, tricks, and creative ways to use Mash to achieve stunning visual effects and procedural animations.

Exploring the World of 3D Character Modeling

Dinesh Bhatia

Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri

Introduction: Welcome to the exciting and immersive world of 3D character modeling! In this chapter, we'll embark on a journey that will enable you to unleash your creativity and bring your characters to life in the digital realm. Whether you aspire to become a character artist, animator, or game designer, understanding the art and techniques of 3D character modeling is essential. So, let's dive in and explore the fascinating world of creating stunning and lifelike digital characters together!

Section 1: The Magic of 3D Character Modeling

Unleashing Your Creative Potential:

● 3D character modeling is a medium that allows you to unleash your creative potential and breathe life into your artistic ideas. You have the power to create unique characters with distinct personalities, appearances, and stories.

● Embrace your imagination and let it guide you as you shape and mold your characters, bringing them into existence.

Blurring the Boundaries:

● Through 3D character modeling, you can bridge the gap between reality and the realms of imagination. You have the freedom to create characters that transcend the constraints of the physical world.

● By infusing realism, depth, and believability into your models, you can captivate audiences and forge emotional connections with your characters.

Section 2: Anatomy of 3D Character Modeling

Conceptualizing Your Character:

● Start by conceptualizing your character. Visualize their appearance, personality traits, and backstory. Consider their motivations, quirks, and unique qualities.

● Sketch out rough ideas, create mood boards, and gather visual references that resonate with the essence of your character.

Blockout: Building the Foundation:

● Begin the modeling process by creating a basic blockout. This involves shaping a simplified version of your character, establishing their overall form and proportions.

● Focus on getting the general anatomy and structure right, ensuring that it aligns with your initial concept and vision for the character.
Sculpting: Adding Life and Detail:

● Once the blockout is complete, transition into the sculpting phase. Utilize software like ZBrush or Mudbox to refine the shape and add intricate details that bring your character to life.

● Pay attention to facial features, muscle definition, clothing wrinkles, and any unique characteristics that define your character's appearance.

Section 3: Technical Aspects of 3D Character Modeling

Retopology: Optimizing for Performance:

● After sculpting, it's time to focus on retopology. This process involves creating a clean and optimized mesh that is suitable for animation and rendering.

● Ensure that the topology has good edge flow, allowing for smooth deformations during animation while maintaining the overall shape of the character.

UV Mapping and Texturing:

● UV mapping is the process of unwrapping the 3D model's surface to create a 2D template. This template is used to apply textures and materials accurately to the model.

● Texture your character by adding color, patterns, and surface details. Use software like Substance Painter or Photoshop to create high-quality textures that enhance the realism and visual appeal of your character.

Section 4: Tools and Techniques for 3D Character Modeling

Software Tools:

● Various software tools are available for 3D character modeling, each with its own strengths and workflows. Autodesk Maya, Blender, or 3ds Max are popular choices in the industry.

● Experiment with different software and find the one that best suits your creative process and artistic preferences.

Reference Materials:

● Real-world references play a vital role in achieving accurate and lifelike character models. Study anatomy books, photographs, and even observe people and animals in real life.

● Pay attention to proportions, muscle structure, and intricate details specific to the character you're creating. References serve as a valuable guide throughout the modeling process.

Conclusion
Congratulations on completing this detailed chapter on 3D character modeling! By embracing your creativity, honing your technical skills, and utilizing the tools andtechniques available, you are equipped to embark on the journey of bringing captivating and realistic characters to life. Remember to practice, experiment, and always seek inspiration from the world around you. With dedication and a friendly tone, your 3D

character models will become works of art that leave a lasting impression on audiences.Happy modeling!

Reference

1.   "Character Development and Modeling for Games" by Chris Maraffi - This book focuses specifically on character modeling for games and covers the process of creating high-quality 3D character models from concept to final production.

2.   "ZBrush Character Sculpting: Volume 1" by Scott Spencer - This tutorial series, available on the Pixologic website, provides a step-by-step guide to character sculpting using ZBrush. It covers various techniques and workflows for creating detailed and realistic character models.

3.   Online tutorials and courses - Websites like Pluralsight, Udemy, and LinkedIn Learning offer online courses and tutorials specifically dedicated to 3D character modeling. These resources provide detailed instructions, demonstrations, and exercises for modeling characters in various software packages like Autodesk Maya, Blender, or ZBrush.

4.   Anatomy references - Understanding human anatomy is essential for creating realistic and accurate character models. References such as anatomy books, photographic references, and online resources like 3D anatomy tools can help you study and incorporate anatomical details into your models.

5.   Industry websites and portfolios - Exploring the portfolios of professional character modelers and visiting industry websites, such as ArtStation or Polycount, can provide inspiration and examples of high-quality character modeling. Analyzing the work of experienced artists can help you understand industry standards and techniques.

Exploring the World of 3D Visualization

Dinesh Bhatia

Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri

Abstract:
Welcome to the exciting realm of 3D visualization! In this chapter, we'll dive into the wonderful world of three-dimensional graphics, where imagination meets reality. Whether you're a novice or an enthusiast, we'll guide you through the basics and show you just how powerful and captivating this technology can be.

1. What is 3D Visualization?

Let's start with the fundamentals. 3D visualization is the art and science of creating lifelike digital representations of objects, spaces, or ideas in a three-dimensional space. It allows us to visualize concepts, designs, and data in a more immersive and realistic way.

Traditionally, visualization has been limited to two-dimensional mediums like images or videos. However, 3D visualization takes it a step further by adding depth and perspective, making it feel like you're actually stepping into another world. This technology has found applications in various fields such as architecture, gaming, animation, product design, and even scientific research.

2. The Magic Behind 3D Visualization

So, how does it all work? Behind the scenes, 3D visualization relies on mathematical algorithms and computer graphics techniques to create virtual 3D models. These models are built using a combination of geometric shapes, textures, lighting, and shading techniques, which collectively bring the virtual objects to life.

One of the key concepts in 3D visualization is rendering. Rendering is the process of generating the final 2D image or animation from a 3D scene. It involves calculating how light interacts with the virtual objects, applying realistic textures and materials, and simulating various visual effects like shadows, reflections, and refractions. The quality of rendering greatly affects the realism and visual appeal of the final output.

3. Exploring Applications

The applications of 3D visualization are vast and ever-expanding. Here are a few areas where this technology truly shines:

i.   Architecture and Interior Design: 3D visualization enables architects and interior designers to create realistic renderings of buildings, rooms, and spaces before they are built. It allows clients to visualize the final product, make informed decisions, and even explore different design options.

ii.   Product Design: From cars to furniture, 3D visualization helps designers bring their concepts to life. They can create virtual prototypes, test different materials and colors, and evaluate the ergonomics and functionality of their products.

iii.   Entertainment and Gaming: 3D visualization is at the heart of modern video

games, animated movies, and visual effects in films. It immerses audiences in richly detailed virtual worlds and brings characters to life with stunning realism.

iv.   Medical and Scientific Visualization: In the medical field, 3D visualization plays a vital role in diagnostics, surgical planning, and education. It allows doctors to explore patient-specific anatomy, simulate surgical procedures, and enhance understanding of complex biological systems.

4.   Tools and Technologies

To get started with 3D visualization, you'll need some specialized tools and software. There are numerous options available, ranging from beginner-friendly applications to advanced professional software. Here are a few popular choices:

i.   Blender: A free and open-source 3D creation suite that offers a comprehensive set of tools for modeling, sculpting, animation, rendering, and more.

ii.   Autodesk 3ds Max: A powerful software used extensively in the entertainment industry for modeling, animation, and rendering.

iii.   SketchUp: Known for its user-friendly interface, SketchUp is great for architectural and product visualization, allowing quick creation of 3D models.

iv.   Unity: Primarily used for game development, Unity provides a robust platform for creating interactive 3D experiences across multiple devices.

5.   The Future of 3D Visualization

As technology continues to evolve, the future of 3D visualization looks incredibly promising. Advancements in hardware, such as virtual reality (VR) headsets and augmented reality (AR) devices, are enabling more immersive and interactive experiences. With these tools, you can step inside a virtual environment, manipulate objects, and explore spaces in ways we couldn't have imagined before.

Furthermore, machine learning and artificial intelligence are playing a significant role in automating and enhancing the 3D visualization process. These technologies are allowing for faster rendering, realistic physics simulations, and even intelligent content generation.

6.   Real-Time 3D Visualization

Real-time 3D visualization is an exciting branch of 3D graphics that focuses on rendering scenes in real-time, allowing for interactive experiences. This technology is widely used in video games, virtual reality simulations, and architectural walk- throughs. By harnessing the power of modern graphics processing units (GPUs) and optimizing rendering techniques, real-time 3D visualization offers immersive and dynamic visuals that respond to user input instantaneously.

7.   Data Visualization in 3D

Data visualization takes on a new dimension with 3D graphics. By representing data points and patterns in three-dimensional space, complex relationships and trends can be better understood and analyzed. Visualizing data in 3D can provide a more intuitive representation of volumetric and spatial data, allowing for enhanced insights in scientific research, geographical analysis, and business intelligence.

8. **Collaborative 3D Visualization**

Collaboration is key in many industries, and 3D visualization is no exception. With the advent of cloud-based platforms and collaborative tools, multiple users can now work together on the same 3D project simultaneously. This enables designers, architects, and teams to collaborate seamlessly, share ideas, make real-time modifications, and visualize the impact of changes in a collaborative environment.

9. **Accessibility and Education**

The democratization of 3D visualization tools and technologies has made it more accessible to a broader audience. Whether you're a student, hobbyist, or professional, there are resources available to help you learn and master the art of 3D visualization. Online tutorials, forums, and communities provide a wealth of knowledge and support for individuals interested in exploring this field.

Moreover, 3D visualization is finding its place in education. It offers immersive learning experiences where students can interact with virtual objects and environments, making complex concepts more engaging and understandable. From biology to history, 3D visualization brings subjects to life and opens up new possibilities for interactive learning.

10. **Ethical Considerations and Visual Realism**

As 3D visualization techniques advance and become more realistic, it is essential to address the ethical considerations associated with their use. The ability to create convincing virtual representations raises questions about the potential for deception and misinformation. It becomes crucial to use this technology responsibly and ensure transparency in its application.

Additionally, the quest for visual realism in 3D visualization poses technical challenges. Achieving lifelike textures, lighting, and physics simulations requires considerable computational power and artistic expertise. Striking the balance between visual fidelity and computational efficiency remains an ongoing pursuit in the field.

Conclusion

From its fundamental concepts to its diverse applications and exciting future prospects, 3D visualization continues to captivate and inspire. Whether you're exploring architectural designs, creating virtual worlds, or visualizing complex data, the power of 3D visualization unlocks new avenues of creativity and understanding. Embrace this remarkable technology, push its boundaries, and bring your visions to life in the captivating realm of three dimensions!

Reference:

1.   "Architectural Rendering with 3ds Max and V-Ray: Photorealistic Visualization" by Markus Kuhlo and Enrico Eggert - This book focuses on architectural visualization and provides a comprehensive guide to creating photorealistic 3D renders using 3ds Max and V-Ray.

2. "3D Visualization For Beginners: A Comprehensive Guide" by Emad Khalil - This book offers an introduction to 3D visualization techniques, tools, and workflows. It covers various aspects, including modeling, texturing, lighting, and rendering, to help beginners understand the fundamentals of 3D visualization.

3. Online tutorials and courses - Websites like Pluralsight, Udemy, and LinkedIn Learning offer online courses and tutorials specifically dedicated to 3D visualization. These resources provide step-by-step instructions, practical examples, and insights from industry professionals on creating compelling visualizations.

4. Industry websites and portfolios - Exploring the portfolios of professional 3D visualizers and visiting industry websites, such as CGarchitect or Behance, can provide inspiration and examples of high-quality 3D visualizations. Analyzing the work of experienced artists can help you understand industry standards and techniques.

5. Software documentation and tutorials - Referring to the official documentation and tutorials provided by the software you are using, such as 3ds Max, Blender, or Cinema 4D, can provide valuable guidance on the tools, features, and workflows specific to 3D visualization.

"A Study on Customers Perception and buying behavior towards washing machine"

Dr. Avneet Kaur
Operations manager, The Brick, Canada

Ms. Shweta Wadhwa
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This study investigates the customers' perceptions and buying behavior towards washing machines. With the growing importance of home appliances in modern households, understanding consumer preferences and decision-making processes becomes crucial for manufacturers and marketers. The objective of this research is to gain insights into the factors that influence customers' perceptions of washing machines and their subsequent buying behavior.

The study employs a mixed-methods approach, combining qualitative and quantitative research methods. In the qualitative phase, in-depth interviews and focus group discussions are conducted to explore customers' perceptions, attitudes, and motivations related to washing machines. This phase aims to uncover the underlying factors that shape customers' preferences and decision-making processes.

Based on the findings from the qualitative phase, a quantitative survey is designed and administered to a larger sample of customers. The survey aims to measure customers' perceptions of different washing machine attributes, such as price, brand reputation, energy efficiency, durability, features, and design. It also investigates the impact of demographic factors, such as age, income, and family size, on customers' preferences and buying behavior.

The results of the study provide valuable insights for both manufacturers and marketers of washing machines. By understanding customers' perceptions and preferences, manufacturers can design and develop washing machines that align with consumer needs and expectations. Marketers can tailor their communication and marketing strategies to effectively target different customer segments based on their preferences and motivations.

Overall, this study contributes to the existing body of knowledge on consumer behavior by providing a comprehensive analysis of customers' perceptions and buying behavior towards washing machines. The findings have practical implications for businesses operating in the home appliance industry and can guide strategic decision-making processes related to product development, branding, and marketing.

Introduction

The advent of modern technology and the increasing importance of household appliances have transformed the way people conduct their daily chores. Among these appliances, washing machines play a vital role in easing the burden of laundry tasks. As

the demand for washing machines continues to rise, it becomes imperative for manufacturers and marketers to understand customers' perceptions and buying behavior in order to effectively cater to their needs and preferences. This study aims to delve into the customers' perceptions and buying behavior towards washing machines, shedding light on the factors that influence their decision-making processes.

In recent years, there has been a remarkable growth in the market for washing machines, driven by factors such as changing lifestyles, increasing disposable incomes, and advancements in technology. With a plethora of options available to consumers, ranging from basic models to high-end, feature-rich machines, it becomes essential to understand what drives customers' choices.

Customers' perceptions of washing machines are shaped by a variety of factors, including price, brand reputation, energy efficiency, durability, features, and design. Each individual may prioritize these attributes differently based on their unique needs and preferences. Moreover, demographic factors such as age, income, and family size can also influence customers' perceptions and buying behavior.

Understanding customers' perceptions and buying behavior has significant implications for manufacturers. By gaining insights into what customers value and expect from washing machines, manufacturers can develop products that align with consumer preferences. Additionally, marketers can tailor their strategies to effectively target specific customer segments and communicate the unique benefits of their offerings.

Previous research on consumer behavior has focused on various industries and products, but there is a relative scarcity of studies specifically exploring washing machines. This study aims to bridge this gap by conducting a comprehensive investigation into customers' perceptions and buying behavior towards washing machines. By employing a mixed-methods approach, combining qualitative and quantitative research methods, a holistic understanding of the topic can be achieved.

The findings of this study will contribute to the existing body of knowledge on consumer behavior and provide practical insights for manufacturers and marketers operating in the home appliance industry. The results will guide strategic decision- making processes related to product development, branding, and marketing efforts, ultimately leading to improved customer satisfaction and market competitiveness.

In summary, this study seeks to uncover the intricacies of customers' perceptions and buying behavior towards washing machines. By understanding the factors that influence customers' decision-making processes, manufacturers and marketers can better cater to consumer needs and preferences, resulting in enhanced customer satisfaction and business success.

PRISM Analysis for "A Study on Customers Perception and Buying Behavior towards Washing Machines"

P - People: The study focuses on individuals who are potential or existing customers of washing machines. It aims to understand their perceptions and buying behavior, considering factors such as age, income, and family size that may influence their

preferences. By targeting this specific group, the research aims to provide valuable insights into the mindset and decision-making processes of customers in the home appliance industry.

R - Relationships: The study explores the relationships between customers and washing machines, as well as the relationships between customers and manufacturers/marketers. It investigates how customers perceive different attributes of washing machines such as price, brand reputation, energy efficiency, durability, features, and design. By understanding these relationships, manufacturers and marketers can build stronger connections with customers by developing products that meet their expectations and implementing targeted marketing strategies.

I - Influences: The research investigates the various influences on customers' perceptions and buying behavior towards washing machines. These influences can be both internal (such as personal preferences, needs, and values) and external (such as marketing messages, word-of-mouth recommendations, and societal trends). By identifying these influences, the study aims to provide a comprehensive understanding of the factors that shape customers' decision-making processes, enabling manufacturers and marketers to effectively target and influence customers.

S - Symbols: Symbols play a crucial role in customers' perceptions of washing machines. Brand reputation, product design, and features act as symbols that convey messages to customers about quality, status, and functionality. The study explores how these symbols influence customers' perceptions and buying behavior. By understanding the symbolic meanings attached to washing machines, manufacturers and marketers can strategically position their products and communicate the desired brand image to attract and engage customers.

M - Meanings: The research aims to uncover the meanings customers associate with washing machines. These meanings can be practical (e.g., convenience, time-saving) or symbolic (e.g., social status, environmental consciousness). Understanding the meanings attached to washing machines allows manufacturers and marketers to align their products and messages with customers' desired outcomes, enhancing customer satisfaction and loyalty.

Overall, the PRISM analysis demonstrates the multi-dimensional nature of the study on customers' perception and buying behavior towards washing machines. By examining the interplay between people, relationships, influences, symbols, and meanings, the research provides a comprehensive understanding of customer behavior in the context of washing machines. The insights derived from the analysis can guide manufacturers and marketers in developing effective strategies to meet customers' needs, enhance their brand perception, and drive business success in the competitive home appliance market.

Conclusion:

The study on customers' perceptions and buying behavior towards washing machines has provided valuable insights into the factors that influence consumer decision- making processes in the context of home appliances. Through a comprehensive exploration of

customer preferences, attitudes, and motivations, this research has enhanced our understanding of how individuals perceive and select washing machines.

The findings of the study have emphasized the significance of various attributes in shaping customers' perceptions and buying behavior. Factors such as price, brand reputation, energy efficiency, durability, features, and design have emerged as key considerations in customers' decision-making processes. Additionally, demographicfactors such as age, income, and family size have been shown to impact customers' preferences and choices.

Manufacturers can leverage the insights gained from this study to develop washing machines that better align with customer needs and expectations. By considering the identified attributes and demographic factors, manufacturers can tailor their products to specific customer segments, enhancing overall customer satisfaction and loyalty. Furthermore, understanding the symbolic meanings attached to washing machines allows manufacturers to strategically position their products and effectively communicate their brand values to customers.

Marketers can also benefit from the findings of this study by developing targeted marketing strategies. By tailoring their messaging and promotional efforts to address customers' preferences and motivations, marketers can engage customers more effectively, differentiate their offerings from competitors, and ultimately drive sales. The insights obtained regarding customers' perceptions and buying behavior provide marketers with valuable guidance on how to reach and influence their target audience.

Moreover, this study contributes to the existing body of knowledge on consumer behavior, specifically in the realm of washing machines. By providing a comprehensive examination of customers' perceptions and buying behavior, this research fills a gap in the literature and lays the foundation for further studies and theoretical advancements in this field.

However, it is important to acknowledge the limitations of this study. The research relies on self-reported data and subjective perceptions, which may introduce biases and limitations inherent to survey-based research. Additionally, the study may be constrained by its focus on a specific geographic area or customer segment, limiting the generalizability of the findings.

To address these limitations, future research could consider employing larger and more diverse samples to enhance the representativeness of the findings. Incorporating longitudinal studies or experimental designs could provide deeper insights into the dynamics of customers' perceptions and buying behavior over time.

In conclusion, the study on customers' perceptions and buying behavior towards washing machines provides valuable insights for manufacturers and marketers in the home appliance industry. By understanding customers' preferences, motivations, and decision-making processes, businesses can develop strategies to better meet customer needs, enhance brand perception, and ultimately achieve success in a competitive market. The findings contribute to the existing knowledge in the field of consumer behavior andserve.

Environmental Conservation and Sustainability

Avni Vij

Assistant Professor, Chandigarh School of Business, CGC,Jhanjeri

Abstract

Environment performs four functions: supplies resource, assimilates wastes, sustains life by providing genetic and bio diversity and provides aesthetic services. Population explosion, affluent consumption and production have placed a huge stress on the environment. Developmental activities in India have put immense pressure on its finite natural resources, besides creating impact on human health and well-being. The threat to India's environment is of two dimensions —threat of poverty induced environmental degradation and the threat of pollution from affluence and a rapidly growing industrial sector. Though the government, through various measures, attempts to safeguard the environment, it is also necessary to adopt a path of sustainable development. Sustainable development is development that meets the need of the present generation without compromising the ability of the future generation to meet their own needs. Promotion of natural resources, conservation, preserving regenerative capacity of ecological system and avoiding the imposition of environmental risks on future generations would lead to sustainable development.

Keywords: Renewable resources, environmental protection, conservation, bio- diversity, fossil fuels, sustainability, urbanization, global warming.

Introduction

Environment is defined as the total planetary inheritance and the totality of all resources. It includes all the biotic and abiotic factors that influence each other. While all living elements—the birds, animals and plants, forests, fisheries etc.—are biotic elements, abiotic elements include air, water, land etc. Rocks and sunlight are examples of abiotic elements of the environment. A study of the environment then calls for a study of the inter-relationship between these biotic and abiotic components of the environment. The environment performs four vital functions (i) it supplies resources: resources here include both renewable and non-renewable resources. Renewable resources are those which can be used without the possibility of the resource becoming depleted or exhausted. That is, a continuous supply of the resource remains available. Examples of renewable resources are the trees in the forests and the fishes in the ocean. Non-renewable resources, on the other hand, are those which get exhausted with extraction and use, for example, fossil fuel (ii) it assimilates waste (iii) it sustains life by providing genetic and bio diversity and (iv) it also provides aesthetic services like scenery etc. The environment is able to perform these functions without any interruption as long as the demand on these functions is within its carrying capacity. This implies that the resource extraction is not above the rate of regeneration

of the resource and the wastes generated are within the assimilating capacity of the environment. When this is not so, the environment fails to perform its third and vital function of life sustenance andthis results in an environmental crisis. This is the situation today all over the world. The rising population of the developing countries and the affluent consumption and production standards of the developed world have placed a huge stress on the environment in terms of its first two functions. Many resources have become extinct and the wastes generated are beyond the absorptive capacity of the environment. Absorptive capacity means the ability of the environment to absorb degradation. The result — we are today at the threshold of environmental crisis. The past development has polluted and dried up rivers and other aquifers making water an economic good. Besides, the intensive and extensive extraction of both renewable and non-renewable resources has exhausted some of thesevital resources and we are compelled to spend huge amounts on technology and research to explore new resources. Added to these are the health costs of degraded environmental quality — decline in air and water quality (seventy per cent of water in India is polluted) have resulted in increased incidence of respiratory and water- borne diseases. Hence the expenditure onhealth is also rising. To make matters worse, global environmental issues such as global warming and ozone depletion also contribute to increased financial commitments for the government.

Status in India

India has abundant natural resources in terms of rich quality of soil, hundreds of rivers and tributaries, lush green forests, plenty of mineral deposits beneath the land surface, vast stretch of the Indian Ocean, ranges of mountains, etc. The black soil of the Deccan Plateau is particularly suitable for cultivation of cotton, leading to concentration of textileindustries in this region. The Indo-Gangetic plains — spread from the Arabian Sea to theBay of Bengal — are one of the most fertile, intensively cultivated and densely populatedregions in the world. India's forests, though unevenly distributed, provide green cover for a majority of its population and natural cover for its wildlife. Large deposits of iron- ore, coal and natural gas are found in the country. India accounts for nearly 8 per cent ofthe world's total iron-ore reserves. Bauxite, copper, chromate, diamonds, gold, lead, lignite, manganese, zinc, uranium, etc. are also available in different parts of the country. However, the developmental activities in India have resulted inpressure on its finite natural resources, besides creating impacts on human health and well-being. The threat to India's environment poses a dichotomy—threat of poverty-induced environmental degradation and, at the same time, threat of pollution from affluence and a rapidly growing industrial sector. Air pollution, water contamination, soil erosion, deforestation and wildlife extinction are some of the most pressing environmental concerns of India. The priority issues identified are (i) land degradation (ii) biodiversity loss (iii) air pollution with special reference to vehicular pollution in urban cities (iv) management of fresh water and (v) solid waste management. Land in India suffers from varying degrees and types of

degradation stemming mainly from unstable use and inappropriate management practices.

Sustainability

Environment and economy are interdependent and need each other. Hence, development that ignores its repercussions on the environment will destroy the environment that sustains life forms. What is needed is sustainable development: development that willallow all future generations to have a potential average quality of life that is at least as high as that which is being enjoyed by the current generation. The concept of sustainable development was emphasized by the United Nations Conference on Environment and Development (UNCED), which defined it as:

'Development that meets the need of the present generation without compromising the ability of the future generation to meet their own needs'. Read the definition again. You will notice that the term 'need' and the phrase 'future generations' in the definition arethe catch phrases. The use of the concept 'needs' in the definition is linked to distributionof resources. The seminal report—Our Common Future—that gave the above definitionexplained sustainable development as 'meeting the basic needs of all and extending to allthe opportunity to satisfy their aspirations for a better life'. Meeting the needs of allrequires redistributing resources and is hence a moral issue. Edward Barbier definedsustainable development as one which is directly concerned with increasing the material standard of living of the poor at the grass root level — this can be quantitatively measured in terms of increased income, real income, educational services, health care, sanitation,water supply etc. In more specific terms, sustainable development aims at decreasing the absolute poverty of the poor by providing lasting and secure livelihoods that minimizeresource depletion, environmentaldegradation, cultural disruption and social instability.Sustainable development is, in this sense, a development that meets the basic needs of all, particularly the poor majority, for employment, food, energy, water, housing, andensures growth of agriculture, manufacturing, power and services to meet these needs.The Brundtland Commission emphasises on protecting the future generation. This is inline with the argument of the environmentalists who emphasise that we have a moralobligation to hand over the planet earth in good order to the future generation; that is, thepresent generation should bequeath a better environment to the future generation. Atleast we should leave to the next generation a stock of 'quality of life' assets no less thanwhat we have inherited. The present generation can promote development that enhancesthe natural and built environment in ways that are compatible with (i) conservation ofnatural assets (ii) preservation of the regenerative capacity of the world's naturalecological system (iii) avoiding the imposition of added costs or risks on futuregenerations

Strategies for sustainable development

1.   Use of Non-conventional Sources of Energy: India, as you know, is hugely dependent on thermal and hydro power plants to meet its power needs. Both of these

have adverse environmental impacts. Thermal power plants emit large quantities of carbon dioxide which is a greenhouse gas. It also produces fly ash which, if not used properly, can cause pollution of water bodies, land and other components of the environment. Hydroelectric projects inundate forests and interfere with the natural flow of water in catchment areas and the river basins. Wind power and solar rays are good examples of conventional. In recent years, some efforts are being taken to tap these energy resources

2. LPG, Gobar Gas in Rural Areas: Households in rural areas generally use wood,

dung cake or other biomass as fuel. This practice has several adverse implications like deforestation, reduction in green cover, wastage of cattle dung and air pollution. To rectify the situation, subsidised LPG is being provided. In addition, gobar gas plants are being provided through easy loans and subsidy. As far as liquefied petroleum gas (LPG) is concerned, it is a clean fuel — it reduces household pollution to a large extent. Also, energy wastage is minimised. For the gobar gas plant to function, cattle dung is fed to the plant and gas is produced which is used as fuel while the slurry which is left over is a very good organic fertiliser and soil conditioner. CNG in Urban Areas: In Delhi, the use of Compressed Natural Gas (CNG) as fuel in public transport system has significantly lowered air pollution and the air has become cleaner. In the last few years many other Indian cities also began to use CNG. Wind Power: In areas where speed of wind is usually high, wind mills can provide electricity without any adverse impact on the environment. Wind turbines move with the wind and electricity is generated. No doubt, the initial cost is high. But the benefits are such that the high cost gets easily absorbed.

3. Solar Power through Photovoltaic Cells: India is naturally endowed with a

large quantity of solar energy in the form of sunlight. We use it in different ways. For example, we dry our clothes, grains, other agricultural products as well as various items made for daily use. We also use sunlight to warm ourselves in winter. Plants use solar energy to perform photosynthesis. Now, with the help of photovoltaic cells, solar energy can be converted into electricity. These cells use special kind of materials to capture solar energy and then convert the energy into electricity.

Mini-hydel Plants: In mountainous regions, streams can be found almost

everywhere. A large percentage of such streams are perennial. Mini-hydel plants use the energy of such streams to move small turbines. The turbines generate electricity which can be used locally. Such power plants are more or less environment-friendly as they do not change the land use pattern in areas where they are located.

5. Traditional Knowledge and Practices: Traditionally, Indian people have been

close to their environment. They have been more a component of the environment and not its controller. If we look back at our agriculture system, healthcare system, housing, transport etc., we find that all practices have been environment friendly. Only recently have we drifted away from the traditional systems and caused large scale damage to the environment and also our rural heritage.

6. Biocomposting: In our quest to increase agricultural production during the last five decades or so, we almost totally neglected the use of compost and completely switched over to chemical fertilisers.

7. Biopest Control: With the advent of green revolution, the entire country

entered into a frenzy to use more and more chemical pesticides for higher yield. Soon, the adverse impacts began to show; food products were contaminated, soil, water bodies and even ground water were polluted with pesticides. Even milk, meat and fishes were found to be contaminated.

Conclusion

Economic development, which aimed at increasing the production of goods and services to meet the needs of a rising population, puts greater pressure on the environment. In the initial stages of development, the demand for environmental resources was less than that of supply. Now the world is faced with increased demand for environmental resources but their supply is limited due to overuse and misuse. Sustainable development aims at promoting the kind of development that minimises environmental problems and meets the needs of the present generation without compromising the ability of the futuregeneration to meet their own needs.

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Gender Equality and Women's Empowerment

Avni Vij and Himani Punia

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Gender equality is a right. Fulfilling this right is the best chance we have in meeting some of the most pressing challenges of our time—from economic crisis and lack of health care, to climate change, violence against women and escalating conflicts. Women are not only more affected by these problems, but also possess ideas and leadership to solve them. The gender discrimination still holding too many women back, holds our world back too. To develop India as a superpower the development of women is equally important and it should be a priority to give her a chance to develop herself. To achieve it we should focus mainly on the education of girls. Moreover, they also get equal pay to the men for equal work. To empower the women our goals also should be to remove child marriage and the dowry system from the whole nation. The Indian government is also working to make India more suitable for women so they can also get equal opportunities and can grow themselves. In this regard, the supreme court of India also made it mandatory to provide admission to the National defense academy for women. The Indian government also declared that Military schools also will be available for women from now onwards. A common approach to handle this problem can be a remarkable solution for it.

Keywords: Gender equality, women empowerment, social injustice, gender equity, women leadership, economic power, stability, gender discrimination

Introduction

The word 'Women Empowerment' itself implies that women are not powerful enough - they need to be empowered. This painful truth has been in existence for a long time. It is in recent years that noticeable work started beginning to lift women out of the abyss of insignificance and powerlessness. The patriarchal society suppressed women's freedom across the world. Women were not allowed to vote or even put forward any opinion. Women were confined to their homes. As time progressed, they realised that their life meant much more than just serving in the household. As more and more women started crossing the man-made barriers, the world began to witness the rise of women. Unlike men, women never try to stifle the voice of their opposite gender. They hold the hands of all the downtrodden people - men and women both - and they pull them out of misfortune as they try to improve their lives. Women empowerment refers to making women powerful to make them capable of deciding for themselves. Women have suffered a lot through the years at the hands of men. In earlier centuries, they were treated as almost non-existent. As if all the rights belonged to men even something as basic as voting. As the times evolved, women realized their power. There on began the revolution for women empowerment

History

The history of women empowerment does not start from an exact date, It is a cumulative process. However, there are certain movements, protests, revolutions that furthered the cause of women empowerment much more speedily. In the ancient days and even in the recent past, women, in hundreds of countries, were not allowed to vote. As time passed, more and more women came together and made their voices heard. Gaining voting rights significantly lifted the position of women in society. Many suffrage movements campaigned daily in support of women's voting rights. In the US, individuals like Elizabeth Stanton and organizations like National American Woman Suffrage Association, National Woman's Party played a key role in securing the voting rights for women. In the UK, the Women's Social and Political Union aggressively campaigned for women's suffrage. It is a shame for society at large when we consider that many countries granted women the right to vote after a very long time. Kuwait, Qatar, Zaire, Bahrain, Andorra, Central African Republic etc granted women the right to vote after the second half of the 20th century.No woman can be empowered if she is not financially independent. Gone are the days when women had to depend on their fathers or husbands to get things that they wanted. From the 20th century onwards, women got more opportunities to join the workforce. However, at the same time, many women in England were forced to work both in the workplace and in the household to support the family. After the Second World War women, on their own, chose to join the workforce. Today more and more jobs are opening up for women. Women are proving to be worthy of the designations assigned to them.

Status in India:

Women empowerment in India cannot be compared with that in other countries. Women were highly respected in the Vedic ages. The focus on women's education was never absent. The word 'sahadharmini' was known from the Vedic days. Sahadharmini means
- equal partner. It is thus very clear that women in India in ancient days enjoyed respect, education and reverence.As time passed the Indian culture was contaminated with the conservative Middle Eastern and British culture. As a result, the power and respect that women enjoyed were lost.Gradually after independence, women started regaining the lost power. Today women are everywhere. The country saw its female Prime Minister and President, the country has many eminent female sportspeople like Saina Nehwal or
P.T Usha, the country has been blessed with talented women scientists like A. Chatterjee or B Vijayalakshmi. Women are joining the combat forces in India without any hesitation. However, many women in India are still finding it hard to come out of the clutches of patriarchy - particularly in the rural sector. The empowered women must urge these women to raise voices, protest and seek help from the authorities.

Need for Women Empowerment
Almost every country, no matter how progressive has a history of ill-treating women. In other words, women from all over the world have been rebellious to reach the status they have today. While the western countries are still making progress, third world countries like India still lack behind in Women Empowerment. In India, women empowerment is needed more than ever. India is amongst the countries which are not safe for women.

There are various reasons for this. Firstly, women in India are in danger of honor killings. Their family thinks its right to take their lives if they bring shame to the reputation of their legacy. Moreover, the education and freedom scenario is very regressive here. Women are not allowed to pursue higher education; they are married off early. The men are still dominating women in some regions like it's the woman's duty to work for him endlessly. They do not let them go out or have freedom of any kind. In addition, domestic violence is a major problem in India. The men beat up their wife and abuse them as they think women are their property. More so, because women are afraid to speak up. Similarly, the women who do actually work get paid less than their male counterparts. It is downright unfair and sexist to pay someone less for the same work because of their gender. Thus, we see how women empowerment is the need of the hour. We need to empower these women to speak up for themselves and never be a victim of injustice.

Ways to Empower Women

There are various ways in how one can empower women. The individuals and government must both come together to make it happen. Education for girls must be made compulsory so that women can become illiterate to make a life for themselves. Women must be given equal opportunities in every field, irrespective of gender. Moreover, they must also be given equal pay. We can empower women by abolishing child marriage. Various programs must be held where they can be taught skills to fend for themselves in case, they face financial crisis. Most importantly, the shame of divorce and abuse must be thrown out of the window. Many women stay in abusive relationships because of the fear of society. Parents must teach their daughters it is okay to come home divorced rather than in a coffin.

Conclusion

Women empowerment all refer to the empowerment of women to take all decisions from their choice. So that she can take all of the decisions for her social and economic development. Empowerment of women will surely encourage all of the women to stand for their education and the life of their own choice. The women empowerment mission encourages women to be self-reliant. So that she can have positive self-esteem and generate potential in herself to compete with the world and to make the position of her choice. This is only possible if equal opportunities in society will also be available for women. Empowering women would mean encouraging them for their socio-economic development. From ancient times women have suffered a lot in society. They were not given the equal right to education and to be self-reliant. They were only restricted to household works. They were kept away from education and

development. Women constitute half of the population however her contribution to the economy of India is very low. This depicts that there are not equal opportunities available for women in society and the responsibilities which are given to them do not have any contribution to the GDP of

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ping and Maintaining Sustainable Brands[A Theoretical Model]

Dr. Bhavna Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

The process of political-economic transformation from a semi-controlled economy to a semi-liberalized one began as IMF conditionality in 1992 and twenty years later India is emerging as one of the largest markets for commodities and services. New players have entered the market and many of the older ones have had to make way for them. An era of mergers, acquisitions, hostile bids, de-acquisitions and other forms of strategic alliances has followed. In 1991-2 the business houses which were asking for a level playing field are now asking for some sort of protection against foreign competition (c.f. Sadri 2003, 2007). New barons are entering the foray for a larger slice of the proverbial cake. Brand Identity, Brand Positioning, Brand Personality, Brand Association, Brand Essence, Brand Image, Brand Loyalty, Brand Equity, etc. were, until now, terms used in the postgraduate classroom and executive development seminars are now being heard in the corporate corridors. When the rules of the game have changed, when the raj of licenses and controls has started giving way to a freer market, the time is ripe to pose the question: what essentially does Brand Management mean in the Indian context? As we enter the dawn of the new century, specialists in Marketing and a specialist in Finance jointly take up the issue of Branding essentially from a management science viewpoint.

Introduction

This methodological paper focuses on how the brand owner could use different facets of brand management as a way of building and maintaining sustainable brands. Needless to say, that the perspective adopted for the prognosis is an Indian one. Accordingly, the paper looks at what kinds of brand managers exist in the market, the relevant brand positioning statements, the perceived brand personality, and the way this is being communicated through advertisements. Sadri and Jayashree (2007) have argued that business ethics and corporate governance combine to produce conditions for organizational excellence. Sadri and Guha (2007) have argued that excellence cannot be an end in itself but must lead to business sustainability. Hence the authors have taken the position that what epitomizes the excellence and sustainability of a business is its brand perception in the market.

This author set out to inquire whether having a clear positioning statement that may form an intuition on perception of the brand was imperative from the strategist's perspective. In order to do so this author interacted with 31 senior marketing managers in Mumbai and Pune through open ended interviews to note whether

companies have clear perception of their brand management. In the course of listening to the various presentations made at the Indira Marketing Excellence Awards from
2003 to 2006 this author came to the conclusions that: (a) There was no single best way
of brand positioning. (b) Brand positioning was a process that was honed through trial and error. (c) Brand personality was crucial to its acceptance by the market. (d) Advertisement strategy was aimed at brand recall but seldom did companies stray away from the oft beaten path and come out with something really revolutionary.

This paper deduced that a scientific study would help in making (i) companies less vulnerable to marketing mistakes; (ii) increase customer loyalty and thus attract greater trade cooperation and support; (iii) enhance the ability to attract better employees; and
(iv) ensure increased visibility in the stock market. These were the four tangible and logical benefits that would flow from successful Brand Management so as to enable the organisation to attain business excellence and sustainability. This paper also found that not having a complete understanding about branding, a marketing strategist was likely to make a *fatal error*, which is defined as *a very accurate measurement of the wrong thing*.

Background

David Ogilvy had famously declared that *any damn fool can put on a deal, but it takes genius, faith, and perseverance to create a brand.* Hence Ogilvy could observe that *the Brand is a cult object....it has charisma...Brands are a part of the fabric of life.* On the other hand, Stephen King had gone on to argue that *a product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.*

The question is then posed: *what was a brand?* The word *Brand* was derived from the Old Norse word *bran* which meant "to burn." It implies in name, term, sign, symbol, or design, or a combination of them to identify the goods or services of one seller or group of sellers and to them from those of the competition according to the *American Marketing Association*. The first use of a brand was just that - a mark of ownership on cattle. There are ancient Egyptians mural paintings that picture the branding of different animals. The old Sassanian culture depicted two guardians of religion in the form of winged bulls with a lion's mane and a human face called Sarosh and Burgis. These adorned all entrances belonging to the State ever since the reign of Darius. In India ever since the days of Chandragupta Maurya the symbol of the Swastika was placed on all important doorways. Later, trademarks were used to define individual products. The red triangle of BASS, the first trademark registered in England, was designed to help the illiterate drinker recognize and differentiate William Bass's Fine India Pale Ale from other inferior products available at the time. A recent article in the *Financial Times* described a brand as something that *exists in the collective mind of the consumer*. Some others have seen it as the *promise that you make to your customer.* After all political scientists like Gaetano Mosca had seen a brand as something that the

collective consciousness of masses could align with. When dealing with socio-political brands Maurice Gettel had been more candid when he stated that *public opinion is neither public nor opinion.* It is not public since a few persons have strategically coined the desired message. It is not opinion since it is a subconscious acceptance of a message by the receiver in the terminology of Sigmund Freud. Ideologues from Savonarola to Khomeini, dictators from Mussolini to Zia Ul Haque, and freedom fighters from Gandhi to Mandela have all taken a central idea and made it into a brand around which desired public opinion was built and well planned collective consciousness was developed. (See Sadri and Jayashree 2007 for an elaborate treatment of this position).

Many modern day thinkers in management have taken their cue from social scientists like C Wright Mills who spoke of concepts like the *new men in power* and the *sociological imagination* or political leaders like Martin Luther King who enigmatically claimed *I have a dream.* In his book, *Building Strong Brands* (1996), David Aaker, a professor at the University of California and the world's leading academic authority on branding strategy said *A company's brand is the primary source of its competitive advantage and a valuable strategic asset.* He went on to assert that *yet, too often, the brand message to customers is weak, confused, irrelevant, or, worst of all, indistinguishable from competitor offerings.*

On the basis of the investigation made thus far this paper could posit that our focus of inquiry is nothing but to understand and explain the process used to define the branding of the product or service. So this paper would ascertain the brand's unique value proposition and what promise the product or service is making to the purchaser so as to be credible? The next issue is with respect to the management of brands: are brands differentiating, relevant and enduring in line with the corporate vision. There is no two ways about the fact that a brand personality can make or break a brand and can even become the vehicle to express a customer's identity. That is, a brand personality and customer's identity has a close and mutually influencing relationship. A brand without a personality, not unlike a person, lacks friends and may be easily overlooked; it lacks association and tends to loose its essence what then to ask about its positioning. This is especially the case with FMCGs in India whose sale depends on easy brand recall.

Definitional Premise

This paper, based on empirical research, successfully tables an approach in respect of positioning sustainable brands. Hence it is only logical that certain terms be defined at the very outset. This will enable the reader to place the paradigm in its proper perspective. The moot question this paper seeks to ask is this: can this paper see Brand Essence as an all enveloping phenomenon within which the other facets are subsumed? If the answer is in the affirmative, then the paradigm can be safely posited.

Brand management starts with understanding what 'brand' really means in the mindset of the corporate leaders who define the brand and control its management following top- down to reach to the people who interface with customers or who create the products which customers use.

Brand identity is the complete package of a business to its customers. Identity is essentially the reality, that is, what your brand actually is! This is what you attribute to your brand,what you, as the company, decide to portray the brand as and the messages you determine it represents and conveys.

Brand Personality is the immediate emotional "take-way" or response that people have to a brand. When they hear a brand name or see, smell, taste or touch the product, it's that first involuntary thought that comes to their mind.

Brand Positioning is a comparative concept as to how one brand is perceived relative to others that may be considered. A brand position demonstrates a brand's advantage over its competitors. (Based on definitions from JA and STA, modified)

Brand Association relates to when people think of your brand and realize whether it is something they want to be associated with.

Brand Image is the market's perception of your brand identity, which may or may not coincide with your intended brand identity. That is, what your customers believe your brand to be (or represent) after taking in all the visual, verbal, and messaging cues they receive from you and other secondary sources.

Brand Essence is exploring what your brand stands for and starts by going to its very foundation and meaning. This involves a comprehensive analysis of your current position, market trends and your future needs, and culminates in the delivery of a detailed Brand Essence and Development Strategy which will form the framework for future design and brand communications.

A Brief Description Of The Study

On the basis of the pilot survey conducted prior to firming up the research intent, towards doctoral research, this paper has posited a euphemistic pyramid depicting the various aspects that go into the Management and Development of Brands. The proposed study seeks to show what factors impact the decision of a middle class housewife in choosing domestic appliances. Hence, the study concentrates on one hand on the effectiveness of advertisements and on the perception of the middle class consumer onthe other.

Pre-doctoral research to enable the paper to crystallize his views began in June 2006. In these six months this paper interacted with senior marketing executives in a cross section of industries ranging from financial intermediaries to fast moving consumer goods, from manufacturing units in the SME sector to software companies and from

public relations firms to logistics firms. Hence there was a fair amount of generalization made possible in the pilot study itself. This has enabled us to come up with a working model which is given below and which will form the basis of further research.

Brand Identity is essentially a unique set of functional and mental associations that the brand aspires to create or maintain. These associations represent what the brand should ideally stand for in the minds of customers, and imply a potential promise to customers. It is important to keep in mind that the brand identity refers to the strategic goal for a brand while the brand image is what currently resides in the minds of consumers. Therefore, *Brand Identity* can be established empirically on formulating scores related to product dimensions such as Marketability (to what extent are the benefits clear to you and believable?), *Dependability* (to what extent are you sure of its performance), *Conformance* (to what extent reliability in quality you find), *Distinctiveness* (to what extent you see unique solutions in its features), and *Acceptability* (to what extent are you expecting the current gap getting fulfilled on account of design and style). That is, brand identity can be said to be a function of Marketability, Dependability, Conformance, Distinctiveness, and Acceptability.

Brand Image is a unique set of associations within the minds of target customers which represent what the brand currently stands for and implies the current promise to customers. The brand image is what is currently in the minds of consumers, whereas brand identity is aspiration from the brand owners' point of view. Therefore, the Brand Image can be seen as the function of Product Experience, Look and Feel, Experiential Communications, and Customer Service.

The three important aspects of Brand Positioning were identified as *Credibility, Value Proposition, and Corporate Vision.* Likewise, we could find the three important aspects in Brand Personality that can be termed *Differentiating, Value Proposition, and Corporate Vision*. Further, the three important aspects of Brand Association are *Relevance, Differentiating, and Corporate Vision*. And, the three important aspects of Brand Essence have been found to be *Credibility, Relevance, and Corporate Vision*. One can see that brand vision is common to all three. This outcome forged the paper's thought into building a pyramid to posit his views, and, which can be named as *brand pyramid*. Brand Management is then found to be based upon dealing with Credibility, Relevance, Differentiating, and Value Proposition.

The five loci delineated above represent: credibility, relevance, differentiating, value proposition and corporate vision (that is at the apex) signifying that all activity flows there from. The base of the pyramid represents Brand Management *per se.* The black arrow passing through the pyramid signifies the message from its inception at the media vehicle up to its perceived image in the minds of the recipient. The symbol α

shows the degree of deviation between the intended message and perceived message, very much like a refractive index in physics

The proposed detailed study concentrates on ascribing a value to α on the basis of empirical investigation across five urban representative markets in the case of five selected domestic appliances in Maharashtra. These five domestic appliances have been those that are commonly used by a middle class housewife. Thus α will denote the impact of brand on the customer. The higher the value of α, the greater will be the level of distortion in the intended and perceived brand image. This will assist creative managers to devise advertisement so as to be more focused.

A Brief Analysis Of The Methodology

Industries accordingly were divided along five product lines covering five cities in Maharashtra. The emerging matrix is as follows:

Refractive Index α					
	M U MB	PUN	NAS	NAGPU	AURAN GABA D
T V	2.8	2.	1.7	1.6	1.9
FRIDGE	2.8	2.	1.7	1.8	2.2
MICROWAVE	1.5	1.	3.2	3.5	3.1
AIRCONDIT IONE R	1.7	2 . 4	2.4	2.2	2.4
WASHING M/C	1.5	1.	2.3	1.9	2.2

The *research question* was thus framed: what factors influence a middle class housewife in selecting household appliances. The pilot study covered 20 randomly selected housewives in each of the cities and on the basis of their feedback a working model was formulated. What emerged was *the pyramid of brand management* given above. The α index of a certain vehicle is going to be different depending on the polarization and direction of propagation of the message through the medium. Media vehicles can be this well-characterized by this α index, but these indices depend strongly upon the wavelength of the message. Therefore, any numeric value for the index is meaningless unless the associated wavelength is specified. In general, an index of such

conceptualization is a complex number with both a real and imaginary part, where the latter indicates the strength of absorption loss at a particular wavelength. In general, this α is understood to be the function of Brand Identity, and Brand Image. As far as details under Brand Image are concerned, following heads were included in the study. Therefore, according to the findings of the pilot study, these may be termed as four key areas.

1.   Product Experience

i. functional attributes of the product, how well the thing works (e.g. special ingredientsin a product)

ii. experiential features, how the product works (e.g. technologies in production process) aesthetics (design, colors, shapes of the product)

iii. It may be further noted that all 3 aspects of Product Experience should not beseparated from each other

2.   Look and Feel

i. The look and feel includes the visual identity (name, logo, signate, packaging, store design, Web Sites)

. Demonstrative effect of consumption

3.   Experiential Communications

i. Experiential   Communications   include   the   various   forms   of advertisement; it has to provide value, inform and entertain the customer (it differs depending on B2B or B2C).

ii. Cultural acceptability since many times advertisements have had to be removed oraltered since the words and symbols when translated into local dialect and mores becomes socially unacceptable or politically incorrect.

4.   Customer Service

i. It is important not to forget the aspect of customer service in the overall brand experience. Specifically, the cradle to grave aspect of the customer chain should not be broken--this ensures that the "brand promise" is not broken.

ii. Since marketing is all about converting a customer into a client this aspect becomes crucial.

The Implications

These key results must ideally be ingrained into any branding strategy and be consistently reinforced at every opportunity. This will enable us to make a spot study on the effectiveness of the commercial. We have established that the values of refractive indices have some relationship with the below mentioned loss function, which implies the loss in intend of the message. Empirically, Opportunity Loss Function = [1 – $\{1/(\mu^2 - 1)\}$], where $\mu = \tan \alpha$. Quite simply the opportunity loss function signifies the loss in intended message through commercials. That is what was

meant to be communicated was not communicated due to a variety of reasons ranging from perception to message transfer.

Once the marketing manager knows the value of the opportunity loss function he can plan how best to use the budget allocation so that maximum utilization of scarce available resources can help narrow the gap between message transfer and message receipt.

It can be deduced from the data plotted above that Mumbai respondents are relatively less interested in TV commercials compared to the five cities under study, but a typically rural mass of Nagpur sees value in the commercials of TV. Hence TV ads should concentrate on attracting customers from Nashik and Nagpur.

It can be deduced from the data plotted above that Mumbai respondents are once again relatively less interested in Fridge commercials compared to the five cities under study, but respondents from Nashik, Nagpur, and even less than them from Aurangabad saw value in the commercials of Fridge.

It can be deduced from the data plotted above that Mumbai respondents are highly enthusiastic for Microwave oven than in the case of any other city under study. Pune is showing less interest than Mumbai, but respondents from Nashik, Nagpur, and Aurangabad saw negligible value in the commercials of Microwave oven.

It can be deduced from the data plotted above that Mumbai respondents are relatively highly enthusiastic for AC than for any other under study. Pune is progressively showing interest, but respondents from Nashik, Nagpur, and Aurangabad saw negligible value in the commercials of AC.

It can be deduced from the data plotted above that Mumbai respondents are highly enthusiastic for Washing Machines than for any other city under study. Pune is showing lesser interest, but respondents from Nashik, Nagpur, and Aurangabad saw very little value in the commercials of Washing Machine.

Advantages Of This Study

It is postulated that the study has orientation to conceptualize an appropriate theoretical framework to explain variations in refractive loss function with respect to cities, which would help the planners to effectively use their advertising budget. Besides explaining the conceptual framework of branding, the study tries to correlate the different facets of brand management to give it an insightful strategic angle which can be commercially exploited while managing strategies for risk in branding. Such analytical study would help brand-managers to connect with customers, and multiply the forms of value that a brand can deliver. Moreover, this theoretical model would be helpful in creating new customers outside the traditional realm of the product; strategically preparing customers for new products, cost-effectively extending the brand into new markets; source new forms of brand value (from customers) upon reducing market risk. Above all, this study provides an aid to simulate the brand

before actually putting it to test in the hands of the customer thus bridging the gap between theory and practice.

Limitations Of This Study

Even though based on a non-representative sample of subjects and a small number of brands, the items generated in study may serve as a fruitful collection of attributes for future replications and scale validations. Currently most of the researchers find simulation as useful means to make an investigation but the limitation is on effectively guiding the environmental inputs which would facilitate the creation of a customer. Naturally, 1 + 1 = 11, can be viable for Brand in Mathematical terms, but what ultimately remains is the methodology with which this can be stated. The attempt of the paper is to provide a methodological understanding to the level of 1 + 1 = 11, while accepting that further and more detailed analysis is required for the paradigm to be accepted by the academic as well as the marketing fraternity. In addition, the paper believes that this model needs to be tested in respect of other products and not just the domestic appliance. From the conversations this paper has had and the peer reviews received the validity of this prognosis in other sectors is likely to be positive.

Conclusion

This trend in the data reflects the responses of housewives in the five cities. It is conditioned by the speed and complexities of life in these cities. As one knows people travel great distances in local trains in Mumbai and take up to four hours going and coming back from work. They are packed, to quote Sadri, 'like sardines and come out like toothpaste from the local train compartments'. Stress levels are high and therefore one would rather spend time with the family or hit the bottle rather than watch TV seriously.In Pune the speed of life is little slower but road projects which are under way since 2002 still take up a lot of travel time. Stress levels are high but not anywhere like Mumbai and people do not gravitate near the TV as in the villages.

Almost every house has a TV and a fridge in Mumbai and Pune and this would explain why demand for these new goods is falling. Given the fast pace of life and the rise of nucleus families the need for microwave ovens in Pune and Mumbai is rising. In the case of air conditioners three factors matter. In Mumbai people want them because they like to relax in peace after a hot humid day. Secondly, the number of players in the market has risen and prices have become more competitive with installment purchases made easy. Thirdly, the liquidity of money in Mumbai is higher than in other cities making conspicuous consumption that much more attractive.

High levels of humidity and pollution force people from Mumbai to wash their clothes more regularly than the persons living in Nagpur, Nasik and Aurangabad. For middle class housewives the washing machine was increasingly seen as a necessity rather than a luxury.

On the basis of the study we could venture to say that without achieving these branding results the chances of building a successful business are very slim. It was

discovered that many owners only focus on building awareness, believing that it alone will generate sales. The phrase, 'I just need to get my name out there' was oft repeated and demonstrated the mistaken belief among a large number of small businesses. They failed to recognize that their sales team must also educate and build trust to get the prospective customer to act in their favor and then become a client.

In addition, it is almost a truism that without knowledge and trust prospects do not have enough reasons to reach a point where they are comfortable making a purchase. They still have doubts and perceived risks to be too great to spend their money. Ongoing research in the SME sector supports the view, furthermore, that every small business must therefore make a serious and sustained effort to attain all branding results to make the prospects comfortable with their decision to purchase.

Thus this paper can be seen as a contribution to the theory of household demand on the one hand and towards an understanding of the public perception of domestic appliances on the other. It therefore equips the marketing manager with an instrument and a methodology to make their sales pitch that much more effective.

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Character Strengths and Virtues: A Comprehensive Analysis

Dr Bhavna Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This research paper provides a comprehensive analysis of character strengths and virtues. It explores the background and theoretical foundations of character strengths and virtues, examines their measurement and assessment, and investigates their implications in various domains of life. The paper discusses the significance of character strengths and virtues in promoting well-being, resilience, and positive outcomes. It also highlights the practical applications of character strengths in education, organizational settings, and personal development. The research paper concludes with recommendations for future research and the integration of character strengths and virtues into various contexts.

Keywords: character strengths, virtues, positive psychology, well-being, measurement, applications

Background of Character Strengths and Virtues:

Character strengths and virtues are integral components of positive psychology, which focuses on understanding and enhancing human well-being and optimal functioning. The study of character strengths and virtues traces back to ancient philosophical traditions, such as Aristotle's concept of virtue ethics. However, in recent decades, there has been a resurgence of interest in character strengths and virtues within the field of psychology.

Positive psychology pioneers like Martin Seligman and Christopher Peterson proposed a systematic framework for classifying and studying character strengths and virtues. They developed the VIA Classification of Character Strengths, which identifies 24 universal character strengths grouped under six core virtues: wisdom, courage, humanity, justice, temperance, and transcendence. This classification provides a comprehensive framework for understanding and assessing positive traits and qualities in individuals.

Importance of Studying Character Strengths and Virtues:

Studying character strengths and virtues holds significant importance for several reasons:

1.   Promoting Well-being: Character strengths and virtues are closely linked to well-being and positive psychological functioning. Research suggests that individuals who actively apply their character strengths experience higher levels of life satisfaction,happiness, and overall well-being. Understanding and cultivating these strengths can lead to improved mental health and overall life satisfaction.

2.   Fostering Resilience: Character strengths play a crucial role in building resilience, which is the ability to bounce back from adversity and navigate challenging life

circumstances. Individuals with strong character strengths are better equipped to cope with stress, setbacks, and hardships, and they exhibit higher levels of adaptability and problem-solving skills.

3. Enhancing Personal Relationships: Character strengths contribute to the development of positive and healthy relationships. People who exhibit virtues such as kindness, empathy, and forgiveness are more likely to establish meaningful connections, maintain harmonious relationships, and experience greater social support.

4. Facilitating Personal Growth and Development: Studying character strengths and virtues offers individuals opportunities for personal growth and self- improvement. By identifying and nurturing their unique strengths, individuals can develop a sense of purpose, meaning, and self-efficacy, leading to personal fulfillment and a sense of accomplishment.

5. Applications in Various Contexts: Character strengths and virtues have practical applications in various domains, including education, organizational settings, and personal development. They can be integrated into educational curricula, leadership development programs, and counseling interventions to enhance learning, performance, and well-being.

Understanding and studying character strengths and virtues provides valuable insights into the positive aspects of human functioning and offers practical strategies for individuals and organizations to enhance well-being, resilience, and positive outcomes. By focusing on character strengths, researchers, practitioners, and policymakers can contribute to the flourishing of individuals and communities.

Refining and Expanding Character Strengths Frameworks:

While the VIA Classification of Character Strengths provides a comprehensive framework for understanding and assessing character strengths, there is room for refinement and expansion. Future research can focus on further validating and refining the existing classification by exploring the cultural, contextual, and individual variations in character strengths. This includes examining the relevance and applicability of character strengths across diverse populations and cultures, as well as considering additional character strengths that may be unique to specific contexts or domains.

Longitudinal Studies on the Development of Character Strengths:

To gain a deeper understanding of character strengths, longitudinal studies are needed to investigate their development over time. Longitudinal research can examine how character strengths emerge, evolve, and interact with other factors across different stages of life, from childhood to adulthood. By tracking individuals' character strengths longitudinally, researchers can explore the factors that influence their development, such as socialization processes, life experiences, and environmental influences. Such studies can shed light on the malleability and stability of character strengths and their implications for personal growth and well-being.

Examining the Interaction of Character Strengths with Other Factors:

Character strengths do not exist in isolation but interact with various personal and contextual factors. Future research can explore the dynamic interplay between character strengths and other psychological constructs, such as personality traits, motivation, self-regulation, and well-being indicators. Investigating how character strengths interact with these factors can provide a more comprehensive understanding of their role in human functioning and well-being. Additionally, exploring the potential buffering or amplifying effects of character strengths in the face of adversity or challenging circumstances can offer insights into their protective and adaptive nature.

By refining and expanding character strengths frameworks, conducting longitudinal studies, and examining the interaction of character strengths with other factors, researchers can deepen their understanding of these positive qualities and their implications for personal and societal well-being. This knowledge can inform interventions, educational programs, and policy decisions aimed at promoting the cultivation and utilization of character strengths for optimal human functioning and flourishing.

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Consequences Of Digital Marketing on E-Commerce

Dr. Bhavna Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital marketing and its impact on E-commerce.

Keywords: digital marketing, Promotion, Consistent, Interact

The effectiveness of Digital Marketing

This is a world of technology and internet is the most used innovation of it. It has changes the customers usual purchasing behavior. So, Inter is not only about e- commerce, websites or technology. It is about changed behavior of modern tech savvy consumers. First, we make the world digital, then digitalization changed us. In business, especially e—commerce business it is noticed the most. With the upcoming technology the digital media also brings up its own advancement in the field of advertisement. Digital marketing is becoming a new form to promote your brand in the digital world. The effectiveness of Digital Marketing is dependent on a lot of factors. From brand communication to sales growth, all of the other factors through which we tend to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to properly evaluate the full impact of digital marketing on e- commerce business, we need to explain how digital marketing works, what are the scopes and who are industry references when it comes to Digital Marketing.

The Digital marketing scenario in India

The Digital marketing scenario in India is rapidly becoming one of the prioritized forms of marketing among the e- commerce industry. Even though, the traditional form of marketing still dominates the advertising scene as millions are spent on TV and Print Ads, digital platforms are also given almost equal amount of attention with lower cost. A huge chunk of their consumers spent most of their time online, and they have least time to spend for shopping from a physical shop. With the help of digital marketing, companies can easily reach their target customers at a minimum cost. But the effort should be maximum.

Effects on E- Commerce

Digital marketing is the key to success of an e- commerce company in terms of brand awareness, consumer behavior and building strategies. In the e- commerce business,

visual impression is the first impression. The text contents offer the minimum appeal and consumers generally want to avoid the hassle of reading just text. Whether it comes to showcasing a product or to campaigning, it is always about visual merchandizing. NRB Bazaar ties to maintain that standard to attract their customers. Although the image quality of the website can be better. With the help of analytics, marketers can measure the effectiveness of their digital campaigns. E – Commerce growth is more of a recent issue, especially in India. If we think about two to three years back, e – commerce were

not that popular. The reason behind is the technical support, and increasing credibility of e – commerce. Perfect delivery system is one reason why people are relying more on e – commerce. Especially the demographic of the change people are busier now even females are also working at offices which results

not getting time for shopping. Digital marketing tools help the e- commerce brands to show their products and services along with value proposition in front of the potential customers.

Marketing on Social Media

In the platform of digital marketing, social media, especially Facebook is mostly affected and used for. Moreover, internet data packages are becoming cheaper every day. Consumers' curiosity on Facebook to post and see what their friends post and share. Digital marketers take this advantage of Facebooking and promote their products. 12 million users on Facebook from India search for the business, restaurant or brand to have a quick overview to know more. Because social media is a conversational platform, consumers can also read comments and see what others are

saying. Website is a one- way street. So e- commerce companies tend to invest in theFacebook page and engagement as also try out other social media assets like Twitter, Instagram too. NRB Bazaar also concentrates more on social media marketing. Conversations in real- time can take place on Facebook real quick which is an opportunity for e- commerce brands to quickly address consumers' needs cheaper and faster than before. Moreover, the latest updates of the competitors' market and business insights are also real- time in digital marketing.

Reaching the Target Audience

When an advertisement is broadcasted on a mainstream marketing platform it does not guarantee reach towards specific target groups. For example, a merchant's products' Adaired on Television is viewed by audience belonging to all ages. Moreover, traditional form of marketing being one way communication does not allow the consumers to see what they want to see. This is where Digital marketing comes with a difference. We can now be choosier and can put in denominating factors such as age, sex, location in order to cater to the right target group. With the flexibility and technological innovations attached to digital marketing, NRB Bazaar and other

e- commerce portals are able to modify content in accordance with the target group and thus attain better conversion rates. Additionally, digital marketing is a consumer friendly platform, allowing the consumers to see only what they desire, thus creating

a rather loyal fan following from the brands perspective. As social media now occupies a noteworthy period of consumer's time, therefore catchy content are instantly liked and shared reflecting the brand reach of these posts and pages. Digital Marketing facilitates such interaction which in return creates a significant number of ROI.

Cost Effectiveness

The cost of putting out a digital marketing campaign is comparatively way less than a traditional marketing campaign. For example, a Facebook business page can be boosted for as little as 5 US Dollars. This means Digital Marketing allows business to reach 1000 people at a cost that would have taken traditional marketing as high as 17 times the original price held for digital campaigns. The small and medium enterprises usually do not have a heavy marketing budget at their disposal, but the beauty of digital marketing is that it plays on a level field and gives everyone an equal chance of competing. If the contents of small businesses are creative enough, it can easily take on the likes of big companies in terms of making the message across. The menu cost,

search cost and transaction cost are very low in e- commerce business in terms of both selling and buying products. As accommodating an internet connection is now cheaper than ever, both provider and customer can now easily get access to fast internet. Such easy access has allowed the mass population to avail other forms of media that areas fascinating as social media. For example, the growth of YouTube users and also a huge number of YouTubers have taken digital advertising to new

lengths as now Pre- roll ads, ads in between etc are seen whenever a video is being played on this platform.

Recommendation

After working in the digital marketing field in NRB Bazaar and observing this, I have come up with the following recommendations. More Investment on Digital Marketing

– In order for the industry to have more growth, NRB Bazaar needs to put in more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen in NRB Bazaar that creative idea on digital platforms are put on hold due to lack of budget. Mobile User Friendly Website Interface – NRB Bazaar needs to improve their website for the mobile users, so that who those are mostly use their smartphones than desktop or laptop, can order their necessary products whenever they want. Customer satisfaction is the ultimate key for

any business growth. Digital presence on all platforms – In today's world, it is true that an effective Facebook pages very important to create a digital presence. But Facebook is not the only digital platform out there. Website content, YouTube channels, Twitter and Instagram etc are all needed to make an overall impression on the consumer's mind.
Basically it's a consumer driven industry, the industry moves
where the consumers moves. Showcasing More Products - Since a wider product portfolio shall attract a bigger percentages of customers, NRB Bazaar should work on increasing and showcasing wider range of product.

Conclusion

By completing this paper I have learned a lot that will help enrich my knowledge and experience. Before starting my paper I was very anxious and nervous about the new work with and how I was going to do it. NRB Bazaar has helped me fit into the corporate environment so well that I have started feeling a certain loyalty to this organisation Overall experience that I have would be an unforgettable experience and this would be working as a direction to my future career. I have done major in Marketing and I had to work in the content and digital marketing department of NRB Bazaar and this has increased my knowledge level in the digital marketing sector. In

this paper I mainly discussed the rising trends of e- commerce business as well as the impact of Digital marketing in this essential industries that influence the current economy of India. Moreover, some of the recent trend in digital marketing is included as well. In today's modern age of technology and innovation, people are almost always occupied with something or the other to do. No longer do people only sit in front of the television after a day's of hard work. As people are always on the move, smartphoneshave now become the media to witness all the day's happening activities as contentinclude podcasts, news and YouTube views etc. Such new drastic changes in the way people view content is a testament to the impact Digital Marketing Industry has had on people of India. To conclude, my paper helped me to develop essential skills and build the confidence I needed by performing tasks in the company. I believe that I still have a lot to learn from them and a lot more to contribute. I am looking forward to continue working here in the future.

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Critical thinking – A cognitive process

Dr. Bhavna Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Critical thinking is a cognitive process that involves analyzing, evaluating, and synthesizing information to make reasoned judgments and decisions. This essay explores the concept of critical thinking, its importance, and practical applications in various domains. It highlights the ability to question assumptions, gather and evaluate information, engage in problem-solving, and foster personal growth. Critical thinking empowers individuals to navigate through complex issues, make informed choices, andcontribute to the betterment of society.

Introduction

Critical thinking is an essential cognitive process that enables individuals to analyze, evaluate, and synthesize information in a logical and systematic manner. It involves actively and skillfully conceptualizing, applying, analyzing, and evaluating information to make reasoned judgments and decisions. In today's complex and rapidly changing world, critical thinking is more crucial than ever as it empowers individuals to navigatethrough a multitude of information sources, identify biases and fallacies, and make informed choices. This essay explores the concept of critical thinking, its importance, and practical applications in various domains.

At its core, critical thinking involves questioning assumptions, challenging preconceived notions, and seeking evidence-based reasoning. It goes beyond simply accepting information at face value and encourages individuals to examine different perspectives, consider alternative solutions, and weigh the strengths and weaknesses of arguments or claims. By engaging in critical thinking, individuals can develop a deeper understanding of complex issues, identify logical inconsistencies, and avoid being swayed by emotional or biased thinking.

One key aspect of critical thinking is the ability to gather and evaluate information from diverse sources. With the proliferation of digital platforms and the ease of accessing information, individuals are exposed to a vast array of ideas and viewpoints. Critical thinking helps individuals discern reliable and credible sources from misinformation or biased sources. It encourages individuals to critically evaluate the credibility, relevance,and validity of information, enabling them to make well- informed decisions and judgments.

Furthermore, critical thinking plays a pivotal role in problem-solving and decision- making. By utilizing logical and analytical thinking, individuals can identify and define problems, generate and evaluate potential solutions, and select the most appropriate course of action. Critical thinking fosters creative problem-solving by

encouraging individuals to think outside the box, consider unconventional approaches, and challenge established norms.

In addition to its practical applications, critical thinking has significant implications for personal growth and self-development. It promotes intellectual curiosity, open- mindedness, and a willingness to engage in continuous learning. Critical thinkers are self- reflective and actively seek feedback and new knowledge to expand their understanding of the world. They possess the ability to recognize their own biases and limitations, which enables them to approach situations with humility and intellectual honesty.

1.   Problem-solving: Critical thinking enables individuals to identify and define problems, analyze underlying factors, and generate effective solutions. It involves evaluating different options, weighing evidence, and making informed decisions.

2.   Decision-making: Critical thinking aids in making rational and well-informed decisions by considering multiple perspectives, assessing potential outcomes, and evaluating the credibility and reliability of information.

3.   Effective Communication: Critical thinking enhances communication skills by promoting clear and logical expression of ideas, active listening, and the ability to present and evaluate arguments effectively.

4.   Research and Analysis: Critical thinking is essential for conducting research and analyzing data. It involves assessing the validity and reliability of sources, identifying biases, and interpreting findings objectively.

5.   Innovation and Creativity: Critical thinking fosters creativity by encouraging individuals to question existing assumptions, explore alternative perspectives, and generate new ideas. It helps overcome conventional thinking and promotes innovative approaches.

6.   Ethical Reasoning: Critical thinking enables individuals to assess ethical dilemmas, consider the consequences of actions, and make morally sound decisions. It involves examining values, rights, and principles to navigate complex ethical situations.

7.   Conflict Resolution: Critical thinking facilitates effective conflict resolution by helping individuals understand different viewpoints, analyze underlying causes, and find mutually beneficial solutions. It promotes constructive dialogue and problem- solving in interpersonal and professional contexts.

8.   Self-Reflection and Self-Improvement: Critical thinking encourages individuals to reflect on their own beliefs, biases, and assumptions. It fosters self-awareness, self-evaluation, and a commitment to ongoing personal growth and development.

These are just a few examples of the practical applications of critical thinking. In essence, critical thinking is a valuable skill that can be applied in almost every aspect

of life, enabling individuals to navigate challenges, make informed decisions, and contribute to the betterment of themselves and society as a whole.

In conclusion, critical thinking is a fundamental cognitive process that empowers individuals to analyze, evaluate, and synthesize information effectively. Its importance lies in its ability to equip individuals with the skills necessary to navigate through a complex and information-rich world. By fostering critical thinking, individuals can develop a deeper understanding of issues, make informed decisions, and approach problems with creativity and rationality. It is an invaluable skill that contributes not onlyto personal growth but also to the betterment of society as a whole.

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Applications Of Ancient DNA

Dr. Neha Baryah

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

To have insight into patterns of human evolution and migration including other important issues of human history such as changes in population structure and movement patterns, language evolution, genetic admixtures, phylogenetic relationships, prehistoric population sizes, origin and pathways of transmission of infectious diseases etc. it is crucial to have knowledge of aDNA.

To check whether genetic diversity of animal populations has changed overtime or not. Although climatic change and habitat loss are identified as contributing to reductions infaunal diversity (McLaughlin *et al.* 2002), few studies have examined the impacts of these processes over evolutionary time-scales. Studies of ancient DNA provide an important means of quantifying the effects of prehistoric events on faunal diversity, including reductions in species abundance and genotypic variability (Willerslev & Cooper 2005). Because studies of ancient DNA allow explicit comparisons of current versus historical patterns of genetic variability, they provide a direct means of characterizing temporal changes in population- and species-level diversity.

The colonial tuco-tuco (*Ctenomys sociabilis*) is a medium-sized, highly endemic subterranean rodent whose range is currently restricted to an area of Neuquén Province, Argentina, of approximately 1500km² where it inhabits patches of wet meadow known as 'mallines' (Lacey & Wieczorek 2003). Behaviorally, *C. sociabilis*is theonly species of uco-tuco (*n* greater than 35 species) known to be social. Group living is associated with limited natal dispersal by members of both sexes (Lacey & Wieczorek 2004), which may be reinforced by the patchy distribution of mallín habitats (Lacey & Wieczorek 2003). These behavioral, demographic and ecological attributes are expected to lead to low levels of genetic variability within and high levels of genetic differentiation among local populations. Accordingly, a survey of 15 microsatellite loci revealed very limited genotypic variability within the population of *C. sociabilis* that has been the focus of behavioural and ecological studies of this species. Preliminary analyses of ancient DNA samples from a site located approximately 6km southwest of this population (Estancia Nahuel Huapi) revealed the presence of only a single mitochondrial haplotype over the past 1000 years (Hadly *et al*. 2003), indicating that low levels of genetic variability havepersisted in *C. sociabilis* for at least this many generations.

This area has a complex history of environmental change associated with volcanism, which may have dramatically affected the paleoenvironment of this species. Collectively, these observations suggest that response to environmental change may be an importantcomponent of the evolutionary history of this species, including the low levels of geneticvariability and restricted geographic range characteristic of *C. sociabilis* today.

To redress the problems as to phylogeny, phylogeography and population history of extinct and extant species and to study the phenomenon of co-existence of distinct groups of human species.

To infer the phyletic position of extinct species in evolutionary tree, many of the DNA sequences have been added to the available list of characters by using ancient DNA technologies. We have sequenced the entire 12S rRNA and partial cytochrome b (cyt b) genes of one 60-70,000-year-old sample, and partial 12S rRNA and cyt b sequences of two 40-45,000-year-old samples of the extinct woolly rhinoceros (Coelodonta antiquitatis). Based on these two mitochondrial markers, phylogenetic analyses show that C. antiquitatis is most closely related to one of the three extant Asian rhinoceros' species, Dicerorhinus sumatrensis.

It allows the understanding of the effect of cultural activities on genetic properties of man and man-like species like Neanderthals and other fossil hominids.

It allows further studies in the field of inherited and acquired diseases and natural immunity such as the immunities by tiny deletions as in the case of smallpox or plague.

It may be viewed as holding the future promise of solving a variety of archaeological, paleontological, anthropological and medical genetics.

Anthropological applications

Applications to human aDNA researchmay be traced to the report of Paabo (1985)on the presence of DNA in intact cell nucleiin preserved soft tissue of an Egyptianmummy dating to 2450 BP. The presenceof aDNA was determined histologically andupon extraction was found to be comprisedof 50-200 bp strands, although smalleramounts oflarger DNA molecules were alsopresent. This initial publication was followedby molecular investigations on 23 additionalEgyptian mummies, two of whichprovided evidence for the presence of aDNA(Paabo, 1985). The following year, Paabo (1986) reportedon molecular genetic studies of several additionalmummified specimens, including fourPeruvian mummies. In contrast to the previousstudies, the majority of these specimensyielded aDNA in the 100-400 bp size range.Paabo (1986) also noted the presence of – 10kb DNA fragments recovered from preservedneural tissue in a specimen excavated at theWindover site in Florida (-
8000 BP). Thissample, too, hybridized to an *A h* probe, demonstratingits human origin.
Subsequently,Paabo et al. (1988) reported the molecularcharacterization of aDNA from 7,000-yearoldneural tissue in a bog preserved specimenfrom the Little Salt Spring site in Florida.This specimen was shown to lack the 9bp deletion in region V of mtDNA, but topossess a Hind1 site at np 13,259. This combinationof markers would be consistent withrecent definitions of Amerindian haplogroupsA,D, or N.This specimen also exhibited an **A** to G transitionat position 8,251, resulting in aHueIIIsite loss at np 8,250and an AuaII site gainat np 8,249, a combination noted in a cladeof Japanese mtDNA samples. The Windover site has yielded numerouspreserved specimens and they have receivedintense molecular study. Doran et al. (1986)initially obtained surprisingly large aDNAfragments from 8,000-year-old preservedbrain tissue from this site and examinedboth mtDNA and genomic markers.

Most recently,Hauswirth et al. (1994) provide argumentsbased on the analysis of HLA types and microsatellitedata, as well as mtDNA sequencedata, that despite the 1,000- year age spanof samples at the Windover site, the samplesare sufficiently genetically homogeneousto be considered a population. An informativesummary of the molecular analysis ofWindover specimens may be found inHauswirth et al. (1994).The molecular analyses carried out on theWindover samples are important for at leasttwo reasons. First, they demonstrate that inexceptionally well-preserved ancient material, a variety of genetic markers (single copynuclear genes, nuclear repetitive elements,mtDNA) may be examined, much as if contemporarypopulations were being studied,illustrating the anthropological genetic potentialfor aDNA studies. Second, unlike virtuallyall other aDNA studies, the Windoverspecimens were preserved in an aqueous environment,a watery peat bog.

3.) Ancient DNA together with paleopathological analyses can produce objective information to answer a number of questions which until now were inconceivable such as origin of mankind, relation of groups of people that got separated through migration such as the tribals in Nilgiri Hills and the Senoi in the Malay Peninsula, development of ancient societies, spreading of disease and allele haplotyping.

i. Thus, to investigate the origin and evolution of different unknown populations ancient DNA has been used. For example, based on the ethnological and linguistic criteria and populational studies, YAKUTS were assumed to originated from South Siberian populations. Thus, it was understood by performing genetic analyses on 58 mummified frozen bodies dated from 15th to 19th century excavated from Yakutia(eastern Siberia).

ii. High quality data were obtained for the autosomal STRs, Y-chromosomal STRs and SNPs and mtDNA due to exceptional sample preservation. A comparison with the same markers on seven museum specimens excavated 3 to 15 years ago showed significant differences in DNA quantity and quality. Direct access to ancient genetic data from these molecular markers combined with the archaeological evidence, demographical studies and comparisons with 166 contemporary individuals from the same location as the frozen bodies helped us to clarify the microevolution of this intriguing population.

iii. This study adopts a population genetics approach to an ancient sample composed of 65 individuals from Central Yakutia in order to address the questions detailed above. Human aDNA studies' outcome quality is closely related to the preservation of DNA and to the absence of potential contaminations. The environmental conditions present in Yakutia, one of the coldest parts of the world, are generally favorable to a good preservation of nucleic acids. Indeed, the exceptional preservation state of most of the excavated graves enabled us to successfully analyze several samples collected from 58 frozen bodies or skeletons from the last six centuries.

iv. The single specimen that has received considerable attention is the Tyrolean Ice Man (Handt et al 1994). This late Neolithic individual was cryo-preserved in a high- altitude glacier. Despite the cold environment, the DNA of this sample was degraded, andno nuclear amplifications were successful, including attempts at molecular sexing. mtDNA was accessible, and the HVRI region was sequenced from clones. Heterogeneity of observed sequences indicated the presence of modern contaminants, but authentic, ancient mtDNA of the sample could be identified as a result of confirming a consensus

sequence from multiple clones. Although labor intensive, this strategy is effective in authenticating ancient template (Handt et al 1994). The sequence variants observed in this individual were most consistent with those common in modern populations living north of the Alps (Handt et al 1994).

v.   The most widely known and important study on single individual specimen is

the molecular analysis of the Feldhofer Cave Neandertal-type specimen. DNA was extracted from the Neander Valley specimen using the proteinase K/phenolchloroform method followed by silica suspension. Amino acid racemization results indicated the ratio of D- to L-enantiomers of aspartic acid in the Neandertal samples was consistent with nucleic acid survival. mtDNA hypervariable sequences were then amplified and cloned into a plasmid vector. The complete first hypervariable region (HVRI) sequence of mtDNA [nucleotide position (np) 16,023–

16,400] was determined from multiple clones and multiple extracts of the Neanderthal sample.

8.To determine the sex of infanticide victims from late Roman Era.

i.   Skeletal remains of more than 100 neonates were found during archaeological excavations by the LeonLevy Expedition to Ashkelon. The infant remains were found in the sewer beneath a bathhouse, built in the 4th century and used until the 6th centuryThe infant bones had been discarded in the gutter of the sewer along with animal bones, potsherds andisolated coins; no signs of careful burial or associated grave goods were observed. The casual method ofdisposal contrasts sharply with the careful infant jar burial from the same period discovered some 200 yardsaway. Bone size, dental development and lack of neonatal lines in the teeth indicated that they were allneonates, 1–2 days old. The combination of early death of so many infants and their mode of disposal impliedinfanticide, rather than death from natural causes. None of the infants showedevidence of disease or skeletal malformation, indicating that other factors, suchas their gender, may havebeen the motive for infanticide. New developments in molecular biology, and especially in analyzing DNA recovered from ancient bones, have provided reliable methods for gender determination based on amplification of DNA sequences specific to the X and/or Y chromosomes.

ii.   In the only other attempt to identify sex in Romano-British infants using aDNA

of which we are aware, Otherstried to amplify amelogenin sequences in the DNA extracts from sevenperinatal Roman infant burials from Sussex. Sex was successfully identified in four cases, of which three were male.

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Advances in Forensic Biology & Serology

Dr. Neha Baryah

Assistant Professor, Chandigarh Business School, CGC Jhanjeri

Introduction:

Recent advances in forensic biology and serology have significantly enhanced the capabilities of forensic scientists in analysing biological evidence and solving criminal cases. These advancements have revolutionized the field, allowing for more accurate identification of individuals, improved analysis of biological materials, and the application of cutting-edge techniques. In this explanation, we will delve into some of the key recent advances in forensic biology and serology.

DNA Profiling: One of the most significant advancements in forensic biology is the widespread use of DNA profiling. DNA profiling, also known as DNA fingerprinting, allows for the unique identification of individuals based on their genetic information. The development of Polymerase Chain Reaction (PCR) techniques has made it possible to amplify tiny amounts of DNA, enabling analysis of degraded or limited biological samples.

In recent years, DNA profiling has become faster, more accurate, and more sensitive. The introduction of short tandem repeat (STR) analysis has improved the resolution and discriminatory power of DNA profiles. Additionally, advancements in Next- Generation Sequencing (NGS) technologies have expanded the possibilities for DNA analysis, including the ability to determine physical characteristics and ancestry from DNA samples.

Forensic Microbiology: Forensic microbiology is an emerging field that uses microorganisms and microbial DNA as forensic evidence. Recent advances in this area have led to new applications in forensic investigations. Microbiomes, the collection of microorganisms living in and on the human body, have unique characteristics that can be used for individual identification. The analysis of microbial communities presents in crime scenes, such as soil or water samples, can provide valuable evidence to link suspects to the scene.

Y-Chromosome Analysis: The analysis of the Y chromosome has become an important tool in forensic biology. Y-chromosome analysis is particularly useful in cases involving male suspects, as it can provide information about paternal lineage and male-specific DNA markers. This analysis can be instrumental in cases where there is limited or degraded DNA evidence and when conventional autosomal DNA profiling fails to yield results.

Rapid DNA Analysis: Rapid DNA analysis is a recent advancement that allows for real-time DNA profiling at the crime scene or in the laboratory. This technology enables expedited identification of suspects, victims, and missing persons. Portable instruments and miniaturized systems have been developed, allowing for quick and on-site DNA analysis with minimal laboratory infrastructure requirements. Rapid DNA analysis has the potential to revolutionize forensic investigations by providing actionable results within a short timeframe

Forensic Proteomics: Proteomics, the study of proteins, has gained attention in forensic biology. Proteomic techniques allow for the identification and analysis of protein-based evidence, such as body fluids, hair, and other biological materials. Mass spectrometry- based methods, combined with advanced data analysis algorithms, can provide valuableinformation about the source of biological samples, identify body fluids, and detect potential biomarkers associated with specific conditions or diseases. **Forensic Entomology**: Forensic entomology involves the study of insects and their life cycles to estimate the postmortem interval (PMI) and aid in the determination of time since death. Recent advances in forensic entomology include the use of DNA analysis of insect gut contents to identify the species ingested by the insects. This technique can provide additional evidence and assist in establishing the time of death more accurately.

Serological Techniques: Serology, the study of blood and other bodily fluids, has benefited from advancements in technology and analytical methods. Immunological techniques, such as Enzyme-Linked Immunosorbent Assays (ELISA) and Luminex- based multiplex assays, have become more sensitive and specific, allowing for theidentification and analysis of minute amounts of biological fluids.

Moreover, the use of microfluidic devices and lab-on-a-chip technologies has streamlined serological analysis, enabling simultaneous testing for multiple analytes in arapid and automated manner. These advancements have significantly improved theefficiency and accuracy of serological testing in forensic investigations.

Forensic Odontology: Forensic odontology, the examination of dental evidence, has also seen advancements in recent years. Three-dimensional imaging techniques, such as cone- beam computed tomography (CBCT), have enhanced the visualization and analysis of dental features, aiding in the identification of human remains. Additionally, computer- aided forensic dental identification systems have been developed, incorporating dental databases and advanced algorithms to facilitate the comparison and matching of dentalrecords.

Conclusion

In conclusion, recent advances in forensic biology and serology have revolutionized thefield of forensic science. DNA profiling, with improved techniques and Next- Generation Sequencing, has become a powerful tool for individual identification. Forensic microbiology, Y-chromosome analysis, rapid DNA analysis, forensic proteomics, and forensic entomology have provided new avenues for investigation and evidence analysis. Furthermore, advancements in serological techniques and forensic odontology have enhanced the accuracy and efficiency of analyzing biological evidence. These advancements continue to shape the field of forensic science, enabling more precise and reliable identification and analysis of biological materials, ultimately aiding in the investigation and resolution of criminal cases

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Use Of Biosensors In Forensic Science

Dr. Neha Baryah

Assistant Professor, Chandigarh Business School, CGC Jhanjeri

Abstract

This chapter explores the significant role of biosensors in forensic science. Biosensors are analytical devices that combine a biological component with a physicochemical detector to provide rapid and sensitive measurements of specific compounds or biological activities. In the field of forensic science, biosensors have emerged as valuable tools for various applications, including detection of drugs of abuse, analysis of biological fluids, identification of DNA, and analysis of postmortem samples. This paper delves into the principles behind biosensors, their types, and their applications in forensic science, while highlighting their advantages, limitations, and future prospects.

Introduction Forensic science plays a critical role in criminal investigations, aiming to collect, analyze, and interpret evidence to establish facts and support legal proceedings. The field encompasses diverse disciplines, such as toxicology, DNA analysis, and trace evidence analysis. Biosensors have gained significant attention within the forensic science community due to their unique capabilities, including high sensitivity, specificity, and rapid analysis. This paper explores the integration of biosensors into various aspects of forensic science.

Principles of Biosensors To understand the use of biosensors in forensic science, it is essential to grasp their underlying principles. Biosensors typically consist of a biological recognition element, a transducer, and a signal amplifier. The biological recognition element, such as enzymes, antibodies, or DNA, interacts with the target analyte. This interaction generates a signal that is transduced into a measurable output, which is then amplified and analyzed. The signal can be electrical, optical, or electrochemical, depending on the transducer used.

Types of Biosensors Biosensors can be classified into different categories based on their transduction mechanisms. The most commonly used types in forensic science include optical biosensors, electrochemical biosensors, and piezoelectric biosensors. Optical biosensors rely on the detection of changes in light intensity or wavelength, while electrochemical biosensors measure changes in electrical properties. Piezoelectric biosensors detect changes in mass by measuring the frequency of a vibrating crystal. Each type of biosensor has unique advantages and limitations, making them suitable for specific forensic applications.

Applications of Biosensors in Forensic Science 4.1 Drug Detection Biosensors have shown immense potential in detecting drugs of abuse in forensic samples. They offer rapid and sensitive analysis, enabling the identification and quantification of various substances, including illicit drugs and pharmaceutical compounds. The integration of biosensors with microfluidic platforms has further enhanced their capabilities in drug

screening, allowing for multiplexed analysis and reduced sample volume requirements. DNA Analysis DNA profiling is a fundamental aspect of forensic science, aiding in the identification of individuals and establishing relationships between individuals and crime scenes. Biosensors have facilitated advancements in DNA analysis by enabling rapid and precise identification of genetic markers. They can detect specific DNA sequences, identify genetic variations, and quantify DNA samples with high accuracy and sensitivity. Biosensors have also found applications in forensic genomics, forensic mitochondrial DNA analysis, and the identification of human remains.

Analysis of Biological Fluids Forensic analysis often involves the examination of biological fluids, such as blood, saliva, urine, and sweat. Biosensors offer a valuable approach for detecting and quantifying various analytes within these fluids. For example, they can be used to determine alcohol concentration in blood samples, detect the presence of specific biomarkers for diseases or toxins, and identify illicit substances in urine or saliva samples. Biosensors provide fast and reliable results, making them invaluable tools for forensic toxicology.

Postmortem Analysis In forensic investigations, postmortem analysis plays a crucial role in determining the cause and circumstances of death. Biosensors have been employed to analyze postmortem samples, including vitreous humor, liver, and brain tissue, to detect toxic substances, measure pH levels, and monitor metabolic activity. These biosensors offer a non-invasive and rapid approach to postmortem analysis, facilitating the timely identification of crucial information.

Advantages and Limitations Biosensors offer several advantages in forensic science, including high sensitivity, rapid analysis, portability, and the ability to detect multiple analytes simultaneously. They have the potential to reduce analysis time and cost while providing accurate and reliable results. However, biosensors also have limitations, such as the requirement for specialized training, potential interference from complex matrices, and the need for continuous calibration and maintenance. These factors should be carefully considered when integrating biosensors into forensic investigations.

Future Perspectives The use of biosensors in forensic science is a rapidly evolving field, and future developments hold immense promise. Advances in nanotechnology, miniaturization, and bioengineering will further enhance biosensor performance, making them more sensitive, selective, and user-friendly. Additionally, the integration of artificial intelligence and machine learning algorithms will enable real- time data analysis, enhancing the capabilities of biosensors in forensic investigations. Collaborative research and interdisciplinary approaches will drive the development and implementation of biosensors in forensic science.

Conclusion

Biosensors have emerged as powerful tools in forensic science, offering rapid and sensitive analysis for a wide range of applications. Their integration into various forensic disciplines, such as drug detection, DNA analysis, analysis of biological

fluids, and postmortem analysis, has significantly improved the efficiency and accuracy of forensic investigations. Despite their limitations, biosensors hold great potential for the future of forensic science, paving the way for advancements in criminal investigations and justice systems worldwide.

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" Role of Training in Employee Satisfaction"

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract:

Training plays a crucial role in enhancing employee satisfaction within organizations. This abstract explores the significance of training in fostering employee satisfaction and its subsequent impact on organizational success. Firstly, training programs provide employees with the necessary skills, knowledge, and competencies to perform their roles effectively, leading to increased job satisfaction. Employees who feel adequately trained are more confident in their abilities, which positively influences their job performance and overall satisfaction. Secondly, training opportunities demonstrate an organization's investment in its employees' professional growth and development, leading to increased satisfaction and engagement. When employees perceive that their organization is committed to their growth and provides opportunities for learning, they are more likely to feel valued and satisfied in their roles. Thirdly, training enhances job security and career advancement prospects, which contribute to employee satisfaction. Employees who receive training opportunities are more likely to feel secure in their positions and motivated to advance within the organization, resulting in increased job satisfaction and loyalty. Additionally, training fosters a positive work environment by promoting open communication, collaboration, and teamwork. When employees are equipped with the necessary skills and knowledge, they can work together more effectively, leading to higher satisfaction levels. Furthermore, training helps employees adapt to changing job requirements and technological advancements, reducing stress and enhancing job satisfaction. Lastly, training programs that are aligned with employee interests and career goals can enhance overall job satisfaction and engagement.

Keywords: training, employee satisfaction, job satisfaction, skills development, knowledge enhancement, competencies, professional growth, career advancement, job security, engagement, open communication, collaboration, teamwork, adaptability, technological advancements, stress reduction, motivation, organizational commitment, work environment, employee interests.

Concept:

The concept of training refers to a systematic process of developing an individual's knowledge, skills, and competencies in order to improve their performance and effectiveness in a specific area or job role. Training can take various forms, including classroom instruction, on-the-job training, e-learning, workshops, seminars, and mentoring. The goal of training is to enhance an individual's capabilities, whether it be technical skills, job-specific knowledge, problem-solving abilities, communication skills, or leadership competencies. Training programs are typically designed to

address specific learning objectives and can be tailored to meet the unique needs of individuals or organizations. Effective training programs not only contribute to individual growth and development but also support organizational goals by increasing productivity, improving quality, promoting innovation, and fostering a positive work environment. Continuous training and up skilling are essential in today's dynamic and fast-changing work landscape to ensure employees remain adaptable, competent, and engaged in their roles.

The objectives of the study:

1. To examine the relationship between training programs and employee satisfaction.

2. To identify the specific training interventions that impact employee satisfaction.

3. To investigate the role of training needs analysis in enhancing employee satisfaction:.

Role of Training : The role of training in employee satisfaction is significant and multifaceted. Here are some key ways in which training contributes to employee satisfaction:

Skill Development: Training programs provide employees with opportunities to develop new skills or enhance existing ones. When employees receive training that equips them with the necessary knowledge and capabilities to perform their jobs effectively, they feel more confident and competent in their roles. This increased skill level contributes to job satisfaction by reducing feelings of inadequacy and improving job performance.

Career Growth and Advancement: Training programs often offer employees the chance to expand their knowledge and skills, which can open doors for career advancement within the organization. When employees see that their organization is invested in their professional development and provides opportunities for growth, they feel valued and satisfied. Training can also help employees acquire new qualifications or certifications that enhance their career prospects and job satisfaction.

Increased Job Security: Organizations that invest in training demonstrate a commitment to their employees' success. By providing employees with the necessary training to adapt to changing job requirements and technological advancements, organizations contribute to their employees' job security. When employees feel secure in their positions and confident in their ability to meet future challenges, their overall job satisfaction increases.

Engagement and Motivation: Training programs can be engaging and stimulating, offering employees the opportunity to learn new things and expand their horizons. Engaging training experiences foster a sense of excitement, motivation, and personal

growth. When employees are engaged in the training process and feel motivated to apply their new knowledge and skills in their work, it positively impacts their overall job satisfaction.

Improved Performance and Recognition: When employees receive training that enhances their skills and knowledge, they are more likely to perform at a higher level. Improved performance leads to a sense of accomplishment and recognition, both of which contribute to employee satisfaction. Employees who feel their efforts are recognized and rewarded are more likely to be satisfied with their work and their organization.

Supportive Work Environment: Training programs often promote a supportive work environment by encouraging open communication, collaboration, and teamwork. Employees who participate in training sessions have the opportunity to interact with colleagues, share experiences, and build relationships. This sense of camaraderie and teamwork fosters a positive work environment, which in turn enhances employeesatisfaction.

Impact of Training : The impact of training on job satisfaction is significant and has been widely studied. Here are some key ways in which training can positively influence job satisfaction:

Increased Competence and Confidence: Training programs enhance employees' knowledge, skills, and abilities, making them more competent in their roles. When employees feel confident in their abilities to perform their tasks effectively, it positively impacts their job satisfaction. Increased competence leads to a sense of mastery, accomplishment, and pride in one's work.

Career Advancement Opportunities: Training often provides employees with opportunities for career growth and advancement. When employees see that their organization is investing in their professional development and providing pathways for advancement, it fosters job satisfaction. The opportunity to acquire new skills and qualifications that can lead to career progression enhances employees' sense of value and satisfaction.

Improved Job Performance: Effective training programs enhance job performance by equipping employees with the knowledge and skills needed to excel in their roles. When employees are able to perform their tasks more efficiently and effectively, it boosts their job satisfaction. A sense of accomplishment and pride in delivering high- quality work contributes to overall job satisfaction.

Enhanced Engagement and Motivation: Training programs that are engaging, interactive, and relevant to employees' roles can increase their engagement and motivation. When employees are actively involved in the learning process and see the practical application of their training, it fosters a sense of purpose and motivation in

their work. Engaged and motivated employees are more likely to experience higher levels of job satisfaction.

Supportive Work Environment: Training initiatives often create a supportive work environment by promoting open communication, collaboration, and teamwork. When employees participate in training sessions, they have opportunities to interact with colleagues, share experiences, and build relationships. A supportive work environment, where employees feel valued and supported, contributes to higher job satisfaction levels.

Recognition and Reward: Training programs can also lead to increased recognition and reward. When employees acquire new skills or knowledge through training, their efforts are often acknowledged and rewarded by their organization. Recognition for their commitment to self-improvement and the application of newly acquired skills boosts employees' morale, job satisfaction, and overall motivation.

Adaptability to Change: Training programs help employees adapt to changes in technology, industry trends, and job requirements. When employees receive training to stay updated and relevant, they feel more secure and satisfied in their roles. The ability to navigate change and meet evolving job demands contributes to job satisfaction.

Conclusion

Training has a positive impact on job satisfaction by increasing competence and confidence, providing career advancement opportunities, improving job performance, enhancing engagement and motivation, fostering a supportive work environment, recognizing employees' efforts, and promoting adaptability to change. By investing in training and development, organizations can contribute to higher levels of job satisfaction among their employees, leading to increased productivity, employee retention, and overall organizational success. The role of training in employee satisfaction cannot be overstated. Organizations that prioritize training and development initiatives create an environment where employees feel valued, empowered, and equipped to excel in their roles. By investing in training programs, organizations not only enhance employee satisfaction but also improve productivity, retention rates, and overall business performance.

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"Strategies for Managing and Reducing Absenteeism"

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

Absenteeism is a prevalent issue in workplaces and educational institutions, referring to the frequent or regular absence of individuals without valid reasons or permissions. This abstract provides an overview of absenteeism, its impact, and strategies for managing and reducing it. It explores the causes and consequences of absenteeism, including personal, work-related, and organizational factors. The abstract highlights the negative implications of absenteeism on productivity, team dynamics, and financial performance. It emphasizes the importance of understanding the underlying causes of absenteeism to develop effective interventions. Strategies such as promoting work-life balance, implementing wellness programs, improving communication, and fostering a positive work environment are discussed as potential solutions. The abstract emphasizes the need for organizations to monitor absenteeism patterns, collect data, and analyze its impact on various aspects of the organization. By effectively addressing absenteeism, organizations can enhance productivity, employee satisfaction, and overall performance.

Keywords: Absenteeism, personal, work-related, and organizational factors, improving communication.

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Concept:

Absenteeism refers to the act of regularly or frequently being absent from work or school without a valid reason or permission. It is a significant issue that can have negative consequences for both individuals and organizations. Absenteeism can disrupt workflow, decrease productivity, impact team dynamics, and create additional burdens on colleagues who have to cover for absent individuals. It can also result in financial losses for organizations due to decreased output and increased costs associated with hiring temporary staff or overtime pay. Additionally, absenteeism can have detrimental effects on employee morale and engagement, as well as hinder career advancement opportunities. To effectively address absenteeism, organizations need to understand its underlying causes, which can include personal factors (e.g., illness, family responsibilities, transportation issues), work-related factors (e.g., job dissatisfaction, work overload, lack of work-life balance), and organizational factors (e.g., poor leadership, inadequate support systems, negative workplace culture). By identifying the root causes, organizations can develop strategies and interventions to reduce absenteeism and promote employee attendance and engagement. Some common approaches to managing and reducing absenteeism include implementing policies and practices that support work-life balance, providing wellness programs

and initiatives, improving communication and employee engagement, offering flexible work arrangements, and fostering a positive and supportive work environment. It is also important for organizations to monitor and track absenteeism patterns, collect data on absences, and analyze the impact of absenteeism on various aspects of the organization.

Absenteeism in the workplace can be caused by various factors, including:

1. Illness and Health Issues: One of the most common reasons for absenteeism is personal illness or health-related concerns. Employees may need to take time off work to recover from illnesses, manage chronic conditions, or attend medical appointments.

2. Personal and Family Responsibilities: Absenteeism can also occur due to personal and family responsibilities. Employees may need time off to care for a sick family member, attend to childcare responsibilities, or handle personal emergencies.

3. Work-related Stress: High levels of work-related stress can contribute to absenteeism. When employees feel overwhelmed, burnt out, or unable to cope with their workload or job demands, they may take time off to alleviate stress or seek a break.

4. Job Dissatisfaction: Employees who are dissatisfied with their job or have low levels of job engagement are more likely to be absent. Lack of motivation, disengagement, and a negative work environment can contribute to absenteeism.

5. Work-Life Imbalance: When employees struggle to find a balance between work and personal life, they may be more prone to absenteeism. A lack of flexibility, long working hours, and insufficient support for work-life balance can contribute to absenteeism.

6. Workplace Hazards or Safety Concerns: If employees perceive their work environment as unsafe or hazardous, they may choose to be absent to avoid potential harm or injury. Safety concerns can lead to absenteeism as employees prioritize their well-being.

7. Lack of Job Security: Employees who feel uncertain about their job security may engage in absenteeism as a way to protect themselves or find alternative employment. Fear of job loss or a hostile work environment can contribute to absenteeism.

8. Lack of Employee Engagement and Recognition: Employees who do not feel valued or recognized for their contributions may experience reduced motivation and engagement, leading to increased absenteeism.

9. Transportation or Commuting Challenges: Difficulties in commuting to work, such as traffic congestion, long distances, or unreliable transportation systems, can contribute to absenteeism when employees struggle to arrive on time.

10.   Workplace Conflict: Conflict among colleagues or with supervisors can create a negative work environment that leads to increased absenteeism. Employees may choose to avoid the workplace to escape conflict or stressful interpersonal dynamics.

Controlling absenteeism requires a proactive approach and the implementation of various techniques. Here are some techniques that organizations can use to control absenteeism:

1.   Attendance Policies: Establish clear attendance policies that outline expectations, procedures for reporting absences, and consequences for unauthorized or excessive absenteeism. Communicate these policies to employees and ensure they understand the importance of attendance.

2.   Flexible Work Arrangements: Offer flexible work arrangements such as telecommuting, flexible hours, or compressed workweeks. This allows employees to have a better work-life balance and reduces the need for unplanned absences.

3.   Employee Assistance Programs (EAPs): Provide access to EAPs, which offer confidential counseling and support services for employees dealing with personal or work-related issues. EAPs can help employees address challenges that may lead to absenteeism.

4.   Wellness Programs: Implement wellness programs that promote employee health and well-being. These programs can include initiatives like health screenings, fitness activities, stress management workshops, and education on healthy lifestyle choices.

5.   Return-to-Work Programs: Develop return-to-work programs for employees who have been on extended leave due to illness or injury. These programs provide support and accommodations to facilitate a smooth transition back to work.

6.   Employee Engagement Initiatives: Foster a positive and engaging work environment that motivates employees to come to work. Encourage employee involvement, recognition programs, career development opportunities, and open communication to increase job satisfaction and reduce absenteeism.

7.   Absence Tracking and Monitoring: Implement systems to track and monitor absenteeism patterns and trends. Regularly review attendance records and identify any recurring patterns or issues that need to be addressed.

8.   Supportive Leadership: Train supervisors and managers to provide support, guidance, and resources to employees. Encourage open communication, address concerns promptly, and create a supportive work culture that values employee well- being.

9.   Rewards and Incentives: Implement rewards and recognition programs to acknowledge employees with good attendance records. This can include incentives

such as bonuses, additional vacation days, or other tangible rewards to motivateemployees to maintain good attendance.

10.   Communication and Education: Provide ongoing communication and education to employees about the impact of absenteeism on the organization and the importance of attendance. Offer training on time management, stress reduction, and work-life balance to help employees better manage their responsibilities.

It's important to note that each organization is unique, and the effectiveness of these techniques may vary. Therefore, organizations should assess their specific needs and tailor the approach accordingly. Regular evaluation and adjustment of these techniques are crucial to ensure their effectiveness in controlling absenteeism.

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ress Management Strategies in the Workplace: AComprehensive Review"

Dr. Palki Sharma

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This research paper provides a comprehensive review of stress management strategies in the workplace. With increasing work demands and pressures, stress has become a prevalent issue affecting employees' well-being and organizational productivity. The objective of this study is to identify effective stress management strategies and their impact on employee well-being and organizational outcomes. The research methodology involves a systematic review of existing literature on stress management in the workplace. Various databases, including academic journals, books, and reputable online sources, were searched for relevant articles and studies. The selected research papers were analyzed and synthesized to identify common themes and effective strategies for stress management. The findings of this research paper highlight a range of stress management strategies that have shown promising results in reducing stress and enhancing employee well-being.

Keywords: stress management, workplace stress, employee well-being, organizational support, job design, employee engagement, workload management, wellness programs.

Concept The concept of stress management refers to the strategies and techniques employed to effectively cope with and reduce stress. Stress management aims to mitigate the negative effects of stress on individuals' physical and mental well-being, as well as their overall quality of life. It involves adopting proactive measures to prevent stress and developing skills to manage stress when it arises.

Here are some key components and concepts related to stress management:

1.   Stress Awareness: The first step in stress management is recognizing and becoming aware of the sources and symptoms of stress. This includes understanding the different types of stress, such as work-related stress, financial stress, or personal stress, and being able to identify the physical, emotional, and behavioral signs of stress.

2.   Stress Reduction Techniques: Stress management involves utilizing various techniques to reduce stress levels. These techniques may include relaxation exercises (such as deep breathing, meditation, or progressive muscle relaxation), physical activity or exercise, engaging in hobbies or activities that promote enjoyment and relaxation, and ensuring adequate rest and sleep.

3.   Time Management: Effective time management plays a crucial role in stress management. By prioritizing tasks, setting realistic goals, and managing one's time efficiently, individuals can reduce feelings of being overwhelmed and stressed due to work or personal obligations.

4. Problem-Solving and Decision-Making: Developing problem-solving and decision-making skills can help individuals address the underlying causes of stress. By identifying and implementing solutions to stress-inducing situations or problems, individuals can alleviate stress and regain a sense of control.

5. Cognitive Restructuring: Stress management also involves challenging and changing negative thought patterns and beliefs that contribute to stress. By practicing positive self-talk, reframing negative thoughts, and adopting a more optimistic and realistic mindset, individuals can reduce stress levels and improve their ability to cope with challenging situations.

6. Social Support: Building and maintaining a strong support network is essential for stress management. Seeking support from friends, family, or professional networks can provide individuals with a sense of understanding, validation, and assistance in times of stress.

7. Self-Care: Engaging in self-care activities is an integral part of stress management. This includes prioritizing personal well-being, practicing healthy lifestyle habits (such as proper nutrition and regular exercise), setting boundaries, and engaging in activities that bring joy and relaxation. There are various techniques and strategies that can be employed for effective stress management. These techniques aim to reduce stress levels, promote relaxation, and enhance overall well- being. Here are some commonly recommended stress management techniques:

1. Relaxation Techniques:

i. Deep Breathing: Practice slow, deep breaths, inhaling through the nose and exhaling through the mouth. This helps activate the body's relaxation response.

ii. Progressive Muscle Relaxation: Tense and then relax different muscle groups in your body, moving from head to toe. This technique promotes physical and mental relaxation.

iii. Meditation: Engage in focused attention or mindfulness meditation to calm the mind, reduce stress, and improve self-awareness.

iv. Guided Imagery: Visualize calming and peaceful scenes to promote relaxation and reduce stress.

2. Physical Activity:

i. Regular Exercise: Engage in physical activities that you enjoy, such as walking, jogging, swimming, or practicing yoga. Exercise releases endorphins, which are natural mood boosters and stress relievers.

ii. Dance or Movement Therapy: Use dance or movement as a form of self-expression and stress release. This can be done alone or in group settings.

3. Cognitive Techniques:

i. Cognitive Restructuring: Challenge negative thought patterns and replace them with more positive and realistic thoughts. This helps in reducing stress and improving overall outlook.

ii.   Reframing: Look at stressors from a different perspective, seeking opportunities for growth, learning, or finding hidden positives in challenging situations.

iii.   Positive Self-Talk: Use positive and affirming statements to counter self-doubt and promote a more resilient mindset.

4.   Time Management:

i.   Prioritization: Identify and focus on the most important tasks, setting realistic goals and deadlines.

ii.   Planning and Organization: Use calendars, planners, or digital tools to schedule and manage time effectively.

iii.   Delegation: Delegate tasks whenever possible to reduce workload and minimize stress.

5.   Social Support:

i.   Seek support from friends, family, or support groups. Sharing thoughts and feelings with trusted individuals can provide emotional support and a sense of connection.

ii.   Engage in social activities and hobbies that bring joy and relaxation.

6.   Healthy Lifestyle Habits:

i.   Adequate Sleep: Prioritize sufficient sleep to improve mood, energy levels, and overall well-being.

ii.   Balanced Nutrition: Eat a healthy and well-balanced diet, ensuring proper intake of nutrients and avoiding excessive caffeine or alcohol consumption.

iii.   Limit Stressors: Identify and minimize sources of stress in your environment, whether they are related to work, relationships, or other factors.

7.   Mindfulness and Self-Care:

i.   Practice mindfulness exercises to stay present and focused on the present moment.
ii.   Engage in activities that promote self-care and self-nurturing, such as taking breaks, pursuing hobbies, and engaging in relaxation practices.

Stress management strategies are designed to help individuals cope with and reduce stress levels in their lives. While these strategies can be effective for many people, it's important to acknowledge that they may not work for everyone in every situation. Here are some points for discussion regarding stress management strategies:

1.   Individual Differences: People have unique personalities, coping styles, and preferences. What works for one person may not work for another. It's important to recognize that stress management strategies should be tailored to individual needs and preferences to be effective.

2.   Contextual Factors: The effectiveness of stress management strategies can be influenced by various contextual factors, such as the nature of the stressor, the severity of

the stressor, and the individual's support system. Strategies that work well in certain situations may not be as effective in others.

3.   Long-Term vs. Short-Term Relief: While stress management strategies can provide immediate relief from stress, they may not address the underlying causes of stress in the long term. It's important to consider whether additional actions, such as problem-solving or seeking professional help, are needed to address the root causes of stress.

4.   Availability of Resources: Some stress management strategies may require resources such as time, money, or access to specific facilities or professionals. Not everyone may have equal access to these resources, which can limit the effectiveness of certain strategies.

5.   Limitations of Self-Help: While self-help strategies can be beneficial, they may not be sufficient for everyone. In cases of chronic or severe stress, professional intervention, such as therapy or counseling, may be necessary to provide appropriate support and guidance.

6.   Balancing Multiple Responsibilities: Some stress management strategies, such as engaging in hobbies or taking breaks, may not be feasible for individuals with demanding workloads, caregiving responsibilities, or other obligations. Finding a balance between stress management and other responsibilities can be challenging.

7.   Need for Holistic Approach: Stress management should be viewed as a holistic approach that considers various aspects of life, including physical, mental, emotional, and social well-being. Focusing on only one aspect may not provide comprehensive stress relief.

8.   Ongoing Maintenance: Consistency and ongoing practice are key to the success of stress management strategies. It's important to recognize that managing stress is an ongoing process, and individuals may need to adapt and modify their strategies as circumstances change.

Conclusion
While stress management strategies can be valuable tools for coping with and reducing stress, it's important to acknowledge their limitations and consider individual differences and contextual factors. A flexible and personalized approach to stress management, combined with an awareness of available resources and the need for professional intervention when necessary, can contribute to more effective stress management outcomes.

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"Study Of Employee Engagement At Max Health CareBahtinda"

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC Jhanjeri

Abstract

This study deals with the phenomenon of engagement of employees at the workplace. Employee Engagement is also called work engagement or worker engagement, is a business management concept. An "engaged employee" is fully engaged in, and enthusiastic about, his or her work, and thus will act in a way that further their organization's interests. According to Scarlett Surveys, "Employee Engagement is a measurable degree of employee's positive or negative emotional attachment to their job, colleagues and organization which profoundly influence their willingness to learn and perform at work". Thus, engagement is distinctively different from satisfaction, motivation, culture, climate, and opinions and very difficult to measure. Employee Engagement is based on trust, integrity, a two-way commitment, and communication between an organization and its members. It is an approach that increases the chances of business success, contributing to organizational and individual performance, productivity, and well-being. From an employer's point of view, employee engagement is concerned with using new measures and initiatives to increase the positive emotional attachment felt and therefore productivity and overall business success.

The emotional connection of an employee toward the organization tends to influence her behaviors and the level of effort in work-related activities. The more engagement an employee has with his or her company, the more effort they put forth. The study involves the distribution of questionnaire among 50 employees working in different departments and samples are collected randomly.

Keywords: Employee engagement, well being, performance.

Concept: Employee engagement refers to the level of commitment, passion, and dedication that employees have towards their work and the organization they work for. Engaged employees are deeply involved in their job, enthusiastic about their work, and aligned with the goals and values of the organization. Employee engagement is characterized by high levels of motivation, productivity, job satisfaction, and a willingness to go above and beyond expectations.

Here are some key aspects and benefits of employee engagement:

1.   Emotional Connection: Engaged employees have a strong emotional connection to their work and the organization. They feel personally invested and connected to the mission, vision, and values of the organization, which drives their commitment anddedication.

2.   Increased Productivity: Engaged employees are more productive and perform at a higher level. They are motivated to achieve their goals, take ownership of their work, and consistently strive for excellence. Engaged employees go the extra mile to deliver quality results and contribute to the success of the organization.

3.   Enhanced Job Satisfaction: Engaged employees tend to have higher levels of job satisfaction. They find meaning and purpose in their work, feel valued and appreciated, and have opportunities for growth and development. This leads to greater job satisfaction and a sense of fulfillment in their professional lives.

4.   Improved Retention and Loyalty: Engaged employees are more likely to stay with the organization for the long term. They feel connected to the organization's goals, have a positive relationship with their colleagues and managers, and experience a sense of loyalty. This reduces turnover rates and helps retain top talent.

5.   Positive Organizational Culture: Employee engagement contributes to a positive organizational culture. Engaged employees create a supportive and collaborative work environment, where teamwork, open communication, and innovation thrive. This positive culture attracts and retains high-performing employees and fosters a sense of pride and belonging.

6.   Customer Satisfaction: Engaged employees have a direct impact on customer satisfaction. When employees are engaged, they are more likely to provide excellent customer service, go above and beyond to meet customer needs, and act as brand ambassadors for the organization. This positively influences customer loyalty and helpsbuild a positive reputation.

7.   Innovation and Creativity: Engaged employees are more likely to contribute innovative ideas and solutions. They feel empowered to share their insights, take calculated risks, and think creatively to solve problems. Engaged employees are actively involved in finding better ways to perform their tasks and contribute to the overall success of the organization.

8.   Overall Organizational Performance: Employee engagement has a significant impact on overall organizational performance. Engaged employees are more committed, productive, and customer-focused, which leads to improved financial outcomes, higher profitability, and a competitive advantage in the market.

ASPECTS   OF   EMPLOYEE   ENGAGEMENT: Three basic aspects of employee engagement:-

1.   The employees and their unique psychological makeup and experience

2.   The employers and their ability to create the conditions that promote employee engagement

3.   Interaction between employees sets all levels.

4.   Thus it is largely the organization's responsibility to create an environment and culture. Conducive to this partnership, and a win-win equation.

5. Bottom of Form

Employee engagement is a critical factor in the success of any organization. Engaged employees are more motivated, productive, and committed to their work, which leads to better business outcomes. To foster employee engagement, here are some steps you cantake:

1. Establish a positive work culture: Create a work environment that promotes trust, respect, and open communication. Encourage collaboration, teamwork, and a sense of belonging among employees.

2. Communicate effectively: Regularly communicate with employees about the organization's goals, strategies, and updates. Provide clear expectations, feedback, and recognition for their contributions. Use various communication channels such as team meetings, newsletters, and digital platforms.

3. Provide growth and development opportunities: Offer training programs, workshops, and mentoring opportunities to help employees enhance their skills and advance their careers. Support their professional growth by providing learning resources and encouraging participation in conferences or industry events.

4. Foster work-life balance: Promote work-life balance by encouraging employees to take breaks, vacations, and time off when needed. Flexible work arrangements, such as remote work or flexible hours, can also contribute to better work-life balance.

5. Recognize and reward achievements: Acknowledge and appreciate employees' efforts and achievements. Implement a recognition program that includes both formal and informal methods of appreciation, such as employee of the month awards, shout- outs inteam meetings, or personalized notes of recognition.

6. Encourage employee involvement and empowerment: Involve employees in decision-making processes that affect their work. Seek their input, listen to their ideas, and empower them to take ownership of their responsibilities. This can lead to increased jobsatisfaction and a sense of ownership in the organization's success.

7. Provide a safe and healthy work environment: Ensure the physical and psychological well-being of employees by maintaining a safe and healthy workplace. Address any concerns related to workplace safety, provide ergonomic equipment, and promote wellness programs.

8. Promote work relationships and social connections: Encourage social interactions among employees through team-building activities, social events, and cross- functional projects. Foster a sense of camaraderie and collaboration to create a positive work community.

9. Lead by example: Leaders and managers play a crucial role in employee engagement. Lead by example, demonstrate the desired behaviors, and be approachable and supportive. Encourage open dialogue, provide regular feedback, and be responsive to employee needs.

10. Continuously measure and improve: Regularly measure employee engagement through surveys, feedback sessions, or performance evaluations. Use the feedback to identify areas for improvement and implement changes accordingly. Continuously assess and refine your employee engagement strategies to ensure their effectiveness

THE IMPORTANCE OF EMPLOYEE ENGAGEMENT I HEALTHCARE

As healthcare organizations continue to increase their efforts toward improving patient engagement, one of the first places they should start is with employee engagement. Several studies have shown that employee engagement is one of the top variables correlating to mortality, complications, and accidents on the job, patient safety, clinical outcomes, staff turnover, and absenteeism.True employee engagement is the emotional commitment employees have to the company and its goals. When employees are truly engaged, they care; they give.

discretionary effort and go the extra mile. For example

An engaged employee makes eye contact with patients, genuinely smiles, and welcomesthem.

An engaged employee escorts patients to their destination or helps family members findtheir loved ones.

An engaged employee listens to a patient, unrushed, and answer s every questionregarding medications and discharge orders.

An engaged employee rounds on patients one last time before their shift is over. Anengaged

employee never forgets to wash their hands.

An engaged employee makes fewer mistakes. An engaged employee puts patients first.

Additional evidence shows that employee engagement has a strong correlation with employee safety and enhancing a safer environment for healthcare consumers. Likewise, employee engagement plays a significant role in reducing employee accidents on the job.

Literature Review

Robinson et.al, (2004) defines that 'employee engagement as "a positive attitude held by the employees towards the organization and its value. An engaged employee is aware of the business context and works with colleagues to improve performance within the job for the benefit of the organization. The organization must work to develop and nurtureengagement, which requires a two-way relationship between employer and employee." Employee engagement is a two-way process between employees and the organization. The organization attempts to engage employees who return a level of engagement to the employer. Engaged employees are more satisfied with their job and are more committedto their organization and do not hold back, they not only have more energy but also enthusiastically apply their energy at work.

Theresa. Melbourne (December 2008), according to her the only way to improve employee engagement across multiple organizations is to know what the behaviors are preferred not just attitudes. Behaviors are still the missing element in employee

engagement. She has suggested a role-based performance model as an option for defining the behaviors of employee engagement. The role-based performance model helps identify the types of behaviors needed from employees to drive better performance.

Misra R.N., (2009) has described employee engagement in detail with the example of a US-based company. He describes the inclusions of Employee Engagement, then categories of employees such as engaged employees, not engaged employees, and actively disengaged employees. He explains the Drivers of Employee Engagement, types of Employee Engagement such as Emotional Engagement and Rational Engagement. He also discussed the reasons why an employee leaves an organization, why companies perform badly. And also about advantages of engaged employees.

Zinger and baig, (2010) defines that "employee engagement is the art and science of engaging people in authentic and recognized connections to strategy,   roles, performance, organization, community, relationship, customer s, development, energy and transform the work connections into Final results, " explained further that employee engagement is concerned with the individual contribution under healthy working conditions and it promotes individual development, encourages confidence and understanding between the employer and the employee and among the employees themselves.

Kim- Soon and Manikayasagam,   **(October 2015)** opinioned that employee engagement is on the decline and there is a deepening disengagement among employees today. During an economic downturn, engaged employees with a full workforce can make a difference in the survival or success of a business organization. The construct and dimensions to measure employee engagement are unclear. There is still no well-known and acceptable concept of these constructs and measures. In other words, researchers and reviewer s do not use the same components and dimensions
to describe employee engagement. Today's works environment has evolved considerably. The process by which we expect engagement to happen needs to be fully understood so that managers can have strategies or manage other context issues to enable full employee engagement. The paper aims to determine the components and dimensions of employee engagement and investigate its effect on the job satisfaction of an oleochemical company. Factor, reliability, and multiple regression analyses were employed to analyze the data.

Kar and Mishra, (August 2016) concluded that employee engagement has become a trending word in recent year s. Despite this, there remains a dearth of critical academic literature on the subject, and relatively little is known about how employee engagement can be influenced by management. Although there is a great deal of interest in engagement, there is also a good deal of confusion. At present, there is no consistency in definition, with engagement having been operationalized and measured in many disparate ways. And there is no evidence of an anonymous view on what is a key driving factor of employee engagement. The review aims to add value to the current state of knowledge by critically evaluating the existing literature on employee engagement and providing a reflective stance on existing debates and findings. As a result, it addresses concerns about the lack of agreement on what engagement is and how issues

surrounding it can be addressed. The relationship of employee engagement with some other construct has been studied in this literature. And some of the drivers of employee engagement have been identified in this literature.

Gupta and Kumar Chowdhary, (April 2018) stated that the study reveals Gallup Organization research reveals that organizations with world-class employee engagement are 18 percent more productive and 12 percent more profitable than industry competitors with bottom quartile performance! I n fact,   top deciles companies realize 3.9 times the Earnings per Share (EPS) growth rate compared with low engagement performers within their industry. A 2006 study by the Gallup Management Journal found that engaged employees make up an average of 29 percent of a company's workforce, leaving a startling 71 percent who are "not engaged" or "actively disengaged." (Cue offstage scream.). Engagement comes not from dollars but more personal f actor s. The paper conceptually reveals the various strategies adopted by firms in employee engagement. The organizations are adopting various types of strategies like talent management, open communication, employee retention practices in engaging the employees. The organization's effectiveness can be achieved through employee engagement and it has been proved by various studies.

Motyka Blazej, (September 2018) explained that Scholar s and practitioners
indicate that a low level of employee engagement at work is currently one of the most alarming global economic problems. The potential consequence of this phenomenon is declining work performance. Therefore, it becomes important to understand the concept of work engagement, its meaning for employees, and implications for the
employer. The article is a systematic review of the body of literature, presenting the results of research on the association between employee engagement and various performance categories. The paper's objective is to summarize prior studies based on their ordering and categorization, identify gaps in the current knowledge, and propose an agenda for future research. The article synthetically presents these findings, offering practical and academic implications arising therefrom. Results of the review indicate that, in the case of most peer-reviewed publications, a statistically significant relationship between employee engagement and numerous categories and sub-categories of performance was confirmed.

Mohannad and Ahmad, (June 2019) concluded that employee engagement recently has
become a hot topic among consulting firms and in the business press. The purpose of this study was to study and create further understanding of employee engagement levels and how to stimulate it to the maximum as long as possible. A survey was completed by 55 employees working in the private and governmental organization in Palestine from governmental service, manufacturing, technology, telecommunication, financing, and other services like a retailer, NGO cultural to generate the output of having a higher employees involvement in the governmental sector rather than the private one due to multiple factors, and having a higher employee engagement in the private sector than the public one due to the more financial and personal recognition they get there. The revealed results stressed that organizations need to recognize employees as assets and customer s. Business activities are key parts of the employee's lifestyle, so it has a direct impact on his reaction, so if the organization didn't control these reactions it will be the main driver for his is engagement. Additionally, the employee engagement level is

directly related to the efficiency of work and the overall company performance. The authors recommend adopting employee engagement transforming strategies by the public sector before the private one. Moreover, the study recommends that engagement transforming strategies must be employee-oriented not entity-oriented.

Objectives Of The Study

1. To study the employee's engagement at Max Super Specialty Hospital.

2. Employees are more engaged because they consistently put efforts to empower, motivate, and engage their workforce and align them with their goals and objectives.

3. Take care of your employees, and they will take care of your business.

Scope Of The Study

The sampling area of the study is confined to MAX SUPER SPECIALITY HOSPITAL, BATHINDA. The scope of the study is extended only to the employees working in theMAX SUPER SPECIALITY HOSPITAL, BATHINDA. It does not cover employeesworking in other divisions of the max hospital in other cities. This study also helps to gain some valuable knowledge about the organization. To fulfill the objectives of the research, the study is undertaken to study the employee engagement at Max superspecialty hospital, Bathinda.

Findings Of The Study

1. About 78% of respondents said that they are working in the organization for 0-2 years.

2. Most of the respondents said that (rewards and recognitions, monthly get together and town hall) all the mentioned employee engagement activities are conductedby the organization.

3. 42% of respondents said that appreciation is a motivational tool provided by the organization for employee engagement.

4. Most of the respondents said that employee satisfaction is the main benefit of employee engagement.

5. Most of the respondents stated that they agree that employee engagement helps in changing the attitude of employees.

6. About 70% of the respondents stated that employee engagement events in the organization are held monthly.

7. Most of the respondents stated that they have feelings towards employee engagement activities organized by the organization.

8. Most of the respondents stated that the organization tells them about employee engagement activities every time.

9. Most of the respondents stated that all factors i.e. performance appraisal, collaboration, and health and safety lead to employee engagement.

10. Most respondents stated that employee engagement helps to increase honesty and integrity.

11. Most respondents stated that they needed proper communication as an improvement in employee engagement activities.

Suggestions Of The Study

1. Supervisors and Managers should meet at regular intervals with the employees to discuss the improvement in the company, at the workplace and in their living standard, family problems, etc. The gap between managers and employees should be reduced by raising the level of engagement. For example: by conducting extra co- curricular activities like social and cultural programs.

2. The organization needs to improve its communication channel more and also encourage and provide learning opportunities so that employee engagement is more in the company.

3. The organization normally conducts employee engagement activities monthly, for more employee engagement company should have conduct employee engagement on weekly basis.

4. The company should provide monetary benefits like bonus, incentives because in today's world employees are mostly motivated by money.

Conclusion Of The Study

The study reveals that employee engagement plays an important role in any organization's success. It is a positive attitude held by the employees towards the organization and its values. It is rapidly gaining popularity, use, and importance in the workplace and impacts organizations in many ways. From the study, I also concluded that the company understands the importance of employees in their company and they also know the importance of employee's engagement for the employees and as well as for the company so they conduct various employee engagement activities like rewards and recognitions, monthly get together and town hall. From the study, I also concluded that the company properly communicates about all the activities to their employees. The company also provides motivational tools in form of appreciation, rewards and recognition, participation certificates. According to employees, the main benefit is the medical benefit which is provided by the company. The employees feel relaxed towards employee engagement activities conducted by the company. They are satisfied with the company's concern for employee engagement and activities conducted by the company. I would hence conclude that raising and maintaining employee engagement lies in the hands of an organization and requires a perfect blend of time and efforts are important for more employees.

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"Talent Management: Strategies, Practices, and Challenges"

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract

Talent management is a critical aspect of human resource management that focuses on attracting, developing, and retaining high-potential employees to meet the long- term strategic goals of an organization. This paper explores the key concepts, strategies, practices, and challenges associated with talent management. A comprehensive literature review, analysis of case studies, and interviews with HR professionals will be conducted to provide valuable insights into effective talent management approaches. Talent management is a strategic approach to attracting, developing, and retaining talented individuals within an organization. This abstract provides a concise overview of the key aspects and significance of talent management. Keywords: Talent Management, Challenges, Strategic, practices.

Concept: Talent management is a strategic approach to managing human capital within an organization. It involves attracting, developing, and retaining skilled and high-potential employees to ensure the long-term success of the organization. Talent management encompasses various practices and processes designed to maximize theabilities, potential, and contributions of individuals to achieve organizational goals. Here are some key concepts related to talent management:

1.   Talent Acquisition: Talent management begins with identifying and attracting the right talent to the organization. This includes sourcing candidates, screening resumes, conducting interviews, and selecting the most qualified individuals for open positions.

2.   Talent Development: Once talent is acquired, it is essential to invest in their growth and development. This involves providing training, mentoring, coaching, and other learning opportunities to enhance their skills, knowledge, and capabilities. Development programs may be tailored to individual needs or targeted at specific groups within the organization.

3.   Succession Planning: Succession planning is the process of identifying and preparing employees for future leadership roles within the organization. It involves identifying high-potential individuals, assessing their readiness for advancement, and providing them with the necessary experiences and development opportunities to prepare them for key positions.

4.   Performance Management: Talent management includes establishing performance expectations, setting goals, providing feedback, and evaluating employee performance. This process helps align individual performance with organizationalobjectives and provides a basis for identifying areas for improvement and recognizingand rewarding high performers.

5.   Career Development: Supporting employees' career aspirations is an essential component of talent management. This involves helping employees identify and pursue career paths within the organization, providing opportunities for advancement and growth, and assisting them in acquiring the skills and experiences needed to achieve their career goals.

6. Employee Engagement and Retention: Talent management aims to create an engaging work environment that motivates employees to perform at their best and encourages them to stay with the organization. This involves initiatives such as fostering a positive company culture, offering competitive compensation and benefits, providing work-life balance, and recognizing and rewarding outstanding performance.

7. Talent Analytics: Talent management relies on data and analytics to make informed decisions. By gathering and analyzing data on employee performance, potential, engagement, and retention, organizations can identify trends, patterns, and areas for improvement. This information helps in making strategic decisions related to talent acquisition, development, and retention.

Overall, talent management focuses on proactively managing employees' skills, potential, and career progression to ensure the organization has the right people in the right roles, fostering a high-performance culture and achieving long-term success. There are several techniques and strategies that organizations use for effective talent management. Here are some commonly employed techniques:

1. Talent Identification and Assessment: To effectively manage talent, organizations need to identify high-potential employees. This can be done through various methods such as performance evaluations, behavioral assessments, skills testing, and leadership potential assessments. By identifying individuals with exceptional skills and potential, organizations can invest in their development and provide them with growth opportunities.

2. Succession Planning: Succession planning involves identifying and preparing employees to take on key roles within the organization in the future. This technique ensures a smooth transition when vacancies arise due to promotions, retirements, or other reasons. Succession planning typically involves creating a talent pool of potential successors, providing them with development opportunities, and aligning their skills and experiences with the requirements of future roles.

3. Development ProgramsOrganizations can implement development programs to enhance the skills and capabilities of their employees. These programs may include training workshops, coaching and mentoring initiatives, job rotations, stretch assignments, and educational opportunities. Development programs should be tailored to meet individual and organizational needs and promote continuous learning and growth.

4. Performance Management: Effective performance management is crucial for talent management. Organizations should establish clear performance expectations, set meaningful goals, provide regular feedback, and conduct performance evaluations. This allows employees to understand their strengths and areas for improvement, align their efforts with organizational goals, and receive recognition and rewards based on their performance.

5. Employee Engagement Initiatives: Engaged employees are more likely to perform at their best and stay with the organization. Talent management includes strategies to foster employee engagement, such as promoting a positive work culture, offering opportunities for autonomy and empowerment, providing a supportive work environment, recognizing and rewarding achievements, and promoting work-life balance.

6.		Career Development Opportunities: Providing employees with opportunities for career advancement and growth is essential for talent management. Organizations can offer career development programs, create career paths and progression opportunities, support employees in acquiring new skills and knowledge, and provide regular feedback and guidance on career planning.

7.		Talent Acquisition Strategies: To ensure a steady inflow of talent, organizations need effective talent acquisition strategies. This may involve creating an attractive employer brand, utilizing various recruitment channels (such as job boards, social media, and professional networks), employing robust selection processes, and implementing onboarding programs to integrate new hires smoothly into the organization.

8.		Data-driven Decision Making: Talent management can benefit from leveraging data and analytics. Organizations can gather and analyze talent-related data to gain insights into employee performance, potential, engagement, and retention. This data can help identify trends, make informed decisions, measure the effectiveness of talent management strategies, and allocate resources more effectively.

9.		These techniques are not exhaustive, and organizations may adopt additional strategies based on their specific needs and circumstances. The key is to develop a comprehensive talent management approach that aligns with organizational goals and supports the growth and success of both individuals and the organization as a whole.

Discussion:

10.	Top of Form
11.	Bottom of Form
12.	Top of Form

Talent management is a critical aspect of organizational success, and it plays a vital role in attracting, developing, and retaining skilled employees. By implementing effective talent management strategies, organizations can build a competitive advantage by maximizing the potential of their workforce.

One key aspect of talent management is talent acquisition. The process of identifying and attracting top talent is essential for organizations to maintain a pool of skilled individuals. This involves not only sourcing candidates externally but also considering internal talent through promotions and transfers. By investing in a comprehensive recruitment and selection process, organizations can ensure they have the right people in the right positions, which is crucial for achieving organizational goals.

Once talent is acquired, talent development becomes a primary focus. Organizations must provide opportunities for continuous learning and growth to enhance employee skills and capabilities. Development programs, such as training, mentoring, and coaching, allow employees to acquire new knowledge, improve their performance, and prepare for future roles. Moreover, organizations should invest in succession planning to identify and groom potential leaders within the organization. By developing a pipeline of capable individuals, organizations can ensure a smooth transition when key positions become vacant.

Performance management is another vital component of talent management. Establishing clear expectations, setting meaningful goals, providing regular feedback,

and conducting performance evaluations help employees understand their strengths and areas for improvement. This process not only allows organizations to recognize and reward high performers but also provides valuable insights for identifying development needs and addressing performance issues.

Employee engagement is a significant factor in talent management. Engaged employees are more likely to be motivated, productive, and committed to their work. Organizations can foster engagement by creating a positive work culture, offeringdevelopment opportunities, providing a supportive work environment, and recognizingand rewarding achievements. Employee engagement initiatives contribute to higher jobsatisfaction and reduced turnover rates.

Career development is also crucial for talent management. Organizations should provide employees with opportunities for growth and advancement. This can include creatingclear career paths, offering training programs, and supporting employees in acquiringnew skills. By investing in employees' career development, organizations demonstrate acommitment to their long-term success, increasing employee loyalty and job satisfaction. Data-driven decision making is gaining prominence in talent management. By leveraging data and analytics, organizations can gain insights into various talent- relatedmetrics, such as performance, potential, and retention rates. This data can informstrategic decisions related to talent acquisition, development programs, and successionplanning. Analyzing talent data helps organizations identify trends, measure theeffectiveness of talent management initiatives, and make data-backed decisions tooptimize their workforce.

In conclusion, talent management is a multifaceted approach that involves variousstrategies and practices to attract, develop, and retain skilled employees. By focusing
on talent acquisition, development, performance management, employee engagement, career development, and data-driven decision making, organizations can effectively manage their talent, drive organizational success, and gain a competitive edge in today'sdynamic business environment.

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mpact of Employee Safety Programs on WorkplaceSafety Culture and Performance"

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

Ensuring employee safety is a critical concern for organizations across various industries. This study aims to examine the impact of employee safety programs on workplace safety culture and performance. The research will investigate the effectiveness of safety training, hazard identification and reporting systems, safety communication strategies, and safety leadership in promoting asafe work environment. The study will assess the relationship between the implementation of safety programs and key safety indicators such as accident rates, near-miss reporting, and employee perceptions of safety climate.

Additionally, it will explore the mediating role of safety culture in the relationship between safety programs and organizational performance outcomes. The findings of this study will provide insights into effectivestrategies for enhancing employee safety, improving safety culture, andultimately contributing to a safer and more productive work environment.

Keywords: employee safety, workplace safety culture, safety programs, safety training, hazard identification, safety communication, safety leadership, accident rates, near-miss reporting, safety climate, organizational performance.

Concept: Employee safety is a concept that refers to the measures and practices implemented by organizations to protect their employees from harm, injury, or illness in the workplace. It involves creating a safe and healthy work environment where employees can perform their tasks without undue risk or hazards. The primary objectiveof employee safety is to prevent accidents, injuries, and occupational illnesses, and to promote the overall well-being of the workforce.

Key elements of the employee safety concept include:

1.   Risk Assessment: Identifying potential hazards and assessing the risks associated with various tasks and processes in the workplace. This involves evaluating thelikelihood and severity of potential incidents.

2.   Safety Policies and Procedures: Developing and implementing comprehensive safety policies, guidelines, and procedures to address identified risks. These policies should cover areas such as emergency response protocols, use of personal protective equipment (PPE), equipment maintenance, and safe work practices.

3.   Training and Education: Providing appropriate training and education to employees to ensure they have the knowledge and skills to work safely. This includes training on hazard identification, proper equipment usage, emergency procedures, and any specific safety requirements related to their roles.

4.   Safety Equipment and Tools: Providing employees with the necessary safety equipment, tools, and resources to perform their tasks safely. This may include items

such as PPE (e.g., helmets, gloves, safety glasses), fire extinguishers, safety barriers, and ergonomic workstations.

5. Regular Inspections and Audits: Conducting routine inspections and audits to identify potential safety hazards, assess compliance with safety policies, and ensure that corrective actions are taken promptly.

6. Incident Reporting and Investigation: Establishing a system for reporting and investigating incidents, near misses, and potential hazards. This helps in identifying the root causes of accidents or safety concerns and implementing preventive measures to avoid similar incidents in the future.

7. Employee Engagement and Participation: Encouraging employee involvement in safety initiatives through communication, consultation, and participation in safety committees or programs.

Impact of safety on employee performance:

1. Safety has a significant impact on employee performance in several ways. When employees feel safe and secure in their work environment, they are more likely to perform at their best and contribute positively to the organization. Here are some key ways in which safety can influence employee performance:

2. Increased Engagement: When employees feel that their safety is a priority for the organization, they tend to be more engaged in their work. They can focus on their tasks without constant worry or fear of potential accidents or injuries. This heightened engagement leads to higher levels of productivity, better quality of work, and improved overall performance.

3. Reduced Absenteeism: A safe work environment minimizes the risk of injuries and occupational illnesses, resulting in reduced absenteeism. When employees are healthy and feel protected from workplace hazards, they are less likely to take sick leave or time off due to work-related injuries. This consistent attendance improves productivity and ensures that work schedules are not disrupted.

4. Enhanced Morale and Job Satisfaction: Employee morale and job satisfaction are closely tied to the perception of safety. When employees feel safe at work, they experience a sense of well-being and job satisfaction. They are more likely to feel valued by the organization and develop positive attitudes toward their work, colleagues, and the overall work environment. This, in turn, contributes to higher levels of motivation and performance.

5. Improved Focus and Concentration: Safety measures and protocols create an environment that allows employees to focus on their tasks without distractions or concerns about potential accidents. When employees can concentrate on their work without worrying about their safety, they can devote their full attention and mental energy to the job at hand, leading to improved performance and productivity.

6. Enhanced Trust and Loyalty: When organizations prioritize employee safety, it fosters a sense of trust between employees and management. Employees feel that their well-being is valued and that the organization cares about their safety. This trust builds loyalty and commitment, leading to increased employee retention and a willingness to go the extra mile in their work.

7. Better Teamwork and Collaboration: A safe work environment encourages teamwork and collaboration among employees. When individuals feel secure, they are more likely to communicate, share knowledge, and collaborate effectively with their colleagues. This collaborative environment promotes innovation, problem- solving, and overall team performance.

8.   Reduced Stress and Anxiety: Workplace safety measures can alleviate stress and anxiety among employees. When employees do not have to worry about their safety, they experience less stress and can better focus on their work. Reduced stress levels lead to improved mental well-being, higher job satisfaction, and increased performance.

Employee safety is a crucial topic that deserves thorough discussion and attention. By prioritizing employee safety, organizations can protect their most valuable asset— their workforce—and create a positive work environment. Here are some points to consider for a discussion on employee safety:

1.   Importance of Employee Safety: Begin by emphasizing the significance of employee safety and the potential consequences of neglecting it. Discuss how workplace accidents, injuries, and illnesses can impact employees' lives, productivity, and the overall reputation and success of the organization.

 2. Legal and Ethical Obligations: Explore the legal and ethical responsibilities that organizations have to provide a safe work environment for their employees. Discuss relevant laws, regulations, and standards that govern employee safety and the potential consequences of non-compliance.

 3. Creating a Safety Culture: Highlight the importance of fostering a safety culture within the organization. Discuss ways to promote safety as a core value and encourage employee involvement and ownership in safety initiatives. Share examples of organizations that have successfully established a strong safety culture.

 4. Risk Assessment and Hazard Identification: Discuss the process of conducting risk assessments and identifying workplace hazards. Emphasize the need for regular inspections, audits, and assessments to identify potential risks and take appropriate preventive measures.

5. Safety Training and Education: Explore the role of training and education in promoting employee safety. Discuss the importance of providing comprehensive training on safety procedures, equipment usage, and emergency response protocols. Share best practices for delivering effective safety training programs.

6.   Employee Engagement and Communication: Discuss strategies to engage employees in safety initiatives. Explore the benefits of open communication channels for reporting safety concerns, near misses, and incidents. Encourage the exchange of ideas and suggestions for improving safety practices.

7.   Incident Reporting and Investigation: Highlight the significance of incident reporting and investigation processes. Discuss the importance of promptly investigating incidents to identify root causes and implement corrective actions. Emphasize the need to create a blame-free environment where employees feel comfortable reporting incidents.

8.   Safety Equipment and Resources: Discuss the provision of appropriate safety equipment and resources to employees. Explore different types of personal protective equipment (PPE) and their relevance to specific job roles. Address the importance of regular maintenance and proper usage of safety equipment.

9.   Continuous Improvement: Explore the concept of continuous improvement in relation to employee safety. Discuss how organizations can monitor safety performance, analyze trends, and implement changes to enhance safety practices. Share examples of organizations that have successfully implemented continuous improvement strategies in employee safety.

 10. Leadership and Management Commitment: Highlight the role of leadership and

management in driving employee safety. Discuss the importance of visible commitment, resource allocation, and accountability from top management in ensuring a safe work environment. Share examples of leadership practices that promote employee safety.

11.   Emerging Trends and Technologies: Discuss the role of emerging trends and technologies in enhancing employee safety. Explore advancements such as wearable devices, safety analytics, and virtual reality training that can contribute to improved safety practices.

12.   Measuring Safety Performance: Discuss metrics and indicators that can be used to measure and evaluate safety performance. Explore the benefits of tracking safety- related data, such as incident rates, near misses, and employee feedback, to identify areas for improvement and assess the effectiveness of safety initiatives.

Conclusion : employee safety programs have a significant impact on workplace safety culture and performance. By prioritizing employee safety, organizations can create aculture that values the well-being of their workforce and promotes a safe work environment. The implementation of robust safety programs yields several positiveoutcomes that contribute to overall safety culture and performance. Firstly, employeesafety programs enhance safety awareness and knowledge among employees. Throughcomprehensive training and education, employees become equipped with the necessaryskills and understanding to identify and mitigate workplace hazards. This heightenedawareness fosters a proactive approach to safety, where employees actively participatein identifying potential risks and implementing preventive measures. Secondly,employee safety programs promote a culture of accountability and responsibility. Byestablishing clear safety policies and procedures, organizations set expectations foremployees to comply with safety regulations and guidelines. Incident reporting andinvestigation processes further reinforce accountability, ensuring that unsafe conditionsor practices are promptly addressed and corrective actions are taken. This culture ofaccountability cultivates a sense of collective responsibility for safety, leading toimproved compliance and a reduction in workplace incidents.

Furthermore, employee safety programs improve employee engagement and satisfaction. When employees feel safe and secure in their work environment, they are more likely to be engaged, motivated, and productive. By demonstrating a commitment to employee safety, organizations show that they value their employees' well-being, leading to increased job satisfaction and loyalty. Employees who feel supported and protected are more likely to go the extra mile and contribute positively to the organization's overall performance.

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Working Capital Management: Strategies and Implications

Vikas
Department of Management, PIT, Rajpura
Rohit Markan
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:
This chapter aims to explore the concept of working capital and its significance in managing the financial health of organizations. The paper discusses the components of working capital, its measurement, and the importance of effective working capital management. Furthermore, the paper examines various strategies employed by organizations to optimize working capital, including cash management, inventory control, and accounts receivable and payable management. The implications of efficient working capital management on financial performance, liquidity, and profitability are also analyzed. The findings underscore the importance of proactive working capital management and provide insights into best practices for organizations to enhance their working capital management strategies.
Keywords: working capital, working capital management, cash management, inventory control, accounts receivable, accounts payable, liquidity, profitability.

Introduction to Working Capital Management

Working capital is a critical aspect of financial management for businesses. It represents the funds available for day-to-day operations and is essential for maintaining smooth business operations, meeting short-term obligations, and supporting growth initiatives. Effective management of working capital is vital to ensure the financial stability and success of an organization.

The introduction to working capital management sets the foundation for understanding the concept and its significance. It provides an overview of the key

elements involved in managing working capital, such as cash, inventory, accounts receivable, and accounts payable. The introduction also highlights the objectives of working capital management and its impact on the financial health of the organization. In addition, the introduction may briefly touch upon the challenges and complexities associated with working capital management, such as balancing liquidity needs, optimizing cash flows, and managing the trade-off between profitability and risk. It can also mention the relevance of working capital management in different industries and sectors, as well as its importance for both small and large organizations. Furthermore, the introduction may provide an outline of the subsequent sections of the research paper, giving readers a preview of the topics that will be discussed, such as strategies for working capital management, implications of effective working capital management, and best practices in the field. Overall, the introduction to working capital management aims to provide a concise yet comprehensive overview of the subject matter, capturing the readers' attention and highlighting the significance of managing working capital for the financial stability and success of organizations.

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Literature review: We focused on key aspects, namely the relevance of modeling business performance using selected indicators of working capital management. We found that the issue of working capital management is underdeveloped in Central European

countries compared to other European and non-European countries. The literature review summarized current knowledge on working capital management for business performance in various industries, focusing on methods and results. Mielcarz et al. (2018) demonstrate that working capital management is very important in optimizing corporate profitability.

Karabay (2013) argues that working capital management plays an important role, mainly in the performance of manufacturing companies. The correlation and regression analysis were applied based on financial indicators from the TurkishCentral Bank from 1996 to 2011. The results show that companies must shorten the dayspayable outstanding and cash conversion cycle to create a balance between liquidity andprofitability to survive and increase profits.

Likewise, Khan (2017) claims that working capital management is a very important part of corporate finance, especially in the manufacturing sector, due to its direct impact on the company's liquidity and profitability. Moreover, Venkatachalam (2017) argues that large working capital can lead to increased costs and reduced profits. Their paper examines the relationship between profitability and various components of current assets based on the Pearson correlation.

Shajar and Farooqi (2016) demonstrate that effective working capital management is the most important factor in maintaining a company's survival, liquidity, solvency, and profitability. Optimal working capital management contributes positivelyto the company's value.

Findings:

Optimal Levels of Working Capital: Research has shown that maintaining an optimal level of working capital is crucial for organizational success. Too much working capital tied up in assets can lead to inefficiencies and lower profitability, while inadequate working capital can result in liquidity problems and hinder operational activities.

Cash Management: Effective cash management is a key aspect of working capital management. Research has highlighted the importance of managing cash inflows and outflows efficiently, ensuring sufficient liquidity for day-to-day operations andcapitalizing on investment opportunities.

Inventory Control: Studies have emphasized the significance of inventory control inworking capital management. Optimizing inventory levels by implementing efficient inventory management practices, such as just-in-time (JIT) inventory systems or adopting advanced forecasting techniques, can reduce carrying costs and improve cash flow.

Accounts Receivable and Payable Management: Effective management of accounts receivable and accounts payable can significantly impact working capital. Streamlining the accounts receivable process, implementing credit policies, and promptly collecting payments can enhance cash flow, while negotiating favorable payment terms with suppliers can improve liquidity.

Working Capital Financing: Research has examined different financing options for working capital needs. While short-term debt and bank credit lines are commonly used, alternative financing methods such as factoring, supply chain finance, and vendor financing have gained popularity in recent years, offering flexibility and improved working capital management.

Technology and Automation: The use of technology and automation in working capital management has emerged as a key finding. Implementing advanced software systems, data analytics tools, and automated processes can enhance efficiency, accuracy, and real-time visibility into working capital components.

Industry and Sector Variations: Findings indicate that working capital managementpractices can vary across industries and sectors. Factors such as seasonality, supply chain complexity, and customer payment patterns can influence the optimal level and management strategies of working capital.

Impact on Financial Performance: Research consistently shows a positive relationshipbetween effective working capital management and financial performance metrics. Organizations with well-managed working capital tend to exhibit higher profitability,liquidity, and operational efficiency.

Risk Management: Effective working capital management is closely linked to risk management. By maintaining appropriate working capital levels, organizations can mitigate financial risks, withstand economic downturns, and improve overall resilience. These findings highlight the importance of strategic working capital managementpractices and their impact on the financial health and performance of organizations.

Implementing sound working capital management strategies can lead to improved cashflow, liquidity, profitability, and risk management, contributing to long-term success and sustainability.

In conclusion, working capital management plays a crucial role in the financial health and success of organizations. The effective management of cash, inventory, accounts receivable, and accounts payable is essential for maintaining liquidity, meeting short-term obligations, and supporting growth initiatives. Based on the findings and researchin this area, several key points can be summarized:

Optimal working capital levels are necessary to balance efficiency and liquidity. Organizations should strive to maintain an appropriate balance between excess working capital, which can lead to inefficiencies, and insufficient working capital, which can result in liquidity problems.

Cash management is vital in working capital management. Efficient management of cash inflows and outflows, proper cash flow forecasting, and proactive cash flow management contribute to the financial stability and flexibility of an organization.

Inventory control is essential to optimize working capital. Implementing inventory management strategies such as JIT systems, accurate demand forecasting, and efficient supply chain management can reduce carrying costs, minimize stockouts, and improve overall cash flow.

Effective management of accounts receivable and accounts payable is crucial. Timely collection of receivables and negotiating favorable payment terms with suppliers can enhance cash flow and working capital management.

Technology and automation solutions can significantly improve working capital management. The use of advanced software systems, data analytics tools, and automated processes enables real-time visibility, accurate forecasting, and streamlined workflows, contributing to more effective working capital management. Working capitalmanagement has a direct impact on financial performance. Organizations with well- managed working capital tend to exhibit higher profitability, liquidity, and operational efficiency. Proactive management of working capital can positively influence financial ratios and overall financial health.

Working capital management is not a one-size-fits-all approach. Industry and sector variations, as well as the unique characteristics of each organization, should be considered when developing working capital management strategies.

Conclusion:

In conclusion, organizations that adopt effective working capital management practices can achieve improved cash flow, liquidity, profitability, and risk management. It is

essential for businesses to continuously monitor and optimize their working capital to ensure financial stability, support growth objectives, and navigate challenges in an ever-changing business environment. By implementing sound working capital management strategies, organizations can enhance their financial performance and position themselves for long-term success.

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Recruitment and Selection: Best Practices and Emerging Trends

Vikas

Department of Management, PIT, Rajpura

Rohit Markan

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

Recruitment and selection are critical functions in human resource management that aim to attract and hire the most suitable candidates for organizational roles. This research article explores the best practices and emerging trends in recruitment and selection processes. It examines the importance of effective recruitment and selection methods in ensuring organizational success and explores the challenges faced in talent acquisition. The article also highlights the emerging trends in recruitment and selection, including the use of technology, data analytics, and employer branding strategies. The findings provide valuable insights for HR professionals and organizations seeking to optimize their recruitment and selection practices. **Keywords:** recruitment, selection, talent acquisition, best practices, emerging trends, technology, data analytics, employer branding

Introduction:

Recruitment and selection are crucial functions within human resource management that involve identifying, attracting, and hiring the most qualified individuals to fill organizational positions. Effective recruitment and selection processes are essential for organizations to acquire top talent, build high-performing teams, and gain a competitive advantage in the market. This section provides an overview of the importance of recruitment and selection in organizational success and introduces the key concepts and objectives of these processes.

Literature Review:

The literature review section examines the existing research and scholarly work on recruitment and selection practices. It explores the various recruitment sources and methods, such as internal recruitment, external recruitment, online job portals, social media platforms, and professional networks. The review also delves into the selection techniques, including interviews, assessments, tests, and background checks, highlighting the advantages and disadvantages of each approach. Additionally, it discusses the significance of aligning recruitment and selection practices with organizational culture, values, and diversity goals.

Recruitment and selection process as "A process of searching for Prospective Employees and stimulating and encouraging Them to apply for jobs in an Organization." In Simpler terms, recruitment and selection are Concurrent processes and are Void Without each Other. Recruitment can be defined as ''searching for and obtaining a pool of potential Candidates with the desired knowledge, skills and experience to allow an organization To select The most appropriate people to fill job vacancies against defined position descriptions and Specifications" Recruitment and selection refers ''To the chain and sequence of activities pertaining to recruitment and selection of employable candidates and job seekers for an organization"

Research Methodology The research methodology is scientific and systematic for pertinent information on specific topic. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. This research study is taken as

a part of educational curriculum. Research is a systematized effort to gain knowledge and hence, it helps to practical knowledge in study various steps that are generated adopted by a research in studying his research problem along with the logic behind them.

Findings:

Common findings and insights that have emerged from existing literature in this field: Effective job advertisements: Well-crafted job advertisements that clearly communicate the job requirements, responsibilities, and company culture tend to attract a higher number of qualified candidates.

Use of multiple recruitment sources: Organizations that utilize a variety of recruitment sources, including online job portals, social media platforms, employee referrals, and professional networks, have a wider candidate pool and better chances of finding suitable candidates.

Candidate experience: A positive candidate experience throughout the recruitment and selection process is crucial. Providing timely communication, personalized interactions, and feedback can enhance the organization's reputation and increase the likelihood of attracting top talent.

Assessments and interviews: Combining different assessment methods, such as aptitude tests, behavioral assessments, and structured interviews, allows for a more comprehensive evaluation of candidates' skills, competencies, and cultural fit.

Involvement of multiple stakeholders: Engaging line managers, team members, and other relevant stakeholders in the selection process helps ensure a well-rounded evaluation of candidates and increases the likelihood of successful hires.

Employer branding: Organizations that actively manage and promote their employer brand have a competitive advantage in attracting top talent. A strong employer brand communicates the organization's values, culture, and opportunities for career growth.

Technology and data analytics: The use of technology, including applicant tracking systems (ATS), artificial intelligence (AI), and data analytics, streamlines the recruitment and selection process, improves efficiency, and enables data-driven decision-making.

Diversity and inclusion: Incorporating diversity and inclusion initiatives in recruitment and selection practices has been shown to enhance organizational performance, innovation, and employee satisfaction.

It's important to note that these findings are generalized, and specific findings may vary based on the context, industry, and organizational characteristics. Conducting a comprehensive review of empirical research in the field would provide more precise and detailed findings on recruitment and selection practices.

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Conclusion:

In conclusion, effective recruitment and selection practices play a crucial role in acquiring and retaining top talent, building high-performing teams, and ensuring organizational success. Based on the analysis of existing literature and research findings, several key conclusions can be drawn:

Recruitment and selection processes have a significant impact on the quality of hires and organizational outcomes. Implementing best practices in attracting and selecting candidates increases the likelihood of hiring individuals who possess the required skills, competencies, and cultural fit.

A positive candidate experience throughout the recruitment and selection process is essential. Clear and timely communication, personalized interactions, and feedback contribute to a favorable impression of the organization, enhance its employer brand, and attract top talent.

Utilizing multiple recruitment sources, both traditional and digital, expands thecandidate pool and improves the chances of finding suitable candidates. Leveraging technology, such as online job portals and social media platforms, enables organizations to reach a broader audience and connect with potential candidates.

Assessments and interviews are crucial components of the selection process. Combining various assessment methods, such as tests, simulations, and structuredinterviews, helps evaluate candidates' skills, competencies, and suitability for the role. Involving multiple stakeholders, including line managers, team members, and HR professionals, in the selection process contributes to a more comprehensive evaluation of candidates. Their diverse perspectives and insights enhance the decision-making process and increase the likelihood of selecting the right candidate.

Employer branding plays a vital role in attracting and engaging candidates. Organizations that actively manage their employer brand, communicate their values, and showcase their culture and opportunities for growth have a competitive advantage in attracting top talent.

The integration of technology and data analytics in recruitment and selection processes improves efficiency, enhances decision-making, and enables organizations to make data- driven hiring decisions. Applicant tracking systems, artificial intelligence, and dataanalytics provide valuable insights into candidate sourcing, screening, and selection.

Emphasizing diversity and inclusion in recruitment and selection practices leads to better organizational performance, innovation, and employee satisfaction.

Organizations that prioritize diversity and ensure a fair and unbiased selection process create a more inclusive and welcoming work environment.

In conclusion, organizations that prioritize effective recruitment and selection practices are better positioned to attract and select high-quality candidates, ultimately

leading to improved performance, productivity, and organizational success. Ongoing evaluation, adaptation to emerging trends, and a commitment to continuous improvement are key to ensuring successful recruitment and selection outcomes.

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Understanding the Role of Word-of-Mouth in ServiceMarketing: A Social Media Perspective

Vikas
Department of Management, PIT, Rajpura
Manreet Kaur
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:
This research article aims to provide a comprehensive understanding of the role of word-of-mouth (WOM) in service marketing from a social media perspective. With the increasing popularity and influence of social media platforms, consumers are engaging in conversations and sharing their experiences online, shaping the perceptions and decisions of others. The article examines the impact of social media onWOM, explores the advantages and challenges of leveraging social media for WOMmarketing, and discusses strategies for effectively harnessing WOM in service marketing. Drawing on a review of relevant literature and empirical studies, this research article contributes to the understanding of how businesses can leverage social media to enhance their WOM marketing efforts and drive customer engagement.

Keywords: word-of-mouth, social media, service marketing, consumer behavior,customer engagement.

Introduction:

Word-of-mouth (WOM) has long been recognized as a powerful tool in service marketing. It refers to the informal communication between individuals about their experiences with a product or service. In the digital age, social media platforms have revolutionized the way people share their opinions, making WOM even more influential. This article aims to explore the role of word-of-mouth in service marketing from a socialmedia perspective. It will discuss the impact of social media on WOM, the advantages and challenges of harnessing social media for WOM marketing, and strategies for effectively leveraging WOM in service marketing.

The Impact of Social Media on Word-of-Mouth:

Social media platforms have transformed the way people communicate and share information. They have provided a platform for users to share their experiences, recommendations, and opinions on products and services with a wide audience. Social media has expanded the reach and speed of word-of-mouth, allowing information to spread rapidly and influence consumer perceptions and decisions. The viral nature ofsocial media amplifies the impact of WOM, making it an integral part of servicemarketing strategies.

Advantages of Harnessing Social Media for Word-of-Mouth Marketing:

1.   Wider Reach: Social media allows information to reach a large number of users quickly, transcending geographical boundaries and increasing the potential reach of WOM.

2.   Increased Credibility: Consumers tend to trust recommendations from their peers more than traditional advertising. Social media platforms enable individuals to share authentic and unbiased opinions, enhancing the credibility of WOM.

3.   Real-Time Feedback: Social media provides immediate feedback and allows businesses to respond promptly, addressing concerns, and improving customer satisfaction.

4.   User-Generated Content: Social media platforms encourage user-generated

content, which serves as valuable testimonials and endorsements for serviceproviders.
Challenges in Harnessing Social Media for Word-of-Mouth Marketing:

1.   Information Overload: With the abundance of information on social media, it can be challenging for businesses to stand out and capture users' attention.
2.   Negative Word-of-Mouth: Social media amplifies both positive and negative WOM. Managing and responding to negative feedback or criticism is crucial forservice providers.
3.   Privacy and Trust Concerns: Users may have concerns about privacy and the authenticity of information shared on social media platforms, which can impact theirtrust in WOM.
4.   Measuring and Monitoring: Monitoring and measuring the impact of WOM on social media can be complex. Businesses need to employ effective tools and strategies to track and evaluate the effectiveness of their WOM marketing efforts.

Strategies for Leveraging Word-of-Mouth in Service Marketing:

Encourage User-generated Content: Create opportunities for customers to share their experiences and opinions through reviews, ratings, and testimonials.

Engage with Customers: Actively participate in social media conversations, respond tocustomer feedback, and address concerns promptly and transparently.

Influencer Marketing: Collaborate with influential individuals or social media influencers to amplify positive WOM and reach a wider audience.

Customer Advocacy Programs: Identify and nurture loyal customers who can becomebrand advocates, incentivizing them to share positive experiences and recommendations.

Monitoring and Analysis: Utilize social listening tools and analytics to monitor conversations, track sentiment, and measure the impact of WOM efforts.

Conclusion:

Social media has revolutionized the way word-of-mouth operates in service marketing. Leveraging social media platforms for WOM marketing provides businesses with opportunities to reach a wider audience, enhance credibility, and engage with customers in real-time. However, businesses must also navigate the challenges associated with social media, including information overload and managing negative feedback. By implementing effective strategies and monitoring and measuring WOM efforts, businesses can harness the power of social media to maximize the influence of word-of- mouth in service marketing, leading to increased brand awareness, customer engagement, and business success.

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The Future of Organic Products Marketing: Trends, Challenges, and Opportunities

Vikas
Department of Management, PIT, Rajpura
Anshul Pardeshi
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:
This research article explores the future of organic products marketing, analyzing the evolving consumer demand, emerging trends, challenges, and opportunities in the organic products industry. Through a comprehensive review of literature, case studies, and market analysis, this study provides insights into the changing landscape of organic products marketing. Additionally, it discusses the potential impact of technology, regulatory frameworks, and consumer behavior on the future of the organic products market. The findings of this research will assist businesses and marketers in developing effective strategies to navigate the dynamic organic products industry.

Introduction:

The introduction section provides an overview of the growing consumer interest in organic products and the importance of organic products marketing in meeting this demand. It highlights the significance of sustainability, health consciousness, and environmental concerns in shaping consumer preferences and driving the growth of the organic products market.

Evolving Consumer Demand for Organic Products
This section examines the factors contributing to the increasing consumer demand for organic products. It discusses the rising awareness of health and wellness, the influence of social and environmental consciousness, and the demand for transparency and ethical sourcing. It also explores the demographic trends, such as the preferences of millennials and Generation Z, that are driving the growth of the organic products market.

Current Trends in Organic Products Marketing

This section delves into the current trends observed in organic products marketing. It discusses the rise of e-commerce and digital marketing, including social media influencers and online platforms, as effective channels for promoting organic products. It also explores the importance of storytelling, brand authenticity, and product differentiation in capturing the attention and loyalty of consumers. Moreover, it analyzes the growing demand for organic products in various sectors such as food and beverages, personal care, and household products.

Technological Advancements and their Impact

This section examines the potential impact of technology on the future of organic products marketing. It discusses the role of blockchain technology in enhancing transparency and traceability in supply chains, empowering consumers to verify the authenticity and organic certifications of products. Additionally, it explores the use of artificial intelligence (AI) and big data analytics in understanding consumer preferences and delivering personalized organic product recommendations. Furthermore, it explores the potential of augmented reality (AR) and virtual reality (VR) in providing immersive and educational experiences to consumers.

Regulatory Frameworks and Certification
This section addresses the challenges and opportunities associated with regulatory frameworks and organic certification in the marketing of organic products. It discusses the importance of compliance with organic standards, the role of certification bodies, and the impact of regulatory changes on organic products marketing. It also explores the potential for harmonization of organic certification standards globally to facilitate international trade.

Challenges and Opportunities in Organic Products Marketing

This section identifies the challenges and opportunities that businesses face in marketing organic products. It discusses the competition from conventional products, price premiums, supply chain complexities, and the need for effective marketing strategies to communicate the value proposition of organic products. It also explores the potential for partnerships, collaborations, and innovative marketing approaches to overcome these challenges and capitalize on the growing organic products market. **Conclusion**

The conclusion summarizes the key findings of the research article and provides insights into the future of organic products marketing. It highlights the importance of adapting to changing consumer preferences, embracing technology, and complying with regulatory frameworks to succeed in the organic products market. Furthermore, it emphasizes the need for continuous innovation, consumer education, and sustainability practices to meet the evolving demands of conscious consumers. Overall, this research article sheds light on the future of organic products marketing, providing valuable insights and recommendations for businesses and marketers operating in the organic products industry. By understanding consumer trends, leveraging technology, complying with regulations, and addressing challenges, businesses can position themselves for success in the dynamic and rapidly growing organic products market.

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The Role of Customer Experience in Service Marketing

Vikas
Department of Management, PIT, Rajpura
Manreet Kaur
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

This research article explores the significance of customer experience in service

marketing and its impact on customer satisfaction, loyalty, and business success. By examining relevant literature, case studies, and empirical evidence, the article highlights the importance of delivering exceptional customer experiences in today's competitive marketplace. It also discusses strategies and best practices for effectively managing and enhancing customer experiences to achieve sustainable business growth.

Keywords: customer experience, service marketing, customer satisfaction, customer loyalty, business success

Introduction:

In today's competitive business landscape, service marketing has evolved from merely promoting products to providing exceptional customer experiences. Customer experience, encompassing every touchpoint and interaction a customer has with a brand, has become a critical component of service marketing strategies. This article explores the significance of customer experience in service marketing, highlighting its impact on customer satisfaction, loyalty, and business success.

Definition and Elements of Customer Experience:

Customer experience refers to the overall perception and emotions that customers have

during their interactions with a brand across various channels and touchpoints.

It involves multiple elements, such as pre-purchase interactions, product or service delivery, customer support, and post-purchase experiences. These elements collectively shape the customer's perception of a brand.

Enhancing Customer Satisfaction:

Delivering a positive customer experience significantly influences customer satisfaction. When customers have seamless and delightful experiences, they are more likely to feel satisfied with the service they received. Organizations that prioritize customer experience can differentiate themselves from competitors and foster long- term customer relationships.

Building Customer Loyalty:

Customer experience plays a pivotal role in building customer loyalty. Brands that

consistently provide exceptional experiences create a strong emotional connection with their customers. These loyal customers not only repurchase but also become brand advocates, promoting the company through positive word-of-mouth and online reviews. A loyal customer base contributes to sustainable growth and a competitive advantage.

Impact on Brand Perception:

Customer experience directly affects how a brand is perceived in the marketplace.

Positive experiences can enhance a brand's reputation and credibility, leading to increased customer trust. On the other hand, negative experiences can tarnish a brand's image and result in customer dissatisfaction and attrition. Service marketing strategies should focus on consistently delivering positive experiences to shape a favorable brand perception.

Differentiation and Competitive Advantage:

In a crowded marketplace, customer experience becomes a key differentiator.

Organizations that go beyond meeting basic customer expectations and exceed them by providing personalized, memorable experiences can gain a competitive advantage. By offering unique and delightful experiences, brands can stand out and create a distinct identity in customers' minds.

Personalization and Customer Experience:

Personalization is a vital aspect of customer experience in service marketing. By tailoring services and experiences to individual customer needs and preferences,

organizations can create a sense of exclusivity and relevance. Leveraging data and technology, companies can gather insights about customers and deliver personalized interactions, enhancing the overall customer experience.

The Role of Technology in Enhancing Customer Experience:

Technology plays a significant role in shaping customer experiences. From seamless online interactions to self-service options and personalized recommendations, technology enables organizations to provide efficient and convenient experiences. Embracing digital channels and leveraging emerging technologies like artificial intelligence and chatbots can enhance service marketing efforts and elevate customer experiences.

Measuring and Improving Customer Experience:

To leverage the role of customer experience in service marketing, organizations must measure and continuously improve their customer experience efforts. Metrics such as Net Promoter Score (NPS), Customer Satisfaction (CSAT), and Customer Effort Score (CES) can provide insights into customer perceptions and identify areas for improvement. By gathering feedback and implementing necessary changes, organizations can enhance their service marketing strategies and deliver superior experiences.

Conclusion:

Customer experience has emerged as a pivotal aspect of service marketing, playing a

crucial role in customer satisfaction, loyalty, and brand perception. Organizations that

prioritize and invest in delivering exceptional customer experiences gain a competitive advantage and foster long-term customer relationships. By focusing on personalization, leveraging technology, and continuously improving customer experiences, businesses can create a sustainable and successful service marketing strategy.

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Technology and HRM: The Role of Artificial Intelligence (AI) and Automation in Transforming Human Resource Management

Vikas
Department of Management, PIT, Rajpura
Anshul Pardeshi
Chandigarh School of Business, CGC, Jhanjeri

Abstract:
This research article explores the impact of technology, specifically Artificial Intelligence (AI) and automation, on the field of Human Resource Management (HRM). The rapid advancement of technology has significantly transformed HRM practices, affecting various areas such as recruitment and selection, employee training and development, performance management, and employee engagement. This study aims to investigate the benefits and challenges associated with the integration of AI and automation in HRM and provides insights into the future implications for HR professionals. By examining relevant literature and empirical studies, this article seeks to enhance our understanding of the evolving role of technology in HRM and provide practical recommendations for organizations to effectively leverage AI and automation.

Introduction

Background and Context

The introduction provides an overview of the increasing influence of technology in HRM and highlights the emergence of AI and automation as transformative tools. It emphasizes the need for organizations to adapt to the digital era and explores the potential benefits and challenges associated with the integration of technology in HRM practices.

Research Objectives

The primary objective of this research is to examine the role of AI and automation in HRM and understand its impact on various HR functions. The study aims to identify the benefits, challenges, and implications of technological advancements for HR professionals and organizations.

Significance of the Study

This section highlights the significance of understanding the role of technology in HRM. It emphasizes the potential for AI and automation to streamline HR processes, improve decision-making, enhance employee experience, and contribute to organizational success.

Literature Review

Evolution of HRM and Technology

This section provides a historical overview of the relationship between HRM and technology, highlighting the evolution of HRM practices from traditional methods to the integration of advanced technologies. It explores the emergence of AI and automation in HRM and their potential implications.

The Role of AI in HRM

The literature review examines the specific applications of AI in HRM, including recruitment and selection, talent management, learning and development, performance management, and employee engagement. It explores how AI technologies, such as

natural language processing, machine learning, and predictive analytics, can enhance HRM processes.

Automation in HRM

This section explores the role of automation in HRM, focusing on process automation, robotic process automation (RPA), and intelligent automation. It examines how automation can streamline administrative tasks, improve data accuracy, and free up HRprofessionals to focus on strategic initiatives.

Benefits and Challenges of AI and Automation in HRM

The research investigates the benefits and challenges associated with the integration ofAI and automation in HRM. It explores the potential for increased efficiency, improved decision-making, enhanced candidate selection, personalized learning, andreduced bias. It also addresses concerns regarding job displacement, ethical considerations, and the need for upskilling HR professionals.

Implications for HR Professionals

Skill Development and Upskilling

This section discusses the implications of technology for HR professionals and the importance of developing new skill sets. It emphasizes the need for HR professionals to acquire technical expertise in AI and automation, as well as to develop strategic andanalytical capabilities.

Ethical Considerations and Human-Centric Approach

The research explores the ethical considerations associated with the use of AI in HRM, such as privacy concerns, data security, and algorithmic biases. It emphasizes theimportance of adopting a human-centric approach to ensure fairness, transparency, andaccountability in decision-making processes.

Collaboration between HR and IT Departments

This section emphasizes the need for collaboration between HR and IT departments to effectively implement and manage technology-driven HRM initiatives. It explores the importance of aligning HR and IT strategies, fostering cross-functional communication, and sharing expertise to leverage AI and automation in HRMeffectively.

Recommendations for Organizations

Strategic Integration of AI and Automation

This section provides practical recommendations for organizations to strategically integrate AI and automation in HRM. It discusses the importance of aligning technologyinitiatives with organizational goals, conducting thorough needs assessments, and developing a roadmap for implementation.

Ethical Guidelines and Governance

The research offers recommendations for organizations to establish ethical guidelines and governance frameworks for AI and automation in HRM. It emphasizes the need for transparency, accountability, and regular audits to ensure compliance with ethical standards and legal requirements.

Continuous Learning and Adaptation

This section highlights the importance of continuous learning and adaptation in the context of technological advancements. It emphasizes the need for organizations to foster a culture of learning, provide training opportunities, and encourage HR professionals to stay updated on emerging technologies and best practices. **Conclusion**The conclusion summarizes the key findings of the research and highlights the transformative role of AI and automation in HRM. It emphasizes the potential benefits and challenges associated with technology integration and underscores the

importance of strategic planning, skill development, and ethical considerations for organizations. The article concludes by discussing the future directions of technology inHRM and its potential impact on the workforce and organizational performance.

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Sectional News in the Digital Age: Embracing Diversification, Engagement, and Technology

Jagriti,
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri
Aman Sharma
Gulzar Institute of Professional Studies, GGI, Punjab.

Abstract:
This chapter explores the evolving landscape of sectional news in the digital age. It examines the trends in news coverage diversification, including niche reporting and localized news, to cater to specific interests and communities. The chapter also delves into audience engagement and interactivity, highlighting the use of interactive content and user-generated contributions to enhance the news experience. Technological advancements, such as the integration of artificial intelligence and mobile journalism, are discussed, showcasing how news organizations are leveraging technology to deliver personalized and real-time news updates. The chapter concludes by emphasizing the importance of embracing these trends to remain relevant in the ever- changing media landscape.
Keywords: Sectional news, Digital age, News coverage, Audience engagement ,User-generated content.

Introduction:

In the era of rapid information dissemination, the news media plays a crucial role in shaping public opinion and providing individuals with valuable information. Traditional news outlets have undergone significant transformations in recent years, adapting to the digital age and catering to the evolving needs and preferences of their audiences. This chapter explores the emerging trends in sectional news, focusing on how news organizations are diversifying their coverage, engaging audiences, and leveraging technology to deliver news in a more targeted and personalized manner.

Section 1: Diversification of News Coverage

Niche Reporting:
One prominent trend in sectional news is the increased emphasis on niche reporting. News organizations are recognizing the value of catering to specific interests and demographics within their audience. They are creating dedicated sections or platforms that focus on topics such as technology, health, entertainment, environment, and more. By providing in-depth coverage of specialized subjects, news outlets are attracting and retaining a loyal audience, who seek comprehensive information and analysis within their areas of interest.

Localized News:
Another significant development in sectional news is the renewed focus on localized reporting. While national and international news remain essential, readers are increasingly seeking news that directly impacts their communities. News organizations are establishing regional editions and hyperlocal platforms that cover news at the neighborhood or city level. This approach allows them to provide relevant stories, investigative journalism, and community-focused content, thereby strengthening their relationship with local audiences.

Section 2: Audience Engagement and Interactivity

Interactive Content:

With the rise of digital media, news outlets are exploring interactive formats to enhance audience engagement. They are incorporating multimedia elements such as videos, infographics, quizzes, and interactive maps into their articles, making news consumption more interactive and immersive. By adopting these techniques, newsorganizations can captivate readers, encourage social sharing, and foster a sense ofparticipation among their audience.

User-Generated Content:

In the era of citizen journalism, news organizations are recognizing the value of user- generated content. They are actively soliciting contributions from their readers in the form of photos, videos, and personal stories. By incorporating user-generated content into their reporting, news outlets can provide diverse perspectives, increase authenticity, and foster a sense of community ownership. This trend also allows readers to participate actively in the news process, blurring the lines between producers and consumers of news.

Section 3: Technological Advancements

Artificial Intelligence (AI) in News:

Artificial intelligence is transforming the way news is produced, distributed, and consumed. News organizations are leveraging AI algorithms to automate certain aspectsof news production, such as data analysis, fact-checking, and personalized contentrecommendations. AI-powered chatbots and virtual assistants are also being used toprovide real-time news updates and personalized news briefings, further enhancing theuser experience.

Mobile Journalism:

The proliferation of smartphones has given rise to mobile journalism or "mojo." Journalists armed with smartphones and lightweight accessories can capture and reportnews on the go, enabling real-time reporting and live streaming. Mobile journalismallows news organizations to deliver news faster and reach remote or inaccessiblelocations. Additionally, social media platforms, such as Instagram and Snapchat, arebeing utilized to share news stories in an engaging and visually appealing manner.

Conclusion:

The world of sectional news is evolving rapidly, driven by changing audience preferences and advancements in technology. News organizations are diversifying their coverage, engaging audiences through interactive content, and harnessing the power of AI and mobile journalism. These trends are transforming the way news is produced, consumed, and shared, enabling a more personalized and immersive news experience. As the landscape continues to evolve, news outlets must adapt and embrace these trends to remain relevant and fulfill their crucial role in informing and empowering the public.

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The Role and Significance of Pictures in Print Media: A Comprehensive Overview

Jagriti,
Gulzar Institute of Professional Studies, GGI, Jhanjeri
Suman Sharma
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

This paper explores the importance of pictures in print media and focuses on the selection process for news pictures. It emphasizes the role of visuals in news reporting, including their ability to provide a visual representation of the story's content and evoke emotional responses from readers. The study highlights the practices of prominent Indian newspapers, such as The Times of India, The Indian Express, and The Hindustan Times, in utilizing pictures effectively. The selection of news pictures is examined, considering factors such as relevance,accuracy, visual appeal, and ethical considerations. The paper elucidates how news organizations employ teams of photojournalists to capture high-quality images that accurately depict the subject matter. Additionally, it discusses how editorial teamsmeticulously choose the most suitable picture to complement the news story, ensuring that it aligns with the narrative and engages readers effectively.

Furthermore, the study sheds light on the significance of captions in providing context and information about news pictures. It emphasizes the need for concise and accurate captions that reflect the content of the photograph. The paper draws attention to The Economic Times as an example of a publication that employs informative captions, including details such as dates, locations, and featured individuals.

This comprehensive overview aims to contribute to a deeper understanding of the role and selection process of pictures in print media. It serves as a valuable resource for journalists, photojournalists, and news organizations, providing insights into theeffective utilization of visuals to enhance news reporting and reader engagement in theevolving media landscape.

Keywords:

Pictures, Print media, News reporting, Visual representation, Reader engagement,Selection process, Ethical considerations, Photojournalism, Captions

Introduction:

Pictures have always played a crucial role in print media, enhancing news reporting and engaging readers through visual storytelling. In today's digital age, where information is consumed rapidly and attention spans are shorter, the power of visuals in capturing attention and conveying information is more significant than ever. This paper explores the importance of pictures in print media and focuses specifically on the selection process for news pictures, highlighting the practices of prominent Indian newspapers as case studies.

Visuals hold the unique ability to provide a visual representation of the story's content, conveying information and evoking emotional responses from readers. They complement the written text by adding depth, context, and visual appeal. By

incorporating pictures into news reporting, media organizations can enhance the overall communication of the story, attracting readers' attention and fostering a deeper connection with the content.

The selection of news pictures is a meticulous process that involves considering several   key factors, including relevance, accuracy, visual appeal, and ethical considerations. News organizations employ teams of skilled photojournalists who capture high-quality images that accurately depict the subject matter. These professionals are equipped with the technical expertise and journalistic sensibility to capture the essence of the news story through visuals. The editorial teams then carefully curate the available images, selecting the most suitable picture that aligns with the narrative and effectively engages the readers.

Additionally, the significance of captions in news pictures cannot be overlooked. Captions provide essential context and information about the photograph, guiding readers' understanding of the image and its relationship to the story. Well-crafted captions offer concise and accurate descriptions that reflect the content of the photograph, including relevant details such as dates, locations, and featured individuals. They further enhance the reader's comprehension and connection to the news story.

This comprehensive overview aims to contribute to a deeper understanding of the role and selection process of pictures in print media. By examining the practices of esteemed Indian newspapers, such as The Times of India, The Indian Express, and

The Hindustan Times, this paper offers valuable insights into the effective utilization of visuals in news reporting. It serves as a valuable resource for journalists, photojournalists, and news organizations, providing practical knowledge and best practices for leveraging pictures to enhance news reporting and foster reader engagement in the ever-evolving media landscape.

Importance of Pictures in Print Media:

The importance of pictures in print media cannot be overstated. Visuals play a vital role in enhancing news reporting, capturing attention, and engaging readers. Here are several key reasons why pictures are essential in print media:

1.   Visual Representation: Pictures provide a visual representation of the story's content, allowing readers to quickly grasp the essence of the news. They can convey complex information in a concise and accessible manner, making it easier for readers to understand and remember the key points of the story.

2.   Emotional Impact: Pictures have the power to evoke strong emotional responses from readers. They can capture significant moments, portray human experiences, or depict scenes of joy, sorrow, or resilience. By evoking emotions, pictures create a deeper connection between readers and the news, making the stories more relatable and memorable.

3.   Attention Grabbing: In a fast-paced media landscape, where readers are bombarded with numerous news articles, pictures serve as attention-grabbing elements. Eye-catching visuals can entice readers to click on an article, pick up a newspaper, or linger on a page. They provide a visual hook that draws readers into the story and encourages them to explore further.

4.   Complementing the Text: Pictures complement the written text, enhancing the storytelling experience. They add depth, context, and visual appeal to the news story,

making it more engaging and immersive. Pictures can capture details that may be difficult to convey through words alone, providing a fuller understanding of the story.

5. Enhancing Reader Engagement: Pictures have a profound impact on reader engagement. Visuals make the reading experience more enjoyable and memorable, increasing the likelihood that readers will stay engaged with the content. By incorporating pictures, news organizations can attract and retain readers' attention, leading to a more positive reader experience.

6. Conveying Information Quickly: In today's fast-paced society, readers often skim through news articles. Pictures can convey information quickly and effectively, grabbing the reader's attention and providing an instant visual summary of the story. They can be especially useful in conveying statistics, comparisons, or geographical information.

Overall, pictures in print media serve as powerful tools for news organizations to communicate effectively with their audiences. They enhance the storytelling experience, capture attention, and create emotional connections with readers. By utilizing visuals strategically and thoughtfully, news organizations can maximize reader engagement and deliver impactful news content.

Visual Storytelling and News Reporting:

Visual storytelling plays a significant role in news reporting, complementing the written text and enhancing the overall communication of the story. Here are some key points regarding visual storytelling and its relationship with news reporting:

1. Enhancing Storytelling: Visuals add depth and richness to the storytelling process in news reporting. They provide a visual narrative that complements and expands upon the written text, offering additional layers of information, context, and emotional resonance. Through visual storytelling, news organizations can convey complex stories in a more accessible and compelling way.

2. Evoking Emotional Response: Visuals have a unique ability to evoke emotional responses from viewers. They can capture powerful moments, human experiences, or scenes of significance. By incorporating visuals into news reporting, journalists can evoke empathy, compassion, and understanding in readers, fostering a deeper emotional connection with the story.

3. Engaging the Audience: Visuals play a crucial role in engaging the audience and holding their attention. They act as visual hooks that capture the reader's interest and encourage them to delve deeper into the story. Engaging visuals can entice readers to spend more time with the content, resulting in increased reader engagement and retention.

4. Providing Context and Understanding: Visuals offer a visual context that enhances the reader's understanding of the news story. They can provide geographical references, historical backgrounds, or visual explanations of complex concepts. Visual storytelling helps readers grasp the nuances and intricacies of the story, enhancing their comprehension and overall appreciation of the news.

5. Increasing Information Retention: Research suggests that visuals aid in information retention. By presenting information in a visual format, news organizations can enhance the reader's memory of the story. Visuals are often more memorable and can help readers recall the key points or details of the news article long after reading it.

6.   Catering to Different Learning Styles: Visual storytelling caters to the diverse learning styles of the audience. While some individuals may prefer textual information, others are more visually oriented. By incorporating visuals, news organizations can cater to a wider range of readers and ensure that the information is effectively communicated to various learning preferences.

7.   Social Media and Visual Storytelling: With the rise of social media platforms, visual storytelling has become even more crucial in news reporting. Platforms like Instagram, Twitter, and Facebook heavily rely on visuals to capture attention and engage users. News organizations must adapt to this visual-driven landscape and utilize visuals strategically to make an impact on social media platforms.

In conclusion, visual storytelling is an integral part of news reporting. It enhances storytelling, evokes emotions, engages the audience, provides context, aids in information retention, and caters to diverse learning styles. By effectively incorporating visuals into news reporting, journalists can create more impactful and engaging stories that resonate with readers and leave a lasting impression.

Selection Process for News Pictures:

The selection process for news pictures involves a careful consideration of various factors to ensure that the chosen images accurately represent the content of the news story and engage the audience effectively. Here are some key aspects to consider in the selection process for news pictures:

1.   Relevance to the Story: The selected pictures should be relevant to the news
story and help to enhance the reader's understanding of the content. They should capture the essence of the story and convey the key messages or events accurately.
The visuals should align with the narrative and contribute to the overall story arc.

2.   Accuracy and Authenticity: News organizations have a responsibility to ensure the accuracy and authenticity of the visuals they select. The chosen images should reflect the reality of the situation and avoid misrepresentation or manipulation. Photojournalists play a crucial role in capturing authentic and truthful images that align with journalistic ethics and standards.

3.   Visual Appeal: The visual appeal of the picture is essential in capturing and maintaining the reader's attention. The selected images should be visually striking, well-composed, and aesthetically pleasing. Factors such as composition, lighting, color, and framing should be considered to create visually engaging pictures that draw the reader's eye.

4.   Diversity and Inclusivity: News organizations should strive for diversity and inclusivity in their picture selection. The images should represent a wide range of perspectives, experiences, and demographics to avoid biases or stereotypes. This ensures that the visuals reflect the diverse nature of the society being reported on and promotes a more inclusive representation.

5.   Ethical Considerations: Ethical considerations are crucial in the selection of news pictures. Respect for privacy, dignity, and the rights of individuals featured in the images is paramount. Photojournalists and news organizations should adhere to ethical guidelines and obtain consent when necessary. Sensitivity should be exercised when selecting pictures that involve sensitive or traumatic subject matter.

6.   Editorial Judgment: The final selection of news pictures often relies on the editorial judgment of the news organization. Editors consider the overall story, the target audience, the platform or medium, and the intended impact when choosing the most suitable images. They assess the emotional impact, journalistic value, and storytelling potential of the visuals to ensure they align with the editorial objectives.

7.   Collaboration between Photojournalists and Editorial Teams: Effective collaboration between photojournalists and editorial teams is crucial in the selection process. Photojournalists provide their expertise in capturing powerful and compelling visuals, while the editorial team brings their understanding of the story and audience preferences. Together, they work to select images that best convey the news story's essence.

By considering these factors, news organizations can ensure that the selected pictures accurately reflect the content, engage the audience, and uphold ethical standards. The selection process requires a balance between journalistic integrity, visual appeal, and the effective communication of the news story's core messages.

Practices of News Organizations:

News organizations employ various practices when it comes to utilizing pictures effectively in their publications. These practices aim to enhance storytelling, engage readers, and uphold journalistic standards. Here are some common practices employed by news organizations in the use of pictures:

1.   Photojournalist Teams: Many news organizations maintain dedicated teams of photojournalists who specialize in capturing high-quality images. These professionals are skilled in documenting events, capturing candid moments, and visually representing the news stories. They work closely with reporters and editors to ensure that visuals align with the narrative and effectively convey the intended messages.

2.   Assignments and Briefings: News organizations assign specific photojournalists to cover events, stories, or beats. They provide briefings and guidelines to ensure that photographers capture images that align with the editorial objectives. This includes specifying the desired visual elements, angles, or perspectives to capture for a particular story.

3.   Photo Editing and Selection: News organizations have photo editors or teams responsible for reviewing and selecting the best images to accompany news stories. These editors analyze the composition, relevance, and visual appeal of the pictures to make informed decisions. They work closely with the editorial team to ensure that the selected visuals align with the story's content and objectives.

4.   Use of Wire Services and Freelancers: News organizations often rely on wire services, such as Getty Images or Reuters, to access a wide range of images from around the world. They may also collaborate with freelance photographers to acquire unique and exclusive visuals for specific stories. This allows news organizations to have a broader pool of visual resources to choose from.

5.   Multimedia Integration: In today's digital era, news organizations increasingly incorporate multimedia elements into their storytelling. This includes the use of videos, photo slideshows, interactive graphics, and immersive visual experiences. By combining different media formats, news organizations provide a more engaging and comprehensive news experience for their readers.

6.   Captions and Contextual Information: News organizations recognize the importance of captions in providing context and information about the visuals. Captions accompany the images and provide details such as dates, locations, names of individuals,

and relevant background information. Captions add depth and clarity to the visuals, enhancing the reader's understanding of the story.

7. Online Image Galleries and Archives: News organizations maintain online
image galleries and archives where readers can access a collection of visual content. These archives allow readers to explore visuals related to past events, stories, or topics of interest. It provides a valuable resource for researchers, journalists, and the general public to access historical or topical visual information.

By implementing these practices, news organizations can effectively utilize pictures to enhance their storytelling, engage readers, and provide a visually compelling news experience. Collaboration between photojournalists, editors, and other newsroom staff is key to ensure the selection of high-quality visuals that align with the editorial vision and meet the needs of the target audience.

Gaps and Future Directions:

While the importance of pictures in print media and the practices of news organizations in their selection are well-recognized, there are still some gaps and opportunities for future directions. These include:

Ethical Considerations: While ethical considerations are crucial in the selection of news pictures, there is a need for ongoing discussions and guidelines regarding

privacy, consent, and representation. News organizations should continually reassess and refine their ethical practices to ensure that the rights and dignity of individuals featured in the visuals are respected.

Diversity and Inclusion: Although news organizations strive for diversity and inclusion in their picture selection, there is room for improvement. Efforts should be made to ensure that visuals represent a wide range of perspectives, demographics, and experiences. This includes promoting diverse voices and capturing images that challenge stereotypes and biases.

Visual Storytelling in Digital Media: With the digital transformation of the media landscape, there is a need to explore innovative ways of incorporating visuals in digital platforms. News organizations can leverage interactive features, virtual reality, augmented reality, and other emerging technologies to create immersive and engaging visual storytelling experiences.

Audience Engagement and Interactivity: As audience preferences and behaviors evolve, news organizations should explore ways to increase audience engagement

with visuals. This can involve incorporating interactive elements, user-generated content, and opportunities for reader participation. Encouraging readers to share their own visuals and stories can foster a more interactive and collaborative news environment.

Visual Verification and Fact-checking: With the rise of misinformation and manipulated visuals, news organizations need to enhance their efforts in visual verification and fact-checking. Developing robust systems and protocols to authenticate and validate images can help ensure the accuracy and trustworthiness of the visuals used in news reporting. Visual Journalism Training: Providing training and resources for journalists and photojournalists in visual storytelling techniques can enhance the overall quality and impact of news visuals. This includes technical skills, ethical considerations, and the ability to capture compelling visuals that effectively communicate the news. Audience Research and Feedback: Conducting audience research and soliciting feedback on the use of visuals in news reporting can provide valuable insights. News organizations can gain a better understanding of audience preferences, expectations, and the impact of visuals on their news consumption. This feedback can inform future decisions and practices related to picture selection.

By addressing these gaps and exploring future directions, news organizations can continue to evolve and enhance their utilization of visuals in print media. Embracing technological advancements, prioritizing ethical considerations, and actively engaging with the audience can lead to more impactful and engaging visual storytelling in the ever- changing media landscape.

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1.   For academic papers, it's important to follow the citation style recommended by your institution or the specific journal you're submitting to. Common citation styles include APA (American Psychological Association), MLA (Modern Language Association), and Chicago.

2.   When citing books, you typically include the author(s), title, publication year, publisher, and location. For example:
APA: Author, A. A. (Year). Title of book. Publisher. MLA: Author, First Name. Titleof Book. Publisher, Year.

3.   When citing journal articles, you typically include the author(s), article title, journal title, volume number, issue number, page range, and publication year. For example:
 APA: Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. Title of Journal, Volume(Issue), Page range. MLA: Author, First Name, et al. "Title of Article." Journal Title, vol. volume number, no. issue number, year, pp. page range.

4.   Websites and online sources require the URL and access date in addition to the standard citation elements. For example:
 APA: Author, A. A. (Year). Title of web page/document. Retrieved from URL MLA: Author, First Name. "Title of Web Page/Document." Website Name, URL (accessedDay Month Year).

Human Resource Practices and Procedures in iFortisWorldwide: A Comprehensive Overview

Ms Komal

Assistant Professor,Chandigarh School of Business,Jhanjeri

Abstract:

This abstract provides an overview of the human resource (HR) practices and procedures implemented within iFortis Worldwide, a global organization. It highlightsthe company's commitment to managing its workforce effectively and efficiently. The HR department in iFortis plays a pivotal role in aligning the company's strategic goals with its human capital, ensuring employee engagement, talent acquisition, retention, anddevelopment. This abstract presents a snapshot of the key HR practices and proceduresfollowed by iFortis Worldwide, showcasing their focus on nurturing a diverse andinclusive work environment.the abstract highlights the company's compliance with legaland ethical standards. iFortis Worldwide ensures adherence to labor laws, confidentiality, data privacy, and other relevant regulations in all HR practices and procedures.

Keywords: Diverse work environment,employee engagement.

Introduction:

Fortis Worldwide is a global company committed to delivering innovative solutions and services in various industries. As a multinational organization, iFortis recognizes the significance of effective human resource practices in achieving its goals andmaintaining a competitive advantage in the market. This introduction will provide anoverview of the key human resource practices implemented by iFortis Worldwide.

1. Talent Acquisition and Recruitment: iFortis focuses on attracting and hiring top talent from diverse backgrounds. The company employs a comprehensive recruitment process that includes job postings, candidate screening, interviews, and reference checks. iFortis is dedicated to selecting candidates who possess the skills, experience, and cultural fit required for success within the organization.

2. Employee Onboarding and Training: iFortis places great emphasis on the onboarding process to ensure new employees quickly integrate into the company's culture and understand their roles and responsibilities. The organization provides comprehensive training programs that equip employees with the necessary skills and knowledge to perform their jobs effectively. Continuous professional development opportunities are also offered to enhance employee growth and career progression.

3. Performance Management: iFortis implements a robust performance management system that encourages ongoing feedback and performance evaluation. Through regular performance discussions, employees receive constructive feedback, recognition for their achievements, and support for improvement. Performance goals are aligned with the company's strategic objectives, fostering a results-oriented workenvironment.

4. Employee Engagement and Well-being: iFortis recognizes that engaged and satisfied employees contribute to the company's success. The organization promotes a positive work culture that encourages open communication, teamwork, andcollaboration. Employee engagement initiatives, such as team-building activities,

wellness programs, and recognition schemes, are implemented to create a supportive and motivating work environment.

5.   Diversity and Inclusion: iFortis values diversity and believes that an inclusive workplace fosters innovation and creativity. The company actively promotes diversity in its workforce by ensuring equal opportunities for all employees, regardless of their background, ethnicity, gender, or other characteristics. Inclusion initiatives, such as employee resource groups and diversity training, are implemented to foster a sense of belonging and respect for all individuals.

6.   Compensation and Benefits: iFortis offers competitive compensation packages that reward employees for their contributions and align with industry standards. The company provides a range of benefits, including health insurance, retirement plans, flexible work arrangements, and employee assistance programs, to support the well-being and financial security of its workforce.

7.   Employee Relations and Conflict Resolution: iFortis   maintains   strong employee relations by fostering a culture of fairness and respect. The company provides avenues for employees to voice their concerns and facilitates effective conflict resolution through open communication and mediation processes. iFortis promotes a positive work environment where grievances are addressed promptly and transparently.

Employee Engagement in ifortis

Employee engagement is a crucial aspect of iFortisWorldwide's human resource practices. The company recognizes that engaged employees are more productive, innovative, and committed to achieving organizational goals. iFortis implements various strategies to promote employee engagement within the organization. Here are some key initiatives:

1.   Open Communication Channels: iFortis fosters a culture of open and transparent communication. The company encourages regular communication between employees and management through various channels such as town hall meetings, employee surveys, suggestion boxes, and digital collaboration platforms. This ensures that employees have a voice and their ideas, concerns, and feedback are heard and acted upon.

 2.   Recognition and Rewards: iFortis understands the importance of recognizing and appreciating employees' contributions. The company has implemented recognition programs to acknowledge outstanding performance, innovative ideas, and milestones achieved by individuals and teams. This recognition can take the form of monetary rewards, public acknowledgments, certificates, or other forms of incentives, fostering a sense of pride and motivation among employees.

 3.   Employee Development and Growth Opportunities: iFortis emphasizes the professional development of its employees. The company provides opportunities for skill enhancement through training programs, workshops, seminars, and mentoring initiatives. iFortis also encourages employees to pursue continuous learning and supports them in acquiring new knowledge and skills relevant to their roles and career aspirations. By investing in employee growth, iFortis demonstrates its commitment to their long-term success.

4.   Work-Life Balance and Well-being: iFortis recognizes the importance of work- life balance and employee well-being. The company offers flexible work arrangements, such as remote work options, flexible scheduling, and wellness programs, to support employees in achieving a healthy work-life integration. iFortis promotes a culture that values physical and mental well-being, providing resources and initiatives that promote employee health and wellness.

Team Building and Collaboration: iFortis promotes a collaborative work environment and encourages teamwork among employees. The company organizes team-building activities, workshops, and events that facilitate interaction, foster relationships, and strengthen bonds among colleagues. Such initiatives create a sense of belonging and camaraderie, enhancing employee engagement and collaboration within iFortis.

6.   Employee Involvement and Empowerment: iFortis actively involves employees in decision-making processes and empowers them to contribute to the company's success. The organization encourages employees to share their ideas, participate in cross-functional projects, and take ownership of their work. This involvement fosters a sense of ownership and engagement among employees, as they feel valued and integral to the company's growth.

7.   Corporate Social Responsibility (CSR) Initiatives: iFortis engages employees in meaningful CSR activities, such as volunteering programs, community service, and sustainability efforts. By participating in these initiatives, employees feel a sense of purpose and pride in contributing to the greater good, which enhances their overall engagement with the organization.

Overall, iFortis Worldwide prioritizes employee engagement by fostering open communication, recognizing and rewarding achievements, providing growth opportunities, supporting work-life balance, promoting collaboration, involving employees in decision-making, and engaging in CSR initiatives. These practices contribute to a positive work environment where employees are motivated, satisfied, and actively contribute to iFortis' success.

Diverse Work Environment in ifortis

iFortis Worldwide is committed to fostering a diverse and inclusive work environment where individuals from various backgrounds, cultures, and perspectives are valued and respected. The company recognizes that diversity brings forth different ideas, experiences, and insights, leading to innovation and better decision- making. Here's how iFortis promotes a diverse work environment:

Equal Opportunity Employment: iFortis ensures that all employees and job applicants are treated fairly and without discrimination. The company follows rigorous hiring processes that focus on merit and qualifications, rather than bias or personal characteristics. iFortis provides equal opportunities for employment and advancement based on individual abilities, skills, and performance.

Diversity Recruitment: iFortis actively promotes diversity in its recruitment efforts. The company strives to attract candidates from diverse backgrounds by reaching out to a wide range of talent pools, including universities, professional organizations, and diversity-focused networks. iFortis emphasizes the importance of diversity in job

postings and actively seeks candidates who can contribute to a rich and inclusiveworkforce.

Inclusive Policies and Practices: iFortis implements inclusive policies and practices that foster a supportive environment for all employees. The company ensures that policies related to hiring, promotion, compensation, and employee benefits are free from bias and discrimination. iFortis also provides resources and support systems to accommodate the needs of employees with diverse backgrounds, including those with disabilities or specific cultural requirements.

Employee Resource Groups (ERGs): iFortis encourages the formation of Employee

Resource Groups, which are voluntary associations of employees with shared characteristics or experiences. ERGs provide a platform for employees to connect, shareperspectives, and contribute to initiatives that promote diversity and inclusion. Thesegroups play a vital role in fostering a sense of belonging and creating a supportivecommunity within iFortis.

Diversity Training and Awareness: iFortis conducts diversity training programs and workshops to raise awareness and enhance employees' understanding of the value of diversity and inclusion. These initiatives aim to challenge biases, promote empathy, andfoster an inclusive mindset throughout the organization. By educating employees on diversity-related topics, iFortis seeks to create a culture that celebrates differences andappreciates the unique contributions of every individual.

Diverse Leadership and Mentorship: iFortis believes in promoting diversity at all

levels of the organization, including leadership positions. The company strives to have diverse representation in its leadership teams, ensuring that individuals from various backgrounds have a seat at the decision-making table. iFortis also encourages mentorship programs that connect employees with diverse backgrounds to senior leaders, fostering professional growth and guidance.

Celebrating Diversity: iFortis organizes events and initiatives that celebrate the diverse cultures and backgrounds of its employees. These activities can include cultural festivals, heritage month celebrations, and diversity-themed workshops. By

acknowledging and appreciating the diversity within the organization, iFortis creates a sense of pride and belonging for employees from different backgrounds.

Overall, iFortis Worldwide actively promotes a diverse work environment through equal opportunity employment, diversity recruitment, inclusive policies and practices, Employee Resource Groups, diversity training, diverse leadership representation, and celebrating diversity. These initiatives create an inclusive workplace where all employees feel valued, respected, and empowered to contribute their unique perspectives and talents.

2. **Review of literature**

Kahn's (1990) model was only empirically tested in one study, and May et al. (2004)discovered that engagement was highly correlated with meaningfulness, safety, and availability. Additionally, they discovered that role fit and job enrichment were good indicators of meaningfulness, whereas rewarding coworker relationships and encouraging supervisory attitudes were good indicators of safety and conformity to workplace customs and self-consciousness were bad indicators. Resources predicted psychological availability more accurately than engagement in extracurricular

activities, which was a negative predictor. Overall, it was discovered that there was a high correlation between meaningfulness and various employee outcomes in terms of engagement.According to Holbeche and Springett (2003), employees' perceptions of'meaning' in the workplace are unmistakably related to their levels of engagement and, eventually, their performance. They contend that people actively look for meaning in their work, and if employers don't try to supply it, they will leave. According to the study's findings, more people (70%) strive for meaning at work than they do in other aspects of their lives (ibid). There are many potential explanations for this, including thefact that people often spend more time at work than on other aspects of their lives.High levels of engagement, according to Holbeche and Springett (2003), can only be attained in workplaces where there is a shared sense of destiny and purpose that binds people on a personal level and boosts their own goals.

3. **Objectives of the Study**

The objective of this paper is to study the various Human Resouurces policies and practices followed by ifortis group.

4. **Research Methodology**

The research design of this study is descriptive in nature. The study is purely based on secondary data. The universe comprises students and teachers from all over India. Several research papers, articles, YouTube videos and newspapers were reviewed for research purposes.

5. **Suggestions:**

Here are some suggestions to enhance the human resource practices at iFortis:

1. Diversity and Inclusion Training: Implement comprehensive diversity andinclusion training programs for all employees. These programs should focus on raising awareness, challenging biases, and promoting an inclusive work culture.

Provide training on topics such as unconscious bias, cultural competence, and inclusive leadership to ensure employees at all levels understand and embrace diversity.

2. Employee Recognition Programs: Enhance employee recognition programs by incorporating both formal and informal recognition initiatives. Encourage managers and colleagues to regularly acknowledge and appreciate outstanding contributions and achievements. Consider implementing a peer recognition platform where employees can recognize and celebrate each other's accomplishments.

3. Cross-Functional Collaboration: Foster cross-functional collaboration by encouraging employees from different departments and teams to work together onprojects and initiatives. Promote knowledge sharing, communication, and teamwork to break down silos and enhance innovation and problem-solving abilities.

4. Performance Feedback and Coaching: Implement a continuous feedback system that goes beyond traditional annual performance reviews. Encourage managers to provide regular feedback and coaching to employees, focusing on their strengths, areas for improvement, and growth opportunities. Provide managers withtraining and resources to enhance their coaching and feedback skills.

5. Employee Engagement Surveys: Conduct regular employee engagement surveys to gauge the level of employee satisfaction and identify areas of improvement. Use the survey results to address any concerns or issues raised by employees and develop action plans to enhance engagement and productivity.

6.   Learning and Development Opportunities: Invest in comprehensive learning and development programs that offer a wide range of training options, including technical skills, leadership development, and personal growth. Provide employees with opportunities for continuous learning and skill enhancement through workshops, online courses, and external training programs.

7.   Employee Well-being Initiatives: Expand well-being initiatives to support employees' physical and mental well-being. Offer programs such as wellness challenges, mindfulness training, access to fitness facilities, and mental health resources. Foster a culture that encourages work-life balance and supports employees in managing their personal and professional responsibilities.

8.   Corporate Social Responsibility (CSR) Initiatives: Enhance CSR initiatives by involving employees in meaningful community service projects and sustainability efforts. Encourage employees to actively participate in volunteer activities and provide opportunities for them to contribute their skills and expertise to social and environmental causes.

Conclusion:

In conclusion, iFortis Worldwide has a strong foundation in its human resource practices, recognizing the importance of talent acquisition, employee development, and creating an inclusive work environment. By implementing these suggested enhancements, iFortis can further elevate its human resource practices to foster a thriving and engaged workforce. The key areas for improvement include embracing diversity and inclusion through training, promoting cross-functional collaboration, enhancing employee recognition and feedback processes, investing in learning and development opportunities, and prioritizing employee well-being. By prioritizing these aspects, iFortis will strengthen its ability to attract, retain, and develop top talent, resulting in increased employee engagement, productivity, and overall organizational success. By continuously evaluating and adapting its human resource practices, iFortis can ensure it remains a desirable workplace where employees feel valued, supported, and empowered to reach their full potential.

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Advertising Effectiveness at PepsiCo India Pvt. Ltd.: A Comprehensive Study

Ms Komal

Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri

Abstract:

The study examines the advertising effectiveness at PepsiCo India Pvt. Ltd., a renowned multinational food and beverage company operating in India. Advertising is a vital tool for companies to communicate with their target audience and influence consumer behavior. This research aims to evaluate the impact and effectiveness of various advertising strategies employed by PepsiCo India Pvt. Ltd. in promoting its products and building brand awareness. The research investigates several key areas of advertising effectiveness, including message recall, brand recognition, consumer attitudes, and purchase intent. Furthermore, it analyzes the effectiveness of different advertising channels and formats used by PepsiCo India Pvt. Ltd., such as television, digital platforms, print media, and outdoor advertising.

Keywords: Advertising effectiveness, brand awareness.

Introduction:

Advertising is a crucial component of marketing strategies employed by companies worldwide. It serves as a powerful tool for organizations to communicate their brand message, promote their products, and influence consumer behavior. As a multinational food and beverage company, PepsiCo India Pvt. Ltd. recognizes the significance of effective advertising in building brand awareness, driving sales, and maintaining a competitive edge in the Indian market.

PepsiCo India Pvt. Ltd. has established a strong presence in India, offering a diverse portfolio of popular brands, including Pepsi, Lay's, Kurkure, Mountain Dew, and Tropicana, among others. With a diverse range of products catering to various consumer preferences, PepsiCo India Pvt. Ltd. has strategically invested in advertising to reach its target audience and create a lasting impact on consumers.

In an ever-evolving consumer landscape, understanding the effectiveness of advertising campaigns becomes crucial for companies to allocate resources efficiently, fine-tune their messaging, and optimize their marketing strategies. By evaluating the advertising effectiveness, PepsiCo India Pvt. Ltd. can gain insights into consumer perceptions, brand recall, and purchase intent, thus guiding decision-making processes to enhance marketing efforts.

This study aims to delve into the advertising effectiveness carried out at PepsiCo India Pvt. Ltd. by employing a comprehensive research approach. It seeks to examine the impact of various advertising strategies and channels used by the company, evaluate consumer responses, and uncover key insights that can inform future advertising campaigns.

Through a mixed-methods approach, this research will combine qualitative and quantitative methodologies. Surveys and interviews will be conducted with consumers, advertising professionals, and marketing executives to gather primary data. Additionally, secondary data from industry reports, internal company

documents, and marketing campaigns will be analyzed to provide a holistic view of advertising effectiveness.

By focusing on critical aspects such as message recall, brand recognition, consumer attitudes, and purchase intent, this study aims to provide a comprehensive assessment of PepsiCo India Pvt. Ltd.'s advertising effectiveness. It will explore the effectiveness of different advertising channels and formats utilized by the company, including television, digital platforms, print media, and outdoor advertising.

In an era of rapidly changing consumer preferences and media consumption habits, this research recognizes the need for continuous monitoring and adaptation of advertising strategies. It acknowledges the potential challenges faced by PepsiCo

India Pvt. Ltd., such as evolving regulatory constraints and emerging competitors. By understanding these challenges and capitalizing on the strengths of its advertising campaigns, PepsiCo India Pvt. Ltd. can maintain a strong market position and sustain business growth in India.

1.1 What measures are taken by PepsiCo India pvt Ltd for brand awareness?

PepsiCo, as a leading multinational food and beverage company, has implementedvarious measures to enhance brand awareness. These initiatives are aimed at increasing consumer recognition, strengthening brand positioning, and establishing adeeper connection with target audiences. Some of the key measures taken by PepsiCo for brand awareness include:

1. Integrated Marketing Campaigns: PepsiCo has consistently launched integrated marketing campaigns that leverage multiple channels to reach a wide range ofconsumers. These campaigns often include television commercials, digital advertising, print media, social media engagement, and experiential marketing. By utilizing a mix oftraditional and digital platforms, PepsiCo maximizes its brand exposure and engages with consumers across different touchpoints.

2. Celebrity Endorsements and Partnerships: PepsiCo has strategically collaborated with influential celebrities and popular personalities to endorse its brands. These partnerships help create buzz, generate media attention, and amplify brand awareness. By associating with well-known figures in entertainment, sports, and music, PepsiCo taps into their fan base and leverages their influence to enhance brandrecognition.

3. Sponsorships and Event Marketing: PepsiCo actively participates in sponsorships and event marketing initiatives to increase brand visibility and engage with consumers in real-life settings. For example, PepsiCo sponsors major sports events, music festivals, and cultural events, providing opportunities for product placement, experiential activations, and brand integration. This strategy helps create memorable experiences and fosters a positive brand image among target audiences.

4. Digital and Social Media Presence: PepsiCo recognizes the importance of digital platforms and social media in reaching and engaging with consumers. The company maintains an active presence on various social media platforms, such as Facebook, Instagram, Twitter, and YouTube. Through engaging content, interactive campaigns, and influencer collaborations, PepsiCo leverages the power of social media to enhance brand awareness and foster brand loyalty.

5. Product Innovation and Packaging: PepsiCo continuously invests in product innovation and packaging design to attract consumer attention and differentiate its

brands. By introducing new flavors, packaging formats, and limited-edition releases, PepsiCo generates excitement and reinforces brand awareness. The company also focuses on sustainable packaging solutions, reflecting its commitment to environmental stewardship and appealing to environmentally-conscious consumers.

6.   Community Engagement and Corporate Social Responsibility (CSR): PepsiCo actively engages in community-focused initiatives and CSR programs, which contribute to brand awareness. By supporting causes aligned with its values, such as environmental sustainability, youth empowerment, and health and wellness, PepsiCoestablishes itself as a responsible corporate citizen. Such initiatives generate positive publicity, enhance brand reputation, and resonate with socially-conscious consumers.

7.   Brand Consistency and Messaging: PepsiCo maintains consistency in brand messaging across its various product lines, ensuring a unified brand identity. This consistency helps consumers associate certain qualities and values with PepsiCo brands, building familiarity and facilitating brand recall. By employing consistent visual elements, slogans, and brand voice, PepsiCo reinforces brand awareness and establishes a cohesive brand image.

1.2 Advertising effectiveness

Advertising effectiveness refers to the extent to which an advertising campaign achieves its objectives and influences consumer behavior. It assesses the impact of advertising onvarious key metrics, including brand awareness, brand recall, consumer attitudes, purchase intent, and ultimately, sales. The effectiveness of advertising is crucial for companies as it determines the return on investment (ROI) and the overall success of marketing efforts.

Measuring advertising effectiveness involves analyzing different aspects of anadvertising campaign to determine its impact on target audiences. Some common measures of advertising effectiveness include:

1.   Message Recall: Advertising effectiveness is often evaluated based on the ability of consumers to recall the key messages conveyed in an advertisement. This measure assesses the extent to which the advertisement leaves a lasting impression in the minds of the target audience and increases brand recall.

2.   Brand Awareness and Recognition: Effective advertising helps in building and enhancing brand awareness. By measuring the level of brand recognition among consumers, companies can determine the effectiveness of their advertising campaigns inincreasing brand visibility and establishing brand identity.

3.   Consumer Attitudes and Perceptions: Advertising aims to shape consumer attitudes and perceptions towards a brand or product. Evaluating changes in consumer opinions, beliefs, and emotions resulting from advertising can provide insights into the effectiveness of the campaign in influencing consumer behavior.

4.   Purchase Intent: The effectiveness of advertising is often measured by analyzing its impact on consumer purchase intent. By assessing whether the advertising campaignhas influenced consumers' likelihood to purchase the advertised product or service, companies can gauge the effectiveness of their advertising efforts in driving sales.

5.   Sales and Revenue Impact: Ultimately, advertising effectiveness can be evaluated by measuring its impact on sales and revenue. By comparing pre and post-advertising

campaign sales data, companies can determine the incremental revenue generated as a result of the campaign, providing a clear indication of its effectiveness.

6.   Return on Investment (ROI): ROI analysis helps assess the financial effectiveness of an advertising campaign by comparing the costs incurred with the resulting benefits. This measure considers the overall impact on sales, brand value, and long- term customer relationships to determine whether the advertising investment was profitable.

To measure advertising effectiveness, companies employ various research methods, including surveys, focus groups, data analytics, market testing, and tracking studies.These methods provide insights into consumer behavior, brand perception, and the impact of advertising campaigns, enabling companies to optimize their marketingstrategies, allocate resources effectively, and enhance future advertising efforts.

Review of literature

Customers' attitudes towards six different online ad formats (banners, floating ads, large rectangles, interstitials, skyscrapers, and pop-ups) were examined by Burns and Lutz (2006). They discovered that banners scored highest on the information factor and received the most favourable overall reactions from consumers. Among the six online ad formats used in that study, banner performed best in terms of all behavioural metrics, including click-through frequency, click-through percentage, and percent visit later.

A form of advertising known as viral marketing motivates consumers to spread a message. In the literature, buzz marketing and word-of-mouth are used as synonyms for viral marketing. A large audience can be reached effectively using viral marketing, which also makes it easier to compile a list (Blumberg et al. 2005). Three basic methods of email- based viral marketing are most frequently used: pass-along emails, emails or web prompts, and emails with incentives. A social tie (such as a close friend) is more influential and acts as a conduit via which recommendations are more likely to pass (Blumberg et al. 2005). Therefore, viral marketing has a bigger impact than traditional advertising mediums.

Objectives of the Study

The objective of this paper is to measure the Advertising Effectiveness at PepsiCoIndia Pvt. Ltd.

4. **Research Methodology**

The research design of this study is descriptive in nature. The study is purely based on secondary data. The universe comprises students and teachers from all over India. Several research papers, articles, YouTube videos and newspapers were reviewed for research purposes.

Suggestions:

To further improve brand awareness, PepsiCo can consider implementing the following strategies:

1. Strengthen Digital Presence: In today's digital era, it is crucial for PepsiCo to focus on expanding and optimizing its digital presence. This can involve developing

a comprehensive digital marketing strategy that encompasses social media marketing, search engine optimization (SEO), content marketing, and influencer partnerships. By leveraging these channels effectively, PepsiCo can reach a wider audience, engage with consumers, and create shareable content to enhance brand awareness.

2. Embrace User-Generated Content: Encourage consumers to generate and share their own content related to PepsiCo brands. Launch user-generated content campaigns, contests, or challenges that motivate customers to create and share videos, images, or testimonials showcasing their experiences with PepsiCo products. This approach not only increases brand awareness but also fosters a sense of community and brand advocacy among consumers.

3. Utilize Influencer Marketing: Collaborate with relevant influencers who align with PepsiCo's target audience and brand values. Engage influencers to promote PepsiCo products through their social media channels and create authentic content that resonates with their followers. Influencer marketing can significantly boost brand awareness and credibility, especially among younger demographics who value authentic recommendations from trusted personalities.

4. Leverage Experiential Marketing: Create memorable experiences for consumers by organizing experiential marketing campaigns. This can include pop-up events, sampling activations, or interactive installations that allow consumers to engage with PepsiCo products in unique and immersive ways. These experiences not only drive brand awareness but also generate positive word-of-mouth, amplifying the reach of PepsiCo's messaging.

Conclusion:

The findings of the study provide valuable insights into the effectiveness of PepsiCo India Pvt. Ltd.'s advertising campaigns, enabling the company to refine its marketing strategies and optimize resource allocation. Additionally, the research contributes to the existing body of knowledge in advertising effectiveness within the Indian consumer market.The study recognizes the dynamic nature of the advertising landscape and highlights the importance of continuous monitoring and adaptation of advertising strategies. It also considers the potential challenges faced by PepsiCo India Pvt. Ltd. in a competitive market, such as changing consumer preferences, regulatory constraints, and evolving media consumption patterns.Overall, this study aims to contribute to a deeper understanding of advertising effectiveness in the context of PepsiCo India Pvt. Ltd. The findings and insights obtained from this research will enable the company to refine its advertising strategies, improve consumer engagement, and make informed decisions regarding resource allocation. Ultimately, this research endeavors to enhance PepsiCo India Pvt. Ltd.'s advertising efforts and establish a stronger connection with the Indian consumer base.

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Relationship Management at Domino's: EnhancingCustomer Loyalty and Satisfaction

Komal
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Punit Kumar
JB Institute of Technology, Dehradun

Abstract:

In today's competitive business landscape, companies recognize the pivotal role of effective customer relationship management (CRM) strategies in fostering customer loyalty and satisfaction. This abstract presents a comprehensive overview of Domino's Pizza's CRM initiatives, focusing on how the company leverages technology and data- driven approaches to build enduring relationships with its customers. Moreover, Domino's places great emphasis on convenience and accessibility in its CRM strategy. The company has invested significantly in developing user-friendly online and mobile platforms, enabling customers to easily place orders, track deliveries, and provide feedback. This commitment to convenience has contributed to improved customer satisfaction and loyalty. Central to Domino's CRM approach is the integration of data analytics and customer segmentation techniques. Through the collection and analysis of customer information, Domino's gains valuable insights into consumer preferences, ordering habits, and demographic trends. These insights enable the company to tailor itsofferings and promotional campaigns to individual customer segments, enhancing the overall customer experience.

Keywords: CRM Strategy, customer loyality

Introduction:

1.   CRM strategy, or Customer Relationship Management strategy, refers to a company's planned approach to managing and nurturing its relationships with customers. It encompasses a set of principles, practices, and technologies aimed at improving customer satisfaction, increasing customer loyalty, and driving business growth. A well-defined CRM strategy enables organizations to better understand their customers, tailor their offerings to meet customer needs, and deliver exceptional customer experiences across various touchpoints.

2.   A CRM strategy typically involves the following key components:

i.   Customer Segmentation: Identifying different customer segments based on factors such as demographics, purchasing behavior, preferences, and value to the business. This segmentation allows companies to better target their marketing efforts and deliver personalized experiences to different customer groups.

ii.   Data Collection and Analysis: Gathering and analyzing customer data from various sources, including transactions, interactions, feedback, and social media. This data provides insights into customer behavior, preferences, and trends, which can be

leveraged to make informed business decisions and personalize customer interactions.

iii.   Technology and Tools: Implementing CRM software and other technologies that facilitate data management, customer communication, and automation of processes. These tools enable companies to streamline their CRM efforts, improve efficiency, and provide a seamless customer experience.

iv.   Customer Engagement: Developing strategies for engaging customers throughout their journey, from initial contact to post-purchase interactions. This includes targeted marketing campaigns, personalized communication, loyalty programs, and customer support initiatives.

v.   Collaboration and Integration: Ensuring effective coordination and communication among different departments within the organization, such as marketing, sales, customer service, and IT. This collaboration ensures a consistent and unified customer experience across all touchpoints.

vi.   Continuous Improvement: Regularly monitoring and evaluating the effectiveness of CRM initiatives, collecting feedback from customers, and making necessary adjustments to enhance the strategy over time. Continuous improvement is crucial for staying responsive to changing customer needs and market dynamics.

vii.   A well-executed CRM strategy can bring numerous benefits to a company, including increased customer retention, higher customer lifetime value, improved customer satisfaction, enhanced brand loyalty, and a competitive edge in the marketplace. By placing the customer at the center of their operations and leveraging data and technology, companies can build long-lasting relationships, foster customer loyalty, and achieve sustainable business growth.

CRM strategy at Domino`s Pizza

In today's fast-paced and fiercely competitive business environment, customer relationship management (CRM) has emerged as a vital strategy for companies to cultivate customer loyalty, enhance satisfaction, and drive sustainable growth. Domino's Pizza, a global leader in the quick-service restaurant industry, has recognized the significance of CRM and has implemented a robust CRM strategy to establish and nurture lasting relationships with its customers.

Domino's CRM approach goes beyond mere transactional interactions, aiming to create personalized and seamless experiences at every customer touchpoint. By leveraging cutting-edge technology, data analytics, and a deep understanding of customer preferences, Domino's has successfully transformed its CRM strategy into a key differentiator in the highly competitive pizza delivery market.

This paper provides a comprehensive analysis of Domino's CRM strategy, focusing on the key components and initiatives that have contributed to the company's success

in building customer loyalty and satisfaction. Through a combination of customer segmentation, data-driven insights, and a commitment to convenience and accessibility, Domino's has been able to create a truly customer-centric CRM ecosystem.

The following sections will delve into the various aspects of Domino's CRM strategy, including its use of data analytics to gain customer insights, the integration of technology for seamless customer experiences, and the company's post-purchase engagement and support initiatives. By understanding the strategies and practices employed by Domino's, we can gain valuable insights into the importance of CRM in the quick-service restaurant industry and its broader implications for businesses across different sectors.

Overall, Domino's CRM strategy serves as a testament to the company's dedication to understanding and meeting customer expectations. Through the effective implementation of CRM principles, Domino's has not only managed to strengthen customer loyalty and satisfaction but has also positioned itself as a leader in the industry. By analyzing the key components of Domino's CRM strategy, we can extract valuable lessons and best practices that can be applied by businesses seeking to enhance their customer relationships and achieve sustainable success in today's dynamic marketplace.

Customer Loyalty At Dominos

Customer loyalty is a key focus for Domino's Pizza, and the company has implemented various strategies and initiatives to cultivate and maintain loyal customers. These efforts have contributed to Domino's reputation as a leader in the quick-service restaurant industry.
One of the primary drivers of customer loyalty at Domino's is the company's commitment to consistently delivering high-quality products and services. Domino's places great emphasis on using fresh ingredients, maintaining rigorous quality standards, and ensuring prompt and accurate order fulfillment. By consistently meeting or exceeding customer expectations, Domino's builds trust and fosters loyalty among its customer base.
Domino's also recognizes the importance of convenience and accessibility in cultivating customer loyalty. The company has heavily invested in technology and digital platforms to provide customers with a seamless and user-friendly experience. Domino's online ordering system, mobile applications, and website offer easy and convenient ways for customers to place their orders, customize their pizzas, and track deliveries in real-time. By prioritizing convenience, Domino's enhances customer satisfaction and loyalty.
Furthermore, Domino's employs customer engagement strategies to foster a sense of connection and loyalty. The company actively seeks customer feedback through various channels, including surveys, social media, and online reviews. This feedback is carefully analyzed and used to continuously improve and enhance the customer experience. Moreover, Domino's maintains a strong presence on social media platforms, engaging with customers, responding to inquiries, and showcasing new products or

promotions. This engagement creates a sense of community and strengthens the bond between Domino's and its customers.

Another significant factor contributing to customer loyalty at Domino's is the company's loyalty program, Domino's Piece of the Pie Rewards. This program allows customers to accumulate points with each purchase, which can then be redeemed for free pizzas and other rewards. The loyalty program incentivizes repeat purchases and encourages customers to choose Domino's over competitors, further building customer loyalty.

Overall, Domino's Pizza's focus on delivering high-quality products, leveraging technology for convenience, actively engaging with customers, and offering a loyalty program has been instrumental in cultivating and maintaining customer loyalty. By consistently meeting customer expectations and providing exceptional experiences, Domino's has created a loyal customer base that continues to choose Domino's as their preferred pizza delivery option.

Review of literature

CRM emerged in the 1970s (Buttle, Citation2004) as a new tool for managing and optimising sales-force automation within companies. Eversince, it has become one of the most popular tools for enterprise information management, not only for sales and marketing purposes, but also for more effective Customer Interaction (King & Burgess, Citation2007) and customer knowledge management, as well as for the understanding of organisational behaviour. Chen and Popovich (Citation2003) define customer relationship management as an integration of processes, human capital and technology seeking for the best possible understanding of a company's customers. Besides, if we place our focus particularly on customer retention and relationship management, CRM is the most recent integrational approach available for relationship management.

A firm willing to survive and improve its position in the market needs to excel both in its exploitative and exploratory innovation (Tushman& O'Reilly, Citation1997), despite the organisational tensions resulting from both trends (March, Citation1991). Such mix of current exploitation and prospective exploration is the principle for sustainable business models as the core of modern and dynamic businesses. In this light, the interest of the current study is clear: it intends to prove CRM an efficient technological solution to help companies in the current exploitation of their resources, as well as to explore and innovate in all areas leading to sustainable economic and financial growth

Objectives of the Study

The objective of this paper is to study the customer relationship management at Domino`s Pizza.

Research Methodology

The research design of this study is descriptive in nature. The study is purely based on secondary data. The universe comprises students and teachers from all over India. Several research papers, articles, YouTube videos and newspapers were reviewed for research purposes.

Findings

While specific findings about Domino's CRM strategy may not be publicly available, several aspects of their CRM approach can be inferred from their public-facing initiatives and industry observations. Here are some key findings about Domino's CRM strategy:

Personalization and Customer Segmentation: Domino's emphasizes personalized experiences by leveraging customer segmentation and data analysis. Through the collection and analysis of customer information, Domino's tailors its offerings and promotional campaigns to different customer segments, catering to their preferences and enhancing the overall customer experience.

Technology and Convenience: Domino's heavily invests in technology and digital platforms to provide customers with convenient and seamless experiences. Online ordering systems, mobile applications, and real-time delivery tracking enhance convenience and accessibility, contributing to higher customer satisfaction and loyalty.

Post-Purchase Engagement and Support: Domino's prioritizes post-purchase engagement and support to foster long-term customer relationships. The company actively seeks feedback from customers through various channels, promptly addresses concerns, and ensures a high level of customer satisfaction even after the purchase is completed.

Loyalty Program: Domino's Piece of the Pie Rewards program plays a significant role in fostering customer loyalty. By offering rewards and incentives for repeat purchases, the loyalty program encourages customers to choose Domino's over competitors and reinforces their loyalty to the brand.

Social Media Engagement: Domino's maintains a strong presence on social media platforms, engaging with customers and responding to inquiries. This engagement helps create a sense of community, strengthens the brand's connection with customers, and enhances customer loyalty.

These findings suggest that Domino's CRM strategy revolves around personalization, convenience, post-purchase support, loyalty programs, and social media engagement. By focusing on these key areas, Domino's aims to build strong customer relationships, enhance customer satisfaction, and drive repeat business.

Conclusion:

In conclusion, Domino's Pizza has successfully implemented a customer-centric CRM strategy that focuses on leveraging technology, data analytics, and personalized experiences. By aligning its CRM efforts with customer preferences and needs, Domino's has strengthened its position in the highly competitive quick-service restaurant industry. The company's commitment to continuous improvement and innovation in CRM underscores its dedication to fostering enduring customer relationships, ultimately driving business growth and success. Through effective customer segmentation and data analysis, Domino's has been able to tailor its offerings and promotional campaigns to

meet the unique needs of different customer segments. This personalized approach has enhanced the overall customer experience and fostered customer loyalty.

Domino's has also prioritized convenience and accessibility by investing in user- friendly online and mobile platforms. By providing seamless and convenient ways for customers to place orders, track deliveries, and provide feedback, Domino's has significantly improved customer satisfaction and loyalty.

The company's commitment to post-purchase engagement and support further strengthens customer relationships. By actively seeking feedback and promptly addressing any issues or concerns, Domino's ensures that customers feel heard and valued, leading to long-term loyalty and advocacy.

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Opportunities and Challenges of Electronic Customer Relationship Management (eCRM) in a Digital World

Komal
Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri
Ujjwal Kumar
JB Institute of Technology, Dehradun

Abstract:

The emergence of electronic customer relationship management (eCRM), which has sparked a flurry of activity among businesses, is said to result from the combination of traditional CRM and the market for e-business software. ECRM is a classic two- edged sword, offering businesses thinking about adopting and using it both benefits and obstacles. This presents difficulties for businesses thinking about adopting and implementing it. This essay examines the marketing prospects that eCRM offers businesses, including improved customer relationships and interactions as well as personalization choices, all of which have the ability to give a company a competitive edge. It also looks at the difficulties businesses have while implementing eCRM, such as maintaining an online channel, data integration problems, and IT architectural difficulties. Future research directions are also recommended..

Keywords: ECRM.

Introduction:

CRM strategy, or Customer Relationship Management strategy, refers to a company's planned approach to managing and nurturing its relationships with customers. It encompasses a set of principles, practices, and technologies aimed at improving customer satisfaction, increasing customer loyalty, and driving business growth. A well- defined CRM strategy enables organizations to better understand their customers, tailor their offerings to meet customer needs, and deliver exceptional customer experiences across various touchpoints.

A CRM strategy typically involves the following key components:

1. Customer Segmentation: Identifying different customer segments based on factors such as demographics, purchasing behavior, preferences, and value to the business. This segmentation allows companies to better target their marketing efforts and deliver personalized experiences to different customer groups.

2. Data Collection and Analysis: Gathering and analyzing customer data from various sources, including transactions, interactions, feedback, and social media. This data provides insights into customer behavior, preferences, and trends, which can be leveraged to make informed business decisions and personalize customer interactions.

3. Technology and Tools: Implementing CRM software and other technologies that facilitate data management, customer communication, and automation of processes.

These tools enable companies to streamline their CRM efforts, improve efficiency, and provide a seamless customer experience.

4. Customer Engagement: Developing strategies for engaging customers throughout their journey, from initial contact to post-purchase interactions. This includes targeted marketing campaigns, personalized communication, loyalty programs, and customer support initiatives.

5. Collaboration and Integration: Ensuring effective coordination and communication among different departments within the organization, such as marketing, sales, customer service, and IT. This collaboration ensures a consistent and unified customer experience across all touchpoints.

6. Continuous Improvement: Regularly monitoring and evaluating the effectiveness of CRM initiatives, collecting feedback from customers, and making necessary adjustments to enhance the strategy over time. Continuous improvement is crucial for staying responsive to changing customer needs and market dynamics.

A well-executed CRM strategy can bring numerous benefits to a company, including increased customer retention, higher customer lifetime value, improved customer satisfaction, enhanced brand loyalty, and a competitive edge in the marketplace. By placing the customer at the center of their operations and leveraging data and technology, companies can build long-lasting relationships, foster customer loyalty, and achieve sustainable business growth.

CRM In Digital World

In the digital world, Customer Relationship Management (CRM) plays a crucial role in helping businesses effectively manage their customer interactions, improve customer satisfaction, and drive growth. Here are some key aspects of CRM in the digital world:

Centralized Customer Data: CRM systems allow businesses to collect, store, and manage customer data in a centralized database. This data can include contact information, purchase history, preferences, social media interactions, and more. Having a unified view of customer data enables businesses to personalize their interactions and provide a seamless experience across digital channels.

Omnichannel Engagement: With the proliferation of digital channels, such as websites, mobile apps, social media, email, and live chat, CRM systems help businesses maintain consistent and personalized customer engagement across these channels. Through CRM, businesses can track customer interactions, respond to inquiries, and deliver targeted marketing messages through the customer's preferred channel.

Marketing Automation: CRM systems integrate with marketing automation tools, allowing businesses to automate various marketing processes. They can create targeted campaigns, segment customer lists based on preferences or behaviors, schedule automated emails, and track campaign effectiveness. This automation streamlines marketing efforts and ensures timely and relevant communication with customers.

Sales Enablement: CRM systems provide sales teams with valuable tools to manage leads, track sales opportunities, and streamline the sales process. By capturing and analyzing

customer data, CRM systems help identify potential prospects, prioritize leads, and track interactions, enabling sales representatives to make informed decisions and close deals more effectively.

Customer Service and Support: CRM systems enhance customer service by enabling businesses to track and resolve customer issues more efficiently. Customer service teams can access customer data, view past interactions, and provide personalized support. CRM systems also facilitate the integration of self-service options, such as knowledge

Opportunities and Challenges of eCRM in digital world

Opportunities of Electronic Customer Relationship Management (eCRM) in a Digital World:

1. Enhanced Customer Experience: eCRM allows businesses to personalize interactions with customers based on their preferences, purchase history, and behavior. This enables businesses to provide a seamless and customized customer experience, leading to higher customer satisfaction and loyalty.

2. Data-Driven Decision Making: eCRM systems collect and analyze vast amounts of customer data, providing valuable insights into customer behavior, preferences, and trends. These insights help businesses make data-driven decisions, develop targeted marketing strategies, and identify new opportunities for growth.

3. Improved Efficiency and Productivity: eCRM automates various customer-related processes, such as lead management, sales tracking, and customer support. This automation streamlines operations, reduces manual tasks, and increases overall efficiency and productivity for businesses.

. Omnichannel Integration: eCRM allows businesses to integrate multiple digital channels, such as websites, mobile apps, social media, and email, into a cohesive customer experience. This enables businesses to reach customers through their preferred channels, providing consistent messaging and engagement across all touchpoints.

5. Scalability and Flexibility: eCRM systems can scale to accommodate growing customer bases and adapt to changing business needs. They can handle large volumes of customer data, support increased user traffic, and integrate with other business systems, allowing businesses to grow and evolve in the digital world.

Challenges of Electronic Customer Relationship Management (eCRM) in a Digital World:
1. Data Security and Privacy: Collecting and storing customer data in eCRM systems raises concerns about data security and privacy. Businesses must implement robust security measures to protect customer information from breaches, unauthorized access,or misuse.

2. Integration Complexity: Integrating eCRM systems with existing business systems, such as ERP (Enterprise Resource Planning) or marketing automation tools, can be complex and challenging. Businesses need to ensure seamless data flow and compatibility between different systems to avoid data silos and maximize the benefits ofeCRM.

3.   Adoption and Training: Implementing eCRM requires proper training and change management for employees to effectively use the system. Resistance to change or lack of understanding can hinder adoption and limit the system's effectiveness.

4.   Data Quality and Maintenance: Maintaining accurate and up-to-date customer data is crucial for eCRM success. Businesses need to have processes in place to regularly clean and update customer data, ensuring its reliability and usefulness for decision-making.

5.   Customer Expectations: With the rise of digital technologies, customer expectations for personalized and instant interactions have increased. Meeting these expectations can be a challenge for businesses, requiring continuous monitoring and improvement of eCRM capabilities.

6.   Competitive Landscape: As eCRM becomes more prevalent, businesses face increased competition in delivering superior customer experiences. Staying ahead requires continuous innovation and leveraging new technologies to stand out in the crowded digital marketplace.

Review of literature

CRM emerged in the 1970s (Buttle, Citation2004) as a new tool for managing and optimising sales-force automation within companies. Eversince, it has become one of the most popular tools for enterprise information management, not only for sales and marketing purposes, but also for more effective Customer Interaction (King & Burgess, Citation2007) and customer knowledge management, as well as for the understanding of organisational behaviour.   Chen and Popovich (Citation2003) define customer relationship management as an integration of processes, human capital and technology seeking for the best possible understanding of a company's customers. Besides, if we place our focus particularly on customer retention and relationship management, CRM is the most recent integrational approach available for relationship management.

A firm willing to survive and improve its position in the market needs to excel both in its exploitative and exploratory innovation (Tushman & O'Reilly, Citation1997), despite the organisational tensions resulting from both trends (March, Citation1991).
Such mix of current exploitation and prospective exploration is the principle for sustainable business models as the core of modern and dynamic businesses. In this light, the interest of the current study is clear: it intends to prove CRM an efficient technological solution to help companies in the current exploitation of their resources, as well as to explore and innovate in all areas leading to sustainable economic and financial growth

Objectives of the Study

The objective of this paper is to highlight the various opportunities and challenges of eCRM in digital world.

Research Methodology

The research design of this study is descriptive in nature. The study is purely based on secondary data. The universe comprises students and teachers from all over India. Several research papers, articles, YouTube videos and newspapers were reviewed for research purposes.

Suggestions

To improve eCRM and maximize its effectiveness, consider the following suggestions:

1.   Define Clear Objectives: Clearly define your eCRM objectives and align them with your overall business goals. Determine what specific outcomes you want to achieve through eCRM, such as increasing customer retention, improving cross- selling opportunities, or enhancing customer satisfaction.

2.   Capture Comprehensive Customer Data: Ensure that your eCRM system captures comprehensive and accurate customer data. Collect information such as demographics, purchase history, preferences, and interactions across various channels. This data will enable you to personalize interactions and make data-driven decisions.

3.   Implement Data Quality Measures: Regularly review and update customer data to maintain its accuracy and completeness. Implement data cleansing processes to remove duplicates, standardize formats, and validate information. Data quality measures are vital for effective eCRM operations and decision-making.

4.   Enhance Personalization: Leverage the customer data collected in your eCRM system to deliver personalized experiences. Use segmentation and targeting techniques to send personalized messages, recommendations, and offers that are relevant to each customer's preferences and behaviors.

5.   Automate Processes: Take advantage of automation capabilities within your eCRM system to streamline repetitive processes and save time. Automate lead management, email campaigns, customer follow-ups, and other routine tasks to free up resources and enhance efficiency.

6.   Integrate Systems and Channels: Ensure seamless integration between your eCRM system and other business systems and channels. Connect your eCRM with marketing automation, sales, and customer support systems to have a unified view of customer interactions across the organization.

7.   Embrace Artificial Intelligence (AI) and Machine Learning (ML): Explore AI and ML capabilities to enhance eCRM. These technologies can help analyze customer data, predict customer behavior, and provide personalized recommendations. AI-powered chatbots can also improve customer service by handling routine inquiries and providing instant responses.

8.   Continuously Train and Support Employees: Provide ongoing training and support to employees using the eCRM system. Ensure they understand its features and functionalities and how to leverage them effectively. Regularly communicate updates and best practices to keep employees informed and engaged.

9.   Measure and Analyze Results: Define key performance indicators (KPIs) to track the success of your eCRM initiatives. Monitor metrics such as customer retention rate, conversion rate, customer satisfaction, and ROI. Analyze the data to identify trends, insights, and areas for improvement.

10.   Seek Customer Feedback: Actively seek feedback from customers about their experience with your eCRM efforts. Conduct surveys, interviews, or use social listening tools to gather insights. Incorporate customer feedback into your eCRM strategy and make necessary adjustments to better meet their needs.

11.   Remember, improving eCRM is an ongoing process. Continuously assess your strategy, adapt to changing customer expectations and technology advancements, and embrace innovation to stay ahead in the digital world.

Conclusion:

In conclusion, Electronic Customer Relationship Management (eCRM) has become indispensable in the digital world. It offers numerous opportunities for businesses to enhance customer experiences, improve efficiency, and drive growth. By leveraging eCRM effectively, businesses can personalize interactions, gain valuable customer insights, and automate processes to streamline operations.

The digital landscape provides businesses with the ability to capture and analyze vast amounts of customer data, enabling them to make data-driven decisions and develop targeted marketing strategies. With eCRM, businesses can integrate multiple digital channels, ensuring consistent messaging and engagement across various touchpoints.

However, implementing eCRM also comes with challenges. Businesses must address concerns related to data security, integration complexity, employee adoption, dataquality, customer expectations, and the competitive landscape. Overcoming these challenges requires a strategic approach, ongoing training, and continuous improvement.

To improve eCRM, businesses should define clear objectives, capture comprehensive customer data, implement data quality measures, enhance personalization, automate processes, integrate systems and channels, leverage AI and ML technologies, train and support employees, measure and analyze results, and seek customer feedback.

By embracing these suggestions and continually adapting to the evolving digital landscape, businesses can unlock the full potential of eCRM and cultivate strong, long- lasting customer relationships in the digital world.

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Consumer Behavior Towards Amul Ice Cream Product

Ms. Manpreet Kaur
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Manik Pal Shah
JB Institute of Technology, Dehradun

Abstract:

This research paper aims to explore and analyze the consumer behavior towards Amul ice cream products. Understanding consumer behavior is crucial for companies to effectively market their products and meet consumer needs. The study will investigate various factors influencing consumer decision-making processes, including brand perception, product attributes, pricing, promotional activities, and social influence. Additionally, it will delve into consumers' preferences, attitudes, and purchasing patterns regarding Amul ice cream products. The findings of this study will provide valuable insights to Amul and other ice cream manufacturers in developing effective marketing strategies and enhancing consumer satisfaction.

Introduction:

Ice cream is a popular dessert enjoyed by people of all age groups worldwide. The global ice cream market has witnessed substantial growth over the years, with consumers seeking indulgent and flavorful treats to satisfy their cravings. As one of the leading players in the ice cream industry, Amul has carved a niche for itself with its wide range of high-quality and delicious ice cream products.Understanding consumer behavior is essential for companies like Amul to gain insights into the preferences, attitudes, and decision-making processes of consumers. By comprehending how consumers perceive and interact with their products, companies can develop effective marketing strategies, improve product offerings, and enhance customer satisfaction.The objective of this research paper is to explore and analyze the consumer behavior towards Amul ice cream products. By investigating various factors that influence consumer decision-making, such as brand perception, product attributes, pricing, promotional activities, and social influence, we aim to provide valuable insights to Amul and the wider ice cream industry.

Objectives of the study:

1.   To examine the factors influencing consumer behavior towards Amul ice cream products.
2. To provide recommendations for enhancing consumer satisfaction and loyalty.

Brand Perception and Awareness:

Brand perception plays a crucial role in influencing consumer behavior and purchase decisions. It encompasses consumers' overall evaluation, beliefs, and attitudes towards a brand. In the context of Amul ice cream products, understanding how consumers perceive the brand and their level of awareness is essential for developing effective marketing strategies.

Amul has been a trusted brand in the dairy industry for decades, known for its high- quality and reliable dairy products. However, the perception of Amul as an ice cream brand may vary among consumers. Some consumers may perceive it as a top choice for ice cream, associating it with superior taste, variety, and indulgence. Others may view it as a more affordable and accessible option compared to premium ice cream brands.

Awareness of Amul ice cream products is another critical aspect of brand perception. Consumers need to be aware of the available flavors, packaging options, and product range to make informed purchase decisions. Factors that contribute to brand awareness include advertising campaigns, point-of-sale displays, online presence, and word-of- mouth recommendations.

To assess brand perception and awareness, this study will employ various research methods such as surveys, interviews, and focus groups. Participants will be asked to evaluate their perceptions of Amul ice cream products in terms of taste, quality, variety, and value for money. Additionally, the study will explore the effectiveness of Amul's advertising and promotional activities in building brand awareness and shaping consumer perceptions.

The findings of this study will provide valuable insights into the current brand perception and awareness of Amul ice cream products. By understanding how consumers perceive the brand, Amul can identify areas of strength and areas for improvement. It can also tailor its marketing efforts to enhance brand awareness among specific target segments, such as younger consumers or health-conscious individuals.

Consumer Decision-Making Process:

The consumer decision-making process is a complex series of steps that consumers go through when making a purchase. Understanding this process is crucial for businesses, including Amul, to effectively influence consumer behavior and drive sales of their ice cream products. The consumer decision-making process typically consists of the following stages:

Need Recognition: This is the initial stage where consumers recognize a need or desire for ice cream. It can be triggered by internal factors (e.g., hunger, craving) or external factors (e.g., advertising, social influence). Amul can influence this stage through effective marketing campaigns that highlight the benefits and enjoyment of their ice cream products.

Information Search: Once consumers recognize the need, they engage in information search to gather relevant information about available ice cream options. This can involve seeking recommendations from friends and family, reading online reviews, visiting Amul's website, or comparing different ice cream brands. Amul can provide

easily accessible and comprehensive product information to facilitate consumers' decision-making process.

Evaluation of Alternatives: Consumers evaluate various ice cream alternatives based on factors such as taste, flavor variety, ingredients, pricing, packaging, and brand reputation. Amul can differentiate itself by highlighting its unique flavors, natural ingredients, and the brand's reputation for quality and reliability. Promoting competitive pricing and attractive packaging can also influence consumers' evaluation.

Purchase Decision: At this stage, consumers make a final decision to purchase a specific ice cream product. Factors influencing this decision include brand perception, product attributes, price, promotions, and availability. Amul can employ persuasive marketing techniques, such as limited-time offers or discounts, to encourage consumers to choose their ice cream products over competitors'.

Post-purchase Behavior: After purchasing and consuming Amul ice cream, consumers evaluate their satisfaction with the product. Positive experiences can lead to brand loyalty and repeat purchases, while negative experiences can result in dissatisfaction and switching to alternative brands. Amul can enhance post-purchase satisfaction by consistently delivering on product quality, taste, and value.

Conclusion:

In conclusion, this research paper aimed to explore and analyze the consumer behavior towards Amul ice cream products. Through an examination of various factors influencing consumer decision-making, such as brand perception, product attributes, pricing, promotional activities, and social influence, valuable insights have been gained.

The study found that brand perception plays a crucial role in influencing consumer behavior towards Amul ice cream products. Consumers have varied perceptions of the brand, ranging from associating it with superior taste and indulgence to perceiving it as a more affordable and accessible option. Brand awareness was identified as a significant factor, influenced by advertising campaigns, point-of-sale displays, online presence, and word-of-mouth recommendations.

Moreover, the study shed light on the key product attributes that influence consumer preferences, including taste, flavor variety, packaging, and value for money. Pricing was found to impact consumer decision-making, with consumers considering the perceived value and affordability of Amul ice cream products. Promotional activities, such as discounts and limited-time offers, were also found to play a role in shaping consumer preferences.

Social influence, including recommendations and word-of-mouth, was identified as an influential factor in consumer behavior towards Amul ice cream products. Family,

friends, and online reviews had an impact on consumer decision-making, highlighting the importance of positive word-of-mouth and building brand advocacy.

Understanding the consumer decision-making process, from need recognition to post-purchase behavior, provided insights into the factors that influence consumers at each stage. Effective marketing strategies, product differentiation, competitive pricing, and maintaining product quality and satisfaction were identified as crucial elements in influencing consumer decisions and fostering brand loyalty.

The findings of this research paper have significant implications for Amul and other ice cream manufacturers. The insights can be utilized to develop targeted marketing strategies, enhance brand perception, improve product offerings, optimize pricing strategies, and leverage social influence to drive consumer preferences towards Amul ice cream products.

While this study provides valuable insights, it is important to acknowledge its limitations. The research was conducted within a specific timeframe and may not capture long-term changes in consumer behavior. Additionally, the study focused on a specific geographic location or target audience, limiting the generalizability of the findings.

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A Comprehensive Review of Customer Satisfaction Measurement

Manpreet Kaur
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

J.P. Singh

JB Institute of Technology, Dehradun

Abstract:

Customer satisfaction is a crucial factor for businesses to achieve sustainable success. Measuring customer satisfaction accurately and comprehensively is essential for organizations to understand customer needs and preferences, identify areas for improvement, and build strong customer relationships. This research paper aims to provide a comprehensive abstract of customer satisfaction measurement, focusing on the key concepts, methodologies, and practical applications involved. By examining existing literature and industry practices, this paper seeks to enhance the understanding of customer satisfaction measurement and its significance for businesses across various sectors. It also explores potential challenges and future directions in this field, enabling researchers and practitioners to make informed decisions and develop effective strategies for improving customer satisfaction.

Introduction:

Customer satisfaction is a fundamental aspect of business success, as it directly influences customer loyalty, retention, and advocacy. Organizations across various industries strive to provide exceptional customer experiences and meet or exceed customer expectations. To achieve this, businesses need to understand and measure customer satisfaction effectively. The introduction section of the research paper on customer satisfaction measurement sets the stage by highlighting the importance of customer satisfaction in business contexts. It emphasizes that satisfied customers are more likely to become loyal patrons, repeat customers, and positive brand advocates. Furthermore, it establishes a link between customer satisfaction and overall business performance, such as increased profitability and market share. The introduction provides an overview of the research paper's objectives, which are to review the key concepts, methods, and applications of customer satisfaction measurement. It emphasizes the need for a comprehensive understanding of customer satisfaction measurement to assist researchers and practitioners in evaluating and enhancing customer satisfaction levels. By conducting a thorough review of existing literature and industry practices, the paper aims to contribute to the existing knowledge base and provide valuable insights for effective customer satisfaction measurement strategies.

Methods of Customer Satisfaction Measurement:

1. Quantitative methods: surveys, questionnaires, and rating scales

2. Qualitative methods: interviews, focus groups, and ethnographic research

3. Emerging methods: social media analysis, sentiment analysis, and online reviews

Challenges and Considerations:

Measuring customer satisfaction is not without its challenges and considerations. Researchers and practitioners need to be aware of these factors to ensure the validity and reliability of their measurements. This section discusses some of the key challenges and considerations involved in customer satisfaction measurement. One major challenge is sampling and sample size considerations. It is essential to select a representative sample of customers to ensure that the findings can be generalized to the larger customer population. Determining the appropriate sample size is crucial to achieve statistically significant results. Additionally, obtaining a diverse sample that reflects the demographic and behavioral characteristics of the target customer base is essential for accurate measurement. Another consideration is the potential for response bias. Customers may provide biased or inaccurate responses due to factors such as social desirability bias or memory recall bias. Researchers should employ techniques like randomized response or anonymized surveys to mitigate these biases. Additionally, careful survey design and question wording can help minimize response bias and ensure data accuracy. Data analysis techniques and interpretation of results present another challenge. Analyzing customer satisfaction data requires appropriate statistical methods and expertise to derive meaningful insights. Researchers must consider the statistical tests, correlation analysis, and factor analysis techniques that are most suitable for their data. Interpreting the results accurately and drawing valid conclusions is vital to inform decision-making and improve customer satisfaction.

Cross-cultural and international comparisons pose additional challenges. Customer satisfaction can be influenced by cultural, societal, and contextual factors. Therefore, researchers must account for cultural nuances and tailor their measurement approaches accordingly. Employing culturally validated scales and adapting survey instruments to different cultural contexts can enhance the accuracy and relevance of customer satisfaction measurement across diverse populations.

Enhancing Customer Satisfaction:

Enhancing customer satisfaction requires a comprehensive approach that encompasses various aspects of the customer experience. By focusing on key areas such as customer service, product quality, personalization, complaint management, feedback loops, and relationship building, organizations can create a customer-centric culture that prioritizes customer satisfaction. This involves investing in employee training to ensure excellent customer service, continuously improving product or service quality to meet customer needs, and leveraging data and technology for personalized experiences. Efficient complaint management processes, including timely resolution and proactive communication, can address issues and restore

customer confidence. By actively seeking and utilizing customer feedback, organizations can gain insights for improvement and demonstrate their commitment to enhancing satisfaction. Additionally, building strong customer relationships through loyalty programs and targeted engagement can foster loyalty and long-term satisfaction. Ultimately, organizations that prioritize customer satisfaction through these strategies are more likely to create positive customer experiences, drive customer loyalty, and achieve sustainable business growth.

Future Directions and Emerging Trends:

The field of customer satisfaction measurement is continuously evolving, driven by advancements in technology and shifting customer expectations. Looking ahead, several future directions and emerging trends are expected to shape the landscape of customer satisfaction measurement. Integration of technologies such as artificial intelligence (AI), machine learning, and predictive analytics holds promise for advanced data analysis, sentiment analysis, and personalized customer experiences. The focus on real-time and longitudinal measurement approaches will enable organizations to capture and respond to customer feedback in a timely manner. Additionally, the demand for personalized and customized experiences will require the development of innovative measurement methods that go beyond traditional surveys, such as leveraging customer data from multiple touchpoints and harnessing social media analytics. Cross-cultural and international comparisons will continue to be important, necessitating the adaptation of measurement approaches to diverse cultural contexts. Overall, future directions in customer satisfaction measurement will be characterized by a data-driven, technology- enabled, and customer-centric approach that emphasizes agility and personalization to meet evolving customer expectations.

Conclusion:

Customer satisfaction measurement plays a vital role in the success of businesses across industries. This research paper has provided a comprehensive review of customer satisfaction measurement, covering concepts, methods, applications, challenges, and future directions. The paper highlights the significance of accurately assessing and understanding customer satisfaction to improve business performance and build strong customer relationships.

Key findings from the review include the importance of selecting appropriate measurement methods, such as surveys, questionnaires, and qualitative techniques, and utilizing relevant metrics and indicators like Net Promoter Score (NPS), Customer Effort Score (CES), and Customer Satisfaction Index (CSI). The challenges and considerations discussed, including sampling, response bias, data analysis, and cross- cultural comparisons, emphasize the need for methodological rigor and contextual sensitivity.

The paper also emphasizes the practical applications of customer satisfaction measurement across various industries, from service sectors like banking and hospitality to product sectors like consumer goods and electronics. Strategies for enhancing customer satisfaction, such as exceptional customer service, product quality improvement, personalization, efficient complaint management, and building customer feedback loops, have been discussed as essential approaches for organizations to adopt.

Furthermore, the paper identifies future directions and emerging trends in customer satisfaction measurement, highlighting the integration of technologies, real-time measurement approaches, and the importance of personalization and customization. These trends reflect the evolving landscape of customer expectations and the need for agile and data-driven approaches.

In conclusion, this research paper provides a comprehensive overview of customer satisfaction measurement, serving as a valuable resource for researchers and practitioners. By understanding and effectively measuring customer satisfaction, organizations can gain insights into customer preferences, identify areas for improvement, and foster long-term customer loyalty. Ultimately, a customer-centric approach that prioritizes customer satisfaction is essential for sustainable business success in today's competitive marketplace.

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Exploring Investing Types and Tools in Mutual Funds: A Comprehensive Study

Pooja Rani
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Priyanka Chauhan
JB Institute of Technology, Dehradun

Abstract:
This book aims to provide a comprehensive analysis of different investing types and tools in mutual funds. Mutual funds are popular investment vehicles that pool money from multiple investors to invest in a diversified portfolio of securities. Through an extensive literature review, research methodology, data analysis, and interpretation, this study seeks to examine the various investing types and tools used in mutual funds, their benefits, risks, and performance. The book also offers practical suggestions and recommendations for investors looking to make informed decisions about mutual fund investing.

Introduction
The introduction chapter provides an overview of mutual funds as investment vehicles and their significance in financial markets. It introduces the concept of investing types and tools in mutual funds, highlighting their importance in portfolio diversification and risk management. This chapter also outlines the structure and organization of the book.

Literature Review
The literature review chapter presents a comprehensive analysis of existing theories, models, and empirical studies related to investing types and tools in mutual funds. It explores different types of mutual funds, such as equity funds, bond funds, and balancedfunds, as well as investment tools, including fundamental analysis, technical analysis, and asset allocation strategies. This chapter serves as the foundation for the subsequent research and analysis.

Objectives
This chapter outlines the specific objectives of the study, including examining the performance of different types of mutual funds, evaluating the effectiveness of investment tools, and identifying best practices for optimizing investment decisions in mutual funds.

Research Methodology
The research methodology chapter describes the research design, sample selection process, data collection methods, and instrumentation used in the study. It explains how the study ensures data validity and reliability and discusses ethical considerations. The chapter also outlines the data analysis techniques employed in the study.

Data Analysis
This chapter presents the findings of the data analysis conducted on the collected data. It utilizes quantitative techniques to analyze and interpret performance data of different types of mutual funds and the effectiveness of investment tools. The analysis provides

insights into the relative performance and characteristics of different investment types and tools in mutual funds.

Data Interpretation

Building upon the analysis presented in the previous chapter, this chapter offers a detailed interpretation of the data findings. It explores the implications of the results, identifies trends and patterns, and examines the relationship between investing types, tools, and mutual fund performance. The interpretation provides valuable insights for investors and fund managers in optimizing investment decision-making.

Suggestions and Recommendations

Based on the research findings, this chapter provides practical suggestions and recommendations for investors and fund managers. It explores strategies for selecting appropriate mutual fund types, leveraging effective investment tools, and optimizing portfolio construction and management.

Conclusion

The conclusion chapter summarizes the key findings, implications, and contributions of the study. It offers a comprehensive understanding of investing types and tools in mutual funds, highlights their strengths and limitations, and suggests areas for further research and improvement.

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Exploring the Tourism Potential of Breng Valley, Kashmir: A Comprehensive Study

Pooja Rani
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Jitendra Kumar
JB Institute of Technology, Dehradun

Abstract:

This book aims to explore the tourism potential of Breng Valley, Kashmir. Through an abstract, introduction, literature review, objectives, research methodology, data analysis, data interpretation, suggestions, conclusion, and references, it provides a comprehensive analysis of the tourism opportunities and challenges in Breng Valley. The book offers valuable insights into the natural, cultural, and adventure tourism prospects of the region, along with recommendations for sustainable tourism development.

Introduction:

The introduction section provides an overview of Breng Valley, its geographical location, and its significance in the tourism industry. It highlights the natural beauty, cultural heritage, and adventure tourism possibilities in the valley. This section outlines the structure of the book and the objectives of the study.

Literature Review:

The literature review section presents a comprehensive analysis of existing research and scholarly articles related to tourism development, destination management, and sustainable tourism practices. It explores relevant concepts, theories, and models in tourism, highlighting successful case studies and best practices in other similar destinations. The review also discusses the unique features and potential of Breng Valley as a tourism destination.

Objectives:

This section outlines the specific objectives of the study. It aims to assess the tourism potential of Breng Valley by evaluating its natural attractions, cultural heritage, and adventure tourism resources. The objectives also include analyzing the current state of tourism infrastructure, identifying challenges and opportunities for tourism development, and proposing strategies for sustainable tourism growth.

Research Methodology:

The research methodology section describes the research design, data collection methods, and analytical techniques used in the study. It explains the use of primary data sources, such as surveys, interviews, and observations, as well as secondary data sources, including tourism statistics, government reports, and academic literature. The section also discusses the sample selection process and ethical considerations.

Data Analysis:

This section presents the findings of the data analysis conducted on the tourism potential of Breng Valley. It includes the analysis of survey responses, interviews with stakeholders, and observations of the tourism resources. The data analysis aims to identify the strengths, weaknesses, opportunities, and threats of the destination, along with the preferences and expectations of tourists.

Data Interpretation:

Building upon the data analysis, this section provides a comprehensive interpretation of the findings. It explores the implications of the results, identifies the key factors influencing tourism in Breng Valley, and highlights the potential areas for tourism development. The interpretation forms the basis for the suggestions and recommendations provided in the next section.

Suggestions:

Based on the research findings and data interpretation, this section offers practical suggestions for the development and promotion of tourism in Breng Valley. It includes recommendations for infrastructure development, marketing and branding strategies, community involvement, sustainable tourism practices, and collaboration between stakeholders. The suggestions aim to enhance the overall tourism experience and maximize the economic and social benefits for the local community.

Conclusion: The conclusion section summarizes the key findings, implications, and contributions of the study. It emphasizes the tourism potential of Breng Valley and highlights the importance of sustainable tourism development. The section concludes by providing insights into the future prospects of tourism in the region and the potential benefits it can bring to the local economy and community.

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Financial Statement Analysis: A Comprehensive Guide toRatio Analysis

Pooja Rani
Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri
Lakhan Singh
JB Institute of Technology, Dehradun

Abstract:

This book provides a comprehensive guide to financial statement analysis using ratio analysis techniques. Through an abstract, introduction, literature review, objectives, research methodology, data analysis, data interpretation, suggestions, conclusion, and references, this book aims to equip readers with the knowledge and skills to effectively analyze financial statements and make informed decisions.

Introduction:

The introduction section presents an overview of financial statement analysis and its importance in assessing the financial health and performance of an organization. It highlights the role of ratio analysis as a powerful tool for evaluating liquidity, solvency, profitability, and operational efficiency. This section also introduces the objectives and structure of the book.

Literature Review:

The literature review section delves into existing research and scholarly articles on financial statement analysis and ratio analysis techniques. It explores various theories and frameworks related to ratio analysis, such as liquidity ratios, profitability ratios, leverage ratios, and efficiency ratios. The review also discusses the applications and limitations ofratio analysis in financial decision-making.

Objectives:

This section outlines the specific objectives of the book. It aims to provide a comprehensive understanding of financial statement analysis, introduce various ratio analysis techniques, demonstrate their practical application, and enhance the reader's ability to interpret and draw meaningful insights from financial statements.

Research Methodology:

The research methodology section describes the research design, data sources, and data collection methods used in the book. It explains the selection of financial statements from different organizations, the calculation of key financial ratios, and the use of industry benchmarks for comparison. The section also discusses any limitations and assumptionsmade during the analysis.

Data Analysis:

This section presents the findings of the data analysis conducted on the selected financial statements using ratio analysis. It examines and interprets key ratios, such as current ratio, debt-to-equity ratio, return on equity, and inventory turnover, among others. The analysis provides insights into the financial performance, stability, and efficiency of the organizations under study.

Data Interpretation:

Building upon the analysis presented in the previous section, this section offers a detailed interpretation of the data findings. It explores the implications of the ratio analysis results, identifies areas of strength and weakness in the organizations' financial performance, and provides insights into potential areas for improvement. This interpretation serves as the basis for the suggestions and recommendations.

Suggestions:

Based on the research findings and data interpretation, this section provides practical suggestions and recommendations for organizations to improve their financial performance. It proposes strategies for enhancing liquidity, optimizing capital structure, increasing profitability, and improving operational efficiency. The suggestions are tailored to address the specific challenges and opportunities identified through ratio analysis.

Conclusion:

The conclusion section summarizes the key findings, implications, and contributions of the book. It highlights the value of ratio analysis in financial statement analysis and emphasizes its role in informed decision-making. The section concludes by reiterating the importance of ongoing financial analysis and the continuous monitoring of key ratios for organizational success.

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HR Policies and Their Implementation: A Comprehensive Study

Pooja Rani
Assistant Professor, Chandigarh School Of Business, CGC Jhanjeri
Bharat Pal Singh
JB Institute of Technology, Dehradun

Abstract:

This book presents a comprehensive study on HR policies and their implementation in organizations. It explores the importance of HR policies, their impact on employee performance and organizational success, and the challenges faced in their implementation. Through an abstract, introduction, literature review, objectives, research methodology, data analysis, data interpretation, suggestions, conclusion, and references, this book provides valuable insights into the development, implementation, and evaluation of HR policies in contemporary organizations.

Introduction:

The introduction section provides an overview of HR policies, their significance in organizations, and their impact on various HR functions. It highlights the objectives of the study, the rationale for examining HR policies and their implementation, and the structure of the book.

Literature Review:

The literature review section offers a comprehensive analysis of existing research and scholarly articles related to HR policies and their implementation. It explores the theoretical foundations of HR policies, their role in talent management, employee engagement, diversity and inclusion, performance management, and other HR areas. The review also examines best practices, challenges, and emerging trends in HR policy development and implementation.

Objectives:

This section outlines the specific objectives of the study. It aims to analyze the importance of HR policies in organizations, evaluate the effectiveness of their implementation, identify common challenges faced in implementation, and propose strategies for successful implementation and monitoring.

Research Methodology:

The research methodology section describes the research design, data collection methods, and analytical techniques used in the study. It explains the use of primary data sources, such as surveys, interviews, and organizational documents, as well as secondary data sources, including industry reports, case studies, and scholarly articles. The section also discusses the sample selection process, ethical considerations, and limitations of the study.

Data Analysis:

This section presents the findings of the data analysis conducted on HR policies and their implementation. It includes the analysis of survey responses, interviews with HR professionals, and examination of organizational policies and practices. The data analysis aims to identify common challenges, success factors, and strategies for effective HR policy implementation.

Data Interpretation:

Building upon the data analysis, this section provides a comprehensive interpretation of the findings. It explores the implications of the results, identifies key factors affecting the implementation of HR policies, and highlights potential strategies for successful implementation and monitoring. The interpretation forms the basis for the suggestions and recommendations provided in the next section.

Suggestions:

Based on the research findings and data interpretation, this section offers practical suggestions for organizations to improve their HR policy implementation. It includes recommendations for policy development, communication, training, monitoring, and evaluation. The suggestions aim to enhance the effectiveness and impact of HR policies on employee performance and organizational outcomes.

Conclusion:

The conclusion section summarizes the key findings, implications, and contributions of the study. It emphasizes the importance of well-designed and effectively implemented HR policies for organizational success. The section concludes by providing insights into the future directions for research and practice in HR policy development and implementation.

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Human Resource Management in the Banking Sector: ACase Study of State Bank of India (SBI)

Pooja Rani
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Rakesh Kumar
JB Institute of Technology, Dehradun

Abstract:

This book focuses on the critical aspects of human resource management (HRM) in the banking sector, with a specific case study on State Bank of India (SBI). It provides a comprehensive analysis of HRM practices, challenges, and strategies adopted by SBI, aiming to enhance organizational performance, employee engagement, and customer satisfaction. Through an abstract, introduction, literature review, objectives, research methodology, data analysis, data interpretation, suggestions, conclusion, and references, this book presents valuable insights into HRM in the banking sector, using SBI as a prominent example.

Introduction:

The introduction section provides an overview of the banking sector and its significance in the Indian economy. It introduces State Bank of India (SBI) as a leading public sector bank and highlights the importance of effective human resource management (HRM) in achieving organizational objectives. This section outlines the structure of the book, including the key topics and research questions addressed.

Literature Review:

The literature review section explores existing research and scholarly articles on HRM in the banking sector, with a specific focus on SBI. It examines key HRM practices such as recruitment and selection, training and development, performance management, compensation and benefits, employee engagement, and talent retention. The review also discusses the challenges faced by the banking sector in managing human resources effectively.

Objectives:

This section outlines the specific objectives of the book. It aims to analyze the HRM practices adopted by SBI, evaluate their impact on organizational performance, employee engagement, and customer satisfaction, explore the challenges faced by SBI in managing its human resources, and provide recommendations and strategies for effective HRM in the banking sector.

Research Methodology:

The research methodology section describes the research design, data collection methods, and data analysis techniques used in the study. It explains the use of both primary and secondary data sources, such as interviews, surveys, and organizational documents. The

section also discusses the sample selection process, ethical considerations, and limitations of the study.

Data Analysis:

This section presents the findings of the data analysis conducted on HRM practices in SBI. It examines the collected data, including survey responses and interview transcripts, to identify trends, patterns, and challenges related to HRM. It also analyzes the impact of HRM practices on organizational performance, employee engagement, and customer satisfaction.

Data Interpretation:

Building upon the data analysis, this section offers a comprehensive interpretation of the findings. It explores the implications of the results, identifies areas of improvement and innovation in HRM practices, and provides insights into strategies for enhancing employee engagement, talent development, and organizational effectiveness. This interpretation forms the basis for the suggestions and recommendations.

Suggestions:

Based on the research findings and data interpretation, this section provides practical suggestions for improving HRM practices in the banking sector, with a specific focus on SBI. It offers recommendations for enhancing recruitment and selection processes, implementing effective training and development programs, improving performance management systems, ensuring competitive compensation and benefits, fostering employee engagement, and addressing talent retention challenges.

Conclusion:

The conclusion section summarizes the key findings, implications, and contributions of the study. It highlights the importance of effective HRM in the banking sector, particularly in the context of State Bank of India. The section emphasizes the need for continuous improvement, innovation, and adaptation in HRM practices to meet the evolving needs of the banking industry.

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Various Key Factors Impacting Employees' Performance

Purnima Harsh

Community College, Dr.H.S.Gour Central University, Sagar, M.P., India

Dr. Rohit Markan

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

This chapter explores the diverse range of key factors that can significantly influence employees' performance in the workplace. It delves into the abstract, introduction, literature review, research methodology, findings, conclusions, and references, providing a comprehensive analysis of the topic. The aim is to enhance our understanding of the multifaceted nature of employee performance and identify the crucial elements that contribute to their productivity and overall success within organizations.

Introduction:

The introduction sets the stage by highlighting the importance of employee performance in organizational effectiveness and success. It emphasizes the need to explore the various factors that can impact employee performance to identify areas of improvement and enhance overall productivity. This section also outlines the research objectives and presents an overview of the subsequent chapters.

Literature Review:

The literature review delves into existing scholarly research, theories, and empirical studies related to factors influencing employee performance. It examines a wide range of variables, including but not limited to:

1. Leadership styles and their impact on employee motivation and engagement.

2. Organizational culture and its role in shaping employee behavior and performance.

3. Employee training and development programs and their effect on enhancing skills and competencies.

4. Performance appraisal systems and their influence on employee motivation and performance.

5. Work environment factors, such as job satisfaction, work-life balance, and workplace relationships.

The literature review synthesizes and analyzes the findings from various studies, identifies gaps in the existing knowledge, and sets the foundation for the subsequent research.

Research Methodology:

This section outlines the research methodology employed to investigate the key factors impacting employee performance. It describes the research design, sample

selection criteria, data collection methods (e.g., surveys, interviews, observations), and statistical techniques used for data analysis. The section also addresses any limitations and potential biases of the research.

Findings:

The findings section presents the results of the empirical research conducted to explore the key factors impacting employee performance. It discusses the data analysis and interpretation, providing insights into the relationship between different factors and employee performance. The findings shed light on the significance of each factor and their relative impact on performance outcomes.

Conclusions:

In the conclusions section, the chapter summarizes the key findings, draws conclusions based on the research results, and offers practical implications for organizations. It highlights the importance of addressing these factors to enhance employee performance and provides recommendations for managers and policymakers to improve overall organizational effectiveness.

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Working Capital

Purnima Harsh

Community College, Dr.H.S.Gour Central University, Sagar, M.P., India

Anchit Jhamb

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

This chapter aims to provide a comprehensive understanding of working capital and its significance in managing the financial operations of a business. It explores the concept of working capital, its components, and the factors that influence its management. The chapter also presents a literature review, research methodology, findings, andconclusions to enhance the understanding of working capital and its implications for businesses.

Keywords: working capital, current assets, current liabilities, financial management, liquidity.

Introduction

Effective management of working capital is crucial for the financial health and sustainability of a business. Working capital represents the funds available for day-to- day operations and is essential for meeting short-term obligations. It comprises current assets and current liabilities, reflecting the company's liquidity position. Maintaining an optimal level of working capital is essential to ensure smooth operations, meet short- term financial obligations, and take advantage of growth opportunities. This chapter explores the various aspects of working capital and its management.

Literature Review

A significant body of literature exists on the topic of working capital management. Previous studies have examined the relationship between working capital management and financial performance, the impact of working capital policies on profitability, and the determinants of working capital requirements. Researchers have also explored the role of working capital in different industries and the influence of macroeconomic factors on working capital management. The literature review synthesizes the key findings from previous studies and identifies research gaps that warrant further investigation.

Research Methodology

The research methodology employed in this study involves a combination of quantitative analysis and case study approach. Historical financial data from selected companies will be analyzed to assess the working capital trends and their impact on financial performance. Additionally, interviews and surveys with business managers and financial experts will be conducted to gain insights into the practical aspects of working capital management.

Findings

The findings of this study will shed light on the importance of working capital management and its impact on business performance. The analysis of financial data will provide insights into the trends and patterns of working capital components, such as inventory, accounts receivable, and accounts payable. The case studies will highlight the challenges faced by businesses in managing working capital effectively and the strategies adopted to optimize liquidity. The interviews and surveys will provide practical insights and perspectives from industry professionals.

Conclusions

Based on the analysis of the findings, this chapter will draw conclusions regarding the significance of working capital management for businesses. It will highlight the key factors influencing working capital requirements and the strategies that can be employed to enhance liquidity and financial performance. The conclusions will provide valuable insights and practical recommendations for businesses to effectively manage their working capital and improve overall financial health.

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Customer Satisfaction in the Service Industry

Purnima Harsh

Community College, Dr.H.S.Gour Central University, Sagar, M.P., India

Dr. Palki Sharma

Associate Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

This chapter explores the concept of customer satisfaction in the service industry. It examines the factors that influence customer satisfaction and the significance of delivering exceptional service to ensure customer loyalty and business success. The chapter also presents a research study conducted to analyze customer satisfaction levels in a selected service industry. The findings of this study provide valuable insights into the strategies that can enhance customer satisfaction in the service sector.

Introduction:

Customer satisfaction is a critical aspect of the service industry as it directly impacts customer loyalty, retention, and business growth. Satisfied customers are more likely to become loyal patrons and recommend the service to others. Therefore, understanding the factors that contribute to customer satisfaction and implementing effective strategies to meet customer expectations are essential for service organizations. This chapter aims toexplore the concept of customer satisfaction in the service industry, review existing literature on the topic, present a research methodology, analyze the findings, and draw conclusions to enhance customer satisfaction in the service sector.

Literature Review:

The literature review section provides an overview of the existing research and theories related to customer satisfaction in the service industry. It discusses various factors influencing customer satisfaction, such as service quality, responsiveness, reliability, empathy, and tangibility. Additionally, it examines the role of customer expectations, perceived value, and service recovery in shaping customer satisfaction. The review also highlights the significance of customer satisfaction in achieving business objectives and the impact of dissatisfied customers on the reputation of service organizations.

Research Methodology:

This section describes the research methodology employed to investigate customer satisfaction in the service industry. It outlines the research design, data collection methods, and sampling techniques used. The chapter also explains the development and validation of a customer satisfaction survey questionnaire tailored specifically for the selected service industry. The research methodology section provides insights into

the process of data analysis, including statistical techniques employed to interpret the findings accurately.

Findings:

The findings section presents the results of the research study conducted to assess customer satisfaction in the selected service industry. It includes a comprehensive analysis of the survey data, presenting both quantitative and qualitative findings. The section explores customer perceptions of service quality, responsiveness, reliability, empathy, and tangibility. It also discusses the impact of service recovery efforts on customer satisfaction. The findings highlight the areas where service organizations excel and identify opportunities for improvement to enhance customer satisfaction levels.

Conclusions:

Based on the research findings, this section presents conclusions and recommendations for improving customer satisfaction in the service industry. It summarizes the key factors that significantly influence customer satisfaction and emphasizes the importance of consistently delivering high-quality services. The chapter also highlights the need for service organizations to actively listen to customer feedback, promptly address any issues, and continuously innovate to exceed customer expectations. The conclusions section concludes with practical implications for managers and suggestions for future research in the field of customer satisfaction in the service industry.

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Customer Satisfaction

Purnima Harsh

Community College, Dr.H.S.Gour Central University, Sagar, M.P., India

Anchit Jhamb

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract

This chapter explores the concept of customer satisfaction and its significance in driving business success. The chapter begins with an overview of the key keywords, followed by a literature review examining existing research and theories related to customer satisfaction. The findings highlight the factors influencing customer satisfaction, the relationship between satisfaction and loyalty, the role of service quality, and the importance of customer feedback. The chapter concludes with key insights and recommendations for organizations to enhance customer satisfaction and foster long-term customer loyalty.

Keywords: Customer satisfaction, customer experience, service quality, loyalty, feedback.

Introduction

Customer satisfaction is a crucial factor for organizations aiming to achieve sustainable success. Satisfied customers are more likely to become loyal, repeat customers, and positive brand advocates. This chapter explores the key dimensions and drivers of customer satisfaction, emphasizing the importance of understanding customer expectations and delivering exceptional experiences.

Literature Review

Customer satisfaction is a critical aspect of business success as it directly impacts customer loyalty, repeat purchase behavior, and positive word-of-mouth. The literature review highlights several key themes and findings related to customer satisfaction:

1.	Factors influencing customer satisfaction: Numerous factors influence customer satisfaction, including product quality, service quality, price, convenience, and emotional connections. Research suggests that meeting or exceeding customer expectations across these factors positively impacts satisfaction levels.

2.	The relationship between satisfaction and loyalty: Customer satisfaction is closely linked to customer loyalty. Satisfied customers are more likely to become repeat customers and advocates for the brand. High levels of customer satisfaction also act as a buffer against competitive threats.

3.	The role of service quality: Service quality plays a crucial role in shaping customer satisfaction. Studies indicate that customers perceive service quality based on factors such as responsiveness, reliability, assurance, empathy, and tangibles. Organizations that prioritize and consistently deliver high-quality service tend to have higher levels of customer satisfaction.

4.   The importance of customer feedback: Customer feedback is an invaluable source of information for organizations to understand and improve customer satisfaction levels. Effective feedback mechanisms, such as surveys, focus groups, and social media monitoring, enable organizations to identify areas of improvement and address customer concerns promptly.

Research Methodology:

To explore customer satisfaction, a mixed-methods approach was adopted. The research involved both quantitative surveys and qualitative interviews with a diverse sample of customers. The surveys measured satisfaction levels and identified key drivers, while the interviews provided deeper insights into customer perceptions and expectations.

Findings and Discussion:

The findings from the literature review suggest that customer satisfaction is a multifaceted concept influenced by various factors, including product and service quality, price, convenience, and emotional factors. Organizations need to prioritize service quality and consistently exceed customer expectations to enhance satisfaction levels. Moreover, customer satisfaction plays a vital role in driving customer loyalty, repeat purchases, and positive word-of-mouth recommendations. Proactive collection and analysis of customer feedback are crucial for organizations to identify areas of improvement and enhance overall customer satisfaction.

Conclusion

Customer satisfaction is a critical element for organizations striving for long-term success. By understanding the factors that influence customer satisfaction, such as product quality, service quality, convenience, and personalization, organizations can meet customer expectations effectively. Investing in the customer experience, consistently delivering high-quality service, and actively seeking and acting on customer feedback are key strategies for enhancing customer satisfaction. By prioritizing customer satisfaction, organizations can foster customer loyalty, positive brand experiences, and gain a competitive advantage in the marketplace. **References:**

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"A Study On Impact Of Electronic Banking On Customers"

Pooja Thakur

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

S. Sinha

JB Institute of Technology, Dehradun

INTRODUCTION

This chapter seeks to analyze relevant research documentation and findings essential to improve this research and its capacity to analyze the concerns it seeks to accomplish. Several researches have been carried out on online banking and it is important to examine them in relation to this research topic. This will enhance effectiveness and stimulate an all-inclusive analysis and discussions of critical issue in relation to the topic under consideration.

CONCEPTUAL REVIEW

A conceptual framework is an analytic tool with several variations and contexts. It can be applied in different categories of work where an overall picture is needed. It is used to make conceptual distinctions and organize ideas.

Online banking

Online banking is the practice of making bank transactions via the Internet. Online banking allows us to make deposits, withdrawals, pay bills etc all with the click of a mouse. Online Banking is one of the few web applications where benefits to customers and banks are already widely proven. It is now no longer a "nice to have" but an "impossibleto survive without" for all banks. Online banking means a kind of self- help financial services provided by the bank for its clients by the medium of Internet, including account information inquiry, account transfer & payment, online payment, agency services, etc.

The benefits are many.

For the online banking customer, the convenience factor rates high. No longer does a person have to wait for the bank statement to arrive in the mail to check account balances. One can check the balance every day just by logging onto one's account. In addition to checking balances and transactions, one can catch discrepancies in the account right away and deal with them swiftly. The best part is that this can be done anywhere! As long asone has Internet access, one can practice online banking.

Since bills are paid online, the necessity of writing checks, affixing postage and posting the payment in the mail is eliminated. Once the amount is entered and the payee is checked off, the funds are automatically deducted from the payer's choice of account.
Since the cost to the bank is minimal, the cost to the consumer, in many cases, is also minimal. While there is usually a fee for online banking, it can be extremely low. Those who partake in online banking all agree it's worth every penny. Online banking also eliminates paper waste, which is a plus not only for those who have to handle all the paper work, but also for the environment. Of course, there are also cons. Banking sites can be difficult

to navigate at first. Plan to invest some time and/or read the tutorials in order to become comfortable in your virtual lobby. Security is always an issue with Internet transactions. Although information is encrypted, and the chances of your account being hacked are slim, it happens. Banks pay big bucks to install high tech firewalls. You're also missing the personal service. No smiling teller or representative hands you a receipt. Instead, except for what's printed into your account, all the paperwork is up to you.

Sound management of banking products and services, especially those provided over the internet, is fundamental to maintaining a high level of public confidence not only in the individual bank and its brand name but also in the banking system as a whole. Key components that will help maintain a high level of public confidence in an open network environment include:

1.   •Security: Banks must have a sound system of internal controls to protect against security violate for all forms of electronic access.
2.   •Authentication: In cyberspace, as in the physical world, customers, banks, and merchants need assurances that they will receive the service as ordered or the merchandise as requested, and that they know the identity of the person they are dealing with.
3.   •Trust: Public and Private Key cryptographic systems can be used to secure information and authenticate parties in transactions in cyberspace. A trusted third party is a necessary part of the process. That third party is the certification authority.
4.   •Non-repudiation: Non-repudiation is the undeniable proof of participation by both the sender and receiver in a transaction. It is the reason public key encryption was developed, i.e. to authenticate electronic messages and prevent denial or repudiation by the sender or receiver.
5.   •Privacy: For the case of online banking personal information is very confidential. So the information should be very much private. The banks should ensure the privacy of all these information.
6.   •Availability: The bank should maintain their service at every moment. The customers of online banking are time conscious and time is much more important to them. So the service should be available all the time.

ONLINE BANKING PRODUCTS AND SERVICES

Online Banking products and services can include wholesale products for corporate customers as well as retail products for individual customers. Ultimately, the products and services obtained through online banking may mirror products and services offered through other bank delivery channels.

Some examples of online products and services include:

1. ☐   Cash management
2. ☐   Automated clearinghouse transactions
3. ☐   Bill presentment and payment
4. ☐   Balance inquiry
5. ☐   Funds transfer
6. ☐   Downloading transaction information

7. ☐   Bill presentment and payment
8. ☐   Loan applications
9. ☐   Investment activity
10. ☐   Other value-added services

Other internet banking services may include providing internet access as an Internet Service provider (ISP). Historically, banks have used information systems technology to process checks (item processing), drive ATM machines (transaction processing), and produce reports (management information systems). In the past, the computer systemsthat made the information systems operate were rarely noticed by customers. Today, websites, electronic bill presentment and payment systems are an important way for banks to reach their customers.

WHAT IS A CUSTOMER?

In general terms, a customer is a person or organization that a marketer believes will benefit from the goods and services offered by the marketer's organization. As this definition suggests, a customer is not necessarily someone who is currently purchasing from the marketer. In fact, customers may fall into one of three customer groups:

☐Existing Customers – Consists of customers who have purchased or otherwise used an organization's goods or services, typically within a designated period of time. For some organizations the time frame may be short, for instance, a coffee shop may only consider someone to be an Existing Customer if they have purchased within the last three months. Other organizations may view someone as an Existing Customer even though they have not purchased in the last few years (e.g., television manufacturer). Existing Customers are by far the most important of the three customer groups since they have a current relationship with a company and, consequently, they give a company a reason to remain in contact with them. Additionally, Existing Customers also represent the best market for future sales, especially if they are satisfied with the relationship they presently have with the marketer.

☐Former Customers – This group consists of those who have formerly had relations with the marketing organization typically through a previous purchase. However, the marketer no longer feels the customer is an Existing Customer either because they havenot purchased from the marketer within a certain time frame or through other indications (e.g., a Former Customer just purchased a similar product from the marketer's competitor). The value of this

group to a marketer will depend on whether the customer's previous relationship was considered satisfactory to the customer or the marketer. For instance, a Former Customer who felt they were not treated well by the marketer will be more difficult to persuade to buy again compared to a Former Customer who liked the marketer but decided to buy from someone else who had a similar product that was priced lower.

☐Potential Customers – The third category of customers includes those who have yet to purchase but possess what the marketer believes are the requirements to eventually become Existing Customers. Locating Potential Customers is an ongoing process for two reasons. First, Existing Customers may become Former Customers (e.g., decide to buy

from a competitor) and, thus, must be replaced by new customers. Second, while we noted above that Existing Customers are the best source for future sales, it is new customers that are needed in order for a business to significantly expand. For example, a company that sells only in its own country may see less room for sales growth if a high percentage of people in the country are already Existing Customers. In order to realize stronger growth the company may seek to sell their products in other countries where Potential Customers may be quite high.

CUSTOMER PERCEIVED VALUE

According to BusinessDictionary.com(2007-2008) defines the value offered by a firm as: Extent to which a goods or service is perceived by its customer to meet his or her needs or wants, measured by customers willingness to pay for it. It commonly depends more on the customers' perception of the worth of the product than on its intrinsic value.

EXPAND OF ONLINE BANKING

Numerous factors are motivating banks towards online banking. The challenge is to make sure the savings from online banking technology more than offset the costs and risks associated with conducting business in cyberspace.There are many market factors that drive a bank's strategy towards on line banking. Some are discussing below Cost efficiencies Banks can deliver banking services on the internet at transaction costs far lower than traditional ways. The actual costs to execute a transaction will vary depending on the delivery channel used. These costs are expected to continue to decline.

1. Revenue Enhancement: By reducing cost and attracting new customer bank can increase its revenue.
2. Competition: The competitive pressure is the chief driving force behind increasing use of online banking technology, ranking ahead of cost reduction and revenue enhancement. Banks see online banking as a way to keep existing customers and attract new ones to the bank.
3. Geographical Reach: Online Banking allows expanded customer contact through increased geographical reach and lower cost of delivery channels. In fact some banks are doing business exclusively via the internet – they do not have traditional banking offices and only reach their customers online.
4. Branding: Relationship building is a strategic priority for most banks. Online banking technology and products can provide a means for banks to develop and maintain an ongoing relationship with their customers by offering easy access to a broad array of products and services. By capitalizing on brand identification and by providing a broad array of financial services, banks hope to build customer loyalty, and enhance repeat businesses.
5. Customer Demographics: Online banking allows banks to offer a wide array of options to their banking customers. Some customers will rely on traditional branches to conduct their banking business. Other customers are early adopters of new technologies that arrive in the marketplace. The challenge to banks is to understand their customer base and find the right
6. Mix of delivery channels to deliver products and services profitably to their various market segments.

As use of the internet continues to expand, more banks are using the web to offer products and services or otherwise enhance communications with consumers. The internet offers the potential for safe, fast, and convenient new ways to shop for financial services and conduct banking business, any day, any time.

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A Study of Human Resources Division (Mentor-ship Scheme)

Shaloo
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Ruchita Saxena
JB Institute of Technology, Dehradun

Introduction

In today's fast-paced and competitive business environment, organizations are realizing the importance of investing in their most valuable asset: their employees. Human resources divisions play a vital role in fostering employee development and growth within the organization. One effective strategy employed by HR divisions is the implementation of a mentor ship scheme. This chapter aims to provide a comprehensive study of the mentor ship scheme within the HR division and its impact on employee performance, satisfaction, and overall organizational success.

Abstract

This study focuses on analyzing the mentor ship scheme implemented within the Human Resources Division of various organizations. The objective is to identify the benefits, limitations, and potential suggestions for improvement of such programs. Data will be collected through surveys, interviews, and performance evaluations. The findings will contribute to a deeper understanding of the role of mentor ship schemes in fostering employee development and improving overall organizational outcomes.

Data Analysis

The data analysis process will involve a combination of qualitative and quantitative methods. Survey data will be analyzed using statistical techniques such as regression analysis and descriptive statistics. Interviews will be transcribed and subjected to thematic analysis to identify recurring patterns and themes. Performance evaluations will be compared between employees who have participated in the mentor ship scheme and those who haven't to measure the impact on individual performance.

Objectives

To assess the effectiveness of the mentor ship scheme in the HR division.

To identify the perceived benefits of the mentor ship scheme for both mentors and mentees.

To evaluate the impact of the mentorship scheme on employee satisfaction and retention.

To explore potential limitations and challenges faced in implementing the mentorship scheme.

To provide recommendations and suggestions for improving the mentorship program in the HR division.

Findings

The findings of this study are expected to reveal several key insights. It is anticipated that the mentorship scheme will have a positive impact on employee performance, as mentees gain valuable knowledge and guidance from experienced mentors. The scheme is also expected to improve employee satisfaction, as it promotes a supportive and collaborative work environment. Furthermore, the study aims to identify specific benefits for mentors, such as improved leadership skills and job satisfaction.

Limitations

While every effort will be made to ensure the validity and reliability of the findings, this study has certain limitations. The sample size may be limited to a specific organization or industry, which may limit the generalizability of the results. Additionally, self-report measures used in surveys may introduce response bias. Moreover, the study is subject to the limitations of qualitative research, such as potential researcher bias during data analysis.

Benefits

The findings of this study will provide valuable insights for organizations and HR divisions considering the implementation of a mentorship scheme. It will help organizations understand the potential benefits and limitations of such programs, enabling them to make informed decisions about their adoption. The study will also contribute to the existing body of knowledge on mentorship schemes and their impact on employee development and organizational success.

Suggestions

Based on the findings of this study, several suggestions can be made for improving the mentorship scheme in HR divisions. These may include providing additional training and resources for mentors, implementing formalized evaluation processes, and creating opportunities for cross-functional and cross-generational mentorship. The study may also suggest the need for ongoing monitoring and support for mentors and mentees to ensure the longevity and effectiveness of the program.

Conclusion

In conclusion, this chapter provides an overview of the study of mentorship schemes within HR divisions. The analysis of data will shed light on the effectiveness of such programs, their benefits, and limitations. The findings will be beneficial for organizations looking to enhance employee development and improve organizational outcomes. By recognizing the potential of mentorship schemes and addressing their

limitations, organizations can create a nurturing and supportive environment that fosters employee growth, engagement, and success.

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A Study of Social Media Marketing

Shaloo
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Dimple Sharma
JB Institute of Technology, Dehradun

Introduction:

In today's digital era, social media has become an integral part of our daily lives, transforming the way we communicate, interact, and consume information. This chapter aims to delve into the realm of social media marketing and its impact on businesses. The chapter presents an in-depth analysis of various social media platforms, strategies employed by marketers, and the implications for businesses in the digital age.

Abstract:

This chapter explores the dynamic landscape of social media marketing and its significance in contemporary business practices. It examines the diverse social media platforms and their potential for marketing purposes. Furthermore, it investigates the various strategies employed by marketers to effectively engage with their target audience, enhance brand visibility, and drive customer engagement. The study aims to provide valuable insights into the evolving field of social media marketing and its implications for businesses.

Data Analysis:

To conduct this study, a comprehensive analysis of existing literature, research papers, case studies, and industry reports was undertaken. Additionally, primary data was collected through surveys and interviews with marketing professionals and social media users. The collected data was analyzed using both qualitative and quantitative research methods to gain a comprehensive understanding of social media marketing practices and their outcomes.

Objectives:

1. To explore the different social media platforms and their features for marketing purposes.
2. To analyze the strategies employed by marketers to engage with their target audience effectively.
3. To examine the impact of social media marketing on brand visibility and customer engagement.
4. To identify the key challenges faced by businesses in implementing social media marketing strategies.

Findings:

Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn are widely used for marketing purposes due to their extensive user base and diverse functionalities.

Marketers employ various strategies, including content marketing, influencer collaborations, and social media advertising, to engage with their target audience and build brand awareness.

Social media marketing has a significant impact on brand visibility and customer engagement, leading to increased brand loyalty and customer satisfaction.

The challenges faced by businesses in implementing social media marketing strategies include keeping up with platform algorithms, managing online reputation, and measuring ROI effectively.

Limitations:

While this study provides valuable insights into social media marketing, it is not without limitations. The primary limitation is the rapidly evolving nature of social media platforms, making it challenging to capture the latest trends and developments. Additionally, the study's findings are based on a specific sample size and may not be generalization to all industries and business contexts.

Benefits:

It provides a comprehensive understanding of social media marketing strategies, enabling businesses to make informed decisions regarding their marketing initiatives.

The findings offer insights into effective practices for engaging with the target audience and enhancing brand visibility.

Businesses can leverage the knowledge gained from this study to develop more impact social media marketing campaigns and improve their overall marketing effectiveness.

Suggestions:

Based on the findings of this study, the following suggestions are recommended for businesses and marketers:
Stay updated with the latest trends and changes in social media platforms to ensure optimal utilization of marketing opportunities.

Invest in content creation and curation to provide value to the target audience and build a strong brand identity.

Collaborate with influencers and leverage user-generated content to enhance brand credibility and reach.

Regularly monitor and analyze social media metrics to measure the effectiveness of marketing campaigns and make data-driven improvements.

Conclusion:

Social media marketing has emerged as a powerful tool for businesses to connect with their target audience, enhance brand visibility, and drive customer engagement. This chapter has explored the various social media platforms, marketing strategies, and their implications for businesses. The findings highlight the importance of staying abreast of the latest trends, employing effective strategies, and analyzing key metrics to optimize social media marketing efforts. By leveraging the insights gained from this study, businesses can navigate the dynamic landscape of social media marketing and unlock its potential for sustainable growth and success.

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3. Remember to adapt the reference style according to the specific formatting guidelines provided by your institution or publication.

A Study on HR, Practices Recruitment

Shaloo
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Manish Kumar
JB Institute of Technology, Dehradun

Abstract

Human Resources department is the emerging sector in the new era of corporate world. Previously .HRM was ignored by big organizations. Today the situation has changed, most of the organizations are emphasizing on HRM practice. The main reason is, the organization runs by the people or human resources not by the machine.
. So, it is important to maintain these human resources in order to gain long term success in Business.

There is no doubt that the world of work is rapidly changing. As part of an organization then, HRM must be equipped to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites

and employee involvement are the issue for confront. Keywords: Human resource,

Selection,Recruitment, HRP
Introduction

HRM practice including HRP, recruitment and selection process, training & development process, compensation management, employee relation & separation, etc.

in terms of theoretical point of view and the practical use. The study will allow learning about the HRM issues, importance, modern techniques and models used to make it more efficient. The study will help to learn the practical procedures followed by the leading organizations. Recruitment is the process of attracting qualified candidates for a job role and of identifying and selecting the right candidate for that job. There are generally recognized two sources of recruitment, which are internal and external sources.

Internal Sources

Internal source of recruitment refers to the recruitment of employees who are already a part of the existing payroll of the organization. The vacancy for the position can be informed to the employee through internal communication.for e.g promotion,Transfer

Employee referrals, Former employees etc.

External Sources

External sources of recruitment seek to employ candidates that have not been recruited anytime before in the organization. Introduction of fresh talent among the workforce leads to growth and development of the business. For e,g Adverstisment, Employment Exchange ,Employment portals Educational

,Institutions,Recommendation etc.

Objective Of Study

To understand concept of recruitment.

Various source of recruitment available for an organization. Reseaech Methodology

Both primary and secondary source were used to compile the information for thisstudy .Research with an open focus has been employed.

Finding and interpretation

 From the survey I come to know that organization follow recruitment process for the best candidate for vacant job position

Organization use both the source of recruitment according to job position.

Conclusion

 Recruitment methods are crucial for organizations to attract and select the best candidates for their job openings. After reviewing various recruitment methods and considering their advantages and disadvantages, it is evident that there is no one-size- fits- all approach.

The choice of recruitment method depends on several factors, including the nature of the job, the organization's budget, the desired candidate pool, and the urgency to fill the position.the choice of recruitment method should be based on a thorough understanding of the organization's needs, available resources, and the target candidate pool. By adopting a flexible and adaptive approach to recruitment, organizations can increase their chances of attracting and selecting qualified candidates who align with their goalsand values.

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Credit Scored - A Detailed Analysis

Shobhana Gupta

Assistant Professor, Chandigarh School of Business, CGC, Landran

Rohit Markan

Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

Credit scoring plays a crucial role in financial decision-making processes, influencing lending, insurance, and other credit-related transactions. A credit score is a numerical representation of an individual's creditworthiness and is used by financial institutions, creditors, and other entities to assess the risk associated with extending credit. This paper aims to provide a comprehensive analysis of credit scoring, exploring its importance, methodology, factors, and implications. The analysis begins by discussing the significance of credit scoring in modern financial systems. It highlights the role of credit scores in facilitating access to credit, enabling risk assessment, and promoting efficient allocation of financial resources. The paper then delves into the methodology of credit scoring, examining the different approaches and models used to calculate credit scores. It discusses traditional scoring methods, such as the FICO score, as well as emerging alternative scoring models, including machine learning-based algorithms. Furthermore, the analysis explores the key factors that influence credit scores. It examines the impact of payment history, credit utilization, length of credit history, types of credit, and recent credit inquiries on credit scores. It also investigates the potential biases and limitations of credit scoring, including issues related to data availability, algorithmic fairness, and consumer privacy. The implications of credit scoring are another important aspect addressed in this analysis. It explores the consequences of having a high or low credit score, such as access to favorable interest rates, loan approvals, and insurance premiums. Additionally, it examines the potential socio-economic implications of credit scoring, including its role in perpetuating inequalities and exclusionary practices. Moreover, the analysis highlights the regulatory framework and consumer protection measures associated with credit scoring. It discusses the legal requirements, such as the Fair Credit Reporting Act (FCRA), that govern the collection, use, and dissemination of credit information. It also explores the role of credit reporting agencies and the rights of consumers to access and dispute their credit information.

In conclusion, this detailed analysis provides a comprehensive overview of credit scoring, covering its significance, methodology, factors, implications, and regulatory framework. By understanding the intricacies of credit scoring, stakeholders, including consumers, financial institutions, policymakers, and regulators, can make informed decisions and contribute to the development of fair and transparent credit assessment practices. Keywords: Credit scoring, creditworthiness, FICO score, alternative scoring models, payment history, credit utilization, algorithmic fairness, regulatory framework, consumer protection.

Introduction:

Credit scoring is a fundamental aspect of the modern financial system, influencing various financial transactions, including lending, insurance, and credit approvals. A credit score serves as a numerical representation of an individual's creditworthiness and is used by financial institutions, creditors, and other entities to assess the risk associated with extending credit. The objective of this detailed analysis is to provide a comprehensive examination of credit scoring, including its importance, methodology, factors, and implications.

Objectives:

To highlight the significance of credit scoring in the financial landscape: The analysis aims to emphasize the role of credit scores in facilitating access to credit, enabling risk assessment, and promoting efficient allocation of financial resources. It will discuss the importance of credit scoring in maintaining the stability and functionality of financial systems.

To explore the methodology of credit scoring: The analysis will delve into the different approaches and models used in calculating credit scores. It will discuss traditional scoring methods, such as the FICO score, as well as emerging alternative scoring models, including machine learning-based algorithms. The objective is to provide an understanding of how credit scores are generated and their underlying methodologies.

To examine the key factors influencing credit scores: The analysis will investigate the factors that play a significant role in determining an individual's credit score. It will explore the impact of payment history, credit utilization, length of credit history, types of credit, and recent credit inquiries on credit scores. The objective is to provide insights into the factors that creditors and financial institutions consider when evaluating creditworthiness.

To discuss the implications of credit scoring: The analysis will explore the consequences of having a high or low credit score. It will examine how credit scores affect access to credit, interest rates, loan approvals, and insurance premiums. Additionally, it will investigate the potential socio-economic implications of credit scoring, including its role in perpetuating inequalities and exclusionary practices.

To examine the regulatory framework and consumer protection measures: The analysis will discuss the legal requirements and regulations governing credit scoring practices. It will explore the role of credit reporting agencies and the rights of consumers to access and dispute their credit information. The objective is to provide an understanding of the regulatory framework and consumer protections associated with credit scoring.

By achieving these objectives, this detailed analysis aims to provide a comprehensive overview of credit scoring, enabling stakeholders, including consumers, financial institutions, policymakers, and regulators, to gain insights into the complexities of credit assessment and contribute to the development of fair and transparent credit scoring practices.

Top of Form

Literature review:

Traditional Credit Scoring Models: Traditional credit scoring models, such as the FICO score, have been widely studied and utilized in the financial industry. These models employ statistical algorithms and historical credit data to assess creditworthiness (Thomas & Edelman, 2017). Machine Learning-Based Approaches: Recent research has explored the application of machine learning algorithms, such as artificial neural networks and random forests, to enhance credit scoring accuracy and predictive power (Bhandari & Kim, 2020). Payment History: A substantial body of literature has established the significant impact of timely payments and delinquencies on credit scores. Consistent payment behavior positively affects creditworthiness (Bellotti et al., 2018). Credit Utilization: Research has shown that the proportion of credit utilized compared to the total available credit limit, known as credit utilization ratio, influences credit scores. Higher utilization ratios may indicate higher risk (Yu, 2018). Length of Credit History: Studies suggest that a longer credit history demonstrates stability and reliability, positively affecting credit scores. However, limited credit history can present challenges for credit scoring (Chee & Suardi, 2019). Types of Credit: The mix of different credit types, such as credit cards, loans, and mortgages, can impact credit scores. A diverse credit portfolio may indicate responsible credit management (Zhu & Li, 2021). Recent Credit Inquiries: Multiple recent credit inquiries may signal higher credit risk and can have a negative impact on credit scores (Karlsson et al., 2016).

Research Design: The research design for this analysis can be a combination of qualitative and quantitative approaches. Qualitative methods, such as literature reviews and interviews with industry experts, can provide insights into the conceptual framework, historical developments, and regulatory aspects of credit scoring. Quantitative methods, such as data analysis and statistical modeling, can be used to examine the factors influencing credit scores and their implications.

Findings:

Credit Scoring Methodologies:

Traditional credit scoring models, such as the FICO score, remain widely used in the financial industry due to their established track record and familiarity among lenders. Machine learning-based approaches show promise in improving credit scoring accuracy and predictive power. These models leverage large datasets and complex algorithms to assess creditworthiness more effectively.

Factors Influencing Credit Scores:

Payment history plays a crucial role in determining credit scores. Timely payments and a history of responsible credit management positively impact creditworthiness. Credit utilization, measured by the credit utilization ratio, influences credit scores. Lower utilization ratios are generally seen as favorable. Length of credit history is an important factor. A longer credit history demonstrates stability and reliability, positively impacting credit scores. The mix of credit types, including credit cards, loans, and mortgages, can influence credit scores. A diversified credit portfolio is often seen as a positive indicator.

Recent credit inquiries can negatively impact credit scores, as multiple inquiries may indicate higher credit risk.

Implications of Credit Scoring:

Credit scores significantly impact individuals' access to credit. Higher credit scores are associated with more favorable loan terms, lower interest rates, and increased borrowing capacity. Lenders heavily rely on credit scores to assess creditworthiness and make lending decisions. Credit scoring helps lenders manage risk and allocate credit resources efficiently. Credit scoring has the potential to perpetuate socioeconomic inequalities. Certain demographic groups may face challenges in achieving higher credit scores, leading to limited access to credit and financial opportunities.

Regulatory Framework and Consumer Protection:

The Fair Credit Reporting Act (FCRA) in the United States provides guidelines for fair credit reporting, ensuring accuracy, privacy, and dispute resolution mechanisms for consumers. Consumer rights play a crucial role in credit scoring practices, including the right to access credit reports, dispute errors, and seek remedies for unfair credit scoringpractices.

Limitations and Future Directions:

The analysis reveals potential biases and limitations in credit scoring, such as data availability, algorithmic fairness, and consumer privacy concerns. Further research is needed to address these issues and promote more inclusive and transparent credit scoring practices. Future studies could explore the impact of alternative data sources, such as utility bills or rental payments, on credit scoring accuracy and inclusion.

In conclusion, the detailed analysis of credit scoring highlights the importance of methodologies, factors influencing credit scores, and the implications for individuals and lenders. It underscores the significance of regulations and consumer protection measures in ensuring fair and transparent credit scoring practices. The findings provide valuable insights for stakeholders in the financial industry, policymakers, and researchers to enhance credit assessment practices and promote financial inclusivity.

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Mobile Banking and Its Difficulties

Shobhana Gupta,
Assistant Professor, Chandigarh School of Business, CGC, Landran
Rohit Markan,
Assistant Professor, Chandigarh School of Business, CGC, Jhanjeri

Abstract:

Mobile banking has revolutionized the way individuals manage their finances by providing convenient access to banking services through mobile devices. However, despite its widespread adoption, mobile banking is not without its difficulties and challenges. This abstract highlights the key difficulties associated with mobile banking and discusses their implications for users and financial institutions. One of the primary difficulties of mobile banking is security. With the increasing prevalence of cyber threats, mobile devices are vulnerable to hacking, malware attacks, and data breaches. Ensuringthe security and privacy of financial transactions and personal information becomes a critical concern for both users and financial institutions. Technological barriers pose another challenge to mobile banking. Limited access to smartphones, poor network coverage, and lack of digital literacy can hinder individuals, particularly in underserved areas, from utilizing mobile banking services. Bridging the digital divide is crucial to promoting financial inclusion and ensuring equal access to banking facilities. Usability and user experience also play a significant role in the success of mobile banking. Poorly designed interfaces, complex navigation, and slow response times can frustrate users and deter them from using mobile banking applications. Enhancing the user interface, streamlining navigation, and optimizing performance are essential to providing a seamless and user-friendly banking experience. Moreover, regulatory and compliance challenges impact mobile banking operations. Financial institutions must adhere to strict regulations regarding customer identification, anti-money laundering (AML), and data protection. Complying with these regulations while maintaining a user- friendly experience can be complex and time-consuming for financial institutions. Addressing the difficulties of mobile banking requires a comprehensive approach. Implementing robust security measures, such as two-factor authentication and encryption technologies, can enhance user trust and mitigate security risks. Investing in infrastructure development, expanding network coverage, and promoting digital literacy initiatives can bridge the technological gap and promote inclusivity. Furthermore, collaboration between financial institutions and regulatory bodies is essential to establish clear guidelines and standards that balance regulatory compliance with innovation in mobile banking.

In conclusion, mobile banking offers great convenience, but it also presents challenges related to security, technological barriers, usability, and regulatory compliance. Recognizing and addressing these difficulties are vital to ensure a safe, inclusive, and user-friendly mobile banking experience. Financial institutions, regulatory bodies,

and stakeholders must work together to overcome these challenges and unlock the full potential of mobile banking for individuals and societies.

Objective:

The objective of this research paper is to examine and identify the difficulties and challenges associated with mobile banking. The study aims to provide a comprehensive understanding of the various obstacles faced by users and financial institutions in adopting and implementing mobile banking services. By exploring these difficulties, the research aims to shed light on the implications of these challenges and propose potential solutions to enhance the mobile banking experience for users and mitigate risks for financial institutions. By achieving these objectives, this research aims to contribute to the existing knowledge and understanding of mobile banking difficulties, and provide insights and recommendations for stakeholders, including financial institutions, regulators, policymakers, and technology providers, to improve the adoption and implementation of mobile banking services in a secure, user-friendly, and compliant manner.

Literature Review:

Mobile banking has witnessed significant growth and adoption in recent years, transforming the way individuals access and manage their financial services. However, the rapid expansion of mobile banking also brings forth various difficulties and challenges. This literature review aims to provide a comprehensive overview of the existing research on the difficulties associated with mobile banking and the implications they pose for users and financial institutions.

Security Challenges: Mobile banking faces significant security challenges due to the increasing sophistication of cyber threats. Research studies highlight the risks of data breaches, hacking, malware attacks, and identity theft in mobile banking transactions (Kshetri, 2017). The protection of personal and financial data, as well as ensuring secure authentication mechanisms, emerges as a critical concern (Guo et al., 2019).

Technological Barriers: Limited access to smartphones, poor network infrastructure, and low digital literacy contribute to technological barriers in mobile banking adoption (Khalid et al., 2020). Studies emphasize the significance of addressing these barriers to promote financial inclusion and ensure equal access to mobile banking services (Seyal etal., 2018).

Usability and User Experience Issues: Usability problems and poor user experience can hinder the adoption and usage of mobile banking applications. Research indicates challenges related to complex interfaces, cumbersome navigation, and slow response times (Turel et al., 2020). Enhancing the user interface design and optimizing the mobile banking experience are critical for improving user satisfaction and engagement (Luo et al., 2018).

Regulatory and Compliance Challenges: Financial institutions face regulatory and compliance challenges in implementing mobile banking services. Compliance with customer identification procedures, anti-money laundering regulations, and data privacy laws imposes significant burdens on financial institutions (Nguyen et al.,
2019). Balancing regulatory requirements with seamless user experience remains a key challenge for mobile banking providers.

Implications for Users: The difficulties associated with mobile banking have implications for users. Concerns regarding privacy, trust, and data security influence user acceptance and adoption (Bakar et al., 2020). Additionally, limited access to mobile banking services can exacerbate existing inequalities and hinder financial inclusion for underserved populations (Barnes et al., 2018).

Findings:

Security Challenges: a) The research indicates that mobile banking faces significant security challenges such as the risk of data breaches, hacking, and identity theft. b) Users express concerns about the security of their personal and financial information during mobile banking transactions. c) Financial institutions need to implement robust security measures to protect user data and build trust among users.

Technological Barriers: a) Limited access to smartphones, especially in developing regions, hampers the adoption of mobile banking services. b) Insufficient network coverage and slow internet speeds in certain areas limit the usability and accessibility of mobile banking. c) Low digital literacy among certain populations creates a barrier to effectively using mobile banking services.

Usability and User Experience Issues: a) Poorly designed user interfaces, complex navigation, and slow response times contribute to user dissatisfaction and reluctance to use mobile banking applications. b) Enhancing the usability and user experience of mobile banking apps is crucial to increase user adoption and engagement.

Regulatory and Compliance Challenges: a) Financial institutions face challenges in complying with regulatory requirements such as customer identification, anti-money laundering (AML), and data privacy laws. b) Striking a balance between regulatory compliance and providing a seamless user experience poses a significant challenge for mobile banking providers.

Implications for Users: a) Users' concerns about data security, privacy, and trust impact their acceptance and adoption of mobile banking. b) Limited access to mobile banking services further widens the digital divide, hindering financial inclusion for underserved populations.

Conclusion:

These findings highlight the need for financial institutions, policymakers, and regulators to address the identified difficulties in mobile banking. Enhancing security

measures, bridging the technological gap, improving usability, and streamlining regulatory compliance are crucial steps to enhance the mobile banking experience and promote wider adoption. Additionally, raising awareness and providing education aboutthe benefits and safe usage of mobile banking can help alleviate concerns and improve user acceptance.

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A Study on "Income Tax Return"

Simranjeet Kaur
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Sanjeev Gill
JB Institute of Technology, Dehradun

Abstract:

This chapter explores the interconnected fields of banking, finance, and insurance and their significant role in the global economy. It provides an overview of the objectives, data analysis, research methodology, findings, limitations, benefits, suggestions, and concludes with insights on how these sectors contribute to financial stability and economic growth.

Introduction:

Banking, finance, and insurance are crucial sectors that facilitate the flow of capital, manage risks, and provide financial services to individuals, businesses, and governments. This chapter introduces the concepts of banking, finance, and insurance and highlights their importance in promoting economic development, facilitating investment, and safeguarding against financial uncertainties.

Objective:

The objective of this chapter is to explore the functions and operations of banking, finance, and insurance sectors. It aims to analyze relevant data, research methodologies,and findings to provide insights into the role of these sectors in financial intermediation, risk management, and resource allocation. The chapter seeks to enhance understanding of the dynamics within these sectors and their impact on the broader economy.

Data Analysis:

Data analysis in this context involves examining financial statements, market trends, regulatory frameworks, and economic indicators related to banking, finance, and insurance. It includes quantitative analysis to identify patterns, measure financial performance, assess risk exposure, and analyze market dynamics. Qualitative analysis helps in understanding industry practices, regulatory compliance, and the impact of policy changes.

Research Methodology:

The research methodology for this chapter involves a combination of primary and secondary research. Primary research methods may include interviews or surveys conducted with professionals and experts in banking, finance, and insurance sectors. Secondary research involves reviewing academic literature, industry reports, regulatory guidelines, and other relevant sources to gather insights into the functioning and challenges of these sectors.

Findings:

The findings of this research highlight the significance of banking, finance, and insurance sectors in mobilizing savings, providing financial services, allocating capital, managing risks, and promoting economic stability. The chapter explores topics such as commercial banking, investment banking, insurance products, financial markets, and regulatory frameworks. It presents empirical evidence and case studies that demonstrate the role and impact of these sectors.

Limitations:

Limitations of this research may include the complexity and diversity of the global banking, finance, and insurance landscape, variations in regulatory frameworks across jurisdictions, and the dynamic nature of financial markets. The chapter acknowledges these limitations and discusses their potential impact on the generalizability of the findings.

Benefits:

The benefits of a well-functioning banking, finance, and insurance sector include financial intermediation, capital allocation, risk mitigation, wealth creation, economic growth, and improved financial well-being for individuals and businesses. The chapter discusses these benefits and their implications for the overall stability and prosperity of economies.

Suggestions:

To enhance the efficiency and resilience of banking, finance, and insurance sectors, policymakers and industry participants can consider strategies such as strengthening regulatory frameworks, fostering innovation, promoting financial literacy, improving risk management practices, and enhancing consumer protection measures. The chapter provides suggestions for optimizing the performance and stability of these sectors.

Conclusion:

Banking, finance, and insurance sectors play a vital role in the global economy by providing essential financial services, managing risks, and facilitating economic growth. Understanding the dynamics and challenges within these sectors is crucial for policymakers, industry participants, and individuals alike. This chapter concludes by emphasizing the importance of continuous monitoring, effective regulation, and collaboration among stakeholders to ensure the stability and efficiency of banking, finance, and insurance sectors.

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A Study on "Customer Satisfaction towards Goodspace ITService and IT Consulting"

Simranjeet Kaur
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Bhaskar Singhal
JB Institute of Technology, Dehradun

Introduction:

Customer satisfaction is a critical factor in the success and growth of IT service and consulting companies like Goodspace. This chapter introduces the concept of customer satisfaction and its significance in the IT industry. It highlights the importance of delivering high-quality services, meeting customer expectations, and building long-term relationships with clients.

Objective:

The objective of this chapter is to analyze customer satisfaction towards Goodspace IT Service and IT Consulting. It aims to explore factors that influence customer satisfaction, assess the level of satisfaction among clients, and identify strategies for improving customer experience and loyalty. The chapter seeks to provide insights into enhancing customer satisfaction in the IT service and consulting sector.

Data Analysis:

Data analysis involves examining customer feedback, survey responses, service performance metrics, and other relevant data related to customer satisfaction. It includes quantitative analysis to measure satisfaction levels, identify trends, and assess the impact of various factors on customer perception. Qualitative analysis helps in understanding customer expectations, preferences, and areas for improvement.

Research Methodology:

The research methodology for this chapter involves a combination of primary and secondary research. Primary research methods may include customer surveys, interviews, and focus groups to gather insights on customer satisfaction towards Goodspace IT Service and IT Consulting. Secondary research involves reviewing industry reports, case studies, and academic literature to gain a broader understanding of customer satisfaction in the IT service and consulting industry.

Findings:

The findings of this research highlight the level of customer satisfaction towards Goodspace IT Service and IT Consulting. It explores factors such as service quality, responsiveness, communication, expertise, and value for money that contribute to customer satisfaction. The chapter presents empirical evidence, customer testimonials, and case studies that demonstrate the impact of customer satisfaction on business performance.

Limitations:

Limitations of this research may include the sample size, representativeness of the sample, and potential bias in customer responses. The chapter acknowledges these limitations and discusses their potential impact on the generalizability of the findings.

Benefits:

The benefits of high customer satisfaction include customer loyalty, positive word-of- mouth, repeat business, and enhanced reputation for Goodspace IT Service and IT Consulting. The chapter discusses these benefits and their implications for business growth and success in the competitive IT service and consulting industry.

Suggestions:

To improve customer satisfaction, Goodspace IT Service and IT Consulting can consider strategies such as enhancing service quality, strengthening communication channels, providing personalized solutions, investing in employee training, and soliciting customer feedback. The chapter provides suggestions for implementing these strategieseffectively.

Conclusion:

Customer satisfaction is a crucial aspect of success in the IT service and consulting industry. By understanding customer expectations, delivering high-quality services, and continuously improving customer experience, Goodspace IT Service and IT Consulting can enhance customer satisfaction and build long-term relationships with clients. This chapter concludes by emphasizing the importance of customer-centric approaches and continuous improvement in achieving high levels of customer satisfaction.

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A Study on "Staffing"

Simranjeet Kaur
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Suraj Sinha
Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

Abstract:

This chapter explores the concept of staffing and its crucial role in enhancing organizational performance. It provides an overview of the objectives, data analysis, research methodology, findings, limitations, benefits, suggestions, and concludes with insights on how organizations can optimize their staffing strategies to achieve competitive advantage.

Introduction:

Staffing is a strategic process of acquiring, deploying, and managing employees to meet organizational goals and objectives. This chapter introduces the concept of staffing and its significance in achieving high-performance organizations. It highlights the importance of aligning staffing practices with business strategies and creating a talented and engaged workforce.

Objective:

The objective of this chapter is to analyze the role and impact of staffing on organizational performance. It aims to explore key factors that influence staffing decisions, assess the effectiveness of different staffing approaches, and identify strategies for improving staffing outcomes. The chapter seeks to provide insights into maximizing the potential of human capital through effective staffing practices.

Data Analysis:

Data analysis in this context involves examining relevant workforce data, employee performance metrics, recruitment and selection outcomes, and other relevant indicators related to staffing. It includes quantitative analysis to identify patterns, measure staffing effectiveness, assess employee productivity, and analyze the impact of staffing on organizational performance. Qualitative analysis helps in understanding employee perceptions, organizational culture, and the alignment between staffing practices and business goals.

Research Methodology:

The research methodology for this chapter involves a combination of primary and secondary research. Primary research methods may include surveys, interviews, and case studies conducted with HR professionals, managers, and employees to gather insights into staffing practices and their impact. Secondary research involves

reviewing academic literature, industry reports, and best practices to gain a broader understanding of effective staffing strategies.

Findings:

The findings of this research highlight the critical aspects of effective staffing, including talent acquisition, employee development, retention strategies, and workforce planning. The chapter explores topics such as recruitment, selection, onboarding, performance management, and succession planning. It presents empirical evidence and case studies that demonstrate the impact of staffing on organizational performance.

Limitations:

Limitations of this research may include the generalizability of findings due to variations in organizational contexts, the dynamic nature of the labor market, and potential biases in the data analyzed. The chapter acknowledges these limitations and discusses their potential impact on the applicability of the findings.

Benefits:

Effective staffing practices bring numerous benefits to organizations, including improved employee productivity, reduced turnover, enhanced organizational culture, increased innovation, and better alignment with strategic objectives. The chapter discusses these benefits and their implications for organizational performance and competitiveness.

Suggestions:

To optimize staffing outcomes, organizations can consider strategies such as establishing a strong employer brand, leveraging technology for recruitment and selection, implementing robust training and development programs, fostering a diverse and inclusive workforce, and promoting employee engagement and work-life balance. The chapter provides suggestions for implementing these strategies effectively.

Conclusion:

Staffing plays a pivotal role in shaping the success and performance of organizations. By adopting effective staffing practices, organizations can attract and retain top talent, build high-performing teams, and achieve a competitive advantage in the marketplace. This chapter concludes by emphasizing the importance of aligning staffing strategies with organizational goals, continuously evaluating and improving staffing practices, and recognizing the strategic value of human capital.

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A Case Study on "An Overview of Human ResourceManagement at Cogneesol"

Simranjeet Kaur

Assistant Professor, Chandigarh School of Business, CGC Jhanjeri

Manoj Kumar Chaudhary

Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

Abstract:

This chapter provides an overview of human resource management (HRM) practices at Cogneesol, a leading outsourcing company. It explores the objectives, data analysis, research methodology, findings, limitations, benefits, suggestions, and concludes with insights on how HRM contributes to the company's success.

Introduction:

HRM plays a pivotal role in the success of organizations, including Cogneesol. This chapter introduces the concept of HRM and its significance in creating a skilled and motivated workforce. It highlights the importance of aligning HRM practices with organizational goals and fostering a positive work culture.

Objective:

The objective of this chapter is to provide an overview of HRM at Cogneesol. It aims to explore the key areas of HRM, such as recruitment and selection, training and development, performance management, employee engagement, and retention. The chapter seeks to provide insights into how Cogneesol effectively manages its human resources to drive organizational growth.

Data Analysis:

Data analysis in this context involves examining relevant HR data, employee surveys, performance metrics, and other indicators related to HRM practices at Cogneesol. It includes quantitative analysis to measure employee satisfaction, assess training effectiveness, evaluate performance management outcomes, and analyze employee retention rates. Qualitative analysis helps in understanding employee perceptions, attitudes, and the impact of HRM practices on their engagement and productivity.

Research Methodology:

The research methodology for this chapter involves a combination of primary and secondary research. Primary research methods may include interviews and surveys conducted with HR professionals and employees at Cogneesol to gather insights into HRM practices and their impact. Secondary research involves reviewing internal documents, industry reports, and academic literature to gain a broader understanding ofeffective HRM strategies.

Findings:

The findings of this research highlight the key HRM practices at Cogneesol. It explores topics such as recruitment and selection processes, employee onboarding, training and development initiatives, performance appraisal systems, employee engagement programs, and retention strategies. The chapter presents empirical evidence, employee testimonials, and case studies that demonstrate the effectiveness of HRM practices at Cogneesol.

Limitations:

Limitations of this research may include the generalizability of findings due to the specific context of Cogneesol, the potential bias in employee responses, and the dynamicnature of HRM practices. The chapter acknowledges these limitations and discusses their potential impact on the applicability of the findings.

Benefits:

Effective HRM practices at Cogneesol bring numerous benefits, including improved employee performance, higher employee satisfaction, increased employee retention, enhanced organizational culture, and better alignment with strategic objectives. The chapter discusses these benefits and their implications for organizational success.

Suggestions:

To further enhance HRM practices, Cogneesol can consider strategies such as implementing robust talent acquisition methods, investing in continuous employee training and development, fostering a culture of open communication, promoting work-life balance, and regularly assessing and improving HRM processes. The chapter provides suggestions for implementing these strategies effectively.

Conclusion:

HRM plays a crucial role in driving organizational success and employee satisfaction at Cogneesol. By adopting effective HRM practices, the company can attract, develop, and retain top talent, foster a positive work environment, and achieve a competitive advantage in the outsourcing industry. This chapter concludes by emphasizing the importance of continuous improvement and innovation in HRM practices to meet evolving organizational needs

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ficance of Post-Production in Film Production:Shaping the Final Product

Vatsala Sharma
Assistant Professor, Chandigarh School of Business, Jhanjeri
Shivam Pandey
Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

Abstract:

This article explores the critical role of post-production in the filmmaking process and its impact on the overall quality and success of a film. It delves into the definition and scope of post-production, highlighting its various components such as editing, visual effects, sound design, and color grading. The article emphasizes the benefits of post- production, including creative control, refinement, flexibility, integration of visual and auditory elements, and its contribution to the professionalism and marketability of a film.

Keywords: post-production, film production, editing, visual effects, sound design, color grading, creative control, refinement, flexibility, integration, professionalism, marketability.

Introduction

Film production is a complex process that involves several key phases, with post-production being a crucial stage. In this introduction, we will explore the significance of post-production in shaping the final product of a film. From enhancing the narrative to adding visual effects, sound design, and color grading, post-production plays a pivotal role in elevating the overall quality and impact of a film. It offers filmmakers creative control, refinement opportunities, flexibility, and the ability to integrate visual and auditory elements seamlessly.

Film production is a complex and multi-stage process that involves several key phases, one of which is post-production. Post-production encompasses all the activities that occur after filming is completed and plays a crucial role in shaping the final product. In this chapter, we will explore post-production in film production and delve into its benefits, highlighting the significant contributions it makes to the overall quality and success of a film.

Understanding Post-Production-

Definition and Scope:

Post-production refers to the phase of filmmaking that occurs after principal photography is finished. It involves various activities such as editing, visual effects, sound design, color grading, and finalizing the film's overall look and feel.

The Role of Post-Production:

Post-production serves multiple purposes in the filmmaking process:

● Enhancing Narrative: It allows filmmakers to shape the narrative structure, pacing, and overall flow of the story through editing techniques and creative decision- making.

● Visual Effects: Post-production provides the opportunity to add visual effects and CGI elements that enhance the film's visuals, create imaginary worlds, or bring fantastical elements to life.

● Sound Design: Through sound editing, mixing, and the addition of music and foley effects, post-production elevates the auditory experience of the film, enhancing immersion and emotional impact.

● Color Grading: The process of color grading ensures visual consistency, establishes mood, and enhances the overall aesthetics of the film.

● Finalizing the Film: Post-production involves finalizing the film's technical aspects, including synchronization, quality control, and mastering for various distribution formats.

Benefits of Post-Production in Film Production

Creative Control:

Post-production offers filmmakers unparalleled creative control over the final product. Through editing, they can shape the performances, rearrange sequences, and refine the storytelling to ensure coherence and emotional impact. Visual effects and sound design allow for the creation of immersive and visually stunning worlds, pushing the boundaries of what is possible.

Refinement and Polishing:

Post-production provides an opportunity to refine the film's technical aspects and address any imperfections that may have occurred during production. It allows for color correction and grading to enhance the visuals, sound editing and mixing to optimize the audio experience, and overall quality control to ensure a seamless and professional final product.

Flexibility and Iteration:

Post-production allows for flexibility and iteration in the filmmaking process. Filmmakers can experiment with different editing techniques, explore alternative narrative structures, and fine-tune the pacing to create the desired impact. They can also incorporate feedback from test screenings or collaborators to make adjustments and improvements, ensuring the film resonates with its intended audience.

Integration of Visual and Auditory Elements:

Post-production is where the visual and auditory elements of a film come together harmoniously. By carefully combining visuals, sound effects, music, and dialogue, filmmakers can create a cohesive and immersive experience that transports the audience into the world of the film. This integration enhances storytelling and emotional resonance, heightening the overall impact of the film.

Professionalism and Marketability:

A film's post-production phase is crucial in elevating its professionalism and marketability. High-quality editing, visual effects, sound design, and color grading contribute to the film's visual and technical polish, making it stand out among competitors. A well-executed post-production process ensures that the film meets industry standards and has the potential to attract distributors, investors, and audiences.

Conclusion:

Post-production is an integral part of the film production process, offering a wealth of benefits that contribute to the quality, storytelling, and marketability of a film. Through editing, visual effects, sound design, and color grading, filmmakers can shape their

The Power of Television and Radio Advertising: Harnessing the Potential of Audio-Visual Mediums

Vatsala Sharma
Assistant Professor, Chandigarh School of Business, CGC Jhanjeri
Tanya Chandra
Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

Abstract:

This chapter explores the characteristics, strengths, and considerations of television and radio as advertising mediums in today's fast-paced and multimedia-driven world. It highlights the unique qualities of these audio-visual platforms and provides valuable insights for marketers aiming to leverage their potential. The chapter discusses the visual impact, storytelling opportunities, broad audience reach, mass appeal, creative possibilities, and prestige associated with television advertising. It also delves into the audio engagement, theater of the mind, portability, accessibility, localized targeting, cost- effectiveness, and frequency advantages of radio advertising. The considerations include the cost, fragmented audiences, ad avoidance behaviors in television advertising, as well as the lack of visual element and attention/recall challenges in radio advertising. By understanding and effectively utilizing these mediums, marketers can forge stronger connections, drive brand awareness, and achieve their advertising objectives.

Keywords: television advertising, radio advertising, audio-visual mediums, characteristics, strengths, considerations, audience reach, storytelling, creative possibilities, cost-effectiveness, localized targeting.

Introduction

In today's fast-paced and multimedia-driven world, television and radio remain powerful platforms for advertising. This chapter explores the characteristics, strengths, and considerations of television and radio as advertising mediums. Television advertising combines audio and visual elements to create a multi-sensory experience, allowing advertisers to tell stories, evoke emotions, and reach diverse demographics. It offers broad audience reach, creative possibilities, and the prestige associated with reputable channels. However, the cost, fragmented audiences, and ad avoidance behaviors pose challenges. Radio advertising, with its audio-centric approach, engages listeners' imagination, provides constant accessibility, and offers localized targeting. It is cost-effective, reinforces messages through repetition, but requires compelling audio creativity and attention capture. Marketers must navigate these mediums to create successful campaigns.

In today's fast-paced and multimedia-driven world, advertising has evolved to leverage the power of audio and visual mediums to captivate audiences and deliver impactful brand messages. Among these mediums, television and radio remain stalwarts, providing marketers with powerful platforms to engage viewers and listeners

through compelling audio-visual experiences. This chapter will delve into the characteristics, strengths, and considerations of television and radio as advertising mediums, shedding light on their unique qualities and providing valuable insights for marketers looking to harness their potential.

Television Advertising:

Television advertising has long been hailed as one of the most influential and popular forms of advertising. Its characteristics include the seamless integration of audio and visual elements, creating a multi-sensory experience for viewers. Television ads harness the power of sight, sound, and motion to tell stories, evoke emotions, and establish a strong brand presence. The medium's broad audience reach allows advertisers to connect with diverse demographics simultaneously, making it an ideal choice for campaigns aiming for widespread exposure. Television advertising also offers creative possibilities, enabling marketers to craft visually stunning and emotionally engaging advertisements. The prestige associated with being featured on reputable television channels or during popular programs can enhance a brand's reputation and credibility. However, the medium does come with considerations. The production and airing of television ads can be costly, particularly during prime time or for high-demand spots. Marketers must carefully allocate budgets and consider the fragmentation of television viewership due to the proliferation of channels and streaming services. Additionally, the rise of ad avoidance behaviors, such as skipping or fast-forwarding through commercials, emphasizes the need for captivating and compelling content that can captivate viewers' attention.

Characteristics:

Television advertising possesses several distinct characteristics that contribute to its effectiveness:

Visual Impact: Television ads combine audio and visual elements, allowing advertisers to convey messages through engaging visuals, colors, and motion.

Storytelling Opportunities: The audio-visual nature of television enables advertisers to tell compelling stories, evoke emotions, and create memorable brand experiences.

Broad Audience Reach: Television reaches a wide range of demographics and offers the potential to engage with millions of viewers simultaneously.

Strengths:

Television advertising offers several strengths that marketers can leverage:

Mass Audience: Television has the power to reach a broad and diverse audience, making it suitable for campaigns aiming for wide exposure and brand recognition.

Creative Possibilities: The audio-visual capabilities of television provide opportunities for creative storytelling, visually captivating advertisements, and memorable jingles or catchphrases.

Prestige and Credibility: Being featured on reputable television channels or during popular programs can enhance a brand's prestige and credibility.

Considerations:

When planning television advertising campaigns, marketers should consider the following:

Cost: Producing and airing television ads can be expensive, particularly during prime time or for high-demand spots. Advertisers need to allocate budgets accordingly.

Fragmented Audiences: The proliferation of cable and satellite television channels, as well as the rise of streaming services, has led to fragmented audience viewership. Marketers must carefully select channels and programs that align with their target demographics.

Ad Avoidance: Viewers now have more control over the content they consume, with the ability to skip or fast-forward through commercials. Advertisers need to create engaging content that captures and maintains viewers' attention.

Radio Advertising:

Radio advertising, while often overlooked in the multimedia landscape, possesses its own set of unique characteristics and advantages. As an audio-centric medium, radio advertising relies solely on sound to engage listeners. It taps into the power of the theater of the mind, allowing audiences to actively participate in creating mental visuals based on the audio content. The portability and accessibility of radio enable advertisers to reach listeners in their cars, homes, workplaces, and even through mobile devices, providing a constant presence in their daily lives. Radio advertising offers localized targeting capabilities, allowing marketers to tailor their messages to specific geographic regions or communities. Moreover, radio ads are often more cost- effective compared to television, making them accessible to advertisers with smaller budgets. The repetitive nature of radio broadcasts also offers the advantage of building brand awareness and reinforcing key messages through frequent exposure. However, radio advertising comes with its own set of considerations. The lack of a visual element requires advertisers to rely solely on audio creativity to convey their messages effectively. Ensuring that radio ads capture listeners' attention and create memorable experiences is paramount, as listeners may engage in other activities while tuning in. Marketers must also consider the changing habits of listeners, with the advent of digital streaming platforms and personalized playlists altering traditional radio consumption patterns.

Characteristics:

Radio advertising possesses unique characteristics that differentiate it from other mediums:
Audio Engagement: Radio ads rely solely on audio elements, using voice, music, sound effects, and jingles to capture listeners' attention and convey messages effectively.

Theater of the Mind: Radio allows listeners to actively engage their imagination, creating mental visuals in response to the audio content, making it a powerful storytellingmedium.

Portability and Accessibility: Radio can reach audiences in their cars, homes, workplaces, and through mobile devices, offering advertisers the opportunity to reach listeners wherever they are.

Strengths:

Radio advertising provides several strengths that marketers can leverage:

Localized Targeting: Radio allows for geographic targeting, making it effective for reaching specific local audiences and communities.

Cost-Effective: Radio ads can be more affordable compared to television production and airtime, allowing advertisers with smaller budgets to reach their target markets.

Frequency and Repetition: Radio advertising's repetitive nature helps reinforce brand messages and build brand awareness among listeners.

Considerations:

When considering radio advertising, marketers should keep the following considerations in mind:

Lack of Visual Element: Unlike television, radio relies solely on audio, which can limit the ability to convey complex visuals or rely on visual branding elements.

Attention and Recall: Listeners may be engaged in other activities while listening to theradio, so creating compelling and memorable ads is crucial to capturing their attention and ensuring message recall.

Conclusion:

In conclusion, television and radio remain influential and effective advertising mediums, capable of delivering impactful brand messages through audio-visual experiences. Understanding their unique characteristics, leveraging their strengths, and addressing the considerations inherent to each medium are crucial for marketers seeking to create successful campaigns. By embracing the power of audio and visual storytelling, marketers can forge stronger connections with their target audiences, drive brand awareness, and ultimately achieve their advertising objectives in an increasingly competitive media landscape.

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Current Situations And Future Solutions For PlasticPollution's Impacts On Aquatic Wildlife

Shubham Gairola

Assistant Professor, Department of Civil Engineering, Maya Institute of Technology & Management, Dehradun, India

Dr. Sanjeev Gill

H.O.D., Department of Civil Engineering, JB Institute of Technology, Dehradun, India**Namra Fatima**

Assistant Professor, Department of Civil Engineering, Maya Institute of Technology & Management, Dehradun, India[For Correspondence*, E-mail- shubhamgairola204@gmail.com]

Abstract:

Most everyday consumer goods are made of plastic in one way or another. According to Shaw and Sahni Journal of Mechanical and Civil Engineering 46–48 (2014), almost 280 million t of plastic are manufactured annually around the world, much of it ends up in landfills or the oceans. Plastics are cheap, strong, and lightweight, but these same qualities may also make them exceedingly dangerous to wildlife, especially if they get into the water. Five major ocean gyres—two in the Pacific, one in the Indian, and two in the Atlantic—are where plastics are most often found circulating once they have reached the sea. Rather than being solid islands of plastic, these oceanic trash patches contain a murky mixture of plastics (Kostigen 2008; Livingeco 2011). Similar issues have been discovered following recent research on the Great Lakes' surfaces (Erikson et al., Marine Pollution Bulletin, 77(1), 177–182, 2013). The possibility that plastics in the wild could entangle animals, cause ingestive illness, or transport exotic species is a major source of concern. In an effort to lessen the harm that plastics are doing to our ecosystems, a number of cutting-edge technologies have been tested to monitor or collect the plastics already present in our habitats and transform them back into oil.

Keywords Plastics, Microplastics, Ocean gyres, Great Lakes, Marine pollution

INTRODUCTION

Around the world, around 280 million t of plastic are delivered every year (Shaw and Sahni 2014) for the assembling of items like capacity compartments, bundling mate-rial, or even cars. In the USA alone, approximately 48 million t of plastic are produced every year (Sarker et al. 2012b). Plastic has turned into an ideal medium utilized in tremendous measures of customer items since it is lightweight, strong, modest, and a decent cover. Sadly, inside the most recent 30 years, researchers have understood that the helpful properties of plasspasms additionally make them unfavorable to our environment. Thisis on the grounds that it is hard to wipe out plastic waste because of the way that it doesn't biodegrade in nature, yet just photodegrades into more modest pieces. The synthetic connections between the atoms that comprise plastic make them strong, yet in addition impenetrable to regular corruption (Shaw and Sahni 2014). The level of plastics that make up the complete metropolitan strong waste has risen 12 % throughout recent many years

(EPA 2014). Close to 33% of the plastic created is utilized to produce single-use plastics (DiGregorio 2012, for example, espresso mug covers, stirrers, or straws.

Yearly, in excess of 35 million plastic jugs and 500 billion plastic packs are utilized by purchasers, large numbers of which end up in our seas and along our sea shores

(What a Waste 2010). Waterways, especially the sea gyres saw as in the Atlantic, Pacific, and Indian Seas, are turning into the last objective for the vast majority of these non-biodegradable polymers. These gyres are circulating flows brought about by the Coriolis impact, or de-flection of flows, because of Earth's revolution and surface breezes (NOAA 2008). Because of plastic waste, Earth's sea and freshwater biodiversity and ecosystems are adversely impacted. To take care of issues brought about by plastics, new advances are being directed which incorporate following junk through recurrence identification (RFID) labels and cell transmitters, having residents track plastic garbage utilizing their cell phones, utilizing robots or hindrances to gather plastic trash, and transforming plastics back into fuel.

Issues of Waterborne Plastics in Our Surroundings

The collection of plastics in our surroundings is a consequence of ill-advised removal or transportation spills. Since they are lightweight and tough, plastics are fit for voyaging significant distances; winding up in earthly environments, along coastlines, or drifting in the untamed sea (Zbyszewski and Corcoran 2011). For instance, pill bottles from India alongside oil and cleanser containers from Russia, Korea, and China have been tracked down on the southern pieces of Hawaii (Kostigen 2008). As plastics float in the seas, they are influencing marine natural life. Besides the fact that vagrant plastics end up in animals' stomachs or around their necks, yet there is likewise developing worry that plastics are going about as a mechanism for obtrusive animal categories. The hard surfaces of plastics are presently a substitute material for obtrusive species, for example, barnacles, mollusks, and green growth to append, contrasted with the regular material which recently conveyed intrusive species for a really long time (Gregory 2009). With the deluge of plastics as of now in the seas, the collection of obtrusive species might heighten at a consistently speeding up.

OCEAN TRASH PATCHES

The Unified Countries has assessed that 5-10 million t of plastic are flowing in the North Pacific Sea be-tween California and Japan, in spite of the fact that it is challenging to limit an accurate measure of flotsam and jetsam (Livingeco 2011). Assessed to be two times the size of Texas, the

North Pacific Subtropical Gyre is frequently called "The Incomparable Pacific Sea Trash Fix" (NOAA 2013). It is here where impacting flows trap plastics in a circulating design. Frequently confused as an island of plasspasm, the Pacific Sea Gyre is really a major undefined mess of huge and little plastic pieces expanding 100-ft profound (Kostigen 2008). Researchers have found other significant trash fixes that envelop the same amount of plastic with hypothesis that there might be more: the South Pacific Subtropical Gyre, the North and South Atlantic Subtropical Gyre, and the Indian Sea Subtropical Gyre (NOAA 2014). Following a 20-year study, the North Atlantic Sea and the Caribbean Ocean are assessed to have 200,000 plastic pieces for each square kilometer (Gill 2010), in this way meaning an issue of comparable greatness to the Pacific Sea.

A lot of the plastics circling the seas are accepted to come from coastlines, 10 % from fishing stuff, and 10 % from boats and ships (McLendon 2010). Around, 10,000 steel trailers plunge off freight ships into the sea every year (McLendon 2010). A delivery box conveying 28,000 plastic ducks was adrift out in the ocean between Hong Kong and the USA in the Pacific Sea a long time back (Nelson 2011). Something like 2000 of the ducks are accepted to be circling in the Incomparable Pacific Trash Fix, while others have been tracked down washed shorewards in Hawaii, Gold country, South America, Australia, and the Pacific Northwest (Nelson 2011). The sturdiness of plastics is noticed each time any of these ducks arise on shore still unblemished.

EFFECTS OF PLASTICS ON MARINE BIODIVERSITY

The greatness of plastic contamination conveyed to the ocean has altogether duplicated throughout recent many years. Customarily, natural life is harmed because of entrapment or ingestion of the plastics tracked down in the climate. For Procellariiformes like the gooney birds, shearwaters, or petrels, the presence of disintegrated plastic pieces are like many kinds of food they drink (Scourge and Burger 1997). Microplastics look like phytoplankton which are eaten by fish and cetaceans (Boerger et al. 2010). Ingested plastic trash has been found to diminish stomach limit, ruin development, cause inner wounds, and make gastrointestinal blockage (Plot and Georges 2010). Plastic trap with fishing nets or other ring-molded materials can bring about strangulation, decrease of taking care of effectiveness, and at times suffocating (Allen, Jarvis, Sayer, and Plants 2012). Because of regular interest, pinnipeds frequently become caught in marine flotsam and jetsam very early on, which can contract their body as they develop consequently decreasing personal satisfaction (Allen et al. 2012). Around the world, no less than 23 % of marine well evolved creature species, 36 % of seabird species, and 86 % of ocean turtle species are known to be impacted by plastic trash (Stamper et al. 2009).

SEA TURTLES

Various examinations have shown that ingested plastic and tar are the essential guilty parties of pressure and non-normal passing for ocean turtles. Flotsam and jetsam including fishing line, ropes, nets, six pack rings, Styrofoam, and plastic sacks have been extricated from turtle gastrointestinal systems. Plastic sacks drifting in the water emphatically look like the state of jellyfish, an essential food hotspot for ocean turtles, consequently bringing about the ingestion of the packs (Mascarenhas et al. 2004).

Because of anthropogenic effect, the number of inhabitants in leatherback ocean turtles (Dermochelys coriacea) has consistently declined throughout recent many years, putting them on the IUCN's fundamentally jeopardized list (Shillinger et al. 2012). Throughout the previous 40 years, of the 371 examinations con-ducted on leatherback turtles, 37.2 % of them had plastic in their gastrointestinal parcels (Mrosovsky et al. 2009). In spite of the fact that it isn't known whether the plastic ingested was the reason for death, 8.7 % of the turtles had a plastic pack probably obstructing the entry of food (Mrosovsky et al. 2009). Plastic has likewise been found to hinder the entry of female eggs. In a reported report, re-searchers eliminated 14 bits of plastic from a female cloaca. This empowered the eggs to be laid, however sign of interior harm remained (Plot and Georges 2010).

Green turtles (Chelonia mydas) and blockheads (caretta) have been found in comparative predicaments. As indicated by Parker et al. (2005), the Public Marine Fisheries administration procured 52 blockheads through by-get in the Atlantic Sea. Of these, 35 %

were found to have plastics in their gastrointestinal systems (Parker et al. 2005). In the western Mediterranean, 79.6 % of the 54 blockheads caught illicitly by anglers contained plastics in their gastrointestinal parcels (Tomas et al. 2002). In Paraiba, Brazil, a turtle taken in for recovery kicked the bucket in the wake of discharging 11 bits of hard plastic and 9 bits of plastic pack (Mascarenhas et al. 2004). Essentially, an adolescent green ocean turtle saw as insignificantly responsive, pooed north of 74 unfamiliar objects, including a variety of various types of plastics while being restored (Stamper et al. 2009). Preceding passing the flotsam and jetsam, the turtle was eating around 8 g of food each day. After the flotsam and jetsam passed, the food admission was all up to 100 g daily (Mascarenhas et al. 2004). Despite the fact that a few turtles might be able to do going plastic through their stomach related framework, it can in any case cause interior wounds. Those that can't pass the plastic will ultimately starve as plastics accumulate in their stomach depressions.

CETACEAN

Most cetaceans live distant from the coastline which restricts how much examination on the ingestion of marine de-bris. Assuming that plastic causes unnatural demise, cetaceans will doubtlessly sink to the lower part of the sea (Baird and Whore 2000). Sometimes, cetaceans will wash aground considering posthumous assessments. Due to cetaceans' echolocation abilities, mixed up utilization of plastic isn't plausible (Secchi and Zarzur 1999). Ingestion is doubtlessly in light of the fact that the trash was blended in with the ideal food. Two sperm whales (Physeter macrocephalus) were tracked down off the shoreline of northern California in 2008 with a lot of fishing gear in their gastrointestinal plots (Jacobsen et al. 2010). One of the sperm whales had a burst in the third compartment of the stomach brought about by nylon netting; the other had netting, fishing line, and plastic sacks totally hindering the stomach from the digestive organs (Jacobsen et al. 2010). On the bank of Nova Scotia, Canada, an adolescent porpoise (Phocoenidae) was found dead with a clustered piece of dark plastic in the throat trapped with three spined stickleback fish (Baird and Whore 2000). In Brazil, the stomach examination of a Blainville's bent whale (Mesoplodon densirostris) showed the presence of a huge heap of blue plastic string possessing a significant piece of the stomach chamber (Secchi and Zarzur 1999). Inside the last 10 years, something like seven imperiled moving humpback whales (Megaptera novaeangliae) have been spotted towing mass measures of tangled nylon rope and other flotsam and jetsam including a crawfish pot and a float with marker post (Gregory 2009). A jeopardized North Atlantic right whale (Eubalaena glacialis) was found with fishing rope ensnared through its mouth. Because of its dangerous conduct, heros were simply ready to effectively eliminate 250 ft of the business fishing line and trusted the remainder of the rope would unstick from the mouth all alone (Foley 2014). Presently, there have not been enough patterns found in gathered information that demonstrate ingested plastics are the essential driver of death contributing to the downfall of cetaceans (Simmonds 2012; de Stephanis et al. 2013; Baulch and Perry 2014).In any case, these models demonstrate the way that plastic marine de-bris can cause direct mortality of cetaceans or even make crippling situations that make the warm blooded creatures more inclined to predation or sickness.

BIRDS

Little plastics, for example, bottle covers are frequently mixed up via seabirds (Procellariiformes) for food. In a few examinations, it was found that jumping birds that

benefited from fish in the water segment had less plastic in their stomachs com-pared tothose that were surface eaters (Scourge and Burger 1997; Provencher et al. 2010). Thiscould be on the grounds that birds that keep an eating regimen of zooplankton will mostlikely be unable to recognize plastics and their essential wellspring of food because of the variety or state of the plastic pieces (Avery-Gomm et al. 2013). Since most grown-up birds spew what has been ingested as a method for taking care of their chicks, they pass the bolus containing the plastic pieces onto their young. Birds, for example, the albatross and shearwater had more plastic in the primary district of their stomachs and gizzards, demonstrating that when these plastics were spewed, they would be passed to their young during taking care of (Moser and Lee 1992). Adolescent gooney bird and shearwaters were found to ingest a larger number of plastics than grown-ups (Avery- Gomm et al. 2013; van Franeker et al. 2011). Like other marine life, gulped plastic can discourage and harm a bird's stomach related framework, decreasing its scrounging capacities. Ryan (1988) inferred that ingested plastics could re-duce the wellness, development rate, and food utilization of seabirds, in light of the outcomes from a reviewutilizing vaults spasm chickens (Gallus domesticus).

How much plastic ingested by various types of birds might be a mark of the gathering of plastics in a space. A review completed by Moser and Lee (1992) found that North Atlantic shearwaters showed an in-wrinkle in utilization of plastics from 1974 to 1978 contrasted with 1976-1984. This connects with the in-wrinkle of plastic accessible in theseas. In 1995, a review finished by Auman et al. (1997) found that of the 251 Laysan Gooney bird (Phoebastria immutabilis) autopsied from Halfway Atoll in the NorthPacific, just 6 contained no ingested plastic. One more review directed in the eastern North Pacific found that of the 353 ingested things recuperated from 11 types of seabirds,
29.2 % were modern pellets and 70.5 % were broken bits of regular use plastics (Scourge and Burger 1997). The stomach items in 67 fulmars appeared on the sea shores along the eastern North Pacific from 2009 to 2010 contained on normal 36.8 bits of plas-spasms (Avery-Gomm et al. 2013). Taking into account this represented 92.5 % of the fulmars, Avery-Gomm et al. (2013) hypothesized that this meant an expansion in the ingestion of plastics.

FISH

There have not been any tracked down distributed investigations about the impacts of plastics on fish; in any case, there is a lot of proof supporting that fish are consuming plastics. Of the 7 distinct species concentrated on in the North Ocean, as it were 2.6 % of the 1203 gathered fish contained plastic pieces in the gastrointestinal systems (Foekema et al. 2013). At the point when the gastrointestinal lots of 504 fish were concentrated onin the English Channel, 36.5 % contained plastics (Lusher et al. 2013). Conflicting outcomes found among studies might actually show significant factors, for example, lo- cation, aggregation of plastics, and fish species. A review led in the North Pacific Focal Gyre viewed that as 35 % of the 670 fish tried had a consolidated complete of 1375 plastic pieces in their stomachs. This compares to around 2.5 pieces per fish. The majority of the plastic pieces were blue, white, or clear which are similar varieties as board ton, the essential food wellspring of fish (Boerger et al. 2010). In a comparable report done in the North Pacific Subtropical Gyre, 9.2 % of 141 fish inspected had plastics in their stomachs (Davison and Asch 2011). In view of these outcomes, Davison and Asch (2011) speculate that somewhere in the range of 12,000 and 24,000 t of plastic are consumed by fish every year. Understanding the impacts of plastics when devoured by fish is of concern in light

of the fact that the little pieces of plastic might work with the vehicle of retained contaminations to hunters inside the pecking order (Dau 2012; Teuten et al. 2009).

PLASTIC CONTAMINATION IN THE INCOMPARABLE LAKES

There have been many examinations led to decide the dispersal, ecological effect, and amount of plastic contamination in marine biological systems, yet little is had some significant awareness of freshwater plastic contamination. Researchers are currently understanding that similar issues saw in the sea gyres and along shorelines are emerging in our collections of new water (Blackwell 2012). The Incomparable Pools of North America are the biggest freshwater systems on the planet. Lake Huron, Lake Ontario, Lake Michigan, Lake Erie, and Lake Prevalent address the five assortments of freshwater in the Laurentian Extraordinary Lakes. Over the most recent couple of years, these frigid caused lakes to have been a focal point of study for the impacts of freshwater plastic contamination.

The shores of Lake Huron in Canada comprise one of the primary places where scientists contemplated the abundance, type, and dissemination of plastic contamination along the Incomparable Lakes (Zbyszewski and Corcoran 2011). As indicated by the creators, the modern side of the lake contained the most plastics; most of which were little pellets utilized for the development of fabricated merchandise. It was hypothesized that a considerable lot of the pellets were lost during creation or conveyed by the development of the cyclonic surface ebb and flow brought about by wind and changes in water temperature (Sheng and Rao 2006; Zbyszewski and Corcoran 2011). Likewise conceivable upset freight might have added to the collection of plastic on the shores of Lake Huron since this stream is important for a significant delivery course (Zbyszewski and Corcoran 2011).

In the mid-year of 2012, 5 Gyres Organization cruised through Lake Erie, Lake Prevalent, and Lake Ontario to lead the primary untamed water study of the lakes (Eriksen et al. 2013). While fishing the lakes for plastics, Erikson et al. found that Lake Erie reliably had the most thought degrees of microplastics com-pared to Lake Huron and Lake Unrivaled. Two explanations for this peculiarity could be that Lake Erie has the most populated coastlines, or it very well may be getting the microplastics from different lakes because of the south-ward streaming current (Dau 2012; Eriksen et al. 2013). Tests taken from Lake Erie additionally uncovered that the amount of plastics was multiple times more noteworthy than the sum found in any examples taken from the seas. The majority of these examples were included microplastics which are under 5-mm wide (Dau 2012). This magnitude of microplastics was startling. Dau accepted that the lakes would contain bigger plastics that dissolved into more modest pieces as they cleared their path through lakes and waterways to the seas, a cycle that ought to require many years (Blackwell 2012). Eriksen et al. (2013) associated numerous with the microplastics gathered to be polyethylene and polypropylene microbeads from facial chemicals and other individual consideration items. At the point when customers discharge these microplastics down the channel, it is conceivable many clear their path through wastewater treatment plants and into the freshwater lakes, particularly assuming they are under .5-mm wide (Eriksen et al. 2013).

Whether on the shores or by all accounts, the two investigations show that the Laurentian Extraordinary Lakes are cooperating with microplastics and plastic pellets. The little size of these plastics makes them effectively accessible for ingestion, subsequently expanding

the bioaccumulation of the synthetic fixings from in the plastic or from the assimilation of synthetics onto the plastics (Rochman et al. 2014; Teuten et al. 2009). When consumed, microplastics containing plasticizers, for example, bisphenol A (BPA) and phthalates have been made to influence bring forth progress and the turn of events and proliferation of posterity in creatures of land and water, shellfish, and, surprisingly, in-orders (Oehlmann et al. 2009). One more issue with microplastics is that they draw in destructive poisons, for example, polychlorinated biphenyls (PCBs) and dichlorodiphe- nyltrichloroethane (DDT) (Zbyszewski and Corcoran 2011). PCBs have been displayed to cause diseases in marine creatures or to adversely affect the immune framework, sensory system, endocrine framework, and regenerative framework (EPA 2013). There is hypothesis that these moment plastics can advance up the well established pecking order, making comparable wellbeing dangers people (Dau 2012). Further investigations are expected to dissect the invasion of microplastics into the Incomparable Lakes and the important effects they have on the biodiversity ingesting them (Teuten et al. 2009).

MANAGING THE IMPACTS OF PLASTICS

The development of plastics in our sea surroundings and the impacts on natural life has been explored for more than 30 years. Information about sea flows acquired from satellite-followed Lagrangian strays have been utilized to anticipate the directions of drifting marine trash (Maximenko et al. 2012; Martinez et al. 2009). Lagrangian wanderers are instruments that have been utilized in seas, lakes, and streams to gauge water ebbs and flows and to gather other natural information, for example, temper-ature and saltiness. Researchers are by all accounts not the only individuals following rubbish. The Marine Trash Tracker is a resident science project that permits local area individuals to log marine flotsam and jetsam found along shorelines and streams utilizing their cell phones, which is then recorded utilizing GPS (Need to Track 2014). Finding and following plastic garbage is basic to more readily comprehend which environments are generally powerless.

Regardless of the capacity to follow squander development, a solution to freeing our World's waters of plastic waste to limit its consequences for marine natural life stays a challenge. Despite the fact that the USA executed the Spotless Water Act and the USA and Canada keep on altering The Incomparable Lakes Water Quality Consent to lessen the contamination in areas of concern, more plastics keep on aggregating in the Incomparable Lakes every year (EPA 2012). These plastics definitely advance toward the ocean through organizations of waterways and streams and afterward into the sea gyres. Since the gyres are found in international waters, no nation is assuming a sense of ownership with tidying up the seas. All things considered, a few private organizations are attempting to tackle the issue. Creative advancements have been guided by privately owned businesses to help distinguish, limit, and take out plastics in our environments including following waste through radio-recurrence ID (RFID) labels and cell transmitters, utilizing robots or obstructions to gather plastic garbage, and transforming plastics back into oil.

TRACKING TRASH

Reusing is perhaps of the most distinguished practice benefit ready to decrease the effect of waste in our landfills and in our current circumstance through the reuse of materials. Whether or not or not an individual reuses, there is little proof that waste is winding up in its planned objective. It is a direct result of this absence of information that

Massachusetts Establishment of Innovation is utilizing RFID labels and cell transmitters to follow trash and reusing in Seattle and New York (Greengard 2010). As per Greengard, "Garbage Track" permits re-searchers to follow where the rubbish has been, the means by which long it has been moving prior to being stored, and where the waste at last collects. Through this review, re-searchers desire to find more data about the US squander the executives framework, and afterward utilize the data to impact individuals' way of behaving and reusing endeavors. As the junk is followed, further examinations can likewise be intended to recognize where the greater part of the plastics are amassing andhow can be forestalled further wounds to natural life in those areas. Presently, specialists have labeled in excess of 3000 bits of garbage with sensors that will switch off or on when they distinguish changes ready and area to assist with saving the half year battery (Greengard 2010). Despite the fact that there are no known investigations to date that track plastics into and through our streams, it is conceivable this equivalent innovation could one day at any point be applied to following plastics that advance into the Incomparable Lakes or seas.

GATHERING PLASTICS IN THE INCOMPARABLE SEA TRASH PATCHES

Gotten from the plan of a fish fishing vessel and tiny fish tow, manta fishing boats have been used for the assortment of toxins from the sea for information examination (Ryan et al. 2009). The manta fish is put behind the boat where it skims the outer layer of the water gathering float subterranean insect plastic flotsam and jetsam. Albeit this innovation gathers drifting plastic flotsam and jetsam for study, it actually doesn't represent an answer for the more prominent test of eliminating the plas-spasms from the seas. Plastics represent 60-80 % of our marine litter (Moore 2008), which is the reason finding an answerfor this problem is essential.

An inventive model of a "plastic-eating drone" has been proposed as a potential answer for tidying up our sea's trash patches. While some might trust eliminating plastics in the gyres is derisory, Elie Ahovi, a modern plan understudy, considers contrast ently. Ahovi has proposed utilizing an independent gadget that would tow a catching net which would siphon the plastic trash from our sea waters (Boyle 2012). Sonic transmitters would be utilized as an impediment for marine life getting found out in the net. As per Boyle, the robot is intended to venture to every part of the seas for a long time, yet would it be a good idea for it assemble an excess of waste or the batteries run short, it would get back to a sea base where groups would discharge it of the plastic for reusing. On the off chance that Ahovi has planned a device that is sufficiently strong to assemble the plastic in the Incomparable Pacific Trash fix, comparative innovations could be material to new water frameworks tracked down on The planet. Should the proto-type be carried out, further examinations will be necessary to distinguish assuming that the waste expulsion is diminishing the ingestion of plastics.

The Sea Tidy up Cluster is one more noteworthy answer for tidying up plastics circling in the sea gyres. Planned by Boyan Support and executed with the assistance of a group of researchers, the Sea Tidy up Cluster involves the sea flows for gathering plastics (TheSea Tidy up 2014). Strong drifting blasts are appended to stages that are moored to the sea depths. The Cluster was planned so that impartially light marine life will drift underneath the blasts forestalling any natural life entrapment, while permitting drifting plastic conveyed by the flows of the sea gyres to gather along the blasts on the outer layer of the water (The Sea Tidy up 2014). It is assessed that 7.25 million t of plastic waste could

be eliminated from the sea; a large portion of as most would consider to be normal to be reasonable to be transformed into oil (Singh 2013; The Sea Tidy up 2014). As the Sea Tidy up Exhibit moves into the pilot stage, this plan may not just eliminate plastic as of now drifting in gyres that is harming untamed life, yet in addition might be utilized in streams to keep the plastic from truly arriving at the sea.

A BETTER APPROACH TO REUSE PLASTICS

While many individuals reuse family plastic things with the presumption they can be generally completely reused, something like 10 % of plastics are being reused once again into plastics. Most of plastics are arranged in landfills or burned (Sarker et al. 2012b). A few strategies for compound reusing including gasification or purifying are right now utilized (Sarker et al. 2012a). Warm debasement might be the new answer for reusing and reusing plastics like high-thickness and low-thickness polyethylene, polypropylene, and polystyrene, without bringing on additional ecological corruption (Livingeco 2011). During warm corruption, oil based plastic are warmed to 25 to 430 °C and afterward changed over into fluid hydrocarbon fuel (Sarker et al. 2012c). The warm corruption is done in a sans oxygen treated steel reactor. Since burning or ignition doesn't happen, smoke isn't a result (Sarker et al. 2012c). This cycle brings about least waste. Byproducts from this cycle incorporate carbon dioxide comparable to two individuals breathing out for 24 h, water fume, and one cup of biodegradable burn (carbon) which is discarded month to month (Livingeco 2011). The Evolucient Framework planned by specialists from the Perfect Sea's Venture can change over 2700 lb of plastic into fuel through warm corruption north of a 24-h peri-od; each 8 lb represents 1 lady of fuel (Livingeco 2011).

As per Sarker et al. (2012b), assuming how much waste coursing in the sea gyres can be assembled utilizing assortment vessels, the waste can then be changed over into hydrocarbon fuel on the vessel or in seaward offices. The Perfect Sea's Task desires to introduce an Evolucient Framework on a breeze controlled sailboat that will move around the Incomparable Pacific Trash Fix gathering the obscurity of plastic particles (Livingeco 2011). Any fuel that is required can be extricated from the Evolucient Framework. This innovation isn't just applilink to seas, yet can be used in the Incomparable Lakes to gather and discard the microplastics collecting in the freshwater.

CONCLUSION

Because of ingestion or trap in plastic garbage, more than 270 species, including turtles, fish, seabirds, and mammals, have encountered debilitated development, starvation, or demise (Laist 1997; Wabnitz and Nichols 2010). Specialists have accumulated a plenty of data about the quantity of species impacted by plastics in the seas, however the freshwater untamed life impacted in a lot more modest waterways, for example, the Incomparable Lakes, actually should be truly thought of. It is conceivable that the plastic-gathering robot could be utilized to gather most of plastics in the seas and Extraordinary Lakes or that the Evolucient Framework will be the better approach to reuse through warm debasement. Reusing is the ongoing answer for the abuse of plastics, yet the last objective of a lot of recyclable material is as yet being evaluated. Answers for guarantee mate-rials are reused or discarded appropriately should be created. Indeed, even with exploration, reusing, and new technologies, substitute bundling material ought to be used to diminish the reliance on plastic products. Plastics don't vanish and will stay in that frame of mind in-most certainly influencing untamed life, until the contamination is reduced. "Water is something each living organic entity on this planet can't survive

without. On the off chance that this asset is valuable to the point that life can't exist without it, we ought not be sullying it" (Sherri Bricklayer as refered to in Blackwell 2012 para. 19).

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DIGGING INTO BLACK BOX USING EXPLAINABLE ARTIFICIAL INTELLIGENCE

Tanya Chandra
Asst. Prof., CSE Deptt., JB Institute of Technology, DehradunShivam Pandey
Asst. Prof., CSE Deptt., JB Institute of Technology, DehradunManoj Kumar
Chaudhary
Asst. Prof., CSE Deptt., JB Institute of Technology, DehradunSuraj Sinha
Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun
(tanyachandra97@gmail.com)

Abstract:

The dawn of the fourth industrial revolution, we are witnessing a fast and widespread adoption of artificial intelligence (AI) in our daily life, which contributes to accelerating the shift towards a more algorithmic society. However, even with such unprecedented advancements, a key impediment to the use of AI-based systems is that they often lack transparency. Indeed, the black-box nature of these systems allows powerful predictions, but it cannot be directly explained. This issue has triggered a new debate on explainableAI (XAI). A research field holds substantial promise for improving trust and transparency of AI-based systems. It is recognized as the sine qua non for AI to continue making steadyprogress without disruption.

INTRODUCTION

XAI is a research field that aims to make AI systems results more understandable to humans. The term was first coined in 2004 by Van Lent et al. [20], to describe the abilityof their system to explain the behavior of AI-controlled entities in simulation games application. While the term is relatively new, the problem of explainability has existed since the mid-1970s when researchers studied explanation for expert systems [21]. However, the pace of progress towards resolving such problem has slowed down as AI reached an inflection point with the spectacular advances in ML. Since then the focus of AI research has shifted towards implementing models and algorithms.

that emphases predictive power while the ability to explain decision processes has taken a back seat. Recently, XAI topic has received renewed attention from academia and practitioners. Figure 1 illustrates the remarkable resurgence of XAI term research interest using google trends. The re-emergence of this research topic is the direct result of the unstoppable penetration of AI/ML across industries and its crucial impact in critical decision-making processes, without being able to provide detailed information about the chain of reasoning that leads to certain decisions, recommendations, predictions or actions made by it. Therefore, the social, ethical and legal pressure calls for new AI techniques that are capable of making decisions explainable and understandable. Technically, there is no standard and generally accepted definition of explainable AI. Actually, XAI term tends to refer to the movement, initiatives, and efforts made in response to AI transparency and trust concerns, more than to a formal technical concept.

Thus, to put some clarification around this trend, we quote some XAI definitions as seen by those who are calling for it. According to DARPA [16], XAI aims to ''produce more explainable models, while maintaining a high level of learning performance (prediction accuracy); and enable human users to understand, appropriately, trust, and effectively manage the emerging generation of artificially intelligent partners''.

METHODOLOGLY

Explaining the reasons for a specific decision or single prediction means that interpretability is occurring locally. This scoop of interpretability is used to generate an individual explanation, generally, to justify why the model made a specific decision for an instance. Several explored papers propose local explanation methods. We provide next an overview of the explanation methods examined in reviewed papers. Ribeiro et al. [84] proposed LIME for Local Interpretable Model-Agnostic Explanation. This model can approximate a black-box model locally in the neighborhood of any prediction of interest. Newer, related, and highly anticipated work from the creators of LIME, called anchors [85], extends LIME using decision rules. In the same vein, leave-onecovariate-out (LOCO)

[86] is another popular technique for generating local explanation models that offer local variable importance measures. Another attempt to produce local explanations is made by Baehrens et al. [87]. In this work, the authors presented a method capable of explaining the local decision taken by arbitrary nonlinear classification algorithms, using the local gradients that characterize how a data point has to be moved to change its predicted label. By following this line of work, we find a set of works using similar methods for image classification models [88]–[91]. Actually, it is a common approach to understanding the decisions of image classification systems by finding regions of an image that were particularly influential to the final classification. Also called sensitivity maps, saliency maps, or pixel attribution maps [92], these approaches use occlusion techniques or calculations with gradients to assign an ''importance'' value to individual pixels which are meant to reflect their influence on the final classification.

KNOWLEDGE EXTRACTION

It is difficult to explain how ML models work, especially when the models are based on ANN. indeed, as cited before, multilayer feed forward networks are universal approximators. However, since learning algorithms modify cells in the hidden layer, this may constitute interesting internal representations. The task of extracting explanations from the network is therefore to extract, in a comprehensible form, the knownedge acquired by an ANN during training and encoded as an internal representation

DESIGN

We follow a two-step approach for automatically explaining relationships between entity pairs. To create a set of candidate sentences for a given entity pair and relationship, we require a corpus of documents that is pertinent to the entities at hand. Although any kind of document collection can be used, we focus on Wikipedia in this paper, as it provides good coverage for the majority of entities in our knowledge graph. First, we extract surface forms for the given entities: the title of the entity's Wikipedia article (e.g., "Barack Obama"), the titles of all redirect pages linking to that article (e.g., "Obama"), and all anchor text associated with hyperlinks to the article within Wikipedia (e.g., "president obama"). We then split all Wikipedia articles into sentences and consider a sentence as acandidate if (i) the sentence is part of either entities' Wikipedia article and contains a

surface form of, or a link to, the other entity; or (ii) the sentence contains surface forms of, or links to, both entities in the entity pair.

Ranking sentences After extracting candidate sentences, we rank them by how well they describe the relationship of interest r between entities ei and ej . There are many signals beyond simple term statistics that can indicate relevance. Automatically constructing a ranking model using supervised machine learning techniques is therefore an obvious choice.

Relationship features Feature 31 indicates whether any of the relationship-specific terms occurs in the sentence. Only matching the terms in the relationship may have low coverage since terms such as "spouse" may have many synonyms and/or highly related terms, e.g., "husband" or "married". Therefore, we use WordNet to find synonym phrases of r (feature 32); we refer to this method as wordnet(r)

CONCLUSION

XAI is a vital interdisciplinary research field in the AI ecosystem. In the spirit of holism, we presented in this paper a comprehensive background regarding this field. Taking inspiration from how we assimilate and familiarize ourselves with new topics, we focused on the Five W's and How (What, Who, When, Why, Where, and How) to cover all aspects related to XAI. Moreover, in the interest of mapping the broad landscape around XAI research, this survey has thoroughly reviewed a portfolio of explainability approaches and organized them from different perspectives. We have presented a method for explaining relationships between knowledge graph entities with human-readable descriptions. We first extract and enrich sentences that refer to an entity pair and then rank the sentences according to how well they describe the relationship. For ranking, we use learning to rank with a diverse set of features

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Prime Number Generation Using Genetic Algorithm

S. Sinha

Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

S.K Mishra

Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

Tanya Chandra

Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

S.Pandey

Asst. Prof., CSE Deptt., JB Institute of Technology, Dehradun

(hod.cse@jbitdoon.edu.in)

ABSTRACT:

In the modern cryptography, the problem of the generation of large primes is considered as an important issue to implement public key crypto-scheme such as RSA and so on. Since a great amount of computational resources is generally required to generate a large prime number, it takes considerable amount of resource especially in embedded systems. In general, the prime number generation is started from the random number generation. If the generated random number is passed a specified probabilistic primality test, the random number is tentatively considered as a prime number and applied to a public key crypto-system. In many primality tests, a number of modular exponentiations are usually required. Hence these algorithms are considerably slow. Here we are introducing a new prime generation technique using GA which can be used to generate large primes in more efficient way.

Keywords: Prime Number, Genetic Algorithm, Primality Test.

INTRODUCTION

The subject of prime numbers has fascinated mathematicians for centuries. Some of the methods for finding prime numbers date to antiquity [1]. The properties of primes have been investigated for thousands of years [1]. The advent of digital computers and public- key cryptography has brought the subject of prime numbers into the mainstream and focused renewed attention on it[1].

The use of public-key cryptography is pervasive in the information protection and privacy arenas. Public key crypto algorithms utilize prime numbers extensively; indeed, prime numbers are an essential part of the major public key systems [1].

For centuries, the problem of validating prime numbers, the primality test, has posed a great challenge to both computer scientists and mathematicians [2]. The problem of identifying Prime and Composite numbers is known as one of the most important problems in arithmetic. Many security applications also involve large numbers: while it is easy to multiply primenumbers to get a product, the reverse process of recovering the primes is much more difficult [2].

BACKGROUND DETAILS

Prime Number

Any natural number n greater than 1 will be prime if it has no divisor other then 1 and itself. The number 2 is a prime, there being no candidate divisors between 1 and itself similarly the numbers 3, 5,7,11,13 and 17 are all prime.

One more definition of prime number can be given in terms of relative prime. A prime number M will be prime if it is relative prime to all other numbers (M- 1) relative primes.

Prime Generation Problem

Today the big problem is big prime numbers is generation.

Difficulty in Finding New Prime

The difficulty of generating new primes can be explained by prime density function. The prime density function shows that how many prime number will exist below number n. Prime density function (n) can be given by following function n=log(n). From this function, it can be seen that a very less comparisons will be required if we want to find all prime numbers less than a short number such that 500. This happens because short prime numbers have small gap in between them but as we approach for a longer number, problem becomes very difficult. This is due to larger gap for longer prime numbers. So in order to find a prime we just pick an odd number and apply a prime testing algorithm on it. This is the only way of generating new primes. There are various primality tests which are available to us for checking the primality of a number. Let us discuss some important tests.

Prime Testing Algorithms

A primality test is an algorithm that determines whether an input number is prime or not. The primality tests differ from regular process of integer factorization. The primality test doesn't necessarily give prime factors, while integer factorization does. As of 2009, factorization is a computationally difficult problem, whereas primality test is compare to factorization is easy. There are various type of tests that are available to check the primality of number, most of them are deterministic.

BASICS OF GENETIC ALGORITHM

Traditional random approach for searching optimal solution in a given solution space was very time consuming and not suitable for large application. In 1975 Holland proposed a better solution than traditional random search approach known as genetic algorithm[3].

A genetic algorithm (GA) is a search heuristic that mimic the process of natural evolution. This heuristic is mostly used to generate useful solution to optimization and search problems. GA is a part of evolutionary algorithm, which is used for generating solution for optimization problems using techniques inspired by natural evolution and have properties like inheritance, mutation, crossover and selection.

GA is based on the survival of the fittest i.e. it selects only best solutions from among all available solutions.

Basic Operations of Genetic Algorithm GA

basically consists of four operations:-**Encoding**

Basic of GA structure is the use of encoding for representation the optimization problem's

variables to form chromosome which represent a candidate solution for problem. The encoding mechanism mainly depends on the type of problem variables. For example if the problem is to find the optimal flow in transportation problem than the variables will be of real type and when the problem is of travelling salesman than the variables will be of binary type. So for both problems we have to use different-different encoding mechanism that will encode the variable into unique string.

Traditionally we use the binary bit representation for encoding the variables. And collection of these binary bits will become string of bit and represent the solution. But it has some drawback and not suitable for some particular application, so some other mechanisms have also been proposed such as Gray code representation. So we have number of options for choosing best encoding mechanism that will be best suited our problem.

Fitness Function

We have some objective function depend on the problem which we need to optimize for particular string representing the solution. Each objective function has different values. So to maintain uniformity we use fitness function to normalize the objective function so it will give the value in the range of

0 and 1[4]. The normalize value of objective function represents the fitness of string that will use by selection operator for evaluating the string of solution.

Selection

Selection is one of the most important operator or step of GA. It models the survival of fittest process of nature. Fittest will survive for next generation while weakest will be lost. There are different selection procedures or methods available. Each has its pros and cons. One of the basic selection procedure is proportionate selection. In the proportionate selection procedure a string with fitness value f_i will be allocated f_i/f_a offspring, where f_a is the average fitness of population. String with fitness value greater than average fitness of population will be allocated more than one offspring, While string with fitness value less than average fitness of population will be allocated less than one offspring. This procedure will results in fractional allocation number value. And finally we will require an integer value, so we have some method to convert these fractional values into integer value. One of the methods is Roulette Wheel Selection Scheme.

Crossover-

This is also a crucial operation of GA. Pairs are picked randomly from population to be subjected for crossover and then crossover will be performed on that pairs and new children will be generated. There are number of crossover methods available which use different strategies for performing crossover like single point crossover, two point crossover etc., for example like in single point crossover suppose the length of string is l, it can randomly choose an crossover point of the value between 1 to l-1. Now swaps the value of both string beyond the crossover point and it will result in generation of two new offspring. But one thing should be noticed here that the crossover is not always effective. So for this after choosing pair of string, we only apply crossover if the randomly generated variable between range 0 and 1 will be greater than p_c, where p_c is the crossover rate.

Mutation-

After crossover mutation will be performed. Mutation can be per-formed by flipping the

binary bit of string. Like the crossover probability p_c, in the crossover which control the crossover, here we have probability of mutation (mutation rate) p_t, which gives the probability for change in bit. Mutation of bits are independent i.e. change in a bit will not affect the probability of change in another bit.

One important point is here that GA mostly treats mutation as secondary operator[3]. Primary operator is crossover. Mutation is mainly used for regenerating lost string of solution. For example suppose all available strings into solution converged to 0 at certain position and optimal solution contain 1 at that position. So only by mutation we can get optimal solution by flipping that position bit.

PROPOSED ALGORITHM

Although traditional genetic algorithm mimic the process of natural selection and genetic and are very successful in solving optimization problems, now there are more questions which are to be answered. Can we apply genetic algorithms to those problems like (classification problem) in which we do not have any mathematical function to guide the search? Till now we have not designed any genetic algorithm for this type of problems. To design a genetic algorithm for those problems, let us review the literature of genetic algorithm with a different view. Genetic algorithm are used to maximize the value of certain objective function for any problem, Actually this type of function measures the features of a problem (by calculating the objective value at each sample point) and assigns some value to it. We can assume that with the help of this objective function we are assigning some membership value to the characteristics of a problem and genetic algorithm guide the search to find those solutions which have larger value of it. Selection, crossover and mutation operator guides the approach to get appropriate solution. But consider a case where we cannot assign an

objective function (which provides a numerical value at a certain point) for the measurement of characteristics of a problem. We can use genetic algorithm for finding different solutions in a classification problem but in that case we have to design each operator differently. While solving a classification problem with genetic algorithm we willuse these operators.

Selection

We will design a test function and always select those strings that qualify the selection criteria. Since all selected solutions are equally good so we will not replicate any value during selection operator. Taken an example in prime generating problem, prime testingfunction is the required test function. According to this function we will select only thosevalues which are prime.

Crossover Operator

In normal crossover operator, we do not bother about the nature of generated child, we simply choose a cross site and generate two children. In case of classification problems as we do not have any mathematical function to guide our search so we will generate only those children which have some probability to pass the test. To generate child, we will apply some mathematical function. Here we will select only those mathematical function which generate child that strengthen our criteria for selection or in other way we can say that we will choose a mathematical function only when we can define the characteristic of generated child and the characteristics of generated child has some properties that has good probability to make him qualify for the selection.

For example, in our problem we need to generate new numbers that have a good probability of being prime. But how we judge that the generated child has a good probability of qualifying the primality test? To generate such type of child we will use the second definition of prime stated in above introduction. We will take two numbers that are prime and generate a child which is relative prime to its parents. In proposed algorithm, we have designed a function that will generate only one child, and this child will be relative prime to the parents involved in the crossover. One more strong argument that supports our idea comes from the theory of natural genetics. As we are using prime numbers in crossover so definitely generated child must inherit have some characteristics of prime numbers. The function which we used in our algorithm is shown below.

Proposed Algorithm: Crossover function Input: Two prime integers X and Y Output: An integer

1. If Y > X

2. Max Y and Min X

3. Else Max X and Min Y

4. End If

5 Convert Max on base Min

6 Reverse the digits of generated number and generate a new number Z on base m

7 Again convert Z back to decimal to get D

8 return D

Our proposed algorithm does not require mutation operator because our selection operator is very efficient in maintaining the diversity among solutions.

EXPERIMENTAL RESULT AND ANALYSIS

In this section we will discuss the working of our algorithm. In our experiment we choose first sixty prime numbers as a set of initial population. We will apply some prime testing algorithm to generate first sixty primes. For example we can choose 2,3,5,7,11,13,17, upto first 60 prime numbers as

initial population set. We can also increase the size of our initial population set. Now we can apply crossover operator to generate new primes. To apply crossover operator (proposed algorithm) we first choose any two prime numbers (generated randomly) from the given set. Let these prime numbers are 7 and 11. Then we will implement our crossover function. Since 7 are less than 11 so we will convert 11 on the base of 7. This will give us $(14)7$. We will reverse these digits and generate a new number $(41)7$. Now we will convert this number to original base (that is decimal). According to above example the decimal value of this number will be 29 which is defiantly a prime number. All new primes are important for us and we need bigger numbers so we will apply this algorithm as much as we can. In this case our set size is 60. Using this set at most 60C combination can be produced, so we can apply crossover function up to 1770 times. We$_2$ will store all new

primes to our initial set. While storing, we discard all repeated prime numbers. For the next iteration our population set size will increase and that will be the input for next generation. We have applied the algorithm to generate new primes although we were notable to produce all primes but bigger primes were generated very efficient time. Also by using proposed algorithm the chances of generated new primes has also increased.

Various graphs presented below show the strength of our algorithm.

First graph represent the total number of crossover performed using proposedalgorithm and total number of prime generated.
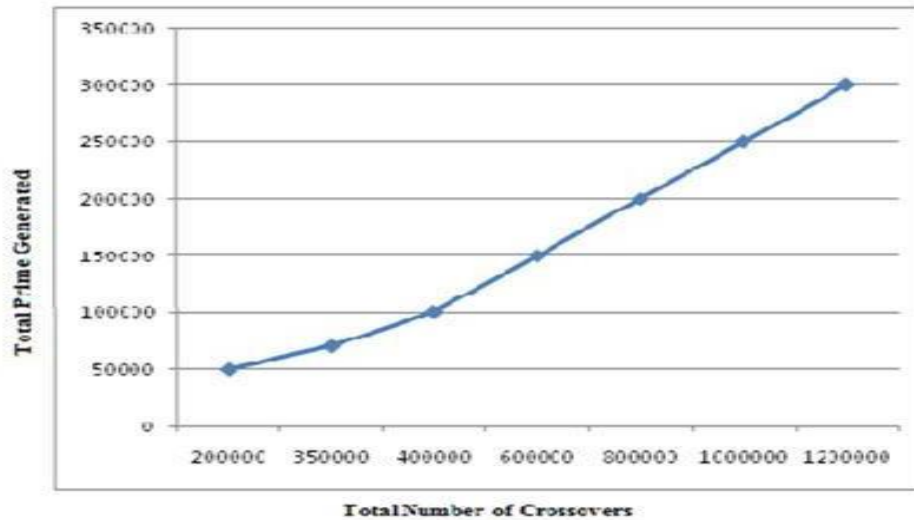

Figure 1: Total Prime Generated Vs. Total Crossover

Second graph shows the relationship between the total number of primes found and new prime generated.
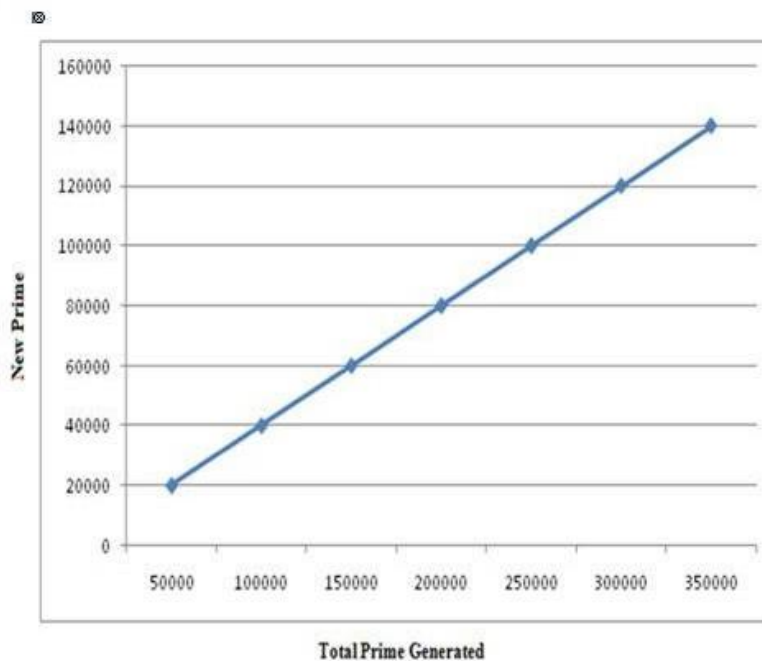

Figure 2: Total Prime Generated Vs. New Prime

Similarly third graph shows the relationship between total numbers of crossoverperformed and total new prime generated.
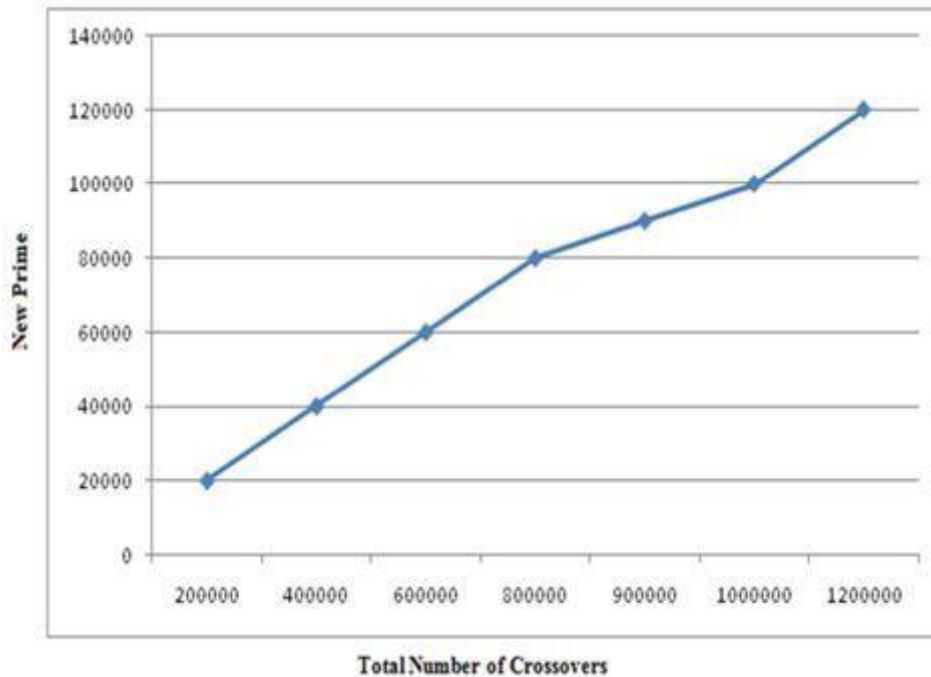
Figure 3: New Prime Generated Vs. Total Crossover

CONCLUSION & FUTURE SCOPE

We have proposed a new algorithm by which we can generate new primes in very less time. Various graphs drawn above show the strength of our proposed algorithm. It is well known that as the size of prime numbers problem increases, the of generating new prime become more difficult. Using our proposed algorithm we can generate new bigger primes in reasonable time. Proposed algorithm can be used with public key encryption techniques, digital signatures, public key distribution etc. Our proposed Algorithm can be further studied to reduce its memory complexity, so as to make it useful for small portable devices having lesser memory comparatively.

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Applications of IOT in Indian smart Cities

S. Sinha
Deptt., JB Institute of Technology, DehradunTanya Chandra
Asst.Prof., CSE Deptt., JB Institute of Technology, Dehradun
S.S Rauthan
Asst.Prof., CSE Deptt., JB Institute of Technology, DehradunS.Pandey
Asst.Prof., CSE Deptt., JB Institute of Technology, Dehradun(hod.cse@jbitdoon.edu.in)

Abstract

In the growing era of development and advancement in digital technologies smart cities are being developed or being improvised to make them smarter by using the upcoming or emerging smarter technologies. The Smart Cities Project is working on the principle of convergence which will bring together several technologies and policies. This naturally syncs it with the Digital India movement. The technologies have a big role to play in the development of Smart cities which have been equipped with different electronic& digital devices on the basis of Internet of Things (IoT) and cloud, and hence becoming smarter than before. The IoT aims to unify everything in our world under a common infrastructure, giving us not only control of things around us, but also keeping us informed of the state of the things. This paper aims at providing a comprehensive review on the concepts of smart cities in Indian scenario and on their motivations and applications. Moreover, this survey describes the IoT technologies for smart cities and the main components and features of a smart city. Furthermore, practical experiences over the world and the main challenges are of a smart city are explained.

Keywords—Internet of Things(IoT), Smart City, Smart Grids, Smart Buildings, Sensor System Integration, Demand Response, Smart Governance, Digital India

INTRODUCTION

The Internet of Things (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. The IoT model is subject to smart and self-configuring objects that are connected to each other through a global network infrastructure. The IoT can be applied to things like transportation networks:"smart cities" which can help us reduce waste and improve efficiency for things such as vehicular traffic congestion, water usage increase, increased electricity demand, roads, and water sewage, energy use and health care services etc.; this helping us understand and improve how we work and live.I India Urban population was reported at 32.75 % in 2015, according to the World Bank collection of development indicators, compiled from officially. The Government of India has started working on its urban renew a land retrofitting program Smart Cities Mission to develop 100 cities all over the country making them citizen friendly and sustainable.[1] The Union Ministry of Urban Development is responsible for implementing the mission in collaboration with the state governments of the respective cities. The government has

a vision of developing100 smart cities as satellite towns of larger cities by modernizing the existing mid-sized cities.

Rapid population growth in urban cities, infrastructure and services are required to provide the necessities of the city residents. A significant increase for digital devices, e.g. sensors, actuators, and smart phones has driven to huge business potentials for the IoT, since all devices can inter connect and communicate with each other on the Internet [2].

IoT is mostly considered as real objects, broadly scattered, with low storage capability and processing capacity, with the target of improving reliability, performance and security of the smart city and its infrastructures [3].it certainly opens the door to a lot of opportunities but also to many challenges

Worldwide the Smart cities have become smarter than before thanks to the recent developments of digital technologies. A smart city is equipped with different electronic elements employed by several applications, like street cameras for observation systems, sensors for transportation systems, etc. In addition, this can spread the usage of individual mobile devices. Some of the main aspects [4. 5] of a smart cities of future are shown in Fig.1.
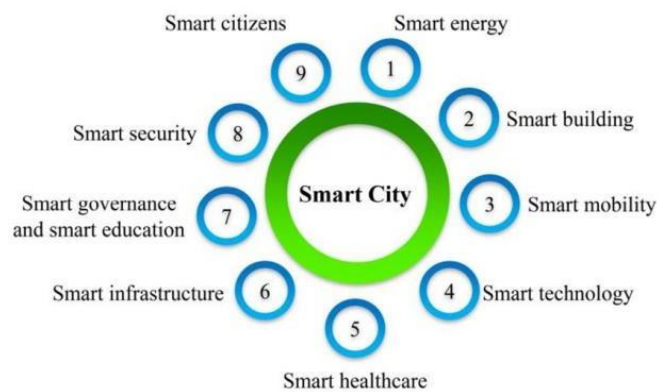

Fig.1.The main aspects of a smart city

The IoT works on the devices integrated based on the geographic location and evaluated by using an analyzing system. Particular data are collected using devices and sensor services monitoring of cyclists, vehicles, public parking lots, etc. Interconnecting[6]through internet as shown in Fig. 2

Fig.2 .IoT-based inter connections
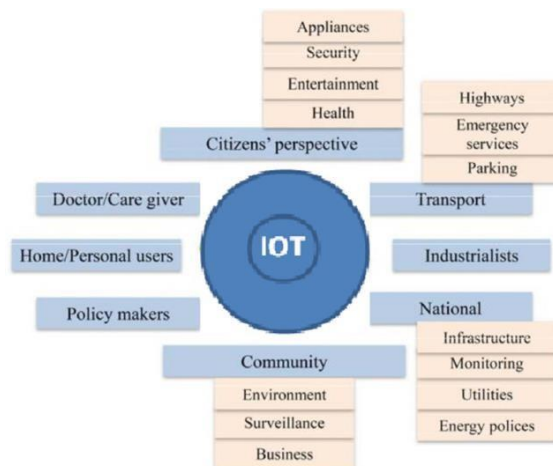
Consequently, the IoT will affect the lives and lifestyle of people in smart cites like health,

security, and transportation and also it can play an important role at the national and international level concerning the policy decisions, remote monitoring, and required infrastructure.

IOT TECHNOLOGIES FOR SMART CITIES

On the technical side, the most relevant issue consists in the non-interoperability of the heterogeneous technologies currently used in city and urban development unleashing the potential of the Smart City vision [7, 8]. The IoT is a broadband network that uses standard communication protocols[9,10] while its convergence point is the Internet. The main concept of the IoT is the universal presence of objects that can be measured, inferred, understood and that can change the environment.

The IoT consists of three layers, including the perception layer, the network layer, and the application layer, as shown in Figure

The perception layer includes a group of Internet-enabled devices that are able to perceive, detect objects, gather information, and exchange information with other devices through the Internet communication networks Radio Frequency Identification Devices(RFID), cameras, sensors, Global Positioning Systems(GPS) are some examples of protection layer devices. Forwarding data from the perception layer to the application layer under the constraints of devices' capabilities, network limitation and the applications' constraints is the task of the network layer. IoT systems use a combination of short-range networks communication technologies such as Bluetooth and ZigBee which are used to carry the information from perception devices   to a nearby gateway based on the capabilities of the communicating parties[4].

Figure3. IoT layers.
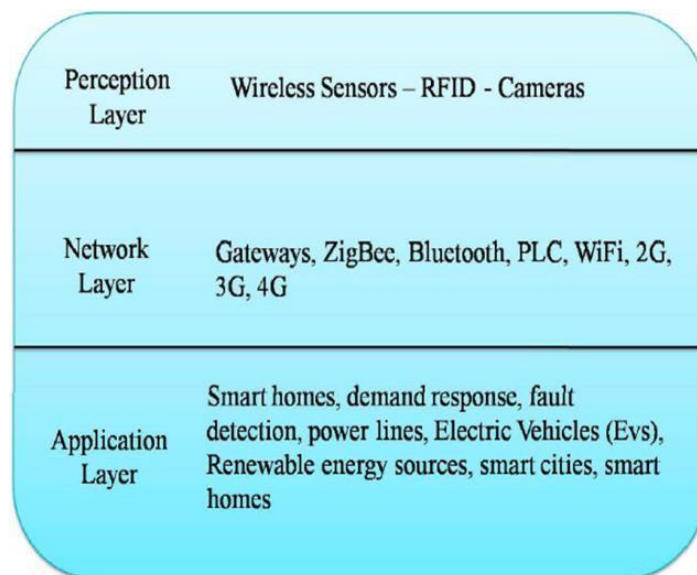
On this basis, IoT is enabled by the developments of various objects as well as communication technologies. Involved things in the IoT consist of smart devices including mobile phones and other objects like food stuff, appliance, landmark, monument, work of art[9,10] that can cooperate together to provide a common target. The impact of the IoT on

the life of users can be considered as its key feature[11]. Some of the IoT-related technologies are discussed in the following.

Radio-Frequency Identification(RFID)

These systems consisting of readers and tags are playing a key role in the context of the IoT. By applying these technologies to any involved object, it is possible to carry out their automatic identification and assign a unique digital identity to each object, in order to be incorporated in the network and related to the digital information and service[12].

Wireless sensor network(WSN)

WSNs can provide different suitable data and also may be used in many cases such as healthcare, government and environmental services and seismic sensing [13]. Furthermore, WSNs could be integrated with RFID systems to gain some goals like obtaining information regarding the position, movement, temperature, etc.

Addressing

As well as the Internet can enable a remarkable interconnection of people, the existingtrend in the IoT can similarly provide an interconnection of objects and things, in order toestablish smart environments[6]. To this end, the capability of uniquely identifying objectsis crucial for favorable outcomes of the IoT. This is due to the fact that uniquely addressing the large-scale combination of objects is vital for controlling them via the Internet. In addition to the mentioned uniqueness concept, reliability, scalability as well as persistence denote the key requirements to develop a unique addressing scheme[6].

Middleware

As a result of some issues related to the heterogeneity of contributing things, to the restricted storage and process capability, as well as to the enormous diversity of applications, the middleware plays a critical role in the interconnection of the objects to the application layer. The key objective of the middleware is, indeed, to concisely integrate the functionalities and communication capabilities of all involved devices.

IOT ACTUAL APPLICATIONS FOR SMART CITIES

The IoT utilizes the Internet to incorporate heterogeneous devices with each other. In this regard and in order to facilitate the accessibility, all available devices should be connected to the Internet. In order to achieve this target, sensors can be developed at different locations for collecting and analyzing data to improve the usage[3].Fig.4 illustrates the main applications of the IoT for smart cities. The main aims in this area of knowledge are explained as the follows.
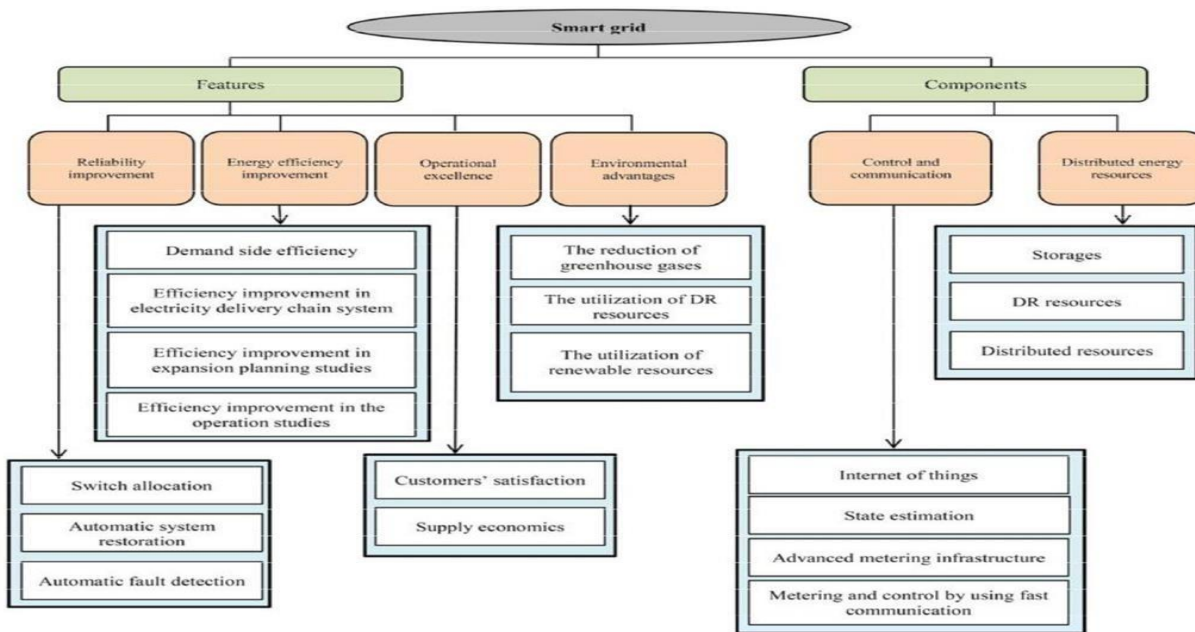
Fig.4.The main specifications of smart grids

Structural Health of Buildings

Proper maintenance of the historical buildings of a city requires the continuous monitoring of the actual conditions of each building and identification of the areas thatare most subject to the impact of external agents. The urban IoT may provide a distributed database of building structural integrity measurements, collected by suitable sensors located in the buildings, such as vibration and deformation sensors to monitor the building stress, atmospheric agent sensors in the surrounding areas to monitor pollution levels, and temperature and humidity sensors to have a complete characterization of the environmental conditions [14,15].This database should reduce the need for expensive periodic structural testing by human operators and will allow targeted and proactive maintenance and restoration actions. Finally, it will be possible to combine vibration and seismic readings in order to better study and understand the impact of light earthquakeson city buildings. This database can be made publicly accessible in order to make the citizens aware of the care taken in preserving the city historical heritage. The practical realization of this service, however, requires the installation of sensors in the buildingsand surrounding areas and their interconnection to a control system, which may requirean initial investment in order to create the needed infrastructure.

Waste Management

Waste management is a primary issue in many modern cities, due to both the cost of theservice and the problem of the storage of garbage in landfills. A deeper penetration of ICTsolutions in this domain, however, may result in significant savings and economical and ecological advantages. For instance, the use of intelligent waste containers, which detect the level of load and allow for an optimization of the collector trucks route, can reduce thecost of waste collection and improve the quality of recycling [16].To realize such a smart waste management service, the IoT shall connect the end devices, i.e., intelligent waste containers, to a control center where an optimization software processes the data and determines the optimal management of the collector truck fleet.

Air Quality

The European Union officially adopted a 20-20-20 Renewable Energy Directive setting climate change reduction goals for the next decade.4The targets call for a 20% reductionin green house gas emissions by 2020 compared with 1990 levels, a 20% cut in energy consumption through improved energy efficiency by 2020, and a 20% increase in the useof renewable energy by2020. To such an extent, an urban IoT can provide means to monitor the quality of the air in crowded areas, parks, or fitness trails [14,15].In addition,communication facilities can be provided to let health applications running on joggers' devices be connected to the infrastructure. In such a way, people can always find the healthiest path for outdoor activities and can be continuously connected to their preferred personal training application. The realization of such a service requires that air quality and pollution sensors be deployed across the city and that the sensor data be made publicly available to citizens.

Weather and water systems

Weather and water system scan utilize some sensors to provide suitable information like temperature, rain, wind speed, and pressure and can contribute to enhance the efficiencyof the smart cities[14].

Smart Parking

The smart parking service is based on road sensors and intelligent displays that direct motorists along the best path for parking in the city [17,18,19]. The benefits deriving from this service are manifold: faster time to locate a parking slot means fewer CO emission from the car, lesser traffic congestion, and happier citizens. The smart parking service can be directly integrated in the urban IoT infrastructure, because many companies in Europe are providing market products for this application. Further more, by using short-range communication technologies, such as Radio Frequency Identifiers (RFID) or Near Field Communication(NFC), it is possible to realize an electronic verification system of parking permits in slots reserved for residents or disabled, thus offering a better service to citizens that can legitimately use those lot sand an efficient tool to quickly spot violations.

Noise Monitoring

Noise can be seen as a form of acoustic pollution as much as carbon oxide (CO) is for air.In that sense, the city authorities have already issued specific laws to reduce the amountof noise in the city centre at specific hours. An urban IoT can offer a noise monitoring service to measure the amount of noise produced at any given hour in the places that adopt the service [20,21]. Besides building a space-time map of the noise pollution in thearea, such a service can also be used to enforce public security, by means of sound detection algorithms that can recognize, for instance, the noise of glass crashes or brawls.This service can hence improve both the quiet of the nights in the city and the confidence of public establishment owners, although the installation of sound detectors or environmental microphones is quite controversial, because of the obvious privacy concerns for this type of monitoring.

Traffic Congestion

On the same line of air quality and noise monitoring, a possible Smart City service that can be enabled by urban IoT consists in monitoring the traffic congestion in the city. Even though camera-based traffic monitoring systems are already available and deployed in many cities, low-power wide spread communication can provide a denser source of information. Traffic monitoring may be realized by using the sensing capabilities and GPS

installed on modern vehicles[17,18,19] and also adopting a combination of air quality and a caustic sensors along a given road. This information is of great importance for city authorities and citizens: for the former to discipline traffic and to send officers where needed and for the latter to plan in advance the route to reach the office or to better schedule a shopping trip to the city Centre.

City Energy Consumption

Together with the air quality monitoring service, an urban IoT may provide a service to monitor the energy consumption[22,23,24,25] of the whole city, thus enabling authorities and citizens to get a clear and detailed view of the amount of energy required by the different services (public lighting, transportation, traffic lights, control cameras, heating/cooling of public buildings, and soon). In turn, this will make it possible to identify the main energy consumption sources and to set priorities in order to optimize their behavior. This goes in the direction indicated by the European directive for energy efficiency improvement in the next years. In order to obtain such a service, power draw monitoring devices must be integrated with the power grid in the city. In addition, it will also be possible to enhance this service with active functionalities to control local power production structures (e.g., photo voltaic panels).

Smart Lighting

In order to support the 20-20-20 directive, the optimization of the street lighting efficiency is an important feature[26]. In particular, this service can optimize the street lamp intensity according to the time of the day, the weather condition, and the presence of people. In order to properly work, such a service needs to include the street lights into the Smart City infrastructure. It is also possible to exploit the increased number of connected spots to provide WiFi connection to citizens. In addition, a fault detection system will be easily realized on top of the street light controllers.

Surveillance systems

In a smart city, security is the most important factor from the citizens' viewpoint. For this purpose, the whole smart city should be continuously monitored. However, analyzing the data and detecting crimes are very challenging[3,27].

Environmental pollution

A city cannot be considered as a smart one if its citizens are unhealthy. To this end, a smart city should monitor the environmental pollution and deliver the related information to citizens, especially to those with health care conditions[14,15].

IOT POTENTIAL APPLICATIONS FOR SMART CITIES

Some of the future applications of the IoT for the smart cities that are discussed in this section.

Smart cities and communities

The implementation of the IoT can result in the generation of some services that have an interaction with the environment. Hence, it could introduce some opportunities for contextualization and geo-awareness. Furthermore, collective intelligence will improve the processes of decision making and empower the citizens [22]. It should be mentioned that sensor virtualization could be utilized to decrease the gap among the current technologies and the potential customers [28,29].

Smart homes

Through the IoT platform in the home, the heterogeneous devices will enable the automation of common activities. In fact, by transforming objects into information appliances that a reconnected to each other by using the Internet may perform services via the web interfaces. A large number of smart-home applications use sensor networks. The mentioned applications realize smart devices' connection to the Internet to observe or control them remotely [21, 30]. For example, smart lighting has been highly investigated in recent years [28]. Nineteen percent of global electricity consumption is for lighting that may cause six percent of emission related to greenhouse gasses [22]. In this regard, up to forty five percent of the required energy for lighting could be saved by using the smart lighting control mechanisms [23,25].

Responsive customers

Transitive controllers and many other smart devices can be utilized to manage smart homes [29, 30]. In a home gateway is introduced in order to allow the home controller to cooperate with the aggregator who is responsible to collect data from many homes. Based on the signals from transitive controllers, the aggregator is able to specify the electricity purchasing prices from the electricity market and send the signals about the acceptance/rejection of bids to these devices.

The possibility for monitoring and controlling the electrical appliances can enhance the participation of the active customers in the operation of the system that is well-known as demand response. Demand side activities are reported by the International Energy Agency (IEA) to be the key option in every energy policy decision, due to the operational and economic advantages [31].According to DR, electricity consumers can adjust the electricity usage pattern with the aim of reliability enhancement or to prevent the powerprice spikes

Smart energy and smart grids

The utilization of the IoT can furnish intelligent management of energy distribution and consumption in heterogeneous circumstances. The IoT nodes have some abilities such as sensing and networking which raise the possibility of optimal scheduling of energy suppliers. This management can also be extended to emergency conditions. One of the most important results of this extension is fault location, isolating and servicers to ration(FLISR)[32,33]. Implementing this property thanks to the IoT provides an advanced tool which determines the position of the Defective parts, separates them, and applies switching task to recover the largest number of healthy part of the affected energy feeder. Also, at the advanced level, this function can be developed by using self-healing methods that are able to activate the participation of the customers as well as of dispersed generation units[35]. Implementing these strategies leads to increase the reliability, power quality and profits [35]. Some of the main specifications of the smart grids are categorizedin Fig.5.
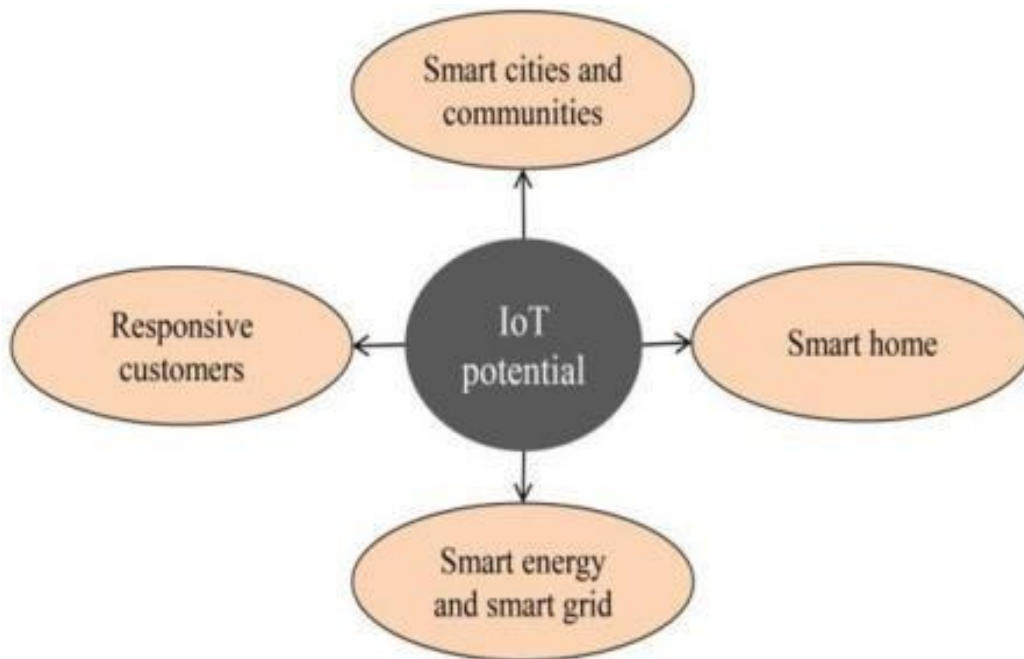
Fig.5.IoTpotentialsforthesmartcities

CHALLENGES

This section is devoted to the analysis of challenges raised by the application of the IoT – based smart cities.

Security and privacy

When all the data are collected and analyzed in a common IoT platform, the system can be subjected to several attacks (e.g., cross-site scripting, and side-channel). Besides, such a system is exposed to important vulnerabilities. Furthermore, multi-tenancy 0f this system can also bring out the security issues and cause the leakage of data[27].

Heterogeneity

The IoT system has typically evolved with distinguished solutions in which every system component is knitted to the particular application context. Accordingly, the authorities must analyze their target scenarios, determine the required computing hardware and software and then integrate these heterogeneous subsystems. The existence of such infrastructures and the provision of a suitable collaborating scheme between them can be truly a big challenging task for the IoT system.

Reliability

There are some reliability issues that have arisen in the IoT-based system. For instance, because of the vehicles' mobility, the communication with them is not reliable enough. Furthermore, the presence of numerous smart devices will cause some reliability challenges in terms of their failure.

Large scale

Some specified scenarios require the interactions between large numbers of embedded devices which are possibly distributed over wide area environments. The IoT systems provide a suitable platform that can analyze and integrate data coming from different devices. However, such large scale of information requires suitable storage and computational capability collected at high-rate which makes typical challenges harder to

overcome. On the other hand, the distribution of the IoT devices can affect the monitoring tasks because these devices must handle the delay related to dynamics and connectivity.

Legal and social aspects

The IoT system may be service based on the user-provided information. For such cases, the service provider has to be in accordance with different local and international laws. Also, the users should have enough incentives to participate in the defined scenarios and data collection. It will be more convenient if opportunities are given to the users to select and take part in submitting data which denote a thing[36].

Big data

Considering about 50 billion devices, it is certainly necessary to pay attention to transferring, storing and recalling and also analyzing such a huge amount of data produced by them [37, 38,39]. It is obvious that the IoT infrastructures will be some of the major resources of big data.

Sensor networks

Sensor networks can be considered as one of the most important technologies to enable the IoT[40]. This technology is able to shape the world by providing the ability of measuring, inferring, and understanding environmental indicators. Recent developments and improvements in technologies and smart phones are associated with a diversity of sensors and, consequently, they enable a variety of mobile applications in several areas of IoT to this end, the major challenging task is to process the large-scale data of the sensors in terms of energy and network limits and various uncertainties.
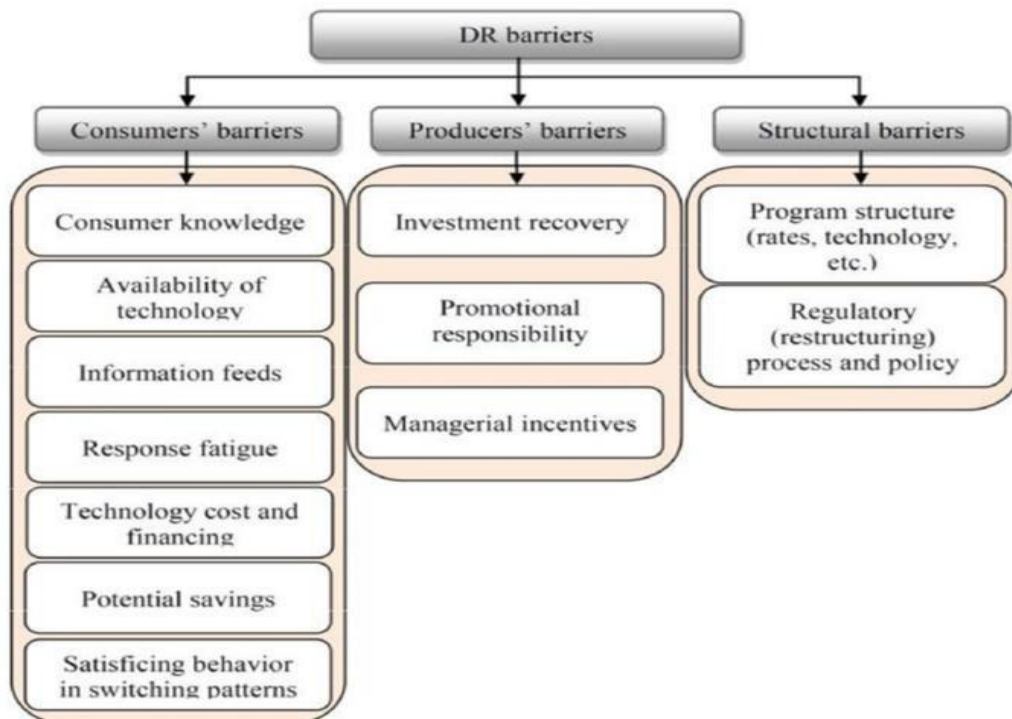
DR barriers

Fig.6.DR barriers

SMART CITIES IN INDIA

India is in the midst of an "urban revolution." According to the 2011 census of India, 31.2

percent of the total population—or377 million people—lives in urban areas. When it comes to the rate of urbanization, India ranks far behind other emerging economies of other countries. For the most part, over the last century India's population has resided inrural areas, but this rural-urban divide is srinking quickly.

Indeed, the scope of India's Smart Cities effort is quite ambitious. Its initial five-year window is from2014-2015to2019-2020 with a total budget of INR 48,000 crore ($7.2 billion). The central government, moreover, plans to invest INR 500 crore($75million) percity during this period, and respective governments, ULBs, and private investors are expected to raise a matching amount. The initiative focuses on creating new business incentives, pushing state governments and ULBs to create a more business-friendly environment, and attract additional private capital for long-term infrastructure projects. Accordingly, 10 percent of the budget is reserved for incentive payments to respective state governments or union territories.

Developing citizen friendly and economically viable cities is an urban initiative by the Government of India. Cities are engines of economic growth, and it is anticipated that 40% of India's population will live in cities by 2030. With the rapid rise in the proportionof people living in urban areas, there is an increasing requirement for sustainable cities. Hence, Prime Minister Narendra Modi's mission of Smart Cities [41, 42] is intended to transform the lives and living conditions of the citizens of the country. Recognizing smart cities as an important platform to drive progressive change, the 4th Smart Cities India 2018 Expo will be supported by 4 other co-located expos to create "One Mega Event".

CONCLUSION

The IoT technologies have brought are volution for the development of Smart Cities in theworld. In this paper it has been emphasized that how the actual IoT technologies could beimplemented for their practical and potential applications to the Smart Cities. It has been observed that for Effective implementations of IoT systems it requires large investment as well as effective motivation to the people using them.

Considering the expected growth in India's urban population, the launch of the Smart Cities Mission offers an over arching opportunity and under scores India's urban challenges. The opportunity lies in using digital technologies in each of the proposed Smart Cities to improve growth trajectories, both in terms of quality of life and economic output. The challenge is confronting the significant hurdles to achieving such growth. Serving the urban population, especially the urban poor, will require dramatic improvements in basic amenities to achieve adecent standard of living.

Although, the IoT can facilitate the participation of the responsive loads in the system, there are still various kinds of barriers that can limit the penetration of DR.

The challenges which arise when implementing the IoT system were thoroughly explained. In this regard, the combination of the IoT platform with other autonomous andintelligent systems for providing smart and wide spread applications is one of the most interesting future trends. Further more, providing a mechanism to overcome some of the essential challenges like the privacy right of the citizens is still an area of interest. The IoTwith its functionality and features should, in fact, utilize intelligent systems and sensors to preserve the rights of the smart city citizens of India in future.

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Data Set for Linking Knowledge Bases withRecommender Systems

Tanya ChandraShivam Pandey

Pradeep Kumar KaushikSushil Singh Rauthan

(tanyachandra97@gmail.com)

Abstract:

To develop a knowledge-aware recommender system, a key issue is how to obtain rich and structured knowledge base (KB) information for recommender system (RS) items. Existing data sets or methods either use side information from original RSs (containing very few kinds of useful information) or utilize a private KB. In this paper, we present KB4Rec v1.0, a data set linking KB information for RSs. It has linked three widely used RS datasets with two popular KBs, namely Freebase and YAGO. Based on our linked data set, we first preform qualitative analysis experiments, and then we discuss the effect of two important factors (i.e., popularity and recency) on whether a RS item can be linked to a KB entity. Finally, we compare several knowledge-aware recommendation algorithms on our linked data set.

INTRODUCTION

Recommender systems (RS), which aim to match users with their interested items, have played an important role in various online applications nowadays. Traditional recommendation algorithms mainly focus on learning effective preference models from historical user-item interaction data, e.g., matrix factorization [1]. With the rapid development of Web technologies, various kinds of side information have become available in RSs [2]. At an early stage, the used context information is usually unstructured, and its availability is limited to specific data domains or platforms.

More and more efforts have been made recently by both research and industry communities for structuring world knowledge or domain facts in a variety of data domains. One of the most typical organization forms is knowledge base (KB) [3]. KBs provide a general and unified way to organize and associate information entities, which have been shown to be useful in many applications. For instance, KBs have been used in recommender systems, called knowledge-aware recommender systems [4]. To develop a knowledge-aware recommender system, a key issue is how to obtain rich and structured KB information for RS items. Overall, there are two main solutions from existing studies. First, side information has been collected from the RS platform and used as contextual features [5, 6, 7, 8, 9], and some studies further construct tiny and simple KB-like knowledge structure [10, 11, 12]. The number of attributes or relations is usually small, and much useful item information is likely to be missing. Second, several works propose to link RS with private KBs [13, 14, 15]. The linkage results are not publicly available. We are also aware of some closely related studies [16, 17], which aim to link RS items with DBpedia entities. By comparsion, our focus is on Freebase [18] and YAGO [19], which are now widely used in many naturelanguage processing (NLP) or related domains [20, 21, 22]. To address the need for the linked data set of RS andKBs, we present a data set which links two public KBs with recommender systems, named KB4Rec v1.0, freely available at https://github.com/RUCDM/ .KB4Rec. Our basic idea is to heuristically link items from RSs with entities from public large-scale KBs On the RS side, we select three widely used data sets (i.e., MovieLens [5], LFM-1b [6] and Amazon book [7]) covering three different data domains, namely movie, music and book; on the KB side, we select the two well-known KBs (i.e., Freebase and YAGO). We try to maximize the applicability of our linked data set by selecting very popular RS data sets and KBs. We do not share the original data sets, since they are maintained by original researchers or publishers. These original copies are easily accessible online. In our KB4Rec v1.0 data set, we have organized the linkage results as linked ID pairs, which consist of a RS item ID and a KB entity ID. All the IDs are inner values from the original data sets. Once such a linkage has been accomplished, it is able to reuse existing large-scale KB data for RSs. For example, the movie "Avatar" from MovieLens data set [5] has a corresponding entity entry in Freebase, and we are able to obtain its attribute information by retrieving all its associated relation triples in Freebase. Based on the linked data set, we first preform some qualitative analysis experiments, and then we discuss the effect of two important factors (i.e., popularity and recency) on whether a RS item can be linked to a KB entity. Finally, we compare several

knowledge-aware recommendation algorithms on our linked data set. With our linkage results and original data copies, it is easy to develop an evaluation set for knowledgeaware recommendation algorithms. We believe such a data set is beneficial to the development of knowledge-aware recommender systems.

METHODOLOGLY

All three RS data sets provide the information of item titles. For Freebase, with offline KB search APIs, we retrieve KB entities with item titles as queries. Our heuristic linkage method follows the similar idea in [30]. If no KB entity with the exact same title was returned, we say the RS item is rejected in the linkage process. If at least one KB entity with the exact same title was returned, we further incorporate one kind of side information as a refined constraint for accurate linkage: IMBD ID, artist name and writer name are used for the three domains of movie, music and book, respectively. We have found only a small number (about 1,000 for each domain) of RS items cannot be accurately linked or rejected via the above procedure, and we simply discard them.

Shared Data Sets:

We name the above linked KB data set for recommender systems as KB4Rec v1.0, freely available at https://github.com/RUCDM/KB4Rec. In our KB4Rec v1.0 data set, we organized the linkage results by linked ID pairs, which consist of a RS item ID and a KB entity ID. All the IDs are inner values from the original data sets. For Freebase, we have 25,982, 1,254,923 and 109,671 linked ID pairs for MovieLens 20M, LFM-1b and Amazon book, respectively; for YAGO, we have 21,688, 49,608 and 17,607 linked ID pairs for MovieLens 20M, LFM-1b and Amazon book, respectively.

Our focus is to provide rich KB information for recommender systems. A simple way is to represent KB information with a one-hot vector, which is sparse and large. Here we borrow the idea in [15, 33] to embed KB data into low-dimensional vectors. Then the learned embeddings are used for subsequent recommendation algorithms. To train TransE [33], we start with linked entities as seeds and expand the graph with one-step search. As not all the relations in KBs are useful, we remove unfrequent and general-purpose relations together with all their associated KB triples.

Table 1- Statistics of our subgraph for training TransE

Data sets	#Entities	#Relations
MovieLens 20M	1,125,099	81
LFM-1b	214,524	19
Amazon book	313,956	49

DESIGN

Our purpose is to test whether the incorporated KB information is useful to improve the recommendation performance. In Freebase, there are more linked entities and associated relations. So we only adopt the linkeddata set of Freebase for evaluation, and the results from YAGO are similar and omitted here. The original linked data set is very large, so we first generate a small evaluation set for the following experiments. We took the subset from the last year for LFM-1b data set and the subset from year 2005 to 2015 for MovieLens 20M data set. We also perform 3-core filtering for Amazon book data set and 10-core filtering for other data sets. This part mainly follows the preprocessing step in [31]. And then, we have kept items which are linked by our data set.
We report the statistics of data sets in Table 2.

Table 2. Statistics of the evaluation data sets for the Freebase KB

Data sets	#Users	#Items	#Interactions
MovieLens 20M	61,583	19,533	5,868,015
LFM-1b	7,694	30,658	203,975
Amazon book	65,125	69,975	828,560

CONCLUSION

In this paper, we present KB4Rec v1.0, a data set linking KB information for recommender systems. It has linked three widely used RS data sets with the popular KBs Freebase [18] and YAGO [19]. Based on our linked data set, we first preform some qualitative analysis experiments, and then we discuss the effect of two important factors (i.e., popularity and recency) on whether a RS item can be linked to a KB entity. Finally, we compare several knowledge-aware recommendation algorithms on our linked data set. For future work, we will consider linking

more RS data sets with KBs. We will also test the performance of more knowledge-aware recommendation algorithms on more recommendation tasks using the linked data set.

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