

[PE: VR, CE: BM]

[Note: Annexure 1 changed to Exhibit 4]

Flexi Pack Dubai – a case of strategic resonance

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Learning outcomes

The learning outcomes of the case are as follows:

1. Students will understand the interdependency of functional areas, such as operations, marketing, human resources (HR) and finance, in a manufacturing firm.

2. Students will analyze the conventional factory to focus on factory frameworks (Skinner, 1974).

Students will learn to analyze (associate) a company's performance reports (key performance indicators and profit and loss reports) with operations, marketing and sales functions.

4. Students will relate the concept of strategic resonance (Brown and Fai, 2006) to functional strategies.

Case overview/synopsis

Tariq Khattabi, a mechanical engineer with an MBA, joined Flexi Pack Dubai, UAE, as a general manager on 1 April 2019. During the recruitment interview, he learned that the company was struggling to maintain its breakeven point, and his first responsibility was to develop a strategy to ensure the growth of the organization. From the initial meetings with the production, finance and senior marketing managers, he identified problems related to the plant's operations and sales. Although Flexi Pack enjoyed a good market reputation and profits, of late, the company needed help to make it profitable. Tariq's dilemma was to develop a strategy to put the organization back on the growth path.

BRAND LOVE RESEARCH: A BIBLIOMETRIC REVIEW

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ABSTRACT

Brand Love is described as a strong emotional connect a satisfied consumer has towards a particular brand (Carroll and Ahuvia, 2006; Kalyoncuoglu, 2017). Kevin Roberts' (2004) work 'Lovemarks: The Future Beyond Brands', had intensified academic research on brand love. Further many authors have further explored and examined various dimensions of brand love. Brand Love, for instance Batra et al. (2012) described seven dimensions of brand love. Similarly, Fournier (1998) observed that brand love turns loyal customers into advocates or influencers. Further, Carroll and Ahuvia (2006) concluded that brand love is associated with positive word of mouth and brand loyalty.

However, Polat and Cetinsöz (2021) object that little research has been carried out in this area. Taking the cue from their work, this study aims to explore research in the area of Brand Love with four research questions through a structured bibliometric analysis to figure any commonalities (Pritchard, 1969 and Broadus, 1987). Articles for bibliometric analysis are sourced from Scopus, which reveals 379 documents published between 2006 and 2022.

It is observed that this topic garnered traction among researchers from 2014-2015. Bagozzi R.P. and Batra R are that most influential authors with highest citation per document as they have 328.6 citations per document, along with Wallace E and Ahuvia A, Fetscherin M., Kaufmann H.R., Sarkar A., Loureiro S.M.C., Rauschnabel P.A., and Rauschnabel P.A. Two dimensions of brand love are studied: one dimension dealing with the customers' emotions after using the brand with words. The second dimension is related to the customer attitude towards the brand.

Keywords: Brand Love, Brand Attitude, Brand Equity, Brand Satisfaction, Perceived Brand Value, Customer Engagement and Loyalty.

INTRODUCTION

Brand Love is a strong emotional connect a satisfied consumer has towards a particular brand (Carroll and Ahuvia, 2006; Kalyoncuoglu, 2017). Consumer and brand relationships have long been evaluated through passionate and emotional feelings of consumers. Consumers' likes-dislikes has been engaging researchers and practitioners alike (Bergkvist and Larsen, 2010). Kevin Roberts' (2004) work 'Lovemarks: The Future Beyond Brands', had intensified academic research on brand love. Bauer, Heinrich, and Albrecht (2009) opined that consumer tend to forgive brands for brand failures. Consumers compare each brand against its competitors to determine the best among the lot to develop love for the best brand (Keller, 2003; Belaid & Temessek Behi, 2011; Junaid et al., 2019). Many researchers defined brand love as consumers' intense and positive emotional attachment dominating customer cognition (Patwardhan & Balasubramanian, 2011; Cho & Hwang, 2020). This definition of brand love underlines cognitive and emotional facets of consumers while studying brand love.

Adoption of artificial intelligence (AI) based employee experience (EEX) chatbots

Employee
experience
chatbots

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Abstract

Purpose – AI based chatbots are revamping employee communication in organizations. This paper examines the adoption of AI-based employee experience chatbots by employees.

Design/methodology/approach – The proposed model is developed using behavioral reasoning theory and empirically validated by surveying 1,130 employees and data was analyzed with PLS-SEM.

Findings – This research presents the “reasons for” and “reasons against” for the acceptance of AI-based employee experience chatbots. The “reasons for” are – personalization, interactivity, perceived intelligence and perceived anthropomorphism and the “reasons against” are perceived risk, language barrier and technological anxiety. It is found that “reasons for” have a positive association with attitude and adoption intention and “reasons against” have a negative association. Employees’ values for openness to change are positively associated with “reasons for” and do not affect attitude and “reasons against”.

Originality/value – This is the first study exploring employees’ attitude and adoption intention toward AI-based EEX chatbots using behavioral reasoning theory.

Keywords AI-Based chatbots, Employee experience, Behavioral reasoning theory, PLS-SEM

Paper type Research paper

Introduction

Organizations strive to gain a competitive edge and achieve profitability in this modern digital era by providing a seamless employee experience (EEX) (Malik *et al.*, 2020; Zel and Kongar, 2020). Employees’ experience is an organization-wide activity to ensure that employees are healthy, engaged and productive (Bersin, 2021). The definition of EEX mentioned in literature is: “employees’ subjective and evolving perceptions of their cognitive, behavioral and emotional state, along with their social interactions among the employing organization and its related social actors, whether they are internal (e.g. co-workers and managers) or external (e.g. suppliers and clients). These perceptions are derived from numerous encounters affecting the wellbeing of employees and their perceived value throughout their experiential journeys within organizations” (Batat, 2022 p. 996). EEX

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Corporate Social Responsibility in India: A Bibliometric Analysis

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The Indian government made Corporate Social Responsibility (CSR) mandatory in 2013 by amending the Companies Act, complicating research studies on the topic. This paper is a bibliometric analysis of recent trends in research on CSR in India. VOSviewer is employed to visualize networks such as keyword co-occurrences and author collaborations. With the help of BibExcel, other aspects of bibliometric analysis are carried out. Based on an analysis of 685 papers/retrieved articles from Scopus, the study finds that a company's financial performance has become central to CSR orientation in recent years. Co-occurring keywords suggest that sustainability issue is becoming important and that CSR fosters a positive brand image of companies.

Introduction

Corporate Social Responsibility (CSR) can be traced back to Andrew Carnegie (Freeman and Liedtka, 1991; and Janowski, 2021). He professed the Charity principle and the Stewardship principle. The first calls for companies to be generous with their profits and offer assistance to the needy of the society. According to the Stewardship principle, businesses have to assume the role of caretakers of property and hold their money as a trust for the society at large (Freeman and Liedtka, 1991). From that view, CSR has evolved a great deal to the extent that it is now viewed as a legitimate responsibility of any company.

By mandating it in the Indian Companies Act, 2013, India became the only country in the world to enforce mandatory expenditure on CSR by companies that meet certain criteria (Mitra and Warshaw, 2017). While other countries have left the issue to the discretion of the companies, India asks for CSR as a rule, making academic research in this area complicated.

Bibliometrics is used to perform quantitative analysis, using data mining, statistics, and mathematics, of academic papers about a specific topic or an area (Donthu et al., 2021). Bibliometric analysis provides a bird's view regarding the structure of the research area or topic (Zupic and Cater, 2015) by establishing interconnections among the academic papers and topics (Kim and McMillan, 2008). New and emerging streams of research pertaining to the topics would

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Customers' online shopping intention by watching AI-based deepfake advertisements

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Abstract

Purpose – The purpose of this study was to investigate the online shopping intention of customers by watching artificial intelligence (AI)-based deepfake video advertisements using media richness (MR) theory and Information Manipulation Theory 2 (IMT2).

Design/methodology/approach – A conceptual model was developed to understand customers' online shopping intention by watching deepfake videos. A quantitative survey was conducted among the 1,180 customers using a structured questionnaire to test the conceptual model, and data were analyzed with partial least squares structural equation modeling.

Findings – The outcome of this research provides the antecedents of the online shopping intention of customers after watching AI-based deepfake videos. These antecedents are MR, information manipulation tactics, personalization and perceived trust. Perceived deception negatively influences customers' online shopping intention, and cognitive load has no effect. It also elucidates the manipulation tactics used by the managers to develop AI-based deepfake videos.

Practical implications – The distinctive model that emerged is insightful for senior executives and managers in the e-commerce and retailing industry to understand the influence of AI-based deepfake videos. This provides the antecedents of online shopping intention due to deepfakes, which are helpful for designers, marketing managers and developers.

Originality/value – The authors amalgamate the MR and IMT2 theory to understand the online shopping intention of the customers after watching AI-based deepfake videos. This work is a pioneer in examining the effect of AI-based deepfakes on the online shopping intention of customers by providing a framework that is empirically validated.

Keywords Online shopping intention, Deepfake video advertising, PLS-SEM, Media richness, Information manipulation, Personalization, Perceived trust.

Paper type Research paper

Introduction

The advancement of information technology has revamped the way e-commerce platforms are conducting business. It has widely impacted online advertising and product display on websites and social media (Cao, 2021; Chen and Teng, 2013; Yang, 2020; Zhu and Chang, 2016). The advertisements of online products are displayed on online shopping websites, social media and mobile applications in the form of attractive images, videos, audio and texts (Mustafi and Hosain, 2020; Souiden *et al.*, 2019; Voropanova, 2015; Yang, 2020). Due to extensive Internet usage, consumers can access these advertisements quickly (Mustafi and Hosain, 2020; Sebastian *et al.*, 2021; Williams *et al.*, 2020). Furthermore, due to the emergence of the YouTube platform, video advertisement has gained the limelight. Marketers have started posting their advertisements for products on YouTube and other social media platforms. As a result, consumers can easily access advertisements for online products



Tourism Prospective, Tourism Motives, Tourist Destination Visit and Tourist Customer Dissatisfaction in Maharashtra: An Empirical Study

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Abstracts:

Although the tourism prospective is attractive, the tourism motives in Maharashtra have insignificant influence on the tourist destination visit. But the tourism customer satisfaction is influencing the tourism motives significantly. A structured questionnaire is constructed and 384 samples are collected from 10 tourist destination places in Maharashtra. The result states that due to the tourist customer dissatisfaction, the tourist destination visit places of Maharashtra are not selected as the first priority in India. The Government of Maharashtra and tourism operators should focus on the certain tourist satisfaction criteria.

Keywords: *Tourism Prospective, Tourism Motives, Tourist Destination Visit, Tourist Dissatisfaction*

**Problem Based Learning and Online Education in Developing Countries:
Experiences of Indian B-School Graduates' Participation in Online Case
Discussion: An Exploratory Study**

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ABSTRACT

As the world has witnessed an unprecedented pandemic in the living memory, the year 2020 defied all human wisdom in every walk of life. As the scientific community scrambled to search for answers, in the meantime, the world came to a standstill. Physical activity stalled and virtual became the new reality. Education had to embrace virtual classes where all stakeholders were learning to get accustomed to the new normal. Some parts of classroom delivery seamlessly shifted to online methods, while other parts were forced to adopt. Problem based learning in general and case method, was top in the list of delivery methods that had to adopt online classes. This study aims at exploring the experiences of management graduate students regarding online case method. The focus group discussion technique was adopted to understand the experiences of management students from a top tier B-School in India. Findings suggest that the students had a disconnect with the online case discussions due to various reasons ranging from technical glitches and snags to case preparation and discussion, to peer-learning and faculty interactions.

Keywords: *Online Education; Case Method; Education during Pandemic; Problem Based Learning; Focus Group Discussion; Online Pedagogy*

INTRODUCTION

The COVID-19 pandemic challenged education across the globe, like all other walks of life. During the global lockdown, all teaching processes were continued online, wherein traditional pedagogical tools and techniques were being used online. Almost all the pedagogy had been developed for the offline classroom requirements, where teacher and student were physically present. Naturally, the discrepancies that arose due to physical distance and electronic gadgets between the teacher and student challenged the efficiency of the teaching and learning process. All pedagogical tools and techniques were affected; the difference was only the degree of impact. While some methods, such as the lecture method, had less impact, other methods which demanded greater teacher-student and student-student coordination were highly impacted.

Online education requires a host of aspects to fall in place to be effective. Problem based learning has been one such method that is highly impacted as it requires greater coordination to be effective. This research is aimed at understanding the extent of the impact of online education on problem-based learning. Further, this research also tries to understand which aspects of online education have been impacted and to what extent. For this purpose, this research employs the focus group discussion method, which has been widely used in the context of educational research that requires participation of students. Group discussion allows an in-depth enquiry into various dimensions of the research problem and brings forth the opinion of participants rather than testing the assumptions/conclusions of the researcher as usually is the case in administering structured



Minimum quality lubricant (MQL) for ultraprecision machining of titanium nitride-coated carbide inserts: sustainable Manufacturing process

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Abstract

The aim of this study is to implement minimum quantity lubrication (MQL) for ultraprecision face milling of titanium nitride-coated carbide inserts which have been widely used in medical, oil and gas, energy and aeronautical applications. In the aeronautics and oil gas industries, it is frequently utilised in sheet form for the wings and fuselage. In the past, face milling of aluminium alloy employing MQL mist (air + oil) lubrication is less investigated. Therefore, present study, investigate the process with the effects of machining parameters, such as cutting velocity, feed per tooth, and depth of cut, as well as the MQL parameters, such as coolant flow rate, nozzle tool distance, and nozzle elevation angle, are taken into account. To get the best outcomes for the process' input parameters, the Taguchi method is used. The experimental design has been based on the L₂₇ matrix. On a vertical milling centre, face milling of rolled Aluminum Alloy 6061 is carried out using titanium nitride (TiN) coated carbide inserts (JHURCO-VM10). When assessing performance qualities, the signal-to-noise (S/N) ratio is taken into consideration. Analysis of variance (ANOVA) is used to calculate the significance level and the percent contribution of the parameters. Additionally, the process of optimising input parameters makes use of the study of means (ANOM). The results revealed the optimum parameters for maximising the rate of material removal as cutting velocity with 500 m/min, feed per tooth with 0.06 mm/tooth, depth of cut with the value of 0.5 mm, coolant flow rate with 150 ml/hr, nozzle tool distance with 50 mm, and nozzle elevation angle with 30 degrees, respectively.

Keywords Carbides · Machining · Precision · Titanium, coating · Minimum quantity lubrication

1 Introduction

In recent years, the sustainable manufacturing industry has significantly increased the frequency with which it uses aluminium alloys. Ductile materials, such as aluminium alloys, are required for a variety of applications, including

the construction of automobile bodies, aeronautics industry, electrical technology, the management of wind and solar energy, and the packaging of electric modules [1]. In the aeronautics and oil gas industries, it is frequently utilised in sheet form for the wings and fuselage. It is advantageous in that it possesses a high specific strength, good processability, is principally anti-erosion, possesses greater conductivity, is ecologically benign, and is recoverable [2, 3]. In addition, it is recoverable. In combination with this growth, the machining of aluminium alloys has experienced tremendous increase as well [4–6]. It is necessary to have an understanding of machining in order to have an understanding of the process of chip formation [7–12]. During the pico-precision, a sizeable chip-tool contact area is generated leading to the production of long, stringy chips [13–18]. The manner in which the machining is carried out has a sizeable impact on the outcomes of the entire performance [4, 19–24]. MQL, which stands for minimum quantity lubrication,

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COMPARATIVE ANALYSIS OF ONLINE SERVICES OF PUBLIC, AND PRIVATE SECTOR BANKS OF INDIA IN TERMS OF CUSTOMER SATISFACTION

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Abstract:

The objective of this research is to compare consumer satisfaction with online services provided by Indian public and private banks. Additionally, the managements of India's public and Private sector banks should get direction from this report on how to conduct themselves in the market. The survey was conducted through online mode in selected cities of the India. The objective of this research is to quantify public and private banks' perceptions in India in order to evaluate the calibre of online services and the influence of expectations on perceived quality levels. On the basis of the available literature and the modified SERVQUAL model, testing and final findings on the degree of quality of Public and Private Bank's online services were conducted.

Keywords: Customer Satisfaction, Online Service, Public Banks, Private Banks, SERVQUAL.

INTRODUCTION

It is vital to identify the ways in which public and private sector banks in India may compete with one another on the market as a result of the growing level of competition in the online services. In the current economic climate, every public and private bank in India is working toward the goal of developing a new, advance, and secured online service that is competitive in terms of both price and quality and easy to understand. This paper includes various aspects of the quality of online banking services provided by both public and private financial institutions from the point of view of the customers of those institutions. The research for this paper was based on previous research and questionnaires designed according to a customised version of the Servqual model. The emphasis will be placed on the aspects that the aforementioned model identifies as constituting the fundamental level of service quality. The quality of banking services will be evaluated based on the virtual connection that exists between the institution, its workers, and its customers, regardless of whether the information in question pertains to a client's loan, card, safe, money transfer, or deposit (Pavlovic et. al., 2015). The following are examples of major financial services: payments, money transfers, services for banks, remittances, e-services, the "cash express" service, automated teller machines (ATMs), free shares, electronic banking, mobile banking, and i-banking services for the bank, as well as their customer service centres. There are also other services such as logistic

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Students' adoption of AI-based teacher-bots (T-bots) for learning in higher education

AI-based T-bot
adoption in
higher
education

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Abstract

Purpose – The purpose of this paper is to investigate students' adoption intention (ADI) and actual usage (ATU) of artificial intelligence (AI)-based teacher bots (T-bots) for learning using technology adoption model (TAM) and context-specific variables.

Design/methodology/approach – A mixed-method design is used wherein the quantitative and qualitative approaches were used to explore the adoption of T-bots for learning. Overall, 45 principals/directors/deans/professors were interviewed and NVivo 8.0 was used for interview data analysis. Overall, 1,380 students of higher education institutes were surveyed, and the collected data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique.

Findings – The T-bot's ADI's antecedents found were perceived ease of use, perceived usefulness, personalization, interactivity, perceived trust, anthropomorphism and perceived intelligence. The ADI influences the ATU of T-bots, and its relationship is negatively moderated by stickiness to learn from human teachers in the classroom. It comprehends the insights of senior authorities of the higher education institutions in India toward the adoption of T-bots.

Practical implications – The research provides distinctive insights for principals, directors and professors in higher education institutes to understand the factors affecting the students' behavioral intention and use of T-bots. The developers and designers of T-bots need to ensure that T-bots are more interactive, provide personalized information to students and ensure the anthropomorphic characteristics of T-bots. The education policymakers can also comprehend the factors of T-bot adoption for developing the policies related to T-bots and their implications in education.

Originality/value – T-bot is a new disruptive technology in the education sector, and this is the first step in exploring the adoption factors. The TAM model is extended with context-specific factors related to T-bot technology to offer a comprehensive explanatory power to the proposed model. The research outcome provides the unique antecedents of the adoption of T-bots.

Keywords T-bots, Mixed-method, Personalization, Interactivity, Anthropomorphism, TAM, Perceived intelligence, PLS-SEM

Paper type Research paper

Introduction

Chatbots are an emerging technology in the education sector. Chatbots assist students in their studies by providing information, discussing particular topics, solving queries and providing real-time feedback (Winkler and Seelner, 2018). Chatbots are becoming popular due to their interactivity (INV) with users and ubiquitous features (Zhou *et al.*, 2020). Artificial intelligence (AI) technology such as machine learning, natural language processing and deep learning enable chatbots to become more intelligent, interactive and competent (Jonsson and Bredmar, 2018).



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STUDY OF MISSION STATEMENT AS AN ANTECEDENT TO FINANCIAL PERFORMANCE OF DIGITAL FIRMS

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Abstract

The purpose of this study was to conduct an investigation of the Forbes Top 100 digital companies' Mission statements (MS) and the impact they have on each firm's performance, as reflected by their rankings. For the purpose of study, the financial performance data of these companies has been taken from the 2019 Forbes list of Top 100 Digital Companies. The mission statements of these companies have been collected from their respective corporate websites, company documents, and their official social media handles. A positive correlation was observed between number of stakeholders covered through the MS and the firm's return on assets. Digital companies that mentioned 'employees' in their MS have performed significantly better than other firms. Additionally, digital firms which showed 'concern for societal benefits' through their MS also performed better. This research underlines the importance of incorporating words such as 'employees' as well as having 'societal orientations' while designing the MS in digital organizations.

Keywords: Mission Statement, Digital Companies, Financial performance, Return on Sales (ROS), Return on Assets (ROA)

BACKGROUND OF THE STUDY

Mission statements (MS) are said to provide a direction and sense of purpose. Failure of most organisations can be attributed to the lack of ability of the senior management in identifying and agreeing on what their organisation is actually attempting to achieve (Bart, 1997a). This results in confusion and distraction among employees, especially those who are part of top management. A well thought-out and well-articulated mission statement helps to overcome such drawbacks.

The exact nature and proper use of mission statements, continues to be a

debatable issue, years after its introduction in the corporate world. The appropriate name of these statements is a baffling concept. Mission statements have been identified differently by researchers and academics, such as "purpose", "creed", or "statement of principles or philosophy" (Graham & Hayliek, 1994).

A Mission Statement is a formal written document that encapsulates and communicates the organisation's distinct purpose (Bart, 1997a). Most often, mission statements are described as a unique and enduring statement of purpose (Bart, 2007). To identify this unique and enduring purpose, an organisation must ask itself some tough

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Time Series Analysis: An Application of SARIMA Model in General Trade to Forecast Sales

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Abstracts:

General Trade is an essential piece of the FMCG business, as it assists with guaranteeing that items are accessible to customers in an ideal and productive way. Time Series (SARIMA) model is a significant model to help for forecasting the sales of Wholesale trade to Retail trade. To study the SARIMA model Time Series Approach, which helps to forecast the sales of Wholesale trade to Retail trade. A large data from a particular city to be prejudicated in the analysis of ARIMA, SARIMA models to make the analysis accurate abide in similar research. 48 data and 132 data are fitted to different sales forecasting models, whereas the SARIMA model is found best suitable model to forecast the sales forecasting of retail store sales by the wholesalers as well as the retailers also. The future scope of study aligns with the quality-seasonal effect on demand of retail trade.

Keywords: Time Series, SARIMA, seasonality, Wholesale trade, Retail Trade, SPSS, R, Python



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A pathway to virtual team performance in the New Normal paradigm

A pathway
to VT
performance in
the New Normal

549

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Abstract

Purpose – In the postpandemic era, organizations have planned a combination of on-site and virtual work to portray the “New Normal”. The authors aim to analyze the effect of virtual team (VT)-building strategies on virtual team performance and HR performance in the “New Normal” context. This study aims to explore the drivers and barriers to VT performance and its contribution to HR performance.

Design/methodology/approach – The study utilized the grounded theory approach. Semistructured interviews with 114 VT leaders of national and multinational companies in India were conducted and NVivo 8.0 software was used to analyze data.

Findings – VT-building strategies contribute to VT collaboration and subsequently to VT performance. It was found that VT-building strategies catalyze VT collaboration which is impacted by the drivers and barriers of VTs, affecting VT performance and HR performance.

Practical implications – The primary contribution of this work is the development of a framework that delivers important insights to VT leaders, talent managers, HR professionals and academicians.

Originality/value – This study uniquely examines the VT-building strategies and VT performance through the “New Normal” paradigm lens. This study proposes a conceptual model for VT performance and HR performance. It also provides the team-building strategies, drivers and barriers for VT performance. This work offers the roadmap to achieve VT performance and HR performance. This research also contributes to the human resource management literature by discussing the VT performance and HR performance in the “New Normal” paradigm. It provides insights to VT leaders, talent managers, HR professionals and academicians.

Keywords Virtual teams, Strategy, Team collaboration, New Normal, Virtual team performance, HR performance

Paper type Research paper

Introduction

The coronavirus (COVID-19) pandemic has impacted businesses and communities across the globe (Barnes, 2020). The COVID-19 crisis has made leaders and organizations embrace technology, regenerate core processes and adopt new online collaboration tools (De Smet *et al.*, 2020). However, organizations have realized that the pandemic is not short-term, and it is necessary to adopt new technology-driven processes and practices which will lead to the “New Normal” (Barnes, 2020). *new normal* is used in various contexts, and it means that something not typical earlier has become typical. The New Normal is discussed as the condition which prevails after some intense change happens and this condition becomes usual and habitual after the event (Cahapay, 2020). This research examines the new normal situation after the COVID-19 pandemic that would have a unique combination of on-site working and remote, a virtual hybrid model (Dutta and Gupta, 2020).



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A Real-Time Machine learning based cloud computing Architecture for Smart Manufacturing

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Abstract— The monitoring system has become a crucial concept for decision-making and management because of the development of data output in the industrial business. It is possible to use sensor-based technologies, such as the Internet of Things (IoT), to monitor the manufacturing process effectively. IoT and Machine Learning (ML) are offered in this study as a solution for monitoring the production system. Specifically, there is a paucity of cloud-based manufacturing equipment that can provide on-demand manufacturing services through the Internet in this study. The technical problems and enabling technologies of cloud-based manufacturing equipment are discussed in detail in this paper. Data from preprocessed time series data is transmitted to cloud services for trend prediction and data completion using a large short-term memory recurrent neural network, a first-order forward difference, and the original sequence of historical data, and the results are returned. In time-series data processing, machine learning may considerably enhance the efficiency and accuracy, as evidenced by the results of the IIoT oil production IIoT system.

Keywords— Time series data analysis, IIoT, IIoT, machine learning based cloud Architecture.

1. INTRODUCTION

Because to cloud computing, traditional manufacturing models have been transformed into service-oriented manufacturing models that are more interoperable, intelligent, adaptive, and dispersed in nature. As the Internet of Things and cyber-physical systems (CPS) are merged to handle the challenges of big data processing, service provision, and knowledge management, cloud computing is utilized. Several cloud-based manufacturing applications [1] depict the architecture of the cloud-based manufacturing system as shown in Figure 1. It has two basic layers: a physical production system and a cloud environment. The MFCs and the people who work in the manufacturing process are represented in the lower layer. Data processing, process control, and service management are all part of the upper layer in a cloud environment. Manufacturers can take advantage of non-physical cloud services and applications. As a result, cloud-based apps and services are more robust as well as faster, simpler, and more affordable. Investing in expensive production resources is not required in the cloud manufacturing system, but rather purchasing manufacturing capacity on a "pay-as-you-go" basis [2]. The cloud connects large social manufacturing resources and provides a variety

of manufacturing services, allowing for open collaboration and exchange of information.

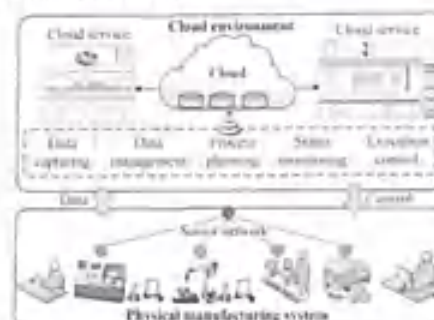


Fig. 1. Cloud based manufacturing system

In recent breakthroughs in machine learning systems, great promise for data analysis and decision-making management has been demonstrated. Various applications of machine learning algorithms follow a consistent pattern. There are a few studies that use ML in the manufacturing process and produce a lot of data [3]. Using seven machine learning techniques, Kim et al. were able to identify fresh data and defective wafers. Using categorization and fault detection, the models are further processed. A last analysis of the data from ML can help identify the defective wafers. The performance of machines and the combination of numbers and sequences determine the availability of industrial resources. For the sake of productivity, the simulation model [4-7] is utilized to explain the behaviour of each stochastic variable. To assess the performance of acute resources, failure, and repair requests in the manufacturing process, this model employs an algorithm. The simulation model predicts, among other things, the machine's availability, supply delays, and inventories. Outlier datasets clash with machine learning approaches in automotive production, reducing the classification models accuracy. Pre-processing based on the detection of outliers can lead to a better classifier that generates improved decision making by identifying the dataset's incoherences. Outliers have been shown to improve classification accuracy in previous studies. [8] examined the process of reducing outliers in order to improve categorization.

Adoption of AI-based chatbots for hospitality and tourism

Rajasshrie Pillai, Brijesh Sivathanu
International Journal of Contemporary Hospitality Management

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Abstract

Purpose

This study aims to investigate the customers' behavioral intention and actual usage (AUE) of artificial intelligence (AI)-powered chatbots for hospitality and tourism in India by extending the technology adoption model (TAM) with context-specific variables.

Design/methodology/approach

To understand the customers' behavioral intention and AUE of AI-powered chatbots for tourism, the mixed-method design was used whereby qualitative and quantitative techniques were combined. A total of 36 senior managers and executives from the travel agencies were interviewed and the analysis of interview data was done using NVivo 8.0 software. A total of 1,480 customers were surveyed and the partial least squares structural equation modeling technique was used for data analysis.

Findings

As per the results, the predictors of chatbot adoption intention (AIN) are perceived ease of use, perceived usefulness, perceived trust (PTR), perceived intelligence (PNT) and anthropomorphism (ANM). Technological anxiety (TXN) does not influence the chatbot AIN. Stickiness to traditional human travel agents negatively moderates the relation of AIN and AUE of chatbots in tourism and provides deeper insights into manager's commitment to providing travel planning services using AI-based chatbots.

Practical implications

This research presents unique practical insights to the practitioners, managers and executives in the tourism industry, system designers and developers of AI-based chatbot technologies to understand the antecedents of chatbot adoption by travelers. TXN is a vital concern for the customers; so, designers and developers should ensure that chatbots are easily accessible, have a user-friendly interface, be more human-like and communicate in various native languages with the customers.

Originality/value

This study contributes theoretically by extending the TAM to provide better explanatory power with human-robot interaction context-specific constructs – PTR, PNT, ANM and TXN – to examine the customers' chatbot AIN. This is the first step



Efficacy of Deep Neural Embeddings based Semantic Similarity in Automatic Essay Evaluation

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Abstract: Deep neural embeddings are widely used in natural language processing (NLP) applications like question answering, prediction of next word or sentence, translation of language, word sense disambiguation, and many such applications. Recent methods like Google Sentence Encoder (GSE), Embeddings for Language Models (ELMo), and Global Vectors (GloVe) are also engaged in NLP. Traditional methods such as TF-IDF and Jaccard index are also beneficial in NLP. One of the primary steps performed by these methods is to determine semantic similarity, which is at the core of automatic essay evaluation. In this paper, we have proposed to use semantic similarity for an automatic essay evaluation. We have utilized all these text embedding methods to compute semantic similarity on the dataset of essays provided by the Center for Indian Language Technology (CHLT), IIT Bombay. Our experimental analysis of semantic similarity score distributions shows that the GSE outperforms other methods by accurately distinguishing essays from the same or different sets. Semantic similarity calculated using the GSE method is further used for finding the correlation with human-rated essay scores. Correlation of semantic similarity scores with different essay-specific traits given in the ASAP++ dataset is also performed.

Keywords: Semantic Similarity, Embedding, Essay Grading, ELMo, Sentence Encoder, Global Vectors

1. INTRODUCTION

Automatic Essay Evaluation is an important research area in Natural Language Processing (NLP) to automate evaluation and scoring. Unlike multiple-choice questions and short question answers, an essay is an open-ended question. There is no fixed format; students can write an essay in multiple ways. Manually grading essays is a resource-intensive task requiring time and labor. Teachers have to spend their valuable time grading the essays of students. If teachers have an automated essay grading system, then it will be helpful for them to speed up the evaluation process. They can devote more time to teaching and mentoring students.

An essay is the core of language learning to develop writing skills. Hence all language assessment exams have essay writing as one of the main components, and to mention TOEFL [1] and GRE [2] has mandatory essay. In the last five decades, researchers are developing solutions for automatic essay grading systems [3,4,5]. A good amount of research has been completed in natural language processing to automate many tasks done by humans [6]. Many applications have been implemented and mention few are - language translation, chatbot, sentiment analysis, word-sense disambiguation, and many more. The results of these systems are good [6, 7,

8]. Increased computation power with reduced cost and growing research in deep learning has also supported natural language processing in enhancing results [6, 9, 10].

Wang et. al. [11] in their paper have surveyed several word embedding methods. They have evaluated six models of word embedding against many NLP jobs. They further pointed the unavailability of fair metrics to evaluate word embedding models. They have also mentioned that relations captured by word embedding models for semantic and syntactic are not the same as the way humans perceive languages [11]. In this paper, we are using several neural embeddings to validate their efficacy in automatically evaluating the essays with consideration of semantic similarity.

Word-embedding models can be task-oriented because they may be trained to manage a particular task. Thus they are inefficient in the evaluation of essays. During numerous NLP jobs, a diverse collection of texts may be compared. In this comparison, only keyword matching and their similarity may be insufficient because there may be multiple ways to write the sentence with the same meaning but separate grammar, words, and construction. Hence semantics certainly plays a crucial role in natural language generation and understanding. The semantics attempts to apprehend the meaning from

Residential Real Estate Market in India Post Pandemic

Yachna Gharde and Garima Kumari

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Abstract: Indian real estate market has witnessed a turbulent time due to pandemic since first quarter of 2020. A prominent sector contributing towards GDP of the country, the industry has been struggling with its unsold inventory and poor consumer buying sentiments due to pandemic. A sudden halt in the booming Indian real-estate market shocks the developers, agents, channel partners and Real estate Investor due to which the housing prices have declined in all major cities. As there is increase in investment in the sector the industry experts have a positive outlook towards the sector, it is also believed to be a major employer in GDP. The concern today in the competitive market is whether this pandemic has the impact which will change the dynamics of real estate; second is the impact on sales of residential property and last is how long it will take to recover and what is the strategys the developers and its channel partners should adapt. The research is conducted with objectives to understand the segmentation and profiles of potential customer and with the consumer preferences towards residential real estate purchase. The research is conducted in both primary and secondary approach. The secondary data are collected from various company reports, sales data analysis report from leading real estate players and research firms and academic research papers while the primary data is collected from the customers via a structured questionnaire. It is descriptive study for the purpose to understand segmentation and consumer preference towards residential real estate market in India. Convenience Sampling technique has been used and data have been collected through a structured questionnaire and analyzed with the help of statistical software SPSS. Factor Analysis is conducted and used to interpret the data to fulfill the research objectives.

Keywords: competitive market, segmentation, preferences, real estate market

1. Introduction

Indian real estate market has witnessed a turbulent time due to pandemic since first quarter of 2020. A prominent sector contributing towards GDP of the country, the industry has been struggling with its unsold inventory and poor consumer buying sentiments due to pandemic. A sudden halt in the booming Indian real-estate market shocks the developers, agents, channel partners and Real estate Investor due to which the housing prices has declined in all major cities. As per reported by (PropTiger, 2020), the home sales in major 8 real estate cities plunged by 79 percent in Second quarter. The construction halted due to lack of Labour and availability of resources during country wide lockdown. The residential construction has fallen more than 80 percent as per reported by various sources. Over the period of time the interest rate has fallen, as the Reserve Bank of India (RBI)

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Extrapolation of talent acquisition in AI aided professional environment

Rajashree Karbhari Gethe

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ABOUT

Abstract

Artificial intelligence (AI) works like a human brain and it helps in automating the recruitment system. In HR departments, AI is used in recruitment which smartly enables recruiters and it helps to screen the resume of candidates; to analyse speech patterns of candidates using natural language processing tools; conducting some skill tests in addition to video interview; conducting some advanced competency tests and neuroscience games in order to demonstrate a candidate's emotional and cognitive ability. AI is man-made software to make work easy and ongoing without any interruptions. AI replaces the repetitive, time consuming work of sourcing and screening candidates also it improves the candidate's experience and the company's productivity by lowering the cost of recruitment. A major objective of this paper is to study AI's effects on the recruitment and talent acquisition process. This study highlights some AI techniques that companies are using for recruitment. The study is based on the use of secondary sources of information.

Keywords

artificial intelligence, talent acquisition process, human resources

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Interference of artificial intelligence, analytics and automation in performance management system

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Abstract: This research paper aims to explore the role, importance and use of analytics, automation and artificial intelligence in performance management system so as to make PMS error free and bias free and also it overcomes all possible limitations of traditional PMS. The paper develops a conceptual framework of application of analytics, automation and artificial (AAA) intelligence in performance management system so as to make it bias free and how organisations are benefited by adoption of 3A dimension in PMS. Adoption of analytics, automation and artificial intelligence in performance management system helps business leaders to make complex human capital process easier. Also, the paper proposes that use of HR analytics, automation and artificial intelligence will help to reduce subjective bias occurred in the performance appraisal system and improves accuracy and fairness of the performance appraisal process, additionally it positively effects on employees improved perceived satisfaction towards fair PMS. The research paper provides implications for both researchers and practitioners working in the performance management area so as to improve effectiveness of performance management system and ensure error free, biasfree performance evaluation of employee by applying analytics, automation and artificial intelligence in performance appraisal system. The research paper furnishes some insights to the practitioners of PMS to adopt analytics, automation and artificial intelligence in PMS so as to deal with the subjectivity issues of bias and improving employee's morale by assessing their performance without any bias.

Keywords: analytics, automation, artificial intelligence, robotic process automation, RPA.

Reference in this paper should be made as follows: Gethe, R.K. (XXXX) "Interference of artificial intelligence, analytics and automation in performance management system", *Int. J. Business Innovation and Research*, Vol. X, No. Y, pp.XXX-XXX.

Biographical notes:

This paper is a revised and expanded version of a paper entitled [title] presented at [name, location and date of conference].

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SEGMENTING LEARNERS IN E-LEARNING ENVIRONMENTS FOR SEMI-URBAN MARKETS OF INDIA BY USING CLUSTER ANALYSIS

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ABSTRACT

A revolution is taking place in the education system. There is a growing realization that education needs to be viewed from a lifelong learning perspective. People have begun to take their learning into their own hands. As a result, a new phase of education has emerged i.e. "e-Learning". The main aim of online education is to facilitate learning and improve performance by creating, using, and managing appropriate technological processes and resources. The online education market in India was valued at INR 39 billion in 2018 and is expected to reach INR 360.3 billion by 2024, expanding at a CAGR of 43.85% during the 2019-2024 period.

BYJU'S, Udemy, Coursera and Duolingo are a few prominent players in the industry, catering to the requirements of different target audiences. Because of the COVID-19 Lockdown situation in the country is one of the major driver force which is boosting the E-learning growth in India. In urban Market already there is a presence of E-learning but in the Semi-urban and Rural market there is less penetration. This make important to divide the Semi-urban and Rural market in the various segments in order to serve them better. Objectives of the study is to identify the Learner Segment for E-learning platform in the semi-urban areas in India. To study the characteristics of each of the identified learner segments and their perception towards E-learning.

HEALTH INSURANCE MARKETS AND THE WEB OF ASYMMETRIC INFORMATION: A THEORETICAL PERSPECTIVE

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ABSTRACT

Health security is not only a necessity of life but a social and economic necessity as well. Complete medical facility, free of charge, is available only to the employees of the Central Government, which forms a negligible percentage of the total population and thus cannot be considered a representative sample. Free medical facility is also provided to the general population through government hospitals and primary health centres but rampant corruption and malpractices coupled with gross mismanagement leaves them with little teeth to effectively provide subsidized medical facilities to the vast populace they are meant to cater for. Consequently there has been a phenomenal mushrooming of private hospitals and nursing homes that provide medical services but are exclusively guided by the principle of maximization of private individual profit. In these private hospitals, health services are provided at exorbitantly unaffordable prices, made affordable only because life is more precious than anything, even to the poor. Subscribing to such highly priced medical facilities results in a high financial burden and erosion in the family's income and even assets, which may have to be pawned or even, sold off in a desperate effort to meet the seemingly endless medical bills. An even more dismal picture emerges from a World Bank study (2002), to quote "Around 24% of all people hospitalized in India in a single year fall below the poverty line due to hospitalization, an analysis of financing of hospitalization expenses reveals that a large proportion of people, especially those in the bottom four quintiles, borrow money or sell assets to pay for hospitalization". Hence there is an imperative need for health insurance coverage to be provided by some insurance agency. Those who are prosperous normally do not buy a health insurance for they are in a position to afford the high expenditures pertaining to health hazards. The abysmally poor, although need health insurance, normally look up to the meagre medical facilities provided by the State for their abject state of poverty does not permit them to even dream of approaching the highly expensive private hospitals for treatment. It is, thus, the middle income group which is acutely conscious of the high expenditures entailed in seeking medical treatment from the top-end medical hospitals and seeks health insurance cover. An interesting phenomenon observed in the health insurance market is that despite the intense competition, for there are a number of companies around who seek to insure health hazards, the premium charged remains,

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Use of 4.0 (I4.0) technology in HRM: a pathway toward SHRM 4.0 and HR performance

Rajasshrie Pillai, Shilpi Yadav, Brijesh Sivathanu, Neeraj Kaushik and Pooja Goel

Abstract

Purpose – This paper aims to investigate the use of Industry 4.0 (I4.0) technology and its barriers in human resource management (HRM) for Smart HR 4.0 and its impact on HR performance.

Design/methodology/approach – The research has been conducted using the grounded theory approach. Semi-structured interviews were conducted with 122 senior HR officers of national and multi-national companies in India after the extensive literature review. NVivo 8.0 software was used for the analysis of the interview data.

Findings – I4.0 technology is used for HRM functions by HR professionals. It is revealed that Smart HR 4.0 that emerged from the I4.0 technology has leveraged the HR performance. It is also found that usage barriers, traditional barriers and risk barriers affect the use of I4.0 technology in HRM.

Originality/value – A model is developed using the grounded theory approach for HR managers to understand the impact of I4.0 on HRM. This study reveals the barriers affecting the use of I4.0 technology in HRM. It also provides the model for HR performance that emerged through the use of I4.0 technology in HR and Smart HR 4.0. The research delivered key insights for the HR professionals, marketers of HR technology and technology developers.

Keywords Barriers, Grounded theory, Industry 4.0 technology, Smart HR 4.0, HR performance

Paper type Research paper

Rajasshrie Pillai is based at the Department of Management, Pune Institute of Business Management, Pune, India. Shilpi Yadav is based at the Pune Institute of Business Management, Pune, India. Brijesh Sivathanu is based at the Department of Management, Sri Balaji University, Pune, Pune, India. Neeraj Kaushik is based at the National Institute of Technology Kurukshetra, Kurukshetra, India. Pooja Goel is based at Shaheed Bhagat Singh College, New Delhi, India.

Introduction

Ever since the beginning of industrialization, technology has witnessed the paradigm shift which has bought the industrial revolutions (Lasi *et al.*, 2014). The Fourth Industrial Revolution blurs the lines between people and technology, merging the physical, digital and biological spheres. Hence, organizations worldwide are polarizing toward the transformation and adoption of the advanced technologies of Industry 4.0 (hereafter simply I4.0). The fundamental technology of I4.0 is smart factory, cyber-physical system (CPS), smart robots and chatbots, big data, artificial intelligence (AI), internet of things (IoT), blockchain and cloud computing (Agostini and Filippini, 2019; Ghobakhloo, 2020; King, 2016; Oztemel and Gursev, 2020; Zhu, 2020). Organizations today are making supreme efforts to harness advanced technologies to develop new and efficient processes, products and services by blending the physical and digital realms of the world. There has been a significant impact with the adoption of the technologies of I4.0, providing the business function support, realigning and redefining the business models and finding new ways of working (Dirican, 2015; Rana, 2019; Rao and Prasad, 2018). Also, I4.0 has impacted the various human resource (HR) functions in organizations (Imperatori *et al.*, 2020; Vrchota *et al.*, 2020). I4.0 technology is automating the different functions of HR such as recruitment, training, performance management and saving the cost of HR operation functions as well as eliminating repetitive tasks of human resource management (HRM) (Ahmad *et al.*, 2020;

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EIC: Gopalakrishnan, Shanthi
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Use of 4.0 (I4.0) technology in HRM: a pathway toward SHRM 4.0 and HR performance

Rajasshrie Pillai, Shilpi Yadav, Brijesh Sivathanu, Neeraj Kaushik and Pooja Goel

Abstract

Purpose – This paper aims to investigate the use of Industry 4.0 (I4.0) technology and its barriers in human resource management (HRM) for Smart HR 4.0 and its impact on HR performance.

Design/methodology/approach – The research has been conducted using the grounded theory approach. Semi-structured interviews were conducted with 122 senior HR officers of national and multi-national companies in India after the extensive literature review. NVivo 8.0 software was used for the analysis of the interview data.

Findings – I4.0 technology is used for HRM functions by HR professionals. It is revealed that Smart HR 4.0 that emerged from the I4.0 technology has leveraged the HR performance. It is also found that usage barriers, traditional barriers and risk barriers affect the use of I4.0 technology in HRM.

Originality/value – A model is developed using the grounded theory approach for HR managers to understand the impact of I4.0 on HRM. This study reveals the barriers affecting the use of I4.0 technology in HRM. It also provides the model for HR performance that emerged through the use of I4.0 technology in HR and Smart HR 4.0. The research delivered key insights for the HR professionals, marketers of HR technology and technology developers.

Keywords Barriers, Grounded theory, Industry 4.0 technology, Smart HR 4.0, HR performance

Paper type Research paper

Introduction

Ever since the beginning of industrialization, technology has witnessed the paradigm shift which has bought the industrial revolutions (Lasi *et al.*, 2014). The Fourth Industrial Revolution blurs the lines between people and technology, merging the physical, digital and biological spheres. Hence, organizations worldwide are polarizing toward the transformation and adoption of the advanced technologies of Industry 4.0 (hereafter simply I4.0). The fundamental technology of I4.0 is smart factory, cyber-physical system (CPS), smart robots and chatbots, big data, artificial intelligence (AI), internet of things (IoT), blockchain and cloud computing (Agostini and Filippini, 2019; Ghobakhloo, 2020; King, 2016; Oztemel and Gursev, 2020; Zhu, 2020). Organizations today are making supreme efforts to harness advanced technologies to develop new and efficient processes, products and services by blending the physical and digital realms of the world. There has been a significant impact with the adoption of the technologies of I4.0, providing the business function support, realigning and redefining the business models and finding new ways of working (Dirican, 2015; Rana, 2019; Rao and Prasad, 2018). Also, I4.0 has impacted the various human resource (HR) functions in organizations (Imperatori *et al.*, 2020; Vrchota *et al.*, 2020). I4.0 technology is automating the different functions of HR such as recruitment, training, performance management and saving the cost of HR operation functions as well as eliminating repetitive tasks of human resource management (HRM) (Ahmad *et al.*, 2020;

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A pathway to virtual team performance in the New Normal paradigm

A pathway
to VT
performance in
the New Normal

549

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Abstract

Purpose – In the postpandemic era, organizations have planned a combination of on-site and virtual work to portray the “New Normal”. The authors aim to analyze the effect of virtual team (VT)-building strategies on virtual team performance and HR performance in the “New Normal” context. This study aims to explore the drivers and barriers to VT performance and its contribution to HR performance.

Design/methodology/approach – The study utilized the grounded theory approach. Semistructured interviews with 114 VT leaders of national and multinational companies in India were conducted and NVivo 8.0 software was used to analyze data.

Findings – VT-building strategies contribute to VT collaboration and subsequently to VT performance. It was found that VT-building strategies catalyze VT collaboration which is impacted by the drivers and barriers of VTs, affecting VT performance and HR performance.

Practical implications – The primary contribution of this work is the development of a framework that delivers important insights to VT leaders, talent managers, HR professionals and academicians.

Originality/value – This study uniquely examines the VT-building strategies and VT performance through the “New Normal” paradigm lens. This study proposes a conceptual model for VT performance and HR performance. It also provides the team-building strategies, drivers and barriers for VT performance. This work offers the roadmap to achieve VT performance and HR performance. This research also contributes to the human resource management literature by discussing the VT performance and HR performance in the “New Normal” paradigm. It provides insights to VT leaders, talent managers, HR professionals and academicians.

Keywords Virtual teams, Strategy, Team collaboration, New Normal, Virtual team performance, HR performance

Paper type Research paper

Introduction

The coronavirus (COVID-19) pandemic has impacted businesses and communities across the globe (Barnes, 2020). The COVID-19 crisis has made leaders and organizations embrace technology, regenerate core processes and adopt new online collaboration tools (De Smet *et al.*, 2020). However, organizations have realized that the pandemic is not short-term, and it is necessary to adopt new technology-driven processes and practices which will lead to the “New Normal” (Barnes, 2020). *new normal* is used in various contexts, and it means that something not typical earlier has become typical. The New Normal is discussed as the condition which prevails after some intense change happens and this condition becomes usual and habitual after the event (Cahapay, 2020). This research examines the new normal situation after the COVID-19 pandemic that would have a unique combination of on-site working and remote, a virtual hybrid model (Dutta and Gupta, 2020).



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Studies on Anti-Virus Software Tools: Strong Weapon to Protect Systems

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Abstract - The anti-virus market in India has opened up and the worldwide players are presently looking at the Indian market. Over the beyond couple of years, the counter infection industry has gone through some significant changes. Particularly the retail, SOHO and SMB sections as they offer immense freedoms for infiltration. The paper centers around exploring a bunch of brands on explicit properties that impact buyers' discernments while assessing and recognizing among brands. It maps shopper assumptions with key achievement factors for the business and suggests appropriate passage procedures for driving players thinking about their singular qualities and shortcomings. A questionnaire survey of 100 respondents was done in the city of Pune among clients of Hostile to Infection Programming brands. Discriminant examination has been utilized to draw perceptual guide showing chosen Anti-Virus Software brands alongside ascribes. The outcomes showed that the chose Against Anti-Virus Software brands contrast fundamentally from one another and have their own remarkable situation concerning given credits.

Keywords- Anti-virus Software, Brands, Perceptual map, Attributes.

I. INTRODUCTION

The global antivirus market is expected to reach \$4.54 billion in 2025 at a CAGR of 3.8% from \$3.80 billion in 2020 (Business Research Report, 2021). The growth in usage and consumption of antivirus software due to shifting from pandemic to new normal. Companies are resuming to their operations and adapting to new normal, trying to recover from the impact of COVID-19 and its challenges. Antivirus software market in India is estimated to reach INR 14,782 crore by 2024. Major drivers for growth in the antivirus software market are increasing internet penetration, rapid increase of mobile devices, IoT sector, rise in cyber security spending and emerging IT, SME, Edu-tech hubs in India (6wresearch report, 2021).

The Indian market is developing at a pace of 20-25% on a normal. More than 2 million new computers are being added each year in India, so a consistent development and request can be anticipated for anti-virus solutions. The IT security industry has advanced significantly in the course of the most recent five years to pre-empt the steadily changing danger scene. Antivirus innovation was a first and very fundamental reaction to security dangers that have heightened over the

previous decade. The first antivirus idea obstructed assaults by utilizing examples, or marks, to distinguish malignant programming code. Mark based location was adequate when dangers were less, farther between and for the most part less risky. Clarence Phua, Chief, Deals for ASEAN and India, Sophos, said, "This isn't the case today. Presently that digital lawbreakers constantly savage for weaknesses, the danger is high for any association that utilizes innovation in standard and real ways. As openness lies in such routine circumstances, Associations should refresh their insurance past conventional antivirus and embrace a layered and all-encompassing way to deal with security."

Antivirus is a surely known and acknowledged idea in India. Anyway this is just a large portion of the fight won as most clients don't comprehend that antivirus is presently not sufficient to shield or obstruct them from the most recent malware assaults. Today, the emphasis is on endpoint security which has outperformed past antivirus because of the trendy crossover and modern dangers that escape everyone's notice of customary antivirus software. We are now seeing the more far-located and serious brands combining their position and presence in the market by proceeding to take a gander at development, even while inspecting how they can cause their current retail locations to perform better.

A brand is a deliberately strong weapon. Anyway the actual presence of a brand is no affirmation that it has a situation in the objective buyer's brain. To enter the purchaser's perceptual space-and to get a 'position' there, the brand should offer an advantage which is of significance to them. Brand situating is consequently an essential choice for an organization and requires insightful investigation of contenders and customers to decide the ideal picture for the brand to boost its opportunities for progress. The final product of brand situating is the effective formation of a client centered offer a fitting justification behind the market to purchase. Brand situating sets the bearing of promoting projects and exercises. Perceptual guides can be utilized to rate a scope of properties that can be planned to show the brands' overall situation according to both different brands just as to the evaluative characteristics. Perceptual planning has been utilized as an adequately used to separate likenesses and contrasts among gatherings. Research objectives are discover the overall significance of different characteristics

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Keywords Barriers, Grounded theory, Industry 4.0 technology, Smart HR 4.0, HR performance

Paper type Research paper

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Introduction

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Word Sense Disambiguation in Hindi Language Using Score Based Modified Lesk Algorithm

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Abstract: Hindi is the widely used spoken language in the Indian subcontinent, and is used by more than 260 million Indians citizens. Indian governments has many digital initiatives to serve Indian citizen better, hence Hindi language becomes one of the important languages to serve Indian citizen. The Government initiatives are like smart city, Hospital Services, Common Service Centers, Digital Payment Ecosystem, Pensioners Scheme, Digital Locker and many more. These all initiative are served using mobile and web based applications, which citizens can access easily instead of visiting various government departments. To serve the large Hindi speaking population, it is necessary to handle the ambiguous words which have multiple connotations in any natural language processing task. In this paper, word sense disambiguation for Hindi language is proposed. Proposed method makes use of Lesk algorithm to disambiguate the Hindi words. Novel scoring method is used to assign a sense score to each token of the Hindi sentence. The sense score is calculated based on the gloss, hypernym, hyponym and synonym of the combinations of different sense of tokens. Hindi WordNet database created by CILIT, IIT Bombay is used in the proposed system. The proposed algorithm takes a natural language (NL) sentence in Hindi (Devanagari script) and process the sentence according to the score based approach modeled on the basic Lesk algorithm with the help of Hindi WordNet designed by CILIT IIT Bombay. The solution provided in this paper can be used vividly in various web based applications like Query-Response Systems, Question-Answer Systems, Sentiment analysis, Recommendation systems etc.

Keywords: NLP, Lesk Algorithm, Word Sense Disambiguation, Multi Word WSD, Hindi WordNet.

1. Introduction

Hindi is a Devanagari scripting language. Most of the citizens in the India and its subcontinent uses Hindi language for communication. After Digital India initiative, demand of regional language based web applications are increasing exponentially. Citizens are using application in Healthcare, Transportation, Education, Tourism, Financial and Pension Applications which are in regional languages. Citizens are flexible with their native language and Hindi is the most acceptable language in India and its subcontinent. Native speaker of Hindi is almost 260 million people according to Ethnologue as in [1]. Many Hindi based applications have been developed that are related to the Query-Response Systems, Question-Answer Systems, Sentiment analysis systems, etc. These systems are natural language processing (NLP) based systems, hence has the problem of Word Sense Disambiguation. Understanding of a sense in a Sentence or Word by the NLP based systems is an

open research problem. Human languages contain many ambiguous words that create problems at the time of processing sentences. Human languages contain vocabulary that is comprised of words. All the languages are full of words that have multiple meanings associated with it. The meaning of a content is dissected depending on the words used in the sentence. Sometimes same word can have multiple senses [2]. These words are called polysemous words. A sentence with one or more polysemous words in it is said to be ambiguous. Human neural networks (human brain) are way too efficient in disambiguating the correct sense of a word used in a sentence. However, computer systems are not too proficient in it. Human languages are too complex for machines to interpret and understand. It is preferred not to have such ambiguities in computer related applications. Identification of polysemous words and assigning their correct sense is classical problem in NLP. Process of assigning senses to the polysemous words is known as word-sense disambiguation problem.

Adapted Lesk Algorithm based Word Sense Disambiguation using the Context Information

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Abstract—The process of identifying the meaning of a polysemous word correctly from a given context is known as the Word Sense Disambiguation (WSD) in natural language processing (NLP). Adapted Lesk algorithm based system is proposed which makes use of knowledge based approach. This work utilizes WordNet as the knowledge source (lexical database). The proposed system has three units – Input query, Pre-Processing and WSD classifier. Task of input query is to take the input sentence (which is an unstructured query) from the user and render it to the pre-processing unit. Pre-processing unit will convert the received unstructured query into a structured query by adding some features such as Part of Speech (POS) tagging, grammatical identification (Subject, Verb, and Object) and this structured query is transferred to the WSD classifier. WSD classifier uniquely identifies the sense of the polysemous word using the context information of the query and the lexical database.

Keywords—Word Sense Disambiguation; natural language processing; WordNet; context; machine translation

I. INTRODUCTION

Natural language processing (NLP) is the field of computational linguistics or artificial intelligence that is concerned with the interaction between computers and human (natural) languages [1]. Natural language processing plays the important role in communication between human and machine. Word sense disambiguation is an important area of natural language processing and its application is related to find out the correct sense of an ambiguous word that is being used in a sentence. Many supervised and unsupervised algorithms have been developed on word sense detection as in [2]. In this field, a computer system is programmed in such a way that it is able to process a query provided in natural language and determine its correct semantics (meaning). Query is provided in the form of a sentence or a paragraph or text document. The semantics of a sentence depends on the semantics of its constituent words which are the smallest units of a sentence. Most of the words used in natural languages are associated with multiple meanings and these meanings vary frequently with the change in the contexts. Word with more than one meanings or senses are called polysemous words in the field of natural language processing and creates the problem of sense ambiguity. This work proposes a system such that it can correctly identify the meaning of the word (s) for the given context (sentence). Often a polysemous word has different meanings in different contexts. For example, the

English word "bank" is associated with multiple meanings: "A financial institution", "sloping land besides the water body", or "have faith or confidence in" and many more as referred in the Princeton WordNet 3.0 [3]. The process of identifying the meaning of a polysemous word correctly in a given context is known as Word Sense Disambiguation (WSD).

Example 1

C1: I went to the bank to withdraw some money.

C2: Kolkata is situated at the bank of river Hugli.

Example 2

C3: Cricket is type of game.

C4: Cricket is a type of insect.

Clearly, the word "bank" has two different meanings in the contexts C1 and C2 which are "a financial bank" and "land besides the river or sea" respectively. Similarly the word Cricket has also two different meanings in the contexts C3 and C4 respectively.

In the work proposed, knowledge based approach has been used for sense disambiguation. Natural language applications are using word sense disambiguation that is essential part in semantic analysis. Many models have been developed in word sense disambiguation where word space model is an effective model. This model represent the context vectors and sense vector in word vector space. Vector space is an important component to sense of a word as in [4]. Disambiguation of word sense using knowledge based approach can be done in two ways: Overlap method and Graph method. One of the pioneer works in overlap method is Lesk algorithm [5] that counts common words between two glosses (word definitions) to identify correct sense in the context. Gloss plays the vital role in the Lesk algorithm, which expresses two types of information: information about set of entries of all possible meanings and contextual information of target word. For the given pair of words, Lesk algorithm extracts meanings from lexical database and selects that sense as final sense which has the maximum overlap/common words/ co-occurred words. Lesk algorithm adapted Oxford Advanced Learner's Dictionary as lexical database (also called as sense inventory). After some years later, two variants of Lesk [6] [7] have been proposed – "Simplified" version of Lesk algorithm [8] and Adapted Lesk algorithm [6]. The adapted Lesk algorithm

Adoption of internet of things (IoT) in the agriculture industry deploying the BRT framework

Rajasshrie Pillai, Brijesh Sivathanu
Benchmarking: An International Journal

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Abstract

Purpose

The purpose of this paper is to investigate the adoption of Internet of Things (IoT) in the agriculture industry by the farmers' in India using the theoretical lens of the behavioral reasoning theory (BRT).

Design/methodology/approach

A survey on farmers was conducted to examine the adoption of IoT in agriculture industry (IoT-A) using BRT. The data analysis of the primary survey was done by applying the structural equation modelling (SEM) technique.

Findings

The 'reasons for' adoption of IoT-A were as follows: Relative advantage, social influence, perceived convenience, and perceived usefulness. The 'reasons against' adoption were as follows: Image barrier, technological anxiety, perceived price and perceived risk. The BRT theory provides the platform to discuss the psychological processing of acceptance of IoT in agriculture industry by the farmers.

Practical implications

This research has unique implications as it studies the rural consumers' behavior of innovation adoption namely IoT in agriculture. It provides the specific reasons 'for' and 'against' IoT adoption in agriculture, which will give directions to the marketers of IoT technology to develop suitable marketing strategies to improve the adoption in rural areas.

Originality/value

This research takes the first step in the direction toward deliberation of the adoption of IoT-A by farmers in an emerging Indian economy using the BRT theory, which discusses the 'reasons for' and 'reasons against' adoption in a proposed model.

Keywords

- IoT adoption

Behavioural finance: understanding impact of human behaviour towards financial decision making

¹ Prof. Rajashree K. Gethe, ² Prof. Ankit Bajaj

¹(Asst. Prof.- HR, Pune Institute of Business Management, Pune)

²(CA, Asst. Prof.- Finance, Pune Institute of Business Management, Pune)

ABSTRACT

The purpose of this research paper is to develop a conceptual framework & understanding of field of behavioral finance. This paper put forth a theoretical aspects and practical implications of how human's behavior affects on person's financial decision making. The research paper proposes a conceptual interrelation between Finance, Psychology, Sociology where paper focuses on developing a certain factor which will help to deeply understand human's behavior while financial decision making (Behavioural Finance). Behavioral Finance is one of the emerging area of research in the field of Finance. It focuses on impact of human psychology and behavior on financial decision making. So it will be really interesting to find out the behavioral and emotional state factors that promotes human being to make financial decision. This research paper is to find out the factors that promotes human being to make the financial decisions which sometimes not as per the Financial Theories.

KEYWORDS

Behavioral Finance, Behavioral Biases, Individual's Financial Decision making, Psychology of investors etc.

1. INTRODUCTION

Today's Global financial markets are influences by various factors such as, the Economic changes that are take place in the country and the world, some institutional and political constraints, dissemination of information and accessibility to the information and many more. However, one of the most important factor is the Individual's perception and reaction towards making financial decisions. For any investor, making any financial decision is very crucial and important decision making process. And addition to this, this decision making is somewhat easy for financial professionals whereas it is somewhat difficult for non- financial professionals. These decisions are explained via several behavioral finance theories. Current advancement in technology have already enhances faster trade of investment. But still it has been found that though there is advancement in technology, trade become faster, advancement in education facilities people are well aware about various investment avenues and its subsequent good or bad implication but still sometime people make illogical financial decisions which are not actually taken based on the true financial knowledge but they are taken on the emotional and mental stage of that person at the time of making financial decisions which may sometime results in either good profits or huge losses for them which actually not expected by them. Thus study of Behavioral finance helps to understand the impact of psychology on the behavior of investors while investing and their consequent reactions occurring after realizing

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Book

Digital Health Transformation with Blockchain and Artificial Intelligence

Edited By Chinmay Chakraborty

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ABSTRACT

The book *Digital Health Transformation with Blockchain and Artificial Intelligence* covers the global digital revolution in the field of healthcare sector. The population has been overcoming the COVID-19 period; therefore, we need to establish intelligent digital healthcare systems using various emerging technologies like Blockchain and Artificial Intelligence. Internet of Medical Things is the technological revolution that has included the element of "smartness" in the healthcare industry and also identifying, monitoring, and informing service providers about the patient's clinical information with faster delivery of care services. This book highlights the

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Extrapolation of Talent Acquisition in AI aided professional environment

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Abstract: AI works like a human brain and it helps in automating the recruitment system. In HR department, AI is used in recruitment which smartly enables recruiters and it helps to screen resume of candidates, to analyze speech pattern of candidate using natural language processing tool, conducting some skill tests in addition to video interview, conducting some advanced competency tests and neuroscience games in order to demonstrate candidate's emotional and cognitive ability. AI is a human made software to make work easy and ongoing without any interruptions. AI replaces repetitive, time consuming work of sourcing and screening the candidates also improves candidate's experience and company's productivity by lowering the cost of recruitment. Major objective of this paper is to study how artificial intelligence effects on recruitment and talent acquisition process. This study highlights some AI techniques that companies are using for recruitment. Study based on use of secondary sources of information.

Keywords: artificial intelligence, talent acquisition process, human resources.

Reference to this paper should be made as follows: Gethe, R.K. (xxxx) 'Extrapolation of talent acquisition in AI aided professional environment', *Int. J. Business Innovation and Research*, Vol. X, No. Y, pp.xxx-xxx.

Biographical notes: Prof. Rajashree K. Gethe (B. Pharmacy, MBA-HR, NET) working as a Assistant Professor in Human Resource Dept., of Pune Institute of Business Management affiliated by Savitribai Phule Pune University, Pune, Maharashtra, India. She is having overall 3 years of teaching experience.

Comment [D1]: Abstract truncated to 140 words.

Comment [D2]: Provided biographical details of author.

This paper is a revised and expanded version of a paper entitled [title] presented at [name, location and date of conference].

Comment [D3]: NOT APPLICABLE

Interference of Artificial Intelligence, Analytics and Automation in Performance Management System

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SUMMARY OF THE CHANGES

1. Abstract reduced to 146 words.
2. Renumbered the points.
3. Redesigned the framework of PMS Software.

ABSTRACT

This research paper aims to explore the role, importance and use of Analytics, Automation and Artificial Intelligence in Performance Management System So as to make PMS error free & bias free and also it overcomes all possible limitations of Traditional PMS. The paper develops a conceptual framework of Application of AAA [Analytics, Automation, Artificial Intelligence] in Performance Management System so as to make it bias free and how organizations are benefited by adoption of 3A dimension in PMS. Adoption of Analytics, Automation and Artificial Intelligence in Performance Management System helps business leaders to make complex human capital process easier. Also, the paper proposes that use of HR Analytics, Automation and Artificial Intelligence will helps to reduce subjective bias occurred in the performance appraisal system and improves accuracy and fairness of the Performance Appraisal process, additionally it positively effects on employees improved perceived satisfaction towards fair PMS.

Keywords: Analytics, Automation, Artificial Intelligence, RPA [Robotic Process Automation].

1. INTRODUCTION

1.1 History of Employee Performance Management

Concept of Performance Management began around sixty years ago where it was considered as a source of income justification and used for determining the employee's wage based upon his performance at work.

But in late 1980s it has been realized that there exists a gap between employee's skills and knowledge and justification of pay and that became a huge problem for the use of performance management. But in order to keep employees motivated at work it is needed to manage and reward employee's performance. This approach of managing performance was developed in the UK [United Kingdom] and previously developed in Australia.

1.2 Brief of Performance Management System

Once the employee has been selected by the employer, employer is giving training to the employee and motivated them to do the work efficiently then the employee is appraised for his performance.

Shopping intention at AI-powered automated retail stores (AIPARS)

Author links open overlay panelRajasshree Pillai^aBrijesh Sivathanu^bYogesh K. Dwivedi^c

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Abstract

Artificial Intelligence (AI) is transforming the way retail stores operate. AI-Powered Automated Retail Stores are the next revolution in physical retail. Consumers are facing fully automated technology in these retail stores. Therefore, it is necessary to scrutinize the antecedents of consumers' intention to shop at AI-Powered Automated Retail Stores. This study delves into this area to find the predictors of consumers' intention to shop at AI-Powered Automated Retail Stores. It extends the technology readiness and acceptance model by the addition of AI context-specific constructs such as Perceived Enjoyment, Customization and Interactivity from the present literature. The proposed model is tested by surveying 1250 consumers & the data is analyzed using the PLS-SEM technique and empirically validated. The outcome of the study reveals that Innovativeness and Optimism of consumers affect the perceived ease and perceived usefulness. Insecurity negatively affects the perceived usefulness of AI-powered automated retail stores. Perceived ease of use, perceived usefulness, perceived enjoyment, customization and interactivity are significant predictors of shopping intention of consumers in AI-powered automated stores. This research presents insightful academic and managerial implications in the domain of retailing and technology in retail.

- Previous article in issue
- Next article in issue

Keywords

TRAM

PLS-SEM

Perceived enjoyment

Customization

Interactivity

Artificial intelligence-powered automated retail stores

ANALYSIS OF THE DECISIVE FACTORS FOR BUYING PATTERN OF THE CONSUMERS TOWARDS NATURAL AND AYURVEDIC (FAST MOVING CONSUMER GOODS) PRODUCTS

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²Research Scholar, Sharda University, Greater Noida, U.P, India

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ABSTRACT

The Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in the Indian economy and its market size in India is estimated to grow from USD 30 Billion in 2011 to USD 103.7 Billion in 2020. The new trend emerging in this sector is consumer-attraction towards natural and ayurvedic products. Domestically, Patanjali is one the new comers in the market and surprisingly has overtaken many companies who used to be the biggies of the market like HUL, ITC, Dabur etc. The company declared its annual turnover of the year 2016-17 to be estimated at USD 1.6 billion. They have a production capacity of USD 5.5 billion and are in the process of expanding to a capacity of USD 9.4 billion. The emergence of Patanjali in the Indian FMCG market intrigued the authors to study further about consumer behavior towards natural and ayurvedic FMCG products. The main aim of the proposed research is to identify the decisive factors for the buying pattern of the consumers towards natural and ayurvedic FMCG products.

KEYWORDS: Ayurvedic, Behavior, Consumers, Market & Products

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INTRODUCTION

FMCG stands for Fast Moving Consumer Goods, these are the products which are consumed at faster rate and have ever-ready demand in the market. These products are consumed on a daily basis by the entire spectrum of the society irrespective of social class, income group, age group etc. The FMCG sector has grown at an annual average of about 11% over the last decade. The FMCG products are generally low cost products such as processed food, beverages, cosmetics, toiletries, etc. Riding on the back of expanding requests and changing buyer inclinations on account of higher dispensable wages and the retail upheaval the division has been posting twofold digit development over the recent year. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. According to the Indian Brand Equity Foundation (IBEF), the market size of FMCG in India grew from USD 30 billion in 2011 to USD 52.75 billion in 2018, and is further estimated to reach USD 103.7 billion by 2020. Ayurvedic health products alone are forecast to cross US\$1 billion by 2021 in value as consumers are looking for 'natural' or 'organic' ingredients when choosing their hair and skin products[1].

As of now the interest for customary Indian natural items has expanded essentially in India and abroad. Fast Moving Healthcare Goods (FMHG) in India, overall known as Nutraceutical industry, is expected to grow by 20 percent to USD 6.1 billion by 2019 - mindfulness about wellbeing and wellness and evolving expectation for everyday comforts. A WHO (World Health Organization) study concluded that around 80 percent of the world

Augmenting the Potential of Ambient Energy With Special Reference to Solar Energy for Bringing a Paradigm Shift in the Indian Economy

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ABSTRACT

Ambient energy is the source of energy that is renewable, free of cost, and available in abundance. Our search for the potential raw material for conventional energy production like coal and oil have a limited availability. We will be forced to look for alternative sources sooner or later. Our future generations depend on how fast we can find alternative sources for energy production. Fortunately, we have initiated the search. World economic leaders and India are looking for alternative ambient energy sources through solar, wind, and hydraulic processes. India has made substantial progress in this aspect in short period of time. The government's futuristic approach and assistance from various domestic and foreign non-governmental organisations has helped pave a road for the future. This research paper tries to identify the progress, adaptation, and role of creating a sustainable macro-economic inclusive growth in the Indian economy with the help of solar energy harvesting.

KEYWORDS

Ambient Energy, Decarbonisation, Electronic Vehicle, Floating Solar Panel, Ground-Mounted, Roof-Top, Solar Energy Harvesting, Solar Water Pump, Sustainable Economic Development, Utility Scale

INTRODUCTION

There is a reasonable explanation of why India is thinking about harvesting and heavily investing in ambient energy sources. The thinking process is not limited to India only; it has been widely affirmed and practised globally. Global warming is one of the most significant reasons why the global outlook on energy consumption is shifting from a traditional energy source to a renewable energy source. Moreover, a year-on-year increase in the price of per unit in the conventional energy sources, and limited resources of natural gas and oil made us consider moving toward an alternative energy source.

According to the BP Energy Outlook 2017 version, the energy consumption in India will grow at a rate of 4.2 per cent by 2035. The global demand of energy will rise to 30 per cent by 2035 (ETBureau, 2017). Ambient energy being a renewable source of energy and present in abundance in our environment, could have the potential to become the only source of energy in future. The

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FACTORS INFLUENCING FINANCIAL AND ENVIRONMENTAL PERFORMANCE IN GREEN SUPPLY CHAIN MANAGEMENT: AN EMPIRICAL STUDY

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Pune Institute of Business Management

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ABSTRACT

The primary objective of this research paper is to introduce the factors influencing financial and environmental performance concerning the green supply chain management. Moreover, this research will provide an overview of the various issues related to Green Supply Chain Management (GSCM).

The research work relies on past literature, case studies related to GSCM. Literature has been segregated into various part to understand differentiated GSCM issues across the globe. A detailed review of literature is used to sort out the literature and develop the research objective and the direction of the present study. The analysis of literature focuses on the development of GSCM including all those researches which are relevant to social sustainability and environment especially in the context of Indian organisation. It mainly concentrates towards operation management and supply chain management.

This research paper introduces a conceptual framework based on the four independent variable namely Green logistics, Green procurement, GSCM practices, and Supplier relationship management and its impact on the Green Capability leading to Financial performance and Environment performance. Findings of the research reveal that there is a significant positive relationship between the independent variable and the dependent variable. The research paper has provided an insight for an integrative framework, design, implementation and GSCM performance. The findings also identify a number of issues that need to be addressed. The implication of the work is that the knowledge of the research gap can be used to focus efforts on key areas so as to ensure speedy and comprehensive implementation of GSCM practices.

The paper may prove to be a very useful source of information to practitioners and regulators in their green practices implementation programs. This paper provides some of the very first insights into the development of GSCM theories. The methodological review will provide a better understanding of the current state of research in the discipline.

Keywords- Performance measurement, Supply chain management (SCM), Green supply chain management (GSCM), Green supply chain management implementation.

INTRODUCTION

FACTORS AFFECTING CONSUMERS IMPULSE BUYING BEHAVIOUR IN RETAIL: A CONCEPTUAL STUDY

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Assistant Professor – Pune Institute of Business Management, Pune

Dr. Yachna Gharde

Assistant Professor – Pune Institute of Business Management, Pune

ABSTRACT

This paper aims at identifying the factors influencing consumer's impulse buying behaviour on a personal level as well as the outlets' atmospheric level. This research is descriptive in nature as it tries to find out the factors involved in impulse buying behaviour. Moreover, this research also focuses on looking at different aspects of impulsive buying behaviour of consumers and how it is done. It studies the factors that influence impulsive buying in consumers in a modern retailer format. Additionally, this research will help the retailers to form their strategies based on the findings of the research. This paper proposes a conceptual framework with a different factor influencing the behaviour, which affects the impulsive buying pattern in a customer. The primary objective of this research paper is come up with a conceptual model pertaining to the factors influencing the impulse buying behaviour in the consumers while they go for shopping in a typical retail store. The future researcher can test the proposed conceptual framework empirically to validate the proposed model in different contexts.

KEYWORDS: - Impulsive buying, Personal Factor, Retails Outlet's atmosphere.

INTRODUCTION

Shopkeepers always feel good when their shops are filled with customers who are willing to buy. Shoppers who are doing window shopping suddenly sometimes feel the impulse to buy certain products based on their display style. Past research has shown proof of the unplanned purchases that happen for about 60% of the customers out of the total purchases that are accounted by the retailers (Ahmad et al.,; Ali & Sudan, 2018). However, impulse buying behaviour varies from the product to product. The fact that most of the customers shows unplanned behaviour and to be more specific, impulse buying behaviour proves that there is a sizable percentage share of unplanned *versus* the planned buying (Bellini et al., 2017). In 2017 a study conducted by (Bellini et al., 2017) on the Point-of-Purchase advertising revealed that 76% of the total purchase decisions are made while scrolling through the stores. Some authors also talk about different factors that affect the behaviour of the buyers toward the products available at their hands on the point of visiting stores (Husnain et al., 2019). For instance, if it rains in the middle of the day and a person does not have his umbrella with him, he might go to the nearest possible store in search for the same, but he does not find it, he might buy a Raincoat, to save himself from getting wet.

The atmosphere also changes the impulse of a person for thinking of buying one thing but ending up with buying some alternate product available easily (Lo et al., 2016). As **Kotler States (2017-74)** "*The design of the retail chain outlet that produces specific*

Adoption of artificial intelligence (AI) for talent acquisition in IT/ITeS organizations

Rajasshrie Pillai, Brijesh Sivathanu
Benchmarking: An International Journal

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Abstract

Purpose

Human resource managers are adopting AI technology for conducting various tasks of human resource management, starting from manpower planning till employee exit. AI technology is prominently used for talent acquisition in organizations. This research investigates the adoption of AI technology for talent acquisition.

Design/methodology/approach

This study employs Technology-Organization-Environment (TOE) and Task-Technology-Fit (TTF) framework and proposes a model to explore the adoption of AI technology for talent acquisition. The survey was conducted among the 562 human resource managers and talent acquisition managers with a structured questionnaire. The analysis of data was completed using PLS-SEM.

Findings

This research reveals that cost-effectiveness, relative advantage, top management support, HR readiness, competitive pressure and support from AI vendors positively affect AI technology adoption for talent acquisition. Security and privacy issues negatively influence the adoption of AI technology. It is found that task and technology characteristics influence the task technology fit of AI technology for talent acquisition. Adoption and task technology fit of AI technology influence the actual usage of AI technology for talent acquisition. It is revealed that stickiness to traditional talent acquisition methods negatively moderates the association between adoption and actual usage of AI technology for talent acquisition. The proposed model was empirically validated and revealed the predictors of adoption and actual usage of AI technology for talent acquisition.

Practical implications

This paper provides the predictors of the adoption of AI technology for talent acquisition, which is emerging extensively in the human resource domain. It provides vital insights to the human resource managers to benchmark AI technology required for talent acquisition. Marketers can develop their marketing plan considering the factors of adoption. It would help designers to understand the factors of adoption and design the AI technology algorithms and applications for talent acquisition. It contributes to advance the literature of technology adoption by interweaving it with the human resource domain literature on talent acquisition.



Evolution in Computational Intelligence pp 223–231

Utility of Neural Embeddings in Semantic Similarity of Text Data

Manik Hendre , Prasenjit Mukherjee & Manish Godse

Conference paper | First Online: 09 September 2020

463 Accesses | 3 Citations

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Abstract

Semantic similarity plays an important role in understanding the context of text data. In this paper, semantic similarity between large text data is computed using different neural embeddings. We review the utility of different deep neural embeddings for text data representation. Most of the earlier papers have studied the semantic similarity of text by using individual word embeddings. In this paper, we have evaluated the neural embedding techniques on large text data with the help of Essay Dataset. We have used recent neural embedding methods such as Google Sentence Encoder, ELMo,

Designing Employee Engagement Framework for a Business Unit of an Indian Multinational Conglomerate

Archana Kumari

Abstract: Employee engagement is an area which has been in discussion lately. Many organizations fail to engage their employees as a result they face high attrition resulting to high cost. The level of employee engagement in an organization can be enhanced by identifying the drivers. These drivers can then contribute in developing an employee engagement model and framework which could be of help for the organization in the long run. This research is conducted in one of the business unit of an Indian multinational conglomerate. The purpose of the research was to design an employee engagement framework. For this, the researcher prepared a survey questionnaire using quantitative technique and floated it to all the employees (769) in that business unit. There were total 49 questions out of which 36 were closed ended 5 point Likert scale positive statement and 4 open ended questions. To understand the characteristics of the population size for identifying which all drivers are influencing the employee engagement in the organization the most, the researcher had used Descriptive research. MS Excel and statistical tools were used to analyze the data and to come up to a conclusion. Using the research findings of the research, the researcher framed an employee engagement framework which the company is planning to implement.

Keywords: Employee Engagement, Employee engagement Framework, Drivers of employee engagement, Descriptive research, Engaged employees, Disengaged employees, Business Unit

Chapter 1: Introduction

1.1 Introduction

1.1.1. Introduction to topic

Many of the organization fails in their strategic planning to engage the employees while retaining them, this results in employees being disengaged which itself is the cause to many unwanted problems. These problems lead to the failure of the business or heavy loss. The only customer that Human Resource (HR) department of an organization has are the employees of that organization and if the employees are not happy and content then they will start leaving which will in turn increase the cost to company. HR these days are not just playing the operational function in an organization but also strategic functions. The employee engagement is one such strategic function of HR which helps the organization to link and bridge the gap between the employees of the organization and its strategies, objectives and goals. Company's growth is hugely dependent on the strategic policies created by the HR of the organization. Retention of employees and for their engagement throughout the employee's lifecycle, HR personal needs to design a strategic plan for the employees. There are multiple

benefits of the strategic functions in HR:

1. Job satisfaction
2. Work culture
3. Customer satisfaction
4. Good resource management
5. Boost productivity
6. Employee engagement

The strategic development is itself a broader term and had to be categorized into more specific objectives. The researcher went on to investigate the specific area on which she could conduct a research. While interacting with the Senior HR personnel she gathered some information on the attrition rate. The attrition rate of the financial year 2018-2019 was very high when compared to the attrition rate of the previous financial year. There are various reasons for high attrition rate in an organization, one among them is disengagement of employees. An engaged employee never leaves his/her organization at any point of time. The next issue was to find the areas of HR intervention to boost employee engagement after finding the drivers on which employee engagement depends.

Introduction to Organization

The organization where the research was conducted is an Indian multinational conglomerate holding company headquarter in Mumbai, Maharashtra, India. It owns businesses across India engaged in energy, petrochemicals, textiles, natural resources, retail, telecommunications and other services.

The Business unit of the organization is a distinct department mandated to de-risk, safeguard and secure India's largest private sector company by harnessing expertise from across the spectrum. The officers of the Business unit have to be there round-the-clock, to safeguard the organizations assets and protecting India's economic wealth. Its leadership comprises of a multidimensional and diverse range of experts, including veterans from the military and paramilitary forces, law enforcement agencies, intelligence services as well as technical experts from the industry. Aided by a cutting-edge technology solutions team, they work tirelessly towards resolving complex challenges, effectively and sustainably.

The Business unit provides cover to the Jamnagar Refinery, 16 major petrochemical manufacturing sites in India and support Telecom and Retail across 29 states and key Union Territories as well. It takes great pride in its ex-employees, who handle key portfolios in industrial conglomerates across India and abroad, extending a secure and safe footprint, built on the foundations of ITS ethics and culture.

Revised Manuscript Received on November 15, 2019
Archana Kumari

Impact of Performance Management System and Employee Satisfaction towards Employee Retention in a Small Finance Bank

Ayushi Maheshwari

Abstract: This paper provides an explanation on how performance management system affects employee satisfaction and employee retention. The study here is done to explore relationships between them in Banking Industry. The responses taken showed direct and through relation among themselves including common dependence on some human resource management factors. Impact of Performance Management System on organizational behavior has been under investigation but there are some findings which say that Performance Appraisal plays crucial role on employee satisfaction, performance and retention. More the employee satisfaction level the more is the intention of employees to stay in organization. The responses gathered were 40 from different grades like MT(Management Trainee), AT(Apprentice Trainee), A1(Executive), A2(Senior Executive), A3(Assistant Manager), B1(Deputy Manager), B2(Manager), C1(Senior Manager), C2(Assistant Vice President), C3(Deputy Vice President), D1(Vice President), D2(Senior Vice President 1), D3(Senior Vice President 2), E1(Executive Vice President), E2(President), G(Group Head) and I(Executive President). It was found that R value of Employee Retention is 57.7% and the most contributing factor is Employee Satisfaction than Performance Management System.

Keywords: Performance Management System, Employee Satisfaction, Employee Retention, Small Finance Bank, Employee Engagement

1. INTRODUCTION TO THE PROJECT

1.1 Sector Information

Banking sector value has increased to US\$ 1.56 trillion in FY18, total lending capacity has augmented at a CAGR of 10.94 percent whereas total deposits amplified at a CAGR of 11.66 percent. The overall banking sector assets have increased at a CAGR of 7.01% and interest income of the sector has grown to 7.55 percent CAGR. In SFB sector which is a kind of niche banks providing basic services in banking of acceptance of lending of deposits. The motive of these financial inclusion is to serve those sections of economy which are not assisted from another bank like marginal and small farmers, small business units, small industries and micro and unorganized sector entities. Objectives of SFB is furthering financial inclusion via provision of savings vehicle underserved and unserved sections of population, supplying credit to small industries, marginal farmers etc. through low-cost operations and high technology. Plans of small finance banks for expansion of annual branch in first five years would require RBI approval. This plan of annual branch expansion should remain in compliance with the need of opening minimum 25

percent branches in rural unbanked centers. The equity-capital is to be minimum paid-up for SFB should be Rs. 100 crore and lowest capital adequacy ratio to be 15 per cent. In case of promoter's contribution in SFB in starting least contribution under paid-up equity capital should be 40 percent and if it exceeds then it should be lowered down to 40 percent in coming 5 years. Further in a span of 10 years, promoter's stake must be lowered to 30 percent and within 12 years to 26 percent. SFB when reaches its net worth of Rs500 crore then listing gets mandatory in three years of its reach. Here the paid-up capital sets to automatic 49 percent and maximum to 74 percent with approval (Reserve bank of India, 2014).

1.2 Company Information

This Small Finance Bank in FY95-96 to FY01-02 was started by a first-generation entrepreneur as a non-deposit taking NBFC in one-room office with no capital. The business was built with HNI support for six years. In FY02-03 to FY06-07 it became channel business partner for one of the leading bank in Rajasthan and subsequently in Maharashtra. In FY07-08 to FY14-15 investment was attracted from Marquee including Motilal Oswal, Warburg Pincus, Kodaara Capital, IFC and Cheys Capital. Successful subsidiary/ associate companies were built like Housing and Insurance. In FY15-16 and FY16-17 it hogged SFB license (the only asset financing NBFCs amongst 10 licenses) and started the bank transition process. It was converted into a domestic owned company. While in FY17-18 it commenced SFB operations with a wide bouquet of retail loans, SME & Mid corporate loans, deposit products, payments and transaction banking. It was registered as corporate agent with IRDAI for Bancassurance and received 'Schedule Bank' status. Long term credit rating upgrade from IND A-/Positive to IND AA-/Stable also it was featured as Fortune India 500 company. This Small Finance Bank has 500 touch points in India: 249 Rajasthan, 63 Gujarat, 51 Maharashtra, 59 Madhya Pradesh, 28 Punjab, 11 Haryana, 11 Delhi/ NCR, 7 Chattisgarh, 5 Himachal Pradesh, 2 Uttar Pradesh and 1 Goa. Our Vision: To be the world's most trusted retail bank and convicted employer, that is admired as the epitome of financial inclusion and economic success, where ordinary people do extraordinary things to transform society at large, thereby guaranteeing trust, confidence and customer delight. Our Mission: To build one of India's largest retail franchise by 2022 that is admired for making every customer feel supreme while being served, aspiring that no Indian is deprived of banking, bias for action, dynamism, detail orientation and product & process innovation, globally respected standards of integrity, governance & ethics, being an equal opportunity employer, providing a collaborative and rewarding platform to all its employees, fastest growth to Rs1 trillion book size and a client base of

Revised Manuscript Received on November 15, 2019
Ayushi Maheshwari,

Application of TAM model in teaching and learning – a behavioural study on social media

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Abstract: Social networking sites are becoming very popular among students. It is considered one of the most important sources for creating content for teaching and learning among students. The purpose of this research is to examine the impact of perceived usefulness, perceived ease of use on attitude and behavioural intention which determine the actual behaviour to use social media in teaching and learning. A conceptual model has been developed after an extensive literature review and analysed with the help of structural equation modelling. The result of the study suggested that the perceived usefulness and perceived ease of use are good predictors of attitude and behavioural intention and attitude is a good predictor of behavioural intention and behaviour intention predict the actual behaviour of the student to use social media.

Keywords: teaching and learning; perceived usefulness; perceived ease of use; attitude; behavioural intention; actual behaviour.

Reference in this paper should be made as follows: Sharma, B.K. and Pal, V.K. (20XX) 'Application of TAM model in teaching and learning – a behavioural study on social media', *Int. J. Management Practice*, Vol. X, No. Y, pp.xxx-xxx.

Biographical notes: Bhuvanesh Kumar Sharma is currently working as an Assistant Professor from the Pune Institute of Business Management, Pune. He is having more than nine years of experience in teaching and published/presented more than 35 research paper in various national and international journals and conference of repute. He has shown high calibre in research and taught marketing research and guided students and faculties in writing good quality research papers.

Vinod Kumar Pal is working as an Assistant Professor of IT from the Balaji Institute of International Business, Pune. He is having expertise in IT related subjects and Python, artificial intelligence, etc.

This paper is a revised and expanded version of a paper entitled 'Application of TAM model in teaching & learning – a behavioral study on social media' presented at International Research Conference on the topic of 'Emerging Trends and Challenges in Globalized Digital Era', Oshkara University, Chandigarh 25th-26th May 2018.

Internet of Things (Future of Inventions on Artificial Intelligence)

Raj Malhotra, Bhavyadeep Bhatia

Abstract: The inclination of world towards Internet of Things (IoT) is the future of each biotic and abiotic things in world. As the IoT will transform into enormous networks of connected devices transmitting data of their functioning with the help of Internet, artificial intelligence & data sensor to transform them into intelligent virtual objects. The aim of IoT is to provide more comfortable & efficient life the consumer, by gathering operational behaviour of an object to track down its effect. In such peak of this, present study portrays the future opportunity of IoT concept by systematic research paper of scholar & the five popular IoT devices launched in world and their functioning.

Key words: Internet of Things (IoT), Sensor, AI, Virtual, Intelligent

1. INTRODUCTION:

The Internet of things can be worlds one of the most profound IT invention. The IoT is a key part of future Internet. As by merging all the physical object and transforming them into intelligent virtual objects by the help of technological advancement in IT sector. In order to monitor the object and to store the data in clouds in order to maintain the records of their performance. The monitoring and recording are done to take a corrective measure if something gets wrong. The two parameters of communication in IoT are: object to object, in which the cluster of devices parallelly communicate to check monitor on each and every aspect of product. The second way is object to person in which the object performs certain function in the absence or without the acknowledgment of person but this function with the help of AI and the command given by person to object. For an instance, a smart phone can opt any song of user preference and play but the songs are not in phone it is been used by a data stored in cloud with the service provider and using that data by giving a command and receiving the output from the source. There are three types of IoT are collecting and sending information, receiving and acting on information and undertaking both, like the smart watches nowadays specially the Apple as an innovator the product has launched the watch to detect the human heart attacks and the sensor in the watch can detect the possibility of any circumstances and watch send the data to connected iPhone of user and portrays all the detected possibilities of it.

Literature Review:

The scope of the literature has aimed from every Nano to micro particle in world as the future potential and target for technical things. From this it comes to a conclusion the

literature review has been written for technologies of IoT. As the capabilities of doing work by analysing the user commands and implementing it. The object which prior used by a constant monitoring by user has transformed its function from traditional to modern technical source, where the product is following the user command by a software based on AI and to produce the end result.[1]

The study depicts illustrative model of automatic control block design in the study, as a user always gets the final result from device but in IoT the devices will be connected to server (database) and that is controlled by sensor by acting as a bridge gap as what they want and when to fulfil it. The (Inshik Kang, Kwanghee Cho, Hockyung Jung) authors clearly depicts that, the user gives a command that is been followed by sensor to the server and the mode of command can be smart phones or remote control which give an ease to user to give the command. This can be any of the device as in the smart homes from doors to lights to fan other multiple devices are inter connected in a network and just by giving a command from smart phones it is been analysed and then directly followed to produce the main product.[2]

The authors have displayed and explained the structure of automation control architecture as from the application to server the data transmits by remote control and the data transferred by regular monitoring the regular data device data is been analyzed and server forward the user query in device by home control device.[2] The authors talked about each technicality aspect of its function in the real-life model to give us an overall knowledge. The IoT is expanding its roots in diversifying its product range in health care products like the brands Apple, Fitbit, MI and many more is launching products in wearable IoT products in global market to help user to track the health issues by monitoring it by the help of Artificial Intelligence. The user data is stored in cloud services & user can opt for it any time and track down and evaluate the data of a particular period. The products help to track heart related health issues, obesity and etc. The user can get the target or a suggestion if it's any caution then refer you to meet doctor near you. If its problems like obesity the wearable devices set the target for you achieve each day in order maintain your health.

Apart from their price limitation to user still study shows they're opting it as they are investing in it as they believe in technology and have importance of it their daily life. The products easy to use the sensor sense the issues and prompt a notification in connected mobiles of the user through an authorized application.[3]

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Service Quality Measurement of Antivirus Software Industry by using Servqual Model

Nilish Kate, Mahendra Mure

Abstract: – The Quality of Service in Antivirus-Software Industry is an important factor for successful Business. This Paper Studies the Antivirus-Software Users from the IT industry, Educational Institutions, Manufacture sector industry for understanding the genesis of service quality and potential gaps in service quality. The objectives of the study to find out Major Service quality attributes or dimension using SERVQUAL Model. A better understanding of consumer will give the Antivirus software providing companies an opportunity to improve the quality of service and to gain the competitive advantage.

Key Words:– Quality, Service, Anti-Virus Software, SERVQUAL Model.

I. INTRODUCTION

In today's, business scenario global antivirus software market has registered growth in revenue form that is -1.2% compounded annual growth rate (CAGR). The global market valued US\$ 3770 million in 2019 and expected to reach US\$ 3500 million by 2024.

Indian Antivirus market is estimated to reach US\$ 246.3 million by 2024 [14].

Government activities, multiplication of cell phones, increasing internet penetration and internet of things (IoT) area, considerable increment of digital and cyber security spending and developing Information Technology (IT), Small Medium Enterprises (SME) and edu-tech hubs in the nation are a portion of the key elements to drive the development of antivirus market in India.

Cyber security expenditure in India is estimated to reach US\$ 37666 million by 2025. High market potential in antivirus software industry due to following major reasons [15]: *Fast Growing cyber security market, Public awareness and Media coverage of cyber security problems, Growing number of internet users, E-Commerce new opportunities and Risks, Competition: when service makes a difference*

Antivirus software prevents, discovers and delete wicked programs. It assists real-time scanning of the systems memory, operating system and files by using heuristic methods. This methods helps to prevent computers from being infected with malware.

Today in dynamic and complex global business environment, service sector plays a vital role not only in developed countries but also in developing and emerging economies due to fastest growing service sector contributes high the economy of the country.

Service management and service quality is considered as key drivers for a success and survival of any service organizations in modern and competitive business environment. Meeting service quality standards for customer satisfaction is a matter of concern; poor service quality would have severe effect on customer satisfaction. The purpose of the present study is to understand service quality factors and customers perception towards service quality; to identify and analyse the service gap between customer expectations and actual service for antivirus software service providers.

II. LITERATURE REVIEW

A. Parasuraman, et al. defined services are intangible. Difficult to measure, test and set standard quality. subsequently, it is very difficult understand the customer expectation and their assessment criterion for quality of service. Several academicians researcher and practitioners search in terms of service quality concepts, frameworks and models for different organizations. Many researcher defined quality with different dimensions of quality. So quality cannot be defined in any standard form [2]. Reeves and Bednar provided various description of quality as follows: a. quality means conformance to specification, b. quality defined as excellence in performance c. quality as value d. quality as meeting customer expectations [4].

SERVQUAL model of service quality developed by Parasuraman, et al. [1] [3] [10] [11]. This five dimension model is more acceptable and dependable for assessing service quality of any type of services of organizations [9]. This model recognized as one of the significant techniques to measure quality of service given to customers. In today's era of digital, Service quality has been transformed from traditional to digital, which leads to change in dimensions of measuring service quality parameter in consumer minds and service differentiation among different service providers. Different new models and scales have been evolved and created with respect to digital interface in diverse research subjects [7].

In SERVQUAL, five dimension model show that 22 items with sections which measures actual service provided for a specific products or services by the organizations and customers expected level of service quality from service providers [13] [5] [6]. Five dimension of service quality is as follows: (1) Tangibility: physical location and infrastructure aspect of service provider; (2) Reliability: ability to provide promised service consistently and precisely; (3) Responsiveness: capacity to provide quick response for customer assistance; (4) Assurance: employees capacity to build trust and confidence for their service among customers; and (5) Empathy: care and personal attention gives to its customers.

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The Barricade for the Fluent Function of Businesses using Artificial Intelligence

Roswell Sumer, Raj Mishra

Abstract: With the development of artificial intelligence which has been a great contribution to a great extent for operating the work without any difficulty. This creates great attention for many researchers and practitioners to implement artificial intelligence in the required fields of work. In this paper, we bring out the systematic review of the barricade of business when using artificial intelligence. It is acceptable that artificial intelligence can contribute to a large extent in making the business operations meeting the speed expected by the customer. Many businesses have extended their methods of operations in the market by bringing in artificial intelligence. In every business, there is always a mishapening which can hamper the function of the organization. Some of the mishaps will be discussed in this paper and also the findings and suggestions for these mishaps shall be discussed for future research (Buria, 2018) (Duan, Edwards, & Dwivedi, 2019).

Keywords: Artificial intelligence, business operations, ethical issues, illiteracy, geographical coverage, barricade, barriers, robot application, illiteracy.

I. INTRODUCTION

In the midst of a sophisticated economy, human beings also have improved various technologies. The reason is to provide and ensure that product and services in an easy way. There are many revolutions which have taken place since human came into existence, for they sought to ensure the efficiency in performing a task in more productive means. Many countries witness a rapid increase in the human race which in turn creates a high demand for the product and services. However, with the improvement in technology, the business industries can come out with different products and services serving the customer as per the demand, moreover, companies also able to create a unique product/services and meet the expectation in a wide population. People have been very much advanced since the past generation with the implementation of artificial intelligence. The concept is non-other than performing the task by the computer that is usually needed the human intelligence to install into it. For example, speech recognition, visual perception, decision making, etc. The words intelligence means the potential to acquire and apply various skills and knowledge to solve the problem. Adding to this, intelligence also means the use of a mental capability to solve, reasons, and learn many situations.

Intelligence is a combination of other cognitive functions like perception, memory, planning, attention, language. The investigation regards to the barricade of artificial intelligence on business operations in providing the reliable product and services to the customer have been structured around the topics such as ethics, geographical coverage, customers privacy, illiteracy impact, and friendly uses of these artificial intelligence and frequent requirement of the customer. The company implementing various methods of artificial intelligence in the business have also a breakdown of these mechanical tools. It is an obvious observation that the world has promoted to automation generations. And this encourages many entrepreneurs to set up their own businesses utilizing the advantage to provide the automation tools. There are many barriers which could include in hampering the business operation apart from the above-listed barricade. It is important for the entrepreneur to set up a backup for this automation tool in case of any failure, this will help them in combating the product/service they offer to the customer. Therefore the company has to identify a relevant alternative to substitute and keep the functions of the business going on without any discrepancies.

II. RESEARCH PROBLEM

This paper shall discern the barricade of business operations in relation to the application of artificial intelligence. There is kind of obstacles which could distract the smooth functioning of the business operations e.g. ethical issues, the privacy of the customer, geographical coverage of business communication, illiteracy impact. Each of these aspects has its own impact on the development of the business organization. Therefore is significant to point out the barriers and alternative for the said obstacles.

III. RESEARCH METHODOLOGY

The research has been executed focusing the collection of secondary data with the main intention to extract the barriers of business operations when bringing artificial intelligence in the field of work. Data are collected from various related online journal articles and online related documents. Since the study is carried out on conventional and normal research, the sources are adequate to validate the explorations and purposes without an essential approach.

A. Artificial intelligence ethics: Artificial intelligence ethics is another aspect that focuses more on the behavior of robotic machines and other man-made intelligence beings.

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An empirical study on entrepreneurial bricolage behavior for sustainable enterprise performance of startups

Evidence from an emerging economy

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Abstract

Purpose – This paper aims to study as to empirically investigate the role of entrepreneurial orientation (EOR), entrepreneurial bricolage (EBR), technology orientation (TOR), sustainability orientation (SOR) and Trust (TUR) in the sustainable enterprise performance (SEP) of tech startups in India. It uses a framework grounded in the EBR theory, upper extension theory and resource-based view theory.

Design/methodology/approach – A primary survey was conducted using a structured questionnaire amongst 286 sample respondents from 425 tech startups and the data were analyzed using the partial least squares structural equation modeling technique.

Findings – The findings suggest that EOR and TOR significantly influence SEP. SOR and TUR do not significantly affect the SEP. EBR plays a significant mediating role between TOR and EOR and SEP in the context of Indian technology-based startups.

Research limitations/implications – This cross-sectional study has a geographic limitation as it was conducted in Mumbai, Bangalore and Pune and their suburbs. As this study was carried out in the context of tech startups in a developing country such as India, caution needs to be exercised while generalizing the findings of this study to other regions, countries and cultural contexts.

Practical implications – This study highlights the significance of TOR and EOR in the long-term SEP to the budding entrepreneurs who have strong EOR and deploy EBR strategy to start their new business ventures. It also infers that less of the reasons for the failure of tech startups are because of the lack of attention to TUR and SOR.

Originality/value – This study has a novel contribution as it empirically validates the role of multiple constructs such as EOR, TOR, TUR, SOR and EBR toward SEP in a resource-constrained startup environment in the context of a developing country such as India.

Keywords Sustainability, Entrepreneurship, Bricolage, Technology orientation, Trust

Paper type Research paper

Introduction

As the research interest in the entrepreneurship domain has grown, so have multiple entrepreneurship theories to describe the reasoning behind the behaviors of entrepreneurs. Initial theories were more focused on the supply and demand gap of offerings while some of the latest theories focused on the resources available to the entrepreneurs. Entrepreneurial



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Understanding Employee Engagement Initiatives Taken by Different Companies under BFSI Sector in Areas of Pune & Mumbai

Sucha Bagchi

Abstract: An engaged employee is the one, who puts his hands, mind & soul to his work, the one who is aware of the business scenario of the organization & works better with his team mates in order to benefit the institution & the individual as well. In present times, when competition for top talent is fierce, and the cost of training new hires is steep, the HR team is concerned enough to build up a fully engaged workforce. Researchers have broadly described the concept of employee engagement & the need for it & even the implications. This study takes an initiative to understand the various kinds of employee engagement activities that are done in renowned companies especially catering to BFSI sector. The detailing of such activities are primarily focused on & how they actually benefit the organizational culture & mark a sign of growth & success. The work also mentions the different management levels for which these are being conducted. The research is basically an exploratory approach, which has been done through surveys & direct personal interviews by the help of a structured questionnaire. A Systematic Literature review type has been employed in this study. The outcomes of the research work were particular initiatives by specific banks & financial companies, categorized under fun & recreational activities, employee welfare, social service, team building, mentoring & other activities. The study will help organizations to initiate or plan activities/strategies for engaging their workforce as it contains detailing of such activities & moreover it has been collected from authentic sources. While studying different research papers, it was found that most of them elaborates the idea of employee engagement & its implications on an organization, others focus on a particular initiative, for example, CSR activities & how it contributes to employee engagement. Hence, the motivation to conduct the study was a need to understand employee engagement initiatives particularly in banking & financial sector & the details of how they are being conducted, also including their effects on employee productivity. The research work is geographically concentrated in western region of India, particularly in areas of Pune & Mumbai, yet it creates further scope of research in various other sectors & regions to understand the relation between, geography, people & what kind of employment engagement activities are done catering to their needs.

Keywords – Employee Engagement, Banking & Financial sector, Employee Welfare, Productivity, and Organizational & Individual Development.

1. INTRODUCTION

An engaged employee, in simple words, is the one who puts his hands, mind & soul to his work, the one who is aware of the business scenario of the organization & works better

with his team mates in order to benefit the institution & individual as well. Employee engagement is based on values such as trust, integrity, commitment & two way communication between an organization & its people assets. (Macleod D & Clarke N, Engaging for Success: enhancing performance through employee engagement). In present times, when competition for top talent is fierce, and the cost of training new hires is steep, the HR team can't afford to not engage their employees completely, as an engaged workforce brings out innovation & higher profits. Employee engagement also benefits the organizational culture & mark a sign of growth & success of the same. The BFSI sector is a section of the economy made up of firms and institutions that provide financial services to commercial and retail customers. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities, the banking sector being a part of service sector contributes around 56.9 per cent to the Indian GDP (2019, March IBEF Reports. Retrieved from <https://www.ibef.org/industry/banking-india.aspx>). The sector also accounts a growth rate of nearly 8.5 per cent per year at recent times, according to IBEF reports. The total value of mergers and acquisition during 2017 in NBFCs, diversified financial services and banking was US\$ 2,564 billion, US\$ 103 million and US\$ 79 million respectively. The financial sector in India is predominantly a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system. With rising income drives the demand for financial services across income brackets. Sector division of employment suggests that banks were seen to employ highest number of employees in FY17, roughly around 21 percent & financial sector accounting a growth rate of nearly 11.24 per cent. Although the industry seems to grow high in the near future but it also marks the high attrition rate ranging from 18.2 per cent in financial services sector to 17.8 per cent in banking sector (Sanika Diwanji, 2019, Feb. Retrieved from <https://www.statista.com/statistics/737996/average-voluntary-staff-turnover-by-industry-india/>) Therefore, in present times when expectations of employees have changed, they are more mobile in terms of profession and does not believe in working in an organization for a lifetime which makes retention of top talent a challenging task. A company that has an effective employee engagement strategy and a highly engaged workforce is more likely to retain top performers as well as attract new talent. It becomes essential for the cotemporary & upcoming human resource team has to work on employee engagement as it is a

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Understanding Facial Recognition System Usage and Adaptation among Millennial and Non-millennial consumers

Saurajit Mallick, Palak Sharma, Abhishek Srivastava

Abstract: Facial recognition technology has proved immense usefulness by being one of the most effective and non-intrusive means of authentication system. Privacy concerns are accompanying the development of the facial recognition system since its inception. However, the perception has changed remarkably over the last 6 decades. Rather than considering a facial recognition system as a part of a sci-fi imagination, it has become more realistic and brought convenience, safety, and security to our daily lives. Not only has the millennial, the understanding and adaptation rate of facial recognition system amongst all generations, through mobile devices, Governmental and private projects, reached a significant level. Apart from technical applications, facial recognition provides extensive opportunities in numerous other fields of business. The rate of cooperativeness for innovative usage of facial recognition system seems to rise amongst all the individuals, irrespective their age group. One of the biggest motivators being the self-interests in keeping up with technological advancement, which provides a great opportunity for the marketers and technology companies to provide relevant information for their target audience. This research will try to validate the theory proposed by Murray (2011) that millennial are most comfortable people to adaptation of technology, including the facial recognition system. It also tries to identify the usage and adaptation factors among all the age groups and to find out key business areas where facial recognition can be value addition.

Objective: This paper elaborates the adoption of Facial Recognition System as device access and security enabling technology amongst millennial and non-millennial users. As the technology has seen rising adoption by Government, Business and Individual users; this study attempts to understand customer awareness about the technology as well as perceived challenges and benefits by users. User age group and generation have been used as an indicative parameter to determine if the technology adoption has seen some definitive preference by any one user group.

Design/ Methodology/ Approach: This study entailed a secondary study about customer adoption of Facial recognition systems, followed by a questionnaire-based survey with a mixed population comprising of millennial and non-millennial respondents.

Findings: Through this research work, we could conclude that the millennial age group shown the highest percentage of affinity toward adopting highly advanced technology. Facial recognition system would be a very effective piece of technology which could enhance the security, safety, and ease of accessibility in various fields. There is a tremendous opportunity for marketers to get benefitted out of this trend. Various measures can be taken to attract millennial and centennial. Though, the older generations showed a positive mindset toward adopting high-tech devices.

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One of the greatest motivational factors for purchasing a high-tech device, the researchers have identified, is the self-awareness to find more about the technology. People are more willing to do their research and hands-on experience to know technology better, than relying on other's opinion about the technology. **Practical Implications:** Understanding the adoption challenges about Facial recognition system and the motivating factors that can encourage customers to adopt, can help industries incorporate this technology in devices meant for business and personal use. Although this technology has vast application in security, surveillance and personal device management; this study can help manufacturers develop deeper insight into the positioning of the technology as a benefit desired by the end-users. **Originality & Value:** This paper has attempted to look at the challenges in facial recognition technology adoption from the age-based generation perspective. With increasing millennial users adopting mobile devices with facial recognition feature, the study has attempted to study the appeal of the technology to the millennial generation and the potential lack of appeal for the older generations.

Key words: Facial Recognition system, mobile devices, millennial, non-millennial, security, ease of use, adaptation behaviour

1. INTRODUCTION:

Global technology space, when it comes to the device security, network or facility access and data management, has evolved progressively to avoid invasion and corruption. Governments and Mega-Corporations have invested billions of dollars in research and development to perfect means for the device, network, data and facility security. Facial recognition system has emerged as a feasible solution in this field and has been in various stages of application since the 1960s. The facial recognition system is a non-contact mode of biometric authentication technique; facial recognition is widely used in environments where the crowd is huge and manual intervention is not possible or rather not viable. This technology is further enhancing the use of Close Circuit Television (CCTV) at critical places, by enabling effective individual recognition, based on scientific data points. In this study, the application and adoption of facial recognition system by the end consumers through various mobile devices are determined and discussed in context with their adaptation, usage, convenience, safety, and security measures for various generations. Mobile devices are referred to as smartphones with facial recognition capabilities, laptops, tablets, etc.

II. LITERATURE REVIEW:

Understanding the Recruitment and Selection Practices of an Indian IT SME (Small and Medium Enterprise)

Nikita Parihar

Abstract: Recruitment and Selection is the major function of the HR department besides the other functions, it is the solution to not only hatch the talent for a sector or any organization that is moving with an exponential pace, but also to provide quality employees for any organization, this article is a case study about the recruitment and selection process in an Indian IT MSME. The company was already facing some issues like pending projects and subsequently other problems sprouting because of that to which the only solution, that is, resolve all these issues was Recruitment and Selection. As a matter of fact this was being followed by the company as daily chores, in-parallel with the problems. The purpose of this study was to understand each step of the process in-order to get some in-sights out of it.

Key Words: Recruitment, selection, candidate engagement.

1. INTRODUCTION

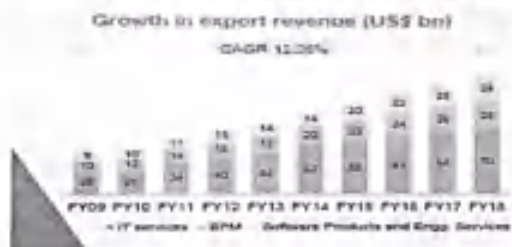
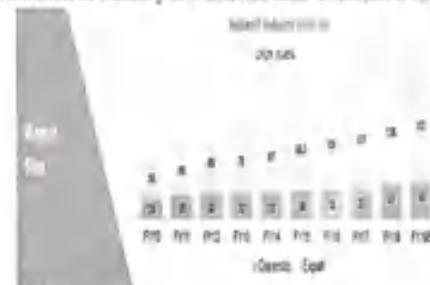
1.1 About the Sector

India has always been a rich source of both knowledge and skills. It dwells people with an average age of 29 years old (Bloomberg, 2019), with the advent of LPG (Liberalization, Privatization and Globalization) in 1990 it has become favorite destination for mushrooming IT hubs, since 1990s India has been nurturing the IT (Information Technology) to

that extent that it has started to grow in the same field under the banner of MNCs and SMEs due to which it has successfully able to establish over 1000 global delivery centers (IBEF Report, 2019) across 80 countries.

India's IT and ITES companies grown upto \$181 billion (USD) in 2018-2019, while the exports has grown to US\$ 137 billion and domestic revenues to US\$ 22 billion.

The capability of India in IT sector has been very promising that it has attracted the cumulative Foreign Direct Investment (FDI) to spend US\$ 37.23 billion from April 2000 to March 2019, according to a report by Department of Promotion of Industry and International Trade (DPIIT).



SOURCE: <https://www.ibef.org/industry/information-technology-india/infographic>

India being one of the biggest hub of IT resource has always been a favourite destination for MNCs for IT outsourcing services, the ample talent with promising results has made India a big talent pool nation however it is still a challenge to find a right candidate for the recruiters thus the selection process of many IT companies has always been a unique part of the whole process that can actually help in getting the desired result. However, this part of the HR function is sometimes not taken seriously with many of the firms which

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Nikita Parihar

fail to get and retain the talent.

1.2 About the Company

The real success genome of every enterprise is its digital presence which actually tentacles it to expand and grow significantly, this has been itself a key for many IT companies to run. It caters the similar need as discussed above; it is seven years old company founded in 2012 headquartered in Pune, India, with wider geographical presence and resounding historical success. It has been recipient of international awards like Red Herring (Previous winners include Facebook, LinkedIn, Yahoo etc.), Bid Paris & SiliconIndia. The company is not only technology partners with a number of companies but also the consultant. Empowering the brands with digital outlook henceforth enabling them to increase their end-to-end 'User-to-Customer-to-Endorser' engagement strategy by devising easy to use websites and mobile applications.

This IT company is sum total of 60 talented individuals honing to craft digital embodiment for start-ups and other brands, the company has been through all the extremes of the phases of its life, it has proved itself to stay sturdy because of the un-match-able experienced and talented hand-loomed of the CEO Shrigovind Tiwari, it has been the roller-coaster journey starting from scratch in a rented bungalow to now a strong digital enterprise successfully



Aggression and Violent Behavior

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Influence of psychological contract on workplace bullying

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Abstract

A few decades back, organizations were very much targeted towards profit, productivity, performance and turnovers. But now some organizations are only concerned about their employee's well-being and satisfaction for better performance in their organization. In this esteem, researchers and organization are considering various factors which improve their employee satisfaction, employee well-being, employee productivity, employee morale, employee performance, employee behavior and attitude in the work environment. To increase this relationship between employee and employer, many scholars and management are focusing on various areas like, organizational justice, career satisfaction, employee Work Performance, employee and employer relationship in workplace, consequences of psychological contract, and effects of psychological contract on job outcomes and violation of psychological contract.

Based on the many literature, there is a need for research on workplace bullying especially to know its impact is due to psychological contract violation in industries. Various researchers have undergone to know the behavior outcome of workplace bullying in other sectors like hospitality, service, IT Industry, etc. The purpose of this review research is to look at impact of psychological contract on workplace bullying among employees.

Factor Influencing Customer perception on App usage for Bank transactions: An Empirical study

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ABSTRACT

Bank Operations are very crucial in daily chores of an average person with an account in any bank. Smartphones are not only used for social media, video and taking selfies. They are very useful in completing Bank transactions of your daily life by doubling up as a portal for making payments, sending and receiving money etc. Reserve Bank of India and Ten of the country's biggest banks along have just launched a Unified Payments Interface (UPI), a mega app that can be installed in the smartphone once customer has downloaded it and dramatically reduce the cost and time taken for making simple payments. If a payment has to be made as bank to bank transaction we have to add the other party as beneficiary in net banking. This transaction demands IFSC code, Bank account number and branch details also. The UPI app does away with all these formalities. A Unique ID is created for the receiver and the UPI app gives link to select the amount to be paid and add the Unique ID of the beneficiary and just select "send". The app will ask for a mobile pin to authenticate and the transaction is done. Many other banks also have developed their own apps which are highly useful for smaller and daily transactions in a safe and quick manner. This study focuses on an app developed by a nationalised Bank and tries to study the awareness about this app among the customers and their perception on the usage.

Key Words: Awareness on App, Financial transactions and Customer perception.

1. INTRODUCTION

Banks in India are reimagining and reinventing customer experiences in financial services. Even though the Banks are not known for being fast movers in financial technology (FinTech) start-ups have thrown big challenges to the banks in terms of providing customers a new banking experience. The Banking industry was enjoying a comfortable position for decades with low customer turnover, no regional competition, good personal contacts and trust as selling points. They also enjoyed the advantage of low intervention from the regulators.

Now in view of demonetization done by the Prime Minister Mr. Narendra Modi digitalization has gained momentum in banking industry. Digital banking is defined by a Celent report in 2014 as;

"Delivering a customized but consistent FI Brand experience to customers across all channels and points of interaction underpinned by analytics and automation and requiring a change in the operating model, namely products and services, organization, culture and skills and IT in order to deliver demonstrable and sustainable economic value".

Innovation & Indian Start Ups – 2018 & Beyond

Dr.Chetna Narendra Mehta*

Abstract

The startup story in India has, in the past, been defined by consumer-driven ventures like Flipkart and Snapdeal, which eventually became e-commerce giants, drawing billions in funding. Lately, there has been a gradual shift in that ecosystem as India's startups begin to focus on technology and product innovation, moving away from the consumer. Startups have been the flavor of the season, resulted into the emergence of a number of home grown unicorns across the country. One of the major contributors leading to this development has been the mega funding that has been ploughed into most of these unicorns between the period 2007 and 2015. An ambitious program called Startup India Standup India, aimed at revolutionizing and accelerating the startup revolution in India, which is already witnessing strong traction. However the road to success is not as smooth as it appears to be. The larger problems plaguing the businesses, such as the unorganized and fragmented Indian market, lack of transparent policy initiatives, lack of infrastructure, lack of knowledge and exposure, complications in doing business, etc. are at least now being identified as issues that need to be addressed. The right policy announcements by lawmakers can push the growth of startups. Various stakeholders such as the government, corporate, educational institutions and others should join hands to build a better ecosystem for young people by creating infrastructure for mentoring startups. In times like these, pro-reforms announcements are required to provide the impetus to the general business environment in the country in startup space.

Keywords: Startups; Innovations, Entrepreneurs

Introduction

In the global geography of innovation, India is straddling two continents. Its engineers have contributed to the success of the Silicon Valley: the father of the USB socket, the inventor of the Intel Pentium chip, the general manager of Microsoft are Indian, as is part of the senior management at Google. The success of this Diaspora reflects the talents of Indian engineers, but it can also be linked with an original innovation culture, which expresses itself in an amazing ability to reverse concepts. Three meta-innovations illustrate this Indian way.

Conventional wisdom is double-edged. On the one hand it is the product of experience, a body of ideas and rules that, over time, have proven their efficiency. On the other hand, by being adopted by an increasing number of players, they end up defining a space so crowded and competitive that their competitive advantage vanishes. If everyone uses the same methods, they no longer allow making a difference.

It is in this context that innovators enter the game, sometimes expanding conventional wisdom and adding a couple of new tricks, sometimes adopting an entirely new approach, sometimes creating a whole world. This is called meta-innovation. A well-known example

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UNDERSTANDING AND ENHANCING THE SKILLS OF DISTRIBUTOR SALESMEN: A CASE STUDY FROM INDIAN FMCG SECTOR

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Abstract: In the vast competitive era of globalized market, FMCG sector salesmen at the forefront plays an important role in the organization to achieve organizational objective. Different people pursue with different talents which are unique in themselves only the thing is how we polish them. These are the unique assets of this sector and it becomes imperative to look after them and ensure that they do not face difficulties. Their behaviour and attitudes are the most critical aspect that lead a company to success or failure because ultimately they are the one who deals directly to the customers. The purpose of this paper is to evaluate the behaviour and skills of salesmen in FMCG sector in Pune. Descriptive research design is used to achieve stated research objective. A structured questionnaire was distributed to 100 respondents (retailers). The paper also focuses on to providing training to them and different factors that lay down the performance of individuals. The whole research is based on a particular distributor point of FMCG sector in Pune.

Key words: *Unique assets, Critical aspect, Success, Organizational objective, performance.*

1. INTRODUCTION

The Indian FMCG sector is the fourth largest sector in the economy with an estimated size of Rs. 1,300 billion (source: IBEF). The sector has seen tremendous average annual growth of about 11% per annum over the last decade. In India, the scenario is quite different in comparison to developed nations where the market is dominated by few large players, whereas FMCG market in India is highly competitive a significant part of the market includes unorganized players selling unbranded and unpackaged products.

Approximately 12-13 million retail stores exist across India, the large percentage of which around 9 million are kiranna stores. India FMCG sectors comprises of few significant characteristics like well-connected distribution network, high level of competition between the organized and unorganized FMCG players, and low operational cost. In India, FMCG companies have privilege of having easy availability of raw materials, low cost labours and presence across the entire value chain gives India's competitive advantage.

The interaction between the retailers and manufacturers in the consumer good industry have changed significantly over last few Years (Davis and Brady 1993; Thain and Bradley 2012). Products which have a swift turnover and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG items are those which generally get replaced within a year. Examples of FMCG commonly include the range of daily consumed items such as toiletries, soap, detergents, cosmetics, oral care products, shaving products, packaged food products and digestives as well as other non-durables such as bulbs, batteries, paper products, glassware and plastic goods.

Indian population is spreading and becoming wealthy day by day, particularly the middle class and the rural segments, offers immense opportunity which is left untapped to FMCG players. Growth effect will be seen from product customization in the matured product categories like skin care, processed and packaged food, mouth wash etc. In India, many MNCs have made their presence through their subsidiaries (HUL, Reckitt Benckiser, P&G) and the companies launches innovative products from their parent's portfolio in the market regularly to ensure the steady growth.

Factors that affects salesmen skills and performance

Individual factors

- **Lack of product knowledge:** It is commonly seen that the main reason for the declining of the salesperson performance is the lack of knowledge they have. In FMCG sector it is very important to learn all the variety of products the company offers with their weights and schemes. Because what I as a researcher observed is when a retailer asked to a salesperson the new scheme that the company has offered, the sales person was not able to recall he then open his phone and then described so, this gives a negative impact to the retailer.
- **Self-Confidence:** This is also the major factor that can harm the productivity of the Distributor salesmen. As some of them initially doesn't feel comfortable. This can be due to the cultural gap or language barriers.
- **Initiative:** There are also problem with these blue collared employees, they have a casual attitude about their work. This means that if they have achieved the target for the day, he will not work more as they think it is of no use. But it will be profitable for the organization an ultimately profits individual.
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- **Shyness:** It is also somehow affecting the individual's performance as it has been observed that some salesperson is not opened up and they are shy in nature. In the time of recruitment and Selection the Recruiter should evaluate

A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE BUYING BEHAVIOR AND LEVEL OF SATISFACTION WITH REFERENCE TO E-COMMERCE

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Abstract: In this study the nature of research is exploratory research whereby efforts have been made by executing the research "To study the consumer perception towards online buying". A systematic as well as well-designed approach has been adopted while conducting research about market characteristics.

It is followed by the research methodology which is adopted has been defined with the help of collected data, a detailed interpretation about the company's shopping sites has been given there. The next step was defining the sampling design where the sample size of was taken for the dealers and the target area was chosen at random

To facilitate the research work on questionnaire in form of google form method was adopted for the collection of the data as a primary research whereas the secondary data was collected from different books, company library and the other business websites.

Questionnaire contains both open ended questions and close ended question, on the basis of the feedback the analysis was done with the help of the clear graphical representation. The next step was the most important step for analysis at the actual findings of the study and recommend to the company what can be incorporated for further improvement.

Using the SPSS software for data analysis and Interrupt the data, Descriptive Statistics (Frequency distribution of data according to respondent demographic variable), use cross tabulation, or Chi Square, and ANOVA.

The objective of this study is to find out why the customers do online shopping, to identify customer attitude on online shopping and to understand the consumer awareness of the online shopping.

Key words: Consumer perception, Customer satisfaction, E-Commerce

INTRODUCTION

The demonstration of acquiring items or administrations over the web. Web based shopping has developed in fame throughout the years, principally in light of the fact that individuals think that its advantageous and simple to deal flaunt from the solace of their home or office. A standout amongst the most engaging variables for internet shopping. Especially amid a Christmas season, it eases the need to hold up in long queues or scan from the store for a specific thing.

Web based shopping is the procedure in which clients go to buy item or administrations over the web. An online shop, e-shop, e-store, web shop, web shop, or virtual store brings out the physical relationship of purchasing items or administrations at a bricks and mortar retailer in a shopping mall.

Internet shopping is a shaping up however today internet shopping is really important significant part of retail sector. Internet shopping is the new shopping experience of the future. Of-course the major hurdle for internet shopping is shipping charges. Sometime they are too expensive. The growth rate of internet shopping is growing.

Secure internet shopping is secure using encryption and SSL technology. Internet shopping is easier, safer, and more convenient than any point in its history. Internet shopping is fast becoming one of the easiest way to buy or most anything you want. Internet shopping is a way of shopping that allows shopping for required products without going to store physically. The internet great because people are able to shop for 24 hours without leaving their home or work.

Internet is changing the whole sale/retail landscape daily. In today's market the shopping sector is taking about a tenth of all retail shopping sales in the US, and the percentage in other countries is not at high. One sector we use the internet is to buy merchandise at a discount to retail.

One of the biggest benefits of shopping online is the convenience and access to more products and information 24 hours a day 7 days a week. Note that blocking all cookies prevents some online services from working. So you must allow cookies on your browser. Nearly 40 percent of remote workers said they use their work computers for internet shopping. Be a smart shopper and use common sense when online shopping and just go ahead and enjoy your internet shopping experience today. The most people that shop online, the bigger their expectations. The super market industry. Now services many customers through online food shopping over the internet. We understand that shopping online can feel risky and uncertain.

The last ten years have been a wild time on the internet, especially when it comes to online shopping. The e-commerce industry has been rapid growth, a shake out of the market due to security concerns, and finally, a rebirth thanks to new technologies and innovative ways to shop.

HIRING FRESHER'S CHALLENGES AND PROBLEMS FACED BY HR RECRUITERS: LITERATURE REVIEW

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Abstract: The process of Recruitment and Selection is searching the prospective candidates for employment and encouraging or promoting such candidates to apply for the jobs and then selecting the best prospective candidate which fulfils management and company's requirements.. HR Professionals are the key person of any organisation's strategic planning and implementation which brings new skills sets, proper manpower planning, hiring right candidate in right job. Skilled HR Professional thus influences the organization to hire, train and develop both new and experienced employees. So while handling process of recruitment and selection, organisations are constantly facing new problems and challenges but this is prominent when it comes to the hiring of Freshers. This study demonstrate and investigate the existing available literature in the field Of problems and challenges facing by the HR Personnel while hiring new recruits and subsequent employability skills expected by them from the fresher MBA Graduates. The focus of this literature survey is to review the various problems and thereby arising challenges while hiring fresher MBA Graduates. And also to focus on some of the important employability skills like effective communication, problem solving ability, critical thinking skills, leadership skills ability to deal and cope up with the situations.

Key words: Hiring Challenges, marketing graduates, Soft skills requirements, MBA Graduates

INTRODUCTION

The growth of any business is depends on two major factors: the business model which generates revenue and the people who run the business. The companies that can develop innovative revenue models and hire great people tends to grow faster than the others. Once you have a right business model, you need the right people to execute it.

Hiring the right employees is a somewhat difficult task. It becomes even more challenging if you are hiring the candidate for new startup company. Several constraints may stop you from hiring the best of the people even if you are willing to take the risk of hiring them. In many cases, it is hard to find the right talent for startups even if they have a big enough budget and a good business model. In such cases, you need to evaluate the available pool of candidates and select the best among them.

When the moment come you want to expand the business, you need people to drive core as well as support functions of the company. One pertinent issue arises whether to hire experienced one who are having the practical knowledge and experience also. On one hand, whether to hire fresh college graduates (or "freshers") who are enthusiastic about making a mark for themselves in the corporate world, which enters in market with the backup of only theoretical knowledge but ready to adapt new things and learnings so as to improve their practical performance.

Usually, larger firms have a blend of both types of professionals. However, the same strategy can't work for startups due to budget constraints, and it requires efficient judgment on the part of business owners to make the appropriate selection of candidates. Here some quick guidelines to which will help employer to make the right decision.

When to Hire Experienced Professionals

- When firm needs a person proficient in particular skill set where fresher's are not able to fill the gap of experienced persona and also not able to meet company's skillset requirement.
- When internal people of any organization are extremely busy and don't have time to train fresh talent.
- When company is hiring a personnel for the job role which is very critical and one should be expertise in job so as to minimize mistakes where any mistake can leads to severe consequences for the business.
- When the position requires people management where experts are required having requisite competencies. At that Time Company should not entrust the responsibilities to those who have not done it before. So in such cases, it is better to promote internal talent than hiring a fresher graduate from a top management school.
- When the business is in the maturity stage. It is better to hire experienced than freshers so as to save cost of training and development of freshers.
- When the company having positions where job role requires very niche skills and competencies.

When to Hire Fresh Talent

- If the company is having well developed internal expertise which is willing to train and develop new recruits.
- When the job role involves small risks.
- When the company is having limited budget on recruitment and selection process.
- When the business is in average growth rate where it may have sufficient time to train and develop new talent.



E-Resources: Need, Types, Forms and Utility

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Abstract: This paper deals with the study of E-Resources along with its forms, types, utility, and sources of e-resources. Purpose of this paper is to present basic information of various aspects of e-resources and significance of e-resources in modern age. How e-resources and in which form its are available is also in glance. Major types of e-resources and their use also explained through this paper. Maximum article emphasizes on diversity of e-resources its need and utility in this modern epoch.

Keywords: *Forms of E-Resources, Need of E-Resources, Types of E-Resources, Utility of E-Resources*

I. INTRODUCTION

In the beginning of use of Information resources, there were incunabula (the books without papers) in ancient civilization, printed resources in medieval age and now electronic or digital resources in this recent modern age. This is an epoch of information explosion and it is hard to control and manipulate this information from various knowledge fields. It is not affordable to purchase these resources in traditional printed form. Information technology has been developing rapidly in the world and occupied every field of knowledge which resulted in revolutionary change in human life. Web technologies and database technologies has compelled information centers to use these technologies effectively to render effective services to user and save their valuable time and money. The electronic resources are effective outcome of efforts of information technologies to overcome the problem of this controlling and manipulating which includes information acquisition, storage, retrieval and preservation. E resources have great potential and bright future to attract user. It combines all the benefits of multimedia, digital coding and internet. E resources got wide popularity due to its accessibility across geographical barriers. Hence, almost all libraries prefers acquisition of e-resources due to ease of manipulation, wider accessibility and cost effective in the long run. E resources are easy accessible through computer based information retrieval system or through internet using different search engines like Google, Altavista, MSN, yahoo etc.

Today Information Communication is rapidly changing by information technology. New avenue to e-resources opened by Information and communication technology. These resources are available in huge quantities in any electronic form such as CD-ROM, floppy disc, magnetic

tape or across a computer network like E journals, E book, ETD etc.

II. OBJECTIVE

Objective of this paper is to study basic various aspects of e-resources. Following objectives are declared for study

- To study need of e-resources
- To study structure of e-resources
- To study types of e-resources.
- To study utility of resources
- To study resources to retrieve e-resources

III. LITERATURE REVIEW

Research organizations, universities, teachers, research scholars, students has been carried out number of relative studies in recent period about e-resources.

1) Anand Y. Kenchakkanavar.(2014) in his article published in Types of E-resources and its Utilities in Libraries, presents need type and utility of e-resources,

2) Sudharma Haridasan. (2009) in his study, Impact and Use of E-resources by Social Scientists in National Social Science Documentation Center (NASSDOC), India he asserted the importance of E-resources in libraries for collection development and degree of user satisfaction.

IV. NEED OF E RESOURCES

This is also important to find out needs of these e-resources comparing contemporary printed resources.

1. To filter search and reach to information quick we want. This is hard to do with printed materials.
2. To make rapid and effortless search of information. We could not do rapid search when printed resource is not available in library.



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