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EXPLORE

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About the Conference

The changes faced by modern day business are distinctly different than those of past years. The world is undergoing change and facing challenges on various fronts for the growth and development of the country and making it a better place. Some of the issues are to promote sustainable agriculture by adopting efficient business models for achieving food & nutrition requirement, creating new jobs to provide opportunity for the unemployed & the millennial who will seek employment in coming years.

The macro environment factors such as political economy affecting global economy are playing a key role in the world of business. The backlash against globalization as witnessed after Donald Trump's new trade barriers and trade wars with China and the rest of the world, rising crude oil prices, the US Fed's series of rate increases are a few examples.

Conversely, the micro-environment is also significantly influencing the macro-economy. For instance, the tech start-ups and disruptive technologies are redefining the macro-economic environment. Disruptive innovations due to internet have redefined the trade and business through e-commerce, digital payments and new ways of delivering products and services.

The challenges faced by the modern-day business today are radically different and very complex compared to the past. There is a paradigm shift across all sectors including manufacturing, agriculture, and service spheres in the face of digital disruption. Given this scenario, business needs dramatic transformation in order to tackle larger sustainability related issues such as, shifting demographics, rural-urban digital divide and global warming.

The dynamic nature of Technologies like Artificial Intelligence, Big Data, Machine learning, Internet of Things, and Robotics is bringing in significant changes in our lives. These new technologies will transform every functional area of business and help us manage resources more efficiently and sustainably. Organizations need to have new business models to seize the opportunities offered by these new technologies.

It is in this context, ISME is organizing an International Conference on "Contemporary Issues in Management" which would be providing a platform for academicians, thought leaders, research scholars, entrepreneurs and industry professionals to share ideas, deliberate and generate new knowledge.

We thank all the Participants of this Conference.

Team International Conference

STUDY ON THE TOTAL QUALITY MANAGEMENT PRACTICES AMONG SMEs IN INDIA

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ABSTRACT

Today's business environment and the nature of the term 'quality' itself imply that the quality concept is an ever-changing one, hence, continuous attention must be paid in order to catch up with the ever-changing quality standards to control moving targets in an internationally competitive market. Quality initiatives have been a part of an organization strategy irrespective of the size of the organization. Small and Medium Enterprises (SMEs) have been playing an important role in the growth process of the Indian economy since independence in spite of tough competition from the large sector. In a developing country like India, the role and importance of SMEs is very significant towards poverty eradication, employment generation, rural development and creating regional balance in the promotion and growth of various development activities. Apart from the agriculture sector, SMEs contribute a significant percent to the GDP and employability. However, due to liberalization and globalization, changes in the manufacturing strategies, technological changes, empowered customers and dynamic market scenarios, SMEs are facing a tough competition. The competitive advantage for a firm to sustain in the market are – price, quality, flexibility (customization) and on-time delivery. In order to produce a quality product and increase productivity, a firm must instil Total Quality Management concept into their product development process to confront the challenges of global competition. The objective of this study is to find the awareness among the SMEs related to the elements of TQM, to identify the critical success factors in the implementation of TQM in the SMEs and major challenges to implement the same in their organization. The expected outcome is to establish the relationship between the factors and the organizational performance.

Keywords: *Total Quality Management, Small and Medium Enterprises, awareness and critical success factor.*

DESIGN THINKING FOR EFFECTIVE COLLABORATION WITHIN AND ACROSS MULTIPLE AGILE TEAMS: A PATH TOWARDS BUSINESS EXCELLENCE

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ABSTRACT

Purpose:

To identify and address:

1. Challenges faced by multiple agile teams to collaborate and deliver common project goals
2. Contribution from internal stakeholders and facilitators to foster collaboration across multiple agile teams and prevent silos

Methodology:

“Ethnographic Research and Qualitative Observation methods aided in analyzing the challenges identified and in defining the proposed framework. Author’s observations and interactions with development teams, managers, scrum masters, business SMEs and contact centers along with more than a decade of IT consulting experience working with large banking and insurance companies have contributed towards visualizing and creating the proposed framework.”

Findings:

With the fast-changing global market, organizations need to have a system in place to adapt and provide products and services quicker than ever before. Being agile has become more important to adapt to changes and deliver efficiently. Agile software development has become the norm but many organizations still strive to work effectively as a team, especially dealing with large and complex projects involving multiple agile teams.

Evidences indicated that when a team was not actively involved in the planning process, there was a lack of common understanding of the project objective that resulted in lack of clarity during prioritization of tasks, especially the ones with dependencies across multiple teams resulting in disorganized and de-motivated teams. Systems thinking, Lean principles and Scaled Agile methodologies can be leveraged to address the challenges. A framework based on design thinking is proposed that integrates the key principles of the three methodologies

into a series of steps that can be adopted to strengthen team collaboration. One of the key factors is to involve internal stakeholders throughout the process and to define guidelines, standards and tools for the team to apply. Also, a consistent approach towards planning, execution and delivery will go a long way to increase transparency and foster an environment of continuous improvement.

Keywords: *Team collaboration, Systems thinking, Lean, Agile, Design thinking, Communication*



ISME

E-COMMERCE BUSINESS FRAUD DETECTION TOOLS USING ANALYTICS

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ABSTRACT

India is a cash-based society. However, as per the reports of NASSCOM, India is expected to have an internet user base of about 730 million by the end of 2020. By 2020, the Indian e-commerce industry is expected to reach \$34 billion, with 200 million individuals transacting online, growing 3 times over 2015. This spread of e-commerce has led to the rise of several niche players who largely specialize their products around a specific theme including fraud detection tools. Experts predict online credit card fraud to increase to \$32 billion by 2020. New up-to-date technology is absolutely necessary to combat fraud effectively. Technological advancements in data analytics such as link analysis, data visualization, predictive modelling and other analytical testing are usual tests to identify online fraud.

Current fraud detection techniques, however, are far from accurate, and can result in significant financial loss, inconvenience and dissatisfaction to customers. In this article, an attempt has been made to find the technologies to address fraud and the steps to adopt the technology. The objectives of the research paper are to survey and assess types of e-commerce frauds and to develop the mechanisms (process) and technologies used in detection and prevention of fraud in consumer transaction. Through effective fraud detection methods, particularly with the use of technologies, losses can be reduced effectively.

Today, a number of companies wanting to incorporate proactive fraud risk management at various stages such as identification of fraud, identification of fraudster's relatives, collecting evidence and interpretation. Hence the major outcome of the study is to assess fraud prevention technologies and suggest possibilities of adopting these technologies.

Keywords: *Fraud detection Technology, Online business, Ecommerce*

A STUDY ON THE ROLE OF HUMAN RESOURCE ANALYTICS FOR ORGANISATIONAL DEVELOPMENT IN MODERN ERA

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ABSTRACT

In the current global scenario, firms are facing threats and multiple challenges. In developing countries, organizational development is still an emerging concept. Over the years, dramatic change was visualized in practice of organisational development. As of ambience, competitive posse firms need to face the menaces of profitability, changing customer demand, increased competition, efficiencies, persistent challenges to perpetuate congruence among the firm's elements like process, technology and strategy culture. Human resource analytics is a process applied in organizations in human resource departments for getting a recoup return on investment with ameliorating employee performance. Unique solutions with human resource analytics result in individuals of the firm staying engaged and motivated, ability to be creative, staff attitudes and hierarchy/bureaucracy, job satisfaction, fighting obsolescence of one's skills and knowledge, speedy changing work culture. Such threats and challenges can be unravelling with contrivance of organizational development in particular to Human Resource Analytics. The present research study was conducted with a sample size of 525 respondents using convenient random sampling from dairy companies of South Indian districts namely Anantapuramu, Bellary and Kurnool districts of Andhra Pradesh and Karnataka respectively. To analyse and test the authenticity of data results, statistical tools like percentages, reliability-test, and regression analysis were used. The study shows that abstemious factors do influence HR Analytics process transparency, Contextomy factors do affect HR Analytics scaffolding organisational development, Metrics for HR analytics do impact organisational development and Major component for framing strategic planning in organisational development do act as parameters for HR Analytics to function accurately.

Keywords: *Organisation Development, HR Analytics, Strategic Planning, Work Culture.*

A CRITICAL ANALYSIS ON THE NEGATIVE IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS IN BANGALORE SOUTH, BANGALORE

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ABSTRACT

Social media plays an important role in people's lives. It also observed a remarkable and quick progress in technology in the world because of the large number of people who wake up every morning to check their social media accounts instead of reading the newspaper. The usage of social media is not limited only to professionals, but is also widely used in educational sectors by the students. The increasing usage of social media has far-reaching influence on social interaction, entertainment and academic improvement among students. Social media helps to acquire knowledge through establishing communication with other students and teachers through Facebook, Instagram, Twitter, etc. Although the students are getting benefited, they are impacted more negatively by using social media because they are addicted to it. These addictions negatively affect the students in their academic lives. In this view, the researcher has taken this study to examine the negative impact of social media on college students in Bangalore. This study sample size has covered 105 students studying in Commerce & Management Colleges in Bangalore. A well-structured questionnaire has been framed and distributed amongst the students to collect their opinions towards the negative impact of social media. The collected data was subduced into tables and charts with the help of the statistical package SPSS 22.0 and statistical tools such as Percentage Analysis, Mean Score Analysis. The results showed that most of the students are 19 years old and mostly affected by the social media like Twitter, Instagram etc.

Keywords: *Social Media, Negative Impact, Academic Improvement, Addiction, Social Interaction*

A STUDY ON SKILLING AND NEOSKILLING TRENDS IN THE ERA OF HR 4.0

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ABSTRACT

The world of work faces an epochal transition. By 2030, according to a recent McKinsey Global Institute report, 'Jobs Lost, Jobs Gained': Workforce transitions in a time of automation, as many as 375 million workers—or roughly 14 percent of the global workforce—may need to switch occupational categories as digitization, automation, and advances in artificial intelligence (AI) disrupt the world of work. The kinds of skills companies require will shift, with profound implications for the career paths individuals will need to pursue.

The Indian start-up space is developing more rapidly. The growth has been mostly contributed by recently invented technology sequence which has brought new necessities and henceforth swiftly changes the existing and current skills in the labor market. A specific or diverse skill set is quintessential among the new generation of employees to stay relevant in this quickly changing digital environment. The technological advancement and automation has brought us to the edge of a surprising upheaval when it comes to manpower employability. The fast-paced technological progress is giving way to new developments; however, re-skilling has become the need of the hour.

Re-skilling, by definition, means "teach" (a person, especially an unemployed person) new skills. In the current scenario, there is a strange skepticism on the ability to cater to the change in technology by the present skill sets of employees. It arises from the fact that the workforce is not equipped enough to adapt to the rapidly changing technological advances. The world has moved almost overnight to new forms of technologies involving block chain,

AI, Machine learning technology, which is forecasted to make lot of workforce redundant. Banking has seen a dash of technological change through use of block chain and automation of analytics by AI and Machine learning augmentation. Industrial automation has seen a surge on manufacturing sector organizations moving to low human resource intensive processes. Automobile companies save almost 90% cost of manual testing efforts by implementing industrial design, robust governance, and strong process flow through automation of processes.

In the light of almost a renaissance happening in the technological world, it has become vital to "re-skill" to stay on pace with the automation of processes. In the ever-changing landscape, currently, by the time companies manage to set up a full-fledged team, the technology would have become obsolete. Therefore, it is very important to equip the native employees with resources and provide a congenial agile work framework for quick adoption. The onus on individuals to keep themselves employable throughout their careers is paramount in the coming era of Digital Transformation and accompanying Artificial Intelligence (AI) commonly referred to as **Industry 4.0**.

Unless one is capable of being creative/innovative, exercising judgment/improvising while thinking on one's feet and showing compassion/empathy, the individual could be replaced by bots or deep learning AI systems.

Literature Review: 1. Latest NASSCOM report, LinkedIn L&D Report, E&Y Education Trends, FICCI Reports, Recent Conference Papers of Indian Institute of Management, Bangalore.

Research Methodology:

1. Using both Primary and Secondary data.
 2. Exploratory research
 3. Respondents: 30 HR Managers through NHRD network
 4. Tier 2 B-school Professors, students.
- Through structured questionnaire and personal interview.

THE EMERGING NEED FOR FORENSIC ACCOUNTING

(With special reference to the Indian scenario)

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ABSTRACT

Purpose:

An auditor is a watchdog and not a bloodhound. There are various inherent limitations that bind the scope, time and judgement of a financial auditor. With technology more pervasive than ever before, it is imperative to look beyond the books of accounts and vouchers onto a more investigative financial evidence for fraud detection and risk management. India, which is experiencing a high paced growth in E-Commerce requires a robust mechanism for a timely prevention, regulation and penalisation of financial scams and frauds. A vigilant, systematic and in-depth examination of financial accounts and records performed by independent accounting experts will assure compliance, transparency, accountability and corporate governance.

With examples like the ICICI Pune Bank Fraud, IRCTC Website Hack, Citibank Pune Call Centre Fraud, Napster case, Ketan Parakh Scam, Saradha Chit Fund, and Satyam Computers, India is very vulnerable to embezzlements and the traditional audit technique is ineffective in tracing the irregularities. Hence, forensic accounting can provide robust techniques to counter criminal activities and produce tangible evidences admissible in the court of law.

Keywords: *Forensics, Indian Penal Code, Indian Evidence Act, Money Laundering, Investigation, Cyber Forensic, Audit, Due Diligence, Corruption, Internal Audit, Financial Crime*

Outcomes of the study:

- Need for forensics to evaluate conflicts of interest, bribery, extortion, misappropriation of assets or embezzlement
- Comparison of the traditional accounting with forensic accounting and its key differences
- Analysis of Case Studies on methodologies used in detection of financial frauds.

FISSURED WORKPLACES AND INCOME INEQUALITY: EXPLORING THE EVIDENCE

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ABSTRACT

The evolving discourse on income inequality attempts to go beyond conventional socio-economic reasons and de-layer it from historical, legal, political and ideological perspective. The paper focuses on understanding organizational reasons for inequality that result from increased ‘fissuring’ and ‘stratification’ of the workplace. ‘Fissuring’ refers to organizations opting for contracting and outsourcing of work arrangements (gig employment) so as to primarily lower the labour costs over the conventional arrangement of a single organization employing all workers under one roof. The paper seeks to highlight the motivations and incentives for the organizations to go for ad hoc arrangements and the implications that the same have for wages and income inequality. Chiefly, the paper focuses on reviewing empirical evidences from advanced and emerging countries from meta-analytical perspective on observed patterns of income inequality arising from trends in the capital-labour split. The findings are interpreted against the context of ‘Fissured Workplace Hypothesis’ which suggests that widening of income inequality can be attributed to change in wage settings and predicts that earnings of organization ‘insiders’ taking the same work are higher than earnings when the work is contracted out or outsourced. The paper puts the role of organizations and wage setting process in central focus and also articulates on the channels through which impact of fissuring is manifested in observed patterns of income inequality by creating polarization and vulnerabilities. Finally, the paper outlines the labour standards that should be enforced in fissured workplaces to mitigate the adverse implications. The paper is theoretical and exploratory in nature and is a preliminary attempt to understand inequality within the context of ‘Economics of Fissuring’ and consequent changing labour market dynamics.

Keywords: *Economics of Fissuring, Income Inequality, Labour Market, Wage determination*

THE ENHANCED ROLE OF BANKING AND ITS IMPACT ON THE AGRICULTURAL SECTOR ESPECIALLY IN THE RURAL AREAS

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ABSTRACT

An average rural farmer is always in need of funds for the purchase of seeds, irrigation, pesticides, hiring farm equipment etc. They then try to get back the investment made on the above expenditure by harvesting a good crop. The farmer allocates the funds thus received for his personal expenses and also tries to save a portion of his funds received on harvest for his future cultivation. The problem which generally arises is, that the farmers on several occasions do not have adequate funds left from earlier harvesting for future cultivation. They hence tend to depend on banks which tend to play a vital part in financing the deficiencies. More often there are many occasions when the yield is very poor, this leads to excess borrowing by farmers from private lenders at exorbitant rates of interest pulling them deeper under debt.

The public sector banks play a vital part in the life of a farmer when compared to other financial institutions since the interest rates are comparatively better and the fact that loan waivers for farmers are generally on top of the agenda of the political parties in our country. The banks do also offer advice to the farmers on finance and technology to some extent to ensure that they are not at a loss.

It is well known that the initiatives taken by the bankers towards helping the farmers is far from satisfactory. Even though it is true that banking is basically meant to provide financial assistance to the farmers, it should also be understood that majority of the farmers who are not prosperous and have suffered problems due to consistent losses are not willing to heed the advice of any governmental or non-governmental agency other than the bank, easily.

The banks on their part should take an active part in understanding the global innovation in agricultural practices including irrigation and cropping patterns through their specialized staff and ensure that the same is conveyed in an effective way to an average farmer. This would not only help the farmer to increase his output but also help in getting decent profits and help

the banker to reduce the bad loans. The effective system of crop management would make the government ponder on better ways of benefitting the farmer rather than waiving off the loans and making them dependent for the same in the future.

The best example would be the technique to grow crops with minimal water from countries like Israel or the technique of growing rice from salt water from China. An average farmer could not be able to achieve the same whereas the banks could be the best mode of conveying the same since they finance them. Government departments are doing their best, but without the commitment and confidence of the farmers, it is not possible to plan the entire activity and hence, farmers are in the same state of financial indebtedness. Hence, banks can play a much better role leading to overall improvement of the agricultural sector and the economy.

Keywords: *Farming Strategy, Money Lenders, Risk mitigation, Value chain, Regional Rural Banks*



IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN NEPALESE COMMERCIAL BANKS WITH SPECIAL REFERENCE TO BIRATNAGAR

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ABSTRACT

The purpose of this paper is to empirically examine the impact of service quality on customers of banking sector in Nepalese commercial banks. In context of Nepal, service quality has not been studied sufficiently in terms of dimensions and its impact on the banking sector. Identifying and measuring service quality and level of satisfaction of bank customers becomes inevitable in the present scenario. Therefore, a study relating to service quality dimensions and its impact on customer satisfaction in Nepalese context is considered necessary. Hence, the research will be undertaken to identify and examine the impact of service quality on customer satisfaction in Nepalese commercial bank by using SERVQUAL model. Customers of Nepalese banks situated in Biratnagar will be the sampling frame. Convenient sampling will be used to obtain responses from customers. Correlation and regression will be used to investigate the relationship between the variables. The primary data will be collected through administering questionnaires. The questionnaire contains two sections. The first part of the questionnaire contains questions related to the personal information of the respondent and the second part will contain questions used to assess service quality of the banks. The service quality scale, which will comprise of 25 service quality statements under five dimensions namely, tangibility, responsiveness, reliability, assurance, and empathy, will be used as data collection instruments.

Keywords: *Service quality, customer satisfaction, SERVQUAL*

A STUDY ON THE IMPACT OF STEALTH MARKETING ON THE BUYING BEHAVIOUR OF GEN Z

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ABSTRACT

Marketing is an important tool which contributes to sales. This process puts in costs ranging from none to high. Stealth marketing is one such tool of marketing which is of no cost or low cost. Stealth marketing is advertising something to a person without them realising they are being marketed to. It has gained increasing attention as a strategy during the past few years. Basically, stealth marketing attempts to present a new product or service by clearly creating and spreading BUZZ in a defined manner. The objective of the study is to analyse the various techniques included in stealth marketing and their applicability on increasing product acceptability by Gen Z and its effect on them.

Keywords: *Cost, Consumer Behaviour, Gen Z, Buzz marketing, Undercover marketing*

IMPACT OF BANKS' FINANCIAL, INTERNAL, SOCIAL AND ENVIRONMENTAL SUSTAINABILITY ON BANKS' PERFORMANCE – AN ANALYTICAL STUDY

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ABSTRACT

Modern banks, whether public, private or foreign, besides achieving financial and internal sustainability, have started to finance social and environmental projects. In addition to economic interest, banks have discerned the fact that without social progress and environmental protection, the growth is incomplete. Alarmed by social inequality and environmental degradation, the country is suffering and concentrating on lopsided human development. This research paper analyses and interprets the impact of banks' sustainability in terms of financial, internal, social and environmental sustainability factors on public, private and foreign banks' business performance. Business performance of the sample banks connotes the long-term returns, risk management, new banking products development, increasing market share, reputation, brand value and shareholder value, integration of social and environmental issues in the businesses, improved access to international capital contributing to poverty and un-employment alleviation, environmental protection, social progress in the locality where sample banks function, facilitating the reduction of global warming by financing carbon credit projects and so on. The present research work presents the business case for sustainable banking by drawing on responses from top level management (n=20), bank managers (n=4) and bank staff (n=40) in three sectors of 4 banks each - public sector, private sector and foreign banks operating in India in general and Bengaluru in particular. The study used surveys, and descriptive and analytical methods of research. For the analysis, causal relationship between independent and dependent variables have been appropriately aligned. For the measurement of sustainability, scaling techniques and statistical tools have been used. The qualitative data under the study has been quantified by using Likert's scale. Based on the statistical results derived, it can be concluded that the financial, internal, social and environmental sustainability of sample public sector, private sector and foreign banks have a profound impact on banks' business performances.

Keywords: *Sustainability-Economic, Internal, Social and Environmental, Business Performance*

SUSTAINABLE FINANCE – FROM BILLIONS TO TRILLIONS

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ABSTRACT

We are at the brink of global transformation. The international community, through the United Nations, has set in motion a historic plan – 17 Sustainable Development Goals – that aims to build a more prosperous, more equal, and more secure world by the year 2030.

In 2015, India adopted the SDGs as a national agenda and along with UNDP, she is working to frame its developmental plans and socio-economic policies to reach the target by 2030. One of the critical means to achieve this is to work on a Sustainable Funding Framework that will encourage private capital to invest in private sector towards implementing integrated social initiatives with developmental impact. This means, in addition to funding from multilateral financial institutions and Other Development Aids (ODA), we need to build an ecosystem where private capital will play a key role and each dollar of funding has a multiplier effect on social goals to meet the objective of universality (“Leave No One Behind”).

This paper assesses the financial requirements and gaps to achieve SDG targets in India. The study reviews the public spending trends in social sectors in the last couple of years by our government and estimates the future financial requirements to meet the targets by 2030.

Linear Regression Analysis (LRA) is used to forecast the financial requirements and based on these estimations, financial gap has been computed.

Interviews with key people working on blended finance projects in multilateral institutions, private capital holders like funds, private banks, etc. helped us in getting insights on issues and ideas that have worked and the challenges on the way.

The prescribed model has been put to test in similar environments in related geographies, the findings have been analyzed and the model is revalidated through a feedback mechanism to make it robust and all-pervasive.

This study provides discreet estimates to achieve the SDGs in India and gives policy recommendations to improve financial governance mechanisms.

Keywords: *Blended finance, private and public capital, impact investing, creating markets, SDGs, estimates, linear regression.*



CROWDFUNDING AS A FINANCING OPTION FOR MSMEs

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ABSTRACT

Crowdfunding is a source of mobilizing funds from the general public through the internet or by making use of social media. It is a very popular medium of fundraising for businesses as well as for social causes due to the increasing penetration of technology into our day to day lives. It allows a large group of people to replace banks or other financial institutions and makes finance accessible to those who find it difficult to raise it via such formal channels. It not only helps in raising funds, but most of the time validates the ideas or innovations of the person or firm raising it. In India, the concept of crowd funding is still in its nascent stage and in this backdrop, its future scope is huge. When we speak of crowd funding in India, it's the contribution towards social causes which always comes first as that is the general trend that has been observed in the Indian crowd funding platforms. But when we speak of the scope of crowd funding in business, MSMEs are the sectors which can never be avoided as they form the backbone of the Indian industrial sector, contributing almost around 45% to the country's GDP and providing employment to nearly 106 million people, which is around three times of what the big fat corporates put together contribute. Needless to say, raising funds (both in the setup stage and for daily operations) is one of the biggest challenges in front of the Indian MSMEs. Although, there are quite a few numbers of the funding sources for MSMEs in India and moreover multiple government schemes aimed at promoting MSME growth, there still is a gap in terms of the actual fund requirement and the availability of funds for such enterprises. Through this paper, the authors try to analyse how crowd funding can be used as a potent and reliable source for filling up these gaps and for boosting the growth of MSMEs. It also tries to find out the scope of debt funding and the legalities of equity funding concepts and how debt funding could be a great source of MSME funding. The study is conducted using secondary data and interpretations are drawn from the same.

Keywords: MSME Funding, Crowd funding, Debt funding

SUSTAINABLE CARBON ACCOUNTING & TAXATION ASPECTS IN INDIA

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ABSTRACT

As of now, global warming is the biggest threat facing Planet Earth. With rapid industrialization and growth of the global economy, the CO₂ level in the atmosphere has risen to alarming levels. To neutralize the release of harmful gases into the atmosphere, leaders of all nations have taken a significant pledge and initiative called carbon credit. Kyoto protocol came into being with the objective to reduce the damages caused by climatic change. With the concept of carbon credit, several allied issues surfaced with respect to how the accounting issues of these credits need to be accounted for. At present there are no accounting standards or interpretations that specifically deal with the carbon credits. Organizations therefore have to apply judgements and adopt the best practices or standards laid down by their country-specific accounting bodies. Very recently, a number of accounting practices have emerged but different approaches make the comparison and interpretation of accounting results a difficult task. A separate framework for carbon credit accounting is needed to make the transactions in carbon credits transparent and to make the financial statements understandable by all the stakeholders. The major objectives of carbon accounting are to establish a formal structure within organizations for climate change strategy, identify carbon related risks and opportunities, introduce carbon management systems and finally, achieve carbon reduction targets.

Keywords: *Sustainable Carbon Accounting, Accounting practice.*

CO-CREATION: DOES IT LEAD COMPETITIVE ADVANTAGE?

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ABSTRACT

The concept of co-creation is a well-established phenomenon and it has changed the way the businesses market their offerings to the customers (Grönroos & Voima, 2013). Co-creation is a process of collaboration of two or more players such as producers and consumers to create value (Vargo & Lusch, 2016). Though the extant literature has dealt with many aspects of co-creation, no study has established its role in creating competitive advantage to the business. Competitive advantage enables the firm to earn more profit than its competitors, generate higher revenue and sustain itself in the market. Hence, this paper attempts to study the extent to which co-creation engenders competitive advantage.

Keywords: *Co-creation, Competitive advantage, Collaboration, Consumers, Value creation.*



ISME

A STUDY OF GREEN FINANCE AND THE INDIAN GROWTH STORY

Ms. Jaspreet Kaur Walia

ABSTRACT

Tackling climate change has become a pivotal factor in the country's growth story. A significant amount of investment is required to create a greener economy. Green financial instruments are designed to provide access to efficient sources of debt and equity in order to fund projects with sustainable development goals. The Government of India, along with the support of private players and institutions has made it a national priority to achieve sustainable growth. This paper studies the concept of Green Finance in the global context along with various green financial instruments. It also identifies the problems related to the Indian Green Finance and provides recommendations in the Indian context.

Keywords: *Green Finance, renewable energy, green financial instruments*



A PAPER ON INNOVATION IN CURRICULUM DESIGN AND TECHNOLOGY ENABLED TEACHING PEDAGOGY

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ABSTRACT

Teaching pedagogy nowadays is experiencing multi-dimensional aspects and shifting from a stereotypical lecture-based classroom set up to more of a learner-centric environment. Institutions may implement such modern practices to keep up with rapid changes in the learning attitude in present times. The identification of effective teaching methodologies and instructional designs based on the application of Bloom's taxonomy is transforming the teaching pedagogy with active learning. The use of certain technological teaching tools, in true sense, will fulfill the objective of designing innovative curriculum and teaching pedagogy for better learning outcome in the coming days.

Keywords: *Active learning, Technology, Teaching tools, Bloom's taxonomy*

ANALYSIS OF START-UP CULTURE, ROLE OF INCUBATORS & ACCELERATORS TO PROMOTE NEW-GENERATION ENTERPRISES IN INDIA

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ABSTRACT

Start-up India, a flagship initiative of the Government of India (launched on January 16, 2016), intends to build a strong ecosystem for nurturing innovation & start-ups in the country that will drive sustainable economic growth and generate large scale employment opportunities. Start-up India, which has got an earmarked corpus fund of Rs. 10,000 crores (i.e. Rs. 2,500 crores/year, over the next 4 years), is expected to provide a significant boost to the start-up ecosystem. According to Global Start-up Ecosystem Ranking Report-2015, Bangalore is the home to about 3,100 to 4,900 active tech start-ups, thereby achieving the 2nd highest growth rate for exit volume and Venture Capital investments among the top 20 start-ups. Currently, at rank #15 (2015 rankings), Bangalore is the only Indian city to be ranked within the best twenty start-up ecosystems globally.

Given the above context, this review paper has presented an analysis of status, influencing factors, and growth trends in respect to the emergence of start-ups in India, including Bangalore as the Start-up Capital of India, by covering a) Policy framework, b) Growth trends, c) funding options & various schemes for promotion of Start-ups and d) Challenges & Opportunities for start-ups.

A specific review on the role of Incubators and Accelerators in promoting & nurturing start-ups is included, including the role of Educational Institutions & Universities. The trend analysis is also being reviewed (NASSCOM, 2015; CII, 2015; Niti Ayog, 2015), along with supportive roles played by industrial bodies like NASSCOM, CII, & other stakeholders. Strategic interventions by the government, industries, academic partnerships and investors are presented in a comprehensive manner. The startup landscape & co-working spaces working together in India are also being analyzed and presented.

Key words: *Start-up Ecosystem, Start-up Policy in India, Bangalore as Start-up Capital in India, Role of Incubators & Accelerators, Co-working spaces*

CHALLENGES OF LEADERSHIP IN VIRTUAL TEAMS

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ABSTRACT

Technological innovations in information and communication have changed all aspects of our lives at a rapid pace. These changes provide an opportunity for organizations to employ talent from all over the world in work teams. Globalization has led to more complex and dynamic jobs and forced managers to lead organizations that consist of geographically dispersed business operations. Virtual teams are groups of geographically and/or organizationally dispersed co-workers that are assembled using a combination of telecommunications and information technologies to accomplish an organizational task. Leadership in virtual teams, generally referred to as e-leadership, has recently received a great deal of attention. E-leaders usually face several challenges that require certain new skills in leading virtual teams when compared to conventional teams.

THE SHORT-RUN PRICE PERFORMANCE AND UNDER-PRICING OF INDIAN IPOs

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ABSTRACT

The underpricing of initial public offerings speaks to one of the inconsistencies seen in essential markets (primary markets) worldwide, however, the profundity and broadness of it shifts from nation to nation. In this context, the study is a posteriori analysis of the short run performance of Indian IPOs in the National Stock Exchange (NSE). As the investors look for attractive returns through primary market opportunities, the study is conducted to analyze and understand the performance evaluation of listed securities. The study uses data of 114 Indian IPOs that were listed in the NSE during the period 2014-2018. The objective of the study is to determine the relationship between returns of IPOs and NIFTY50, the benchmark index, and to determine the performance of the IPOs- whether they are outperforming or underperforming, using Wealth Relative Model. The study found significant short run underpricing for Indian IPOs and highest returns in the year 2017 and 2018 compared to other years, the reason for this being demonetization and the implementation of GST in India. The data for the study has been taken from a total of 71 underpriced IPOs listed in the NSE between 2014 and 2018. This study showed significant underpricing of IPOs in the NSE from 2014-2018, with trading day 15th showing the highest initial returns.

Keywords: *IPO, Market-adjusted short run, Market Return, NSE, Under-pricing*

ISME

INDUSTRIAL REVOLUTION 4.0 (Connecting physical, digital & biological worlds)

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ABSTRACT

Purpose:

Industry 4.0, also known as the intelligent industry, is considered to be the fourth industrial revolution, a term coined by Professor Schwab and seeks to transform a company into an intelligent organization to achieve the best business results. It integrates physical, digital and biological worlds impacting all disciplines, economies and industries. The key objective is to drive industries to be faster, efficient, customer-centric while pushing beyond automation and optimization. It generates new technology based on cyber-physics leading to improved products and reduced duration between development of product and its launch. This research shall focus on what is needed for introduction of Industrial Revolution 4.0 and also study its impact on human capital, job opportunities and innovation. This study shall also compare industrial revolution 4.0 with the previous industrial revolutions.

Keywords: *Industrial revolution 4.0, Artificial intelligence, Internet of things, Impact on human capital, automation, robotics, augmented (Virtual) reality*

Outcomes of the study:

- To create an understanding of how industrial revolution 4.0 will transform business.
- A comparison of industrial revolution 4.0 with the previous industrial revolution
- Impact of Industrial Revolution 4.0 on human capital and innovation.

ISME

UNDERSTANDING DIFFERENT ELEMENTS INFLUENCING THE PRODUCTIVITY OF KNOWLEDGE WORKERS FROM AN ORGANIZATIONAL BEHAVIOUR PERSPECTIVE

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ABSTRACT

The objective of this study was to review the available research towards understanding the factors influencing productivity of the knowledge workmen, in particular, the employees of India's software or IT sector.

Research into productivity from the Organizational Behaviour perspective is extensive and researchers have steadily delved deeper into several dimensions which influence productivity. The general finding of the researchers has been that there are three major contributors towards productivity. The first is the "core" or task output of the employee. A meta-analysis of 2004 listed 13 major dimensions of task productivity of knowledge workers, advocated by 20 different researchers. These range from measuring the success of the project to seeing how innovative the employee had been in order to determine their productivity. The second dimension of productivity is the Organizational Citizenship Behaviour (OCB) which covers the positive aspects of behaviour towards job or employer by the employee and finally, the counterproductive work behaviour (CWB), which examines the negative behaviours of the employee towards the employer or other employees. In addition, several researchers have identified several other factors or dimensions.

However, there is limited research which has linked these different concepts to the productivity of knowledge workers, especially with reference to the software employees in India. While organizational behaviour research on the software employees in India has been extensive, it appears largely focused on the relationships between sub-dimensions of OCB or CWB. The linkage of these variables with the productivity of software employees has been less examined.

The research into the variables responsible for increased productivity of the Indian software employers would help the Indian companies revise their Human Resource (HR) policies in such ways as to maximize the productivity of knowledge workers or software employees.



ISME

A STUDY OF AGRICULTURE FINANCE AND AGRICULTURE INSURANCE IN MICROFINANCE

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ABSTRACT

Agricultural finance and agricultural insurance are strategically important for eradicating extreme poverty and boosting share prosperity. Globally, there are an estimated 500 million smallholder farming households representing 2.5 billion people relying, to varying degrees, on agricultural production for their livelihoods. The benefits of our work include the following: growing of farmers and agricultural SMEs through commercialization and access to better technologies, increasing resilience through climate-smart productions, risk diversification and access to financial tools and smoothening the transition of non-commercial farmers out of agriculture and facilitating the consolidation of farms, assets and production (financing structural changes).

A STUDY ON PERCEPTION OF HOTEL CONSUMERS TOWARDS GOODS & SERVICE TAX IN BENGALURU

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ABSTRACT

GST is an indirect tax structure introduced with the intention to increase the efficiency of taxation, improve the economic growth and bring the whole nation to one market. This helps in eliminating a cascading effect and the benefit is passed on to the consumer. A simpler tax structure can bring about greater compliance, thus increasing the number of taxpayers, and in turn help the government with increased tax revenues. It subsumes other taxes of indirect tax, which effectively means that the tax amount paid by users will be reduced. As in economics, lower the price, more will be the demand for that product. This results in more consumption of goods, which will be beneficial to manufacturers. The hotel industry is a rising sector, with a fast growth line. It is one of the main hospitality sectors contributing more towards the economy. With this background, this study focuses on exploring the perception of hotel consumers towards GST.

Keywords: *Goods and Service Tax, Hotels, Consumers, Demand, Price*

AN EMPIRICAL STUDY ON THE MARKETING OF EDUCATIONAL SERVICES BY BUSINESS SCHOOLS IN BANGALORE TO POST-MILLENNIALS

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ABSTRACT

Over a period of time, ways to seek information on best possible management courses have evolved and this plays an essential role in the minds of Post-Millennials, especially when the horizon of dreams and a sense of urgency are on a rise among them. Post-Millennials are the confident, ambitious, smart and focused youth of our country, born between 1997 and present day. They seek information on the best education & courses to excel in a competitive world. There are many educational institutions across Bangalore, providing opportunities to millennials & post millennials to help them select the best course for their successful career. Under these circumstances, educational institutions must make the Post-Millennials aware of the best educational scopes to offer. Here comes a situation where the gravity of admission marketing strategies plays an indispensable role. An effort made in this empirical paper is to find out the impact of marketing of educational services to the Post-Millennials. The study adopts various qualitative & quantitative methods in analyzing the primary and secondary data collected for the study. The research presented in this paper reveals interesting findings on factors determining students' decisions on selecting management courses and their placements in institutions. Given the competitive environment in the educational sector, focused, strategic & impactful efforts towards education marketing through various methods are being put in by various educational institutes.

In conclusion, this paper would establish the impact factors of various education marketing strategies on Post-Millennials strategized by business schools, enabling them to select among the best management programs offered in Bangalore.

Keywords: Marketing, Admissions, Post-Millennials, Education, Services, B-schools.

A CONCEPTUAL STUDY OF THE APPLICATION OF SUPERVISED MACHINE LEARNING ALGORITHMS IN INFORMATION TECHNOLOGY (IT) PROJECT MANAGEMENT

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ABSTRACT

Despite over 70 years of history, countless methodologies and systems, huge investment made, IT projects keep failing. Most of the IT projects are behind schedule and over budget. In the past five decades, there have been many reports about IT failures in various organizations across industries. The results suggest that, although much improved, the success rate of IT projects is still very low. There were many studies and researches done to find the reasons behind these failures. Yet, failure rates are alarming. Studies revealed that IT project failures are not due to technical issues, but more due to managerial issues. The complexity of the development of IT projects is manifested by the historically high failure rate of IT projects. As organizations increasingly invest in IT with the intention to enhance profit growth and cost savings, IT project failures have significant organizational consequences, in terms of both wasted critical resources and lost business opportunities. Therefore, there is a strong economic incentive for companies to improve IT project performance. The ability to predict failure projects is very critical to many businesses because of the strategic importance of IT projects. The ability to predict runaway IT projects is critical to many businesses because of the strategic importance of IT projects as well as the large amount of resources involved in the development of IT projects. Decision makers can take the right decisions on whether to continue funding a project when its prospect for success is questionable.

The major objective of the research is to study the existing literature reviews about machine learning algorithms for prediction of IT project outcomes. Variable selection procedures were employed to help identify the most significant independent variables. Application of

supervised machine learning algorithms like regression models (Multi-Linear Model), Logistic Regression and Neural Network (NN) is used to predict the project outcome (success or failure) and also to build a theory for unsupervised learning algorithms using clustering techniques.

Keywords: *Machine Learning, IT Project, Failure*



ISME

SIGNIFICANCE OF ANTICIPATORY STAGE IN THE FORMATION OF PSYCHOLOGICAL CONTRACT FOR EFFECTIVE RECRUITMENT BY CONTEMPORARY ORGANIZATIONS.

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ABSTRACT

In recent days, unemployment problems across India have been highly discussed by many political and non-political bodies. According to Economic Times, the unemployment rate, if compared with previous rates, is at a 45 year high. But in reality, we also have come across many examples of reasonably skilled candidates rejecting the offers they have received, mainly due to a 'lack of feel' to enter into an employment contract.

This 'lack of feel' leads us to the concept of 'Psychological Contract' (PC), which is an unwritten and undocumented mental agreement existing between employee and employer. But in India, it is the least explored cause for voluntary unemployment. PC has three stages, namely anticipatory stage or pre-employment stage, early socialization stage and latter stage. The contract initiates with the anticipatory stage which is focused on in this paper.

Though the concept of PC has quite a long history, most have focused more on the breach of PC, while only some researches have focused on its formation and development.

This paper attempts to establish the causal relationship of existence of a psychological contract during the pre-employment stage for effective recruitments.

Keywords: *Psychological contract, formation of PC, anticipatory stage, recruitment and selection.*

SUSTAINABLE FINANCE- A NEW ROUTE FOR ENDURABLE DEVELOPMENT

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ABSTRACT

In an era of economic advancement, the world is facing serious environmental degradation. The rapid economic development is leading towards major resource depletion and environmental damage which is impossible to repair. Thus, there is an urgent call to develop and implement sustainable tools in order to preserve the environment for betterment along with striving for development. In the past, investors considered returns and risks as the only criteria for investment. But today, there is a need to look upon environmental and societal issues, and not only financial returns. Sustainable finance is one such great tool to combat the above issues. Sustainable finance is the integration of Environmental, Social and Governmental (ESG) financial service criteria into the business or investment decisions for the long lasting advantages of client base and the society at large. Sustainable finance acts as a bridge for the development of the economy with the preservation of natural resources and reducing the damage of environmental depletion. Sustainable finance, with its rising importance these days, provides market participants an option to choose to behave in a more accountable manner and to bring about optimistic change in the day-to-day business. The objective of this paper is to highlight the various concepts related to sustainable finance as a new way of justifiable development. The study is mainly based on the secondary sources of information, and by applying analytical research, it tries to understand the contributions towards sustainable development. The paper briefs about the sustainable finance industry and the ways in which it is serving sustainable economic growth.

Keywords: *Sustainable finance, Environmental, Social and Governmental (ESG).*

SPIRITUAL INTELLIGENCE AND THE KNOWLEDGE SOCIETY

A systematic review of literature to understand and examine the importance of Spiritual Intelligence in a knowledge society

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ABSTRACT

The concept of Spiritual Intelligence is not new. However, it appears to be gaining importance with the growing awareness that rational intelligence can, alone, only take an individual, society or organization a limited distance. The need of the hour is holistically developed and well-rounded individuals who are able to work for the greater good and not personal short-term goals. The current study explores the construct of Spiritual Intelligence, given its growing importance in the creation of knowledge societies. The researchers have chosen to conduct a meta-analysis to identify the constructs that are related to the construct of Spiritual Intelligence. The study provides a base for future research and also provides direction for organizations, societies and individuals looking to develop the Spiritual Intelligence levels of its members. The study also provides implications for developing nations aiming to transform into knowledge economies. Society has been known to place emphasis on IQ or Intelligence Quotient. The current study proposes that other forms of intelligence- like Spiritual Intelligence- are essential for holistic development. A true knowledge society would ideally aim for all round development and that would imply considering other measures like Spiritual and Emotional Intelligence.

Keywords: *Spiritual Intelligence, Knowledge Society, Learning, Meta-Analysis, Systematic Review.*

WHAT MOTIVATES YOUNG INDIANS FOR ONLINE SHOPPING? A Model to Predict Online Purchase Behaviour of Gen Y and Gen Z

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ABSTRACT

E-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by the increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 604.21 million as of December 2018 (IBEF.org). Customers are moving towards the digital form of purchase rather than the physical. The recent growth of e-commerce and the consumer's increasing interest in purchasing over the net have significantly changed the landscape of Indian retail market. In such situations, it has become necessary for marketers to study the online purchase behaviour of the Indian customers.

This paper discusses the components of online purchase behaviour, which are churned out through literature review, and then develop a simple and precise model of online purchase intention. Further, this paper also tries to find out the differences in the online purchase behaviour pattern of Gen Y and Gen Z.

Key Words: *Online Purchase Intention, Gen Y, Gen Z, Structure Equation Model*

EXCHANGE RATE EXPOSURE FOR AIRCRAFT OPERATING LEASES - AN AIRLINE OPERATIONS PERSPECTIVE

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ABSTRACT

Aircraft leasing is a process through which airlines bring in aircrafts from other leasing companies or airlines as part of their capacity addition. Globally, over 50% of the commercial aircraft fleet is on a lease basis. In India, over 70% of the airline fleet is on operating lease basis and the same trend is expected to continue. In return for the leased asset, airlines pay huge fixed monthly rentals to the leasing companies, usually in USD. As regards, the airlines are exposed to foreign exchange fluctuation. The depreciation of the local currency as against the USD will bring additional financial burden and revenue leakage into Indian carriers, thus affecting sustainable operations. Also, considering the growth factor of civil aviation, so far India does not have its own leasing finance industry. The objective of this paper is to analyse the impact due to the currency fluctuation, current strategies by which airlines take proactive measures against this fluctuation, and the policy reforms and facilitation by the government which can lead to sustainable business operations.

EXIT INTERVIEWS AND THEIR ROLE IN BOOMERANG HIRING

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ABSTRACT

In a dynamic global business environment, human resources constitute as the most important resource to achieve organizational efficiency. Employee turnover today has become a common phenomenon. To cope with this, organizations design various retention strategies in the best interest of organizational and individual needs. Boomerang Hiring is a way of placing back a former employee. Reducing the negative feelings of an employee while he or she is leaving the organization is important because that forms an important consideration that guides boomerang behaviour. For this, it is important to conduct a well thought Exit Interview that helps in analysing the opinions of departing employees.

EFFECT OF EPHEMERAL MARKETING ON THE CUSTOMER ENGAGEMENT OF NIKE IN INDIA

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ABSTRACT

The marketing landscape is experiencing a rapid shift from the “traditional” mass audience advertising towards a more direct form of customer engagement. It is no longer about just “buying products”, but investing in immersive experiences over material possessions and also socialising them. Ephemeral marketing is the new means of exposing consumers to such brand experience while building a strong association. Top-notch brands like Nike have certainly changed the consumer brand marketing by emphasizing on personalization in each of their ephemeral campaigns.

The goal of this study was to understand how Nike is inducing customer engagement through ephemeral content, preferably via social media platforms- Instagram or Snapchat. It also attempted to know if these short-lived campaigns have the potential to generate conversions for the brand. This research is conducted through primary methods consisting of surveys, questionnaires and face-to-face interviews. The population strength for this study was 70 and the statistical tools used were correlation, regression, pie charts, and bar graphs.

The research findings indicated that 64% of the total respondents who frequently view Nike stories find the content highly engaging. Even respondents who rarely view the stories find it moderately engaging. Although 50% of the respondents said they did not buy products based on the ephemeral content, however, there were nearly 47% of them who actually did. What work best for Nike in ephemeral marketing are high resolution photo and video stories using its star value along with inspirational slogans.

Keywords: *Customer engagement, experience, ephemeral marketing, Nike, Instagram stories, digital marketing, personalization*

“GIG ECONOMY” A DISRUPTION TO PERMENANT EMPLOYMENT - A STUDY AMONG IT EMPLOYEES’ OF BENGALURU CITY

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ABSTRACT

A gig economy is a buzz word in western countries and has already shown its initial admittance and a significant impact in developing countries’ employment scenarios. The gig economy in human resource capacity, means a free market system in which temporary positions are common. Organizations adopting the gig economy sign a short-term contract with independent workers. Gig employees in the workforce include freelancers, independent contractors, project-based workers, and temporary or part-time hires. Though the gig economy seems to be a positive and effective strategy for an employer in cost-saving, this trend can make it harder for full-time employees to survive and develop their careers. Temporary employees are often cheaper to hire and more flexible in their availability- this seems to be a big threat to Indian full-time employment. This study is aimed at understanding the opinion of full-time employees at IT-based companies in Bengaluru with special reference to skill and competency-based profiles. The researcher has collected a sample from select information technology companies in Bengaluru for this study using a double sampling technique where the companies are selected based on a judgmental method using glass door ranking, and the employees are selected using convenience stratified sampling techniques. Considering the time constraint and difficulty in getting permission from companies to conduct a survey, the researcher ended up having 203 valid respondents. According to a study from Denscombe, 2007 and Fisher, 2010, the collected sample size (203) was reasonably enough to be a valid representation of present generation IT employees and to permit scope for a margin of error. Respondents were interviewed using a well-structured valid questionnaire through the scheduled survey method. The study result revealed a strong relationship between respondents’ work-related variables and their opinion towards the gig economy. Comprehensive findings of this study are expected to help companies strategize contractual employment policies in the present and future.

Key Words: *Gig Economy, Employment, Developing countries, Information Technology, and Temporary employees*

HUMAN DEVELOPMENT AND ECONOMIC GROWTH

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ABSTRACT

Human development and economic growth are two distinct ideal models that infer various goals, estimation procedures, and strategies. In any case, a wide writing has demonstrated that economic growth and human development are naturally interconnected, co-transformative, and commonly reinforcing one another. The associations between Economic Growth (EG) and Human Development (HD) structure two chains. Cross country regressions show a significant relationship in both directions, with public expenditures on health and education- remarkably female- especially important in the chain from Economic Growth to Human Development and the investment rate and income distribution significant in the Human Development to the Economic Growth chain. This offers ethical cycles, with positive or negative execution of HD and EG strengthening one another.

To the degree that more prominent opportunities and abilities improve Economic Growth, Human Development will have an important effect on growth. Similarly, to the extent that expanded wages will build the scope of decision-making abilities of families and governments, Economic Growth will upgrade Human Development.

The key aim of this chapter is to speak about and think about these two paradigms and outline their components of explicitness just as their potential linkages.

Keywords: *Economic Growth, Human Development, Income Distribution, Health, Poverty, Education*

IMPACT OF SOCIAL MEDIA MARKETING WITH RESPECT TO MOVIE MARKETING IN INDIA

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ABSTRACT

Although digital marketing is done through social media platforms by many companies, they do not concentrate on the fact that these promotions can be tailored personally. The problem is that the best practices that worked as recently as a year ago may no longer apply. There are many new factors, strategies, and tactics that marketers and advertisers must take advantage of when creating a campaign. This study focuses on the importance and effectiveness of the rising field of social media and digital marketing within the Indian film industry and on seeing what social media tactics movie studios can use in order to increase awareness of their movies.

It is important to find out the changes in customer preferences and cater accordingly, so as to make sure the objectives are also accordingly set to find out which social media platforms are used by movie-goers to search for a movie and to what extent, along with the type of content they look for most on these platforms, so as to analyse the impact of the best combination of movie promotions in terms of platform and content on the E-WOM. Overall, the study seeks to identify what type of content and social media campaigns impact current and potential movie audiences the most.

For this research, primary data is collected by questionnaires using semi-structured interviews with a total sample size of 62, all of whom belong to different age groups selected by following judgemental sampling. Secondary data is collected in the form of journals, articles and magazines which were collected from EBSCO, J-gate and Google Scholar.

This research has helped in finding out different sets of combinations of these inputs which would create a significant impact on the consumers. It is also observed that, put in the right direction, these efforts of creating content and marketing them would yield in positive results, as many of the respondents reacted positively to watching a movie based on the movie promotions.

Key words: *Digital marketing, Social media, Movie marketing, Promotions, E-WOM*

THE PRACTICE OF SENSE OF HUMANITY IN HUMAN RESOURCES ON EMPLOYEE PRODUCTIVITY AT GAIL GAS INDIA LTD, NEW BEL ROAD, BENGALURU, INDIA

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ABSTRACT

Human Resources is the most important asset to any organization. It needs to be taken care of in the best possible manner as it directly affects the functioning of the organization. There are various factors that affect the workforce in an organization, e.g. the working hours, the pressure of deadlines, interpersonal communications etc. Recently, these issues have undergone a lot of research and it has come to light that issues like the treatment of employees by their peers/ supervisors when it comes to sensitive subjects like their culture, religion, race, sex and the overall work environment along with other behavioural factors have stood out and have become vital in all organizations. When employees have experienced violence or have been threatened with violence because they are a part of the LGBT community, are disabled, Muslim, of foreign origin or a senior citizen, because of their race or sex, or been discriminated against by supervisors not because they lack skills but because of their background, given too much work and too little time for their personal lives, excluded, bullied or even sexually harassed by colleagues or managers, it leads to the inability of said employees to work in teams due to lack of compassion. Frequent replacement of employees then results in burnouts and eventually leads to trauma at the workplace. This will ultimately lead to low productivity, high absenteeism, high employee turnover and also professional misconducts.

Organizations should continuously take feedback from their employees. It helps in establishing good communication between the employees and the employers. This also helps in clearly understanding where employers are lacking and what the employees are facing. It helps in understanding the trauma and the insecurities employees are dealing with. The organization must find the root causes of these issues and work together with the employees to solve them. This will eventually help make plans, policies and rules that respect all cultures and diversities. These policies and practices in the organization will prevent and lessen conflicts and initiate trust and a sense of respect and unity among the employees.

Keywords: *Human Resources, Trauma, Work Environment, Productivity*

A STUDY ON THE COMPARATIVE ANALYSIS OF THE INVESTMENT DECISIONS IN LIC OF INDIA AND UK

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ABSTRACT

An investment is to put money into something in order to get a suitable return out of it. Any investment is a risky affair and hence, depends on certain factors that determine the investment decision. In case of an individual investor, the investor should always do a thorough analysis of the investments being offered that will make the decision-making more scientific and rational. Anaja B. and Emmanuel E. (2013), pointed out that many individual investors rely on the credibility of the financial statements of the organizations that is approved by an auditor or a financial expert. However, return on investment depends on the highs and lows of the market conditions. A successful investment results in a good return or profit to the investor that will serve the sole purpose of investing.

Investment is one of the simplest ways to build wealth and has various ways of increasing funds. Investing in insurance plans creates wealth for the future when you require it and needs a good understanding of the different options available. LIC is a state-owned insurance group and is the oldest insurer with a wide range of investment plans and an extensive customer base. Investment plans offered by LIC are customized to serve its customers with varied investment objectives like marriage, health, life coverage, retirement planning etc.

This study focuses on the factors influencing the investment decisions of the investors in insurances. The method of the study is descriptive and contains both primary and secondary data.

Keywords: *investment, insurance, decision-making, factors responsible*

ISME

THE EFFECTS OF DIGITAL MARKETING COMMUNICATION ON CUSTOMER LOYALTY

Mr. Jeffin John Sebastian

ABSTRACT

The cost efficiency and diversity of digital channels facilitate marketers' frequent and interactive communication with their customers. Digital channels like the internet, email, mobile phones and television offer new prospects to cultivate customer relationships. However, there are few models explaining how digital marketing communication (DMC) works from a relationship marketing perspective, especially for cultivating customer loyalty. In this paper, we draw together previous research into an integrative conceptual model that explains how the key elements of DMC- frequency and content of brand communication, personalization, and interactivity- can lead to improved customer value, commitment, and loyalty.

Keywords: *digital marketing communication; interactivity; customer loyalty; customer relationship management*

MACROECONOMIC FACTORS AFFECTING NON- PERFORMING ASSETS (NPA) IN INDIAN BANKS WITH REFERENCE TO PUBLIC PUBLIC SECTOR BANK AND PRIVATE SECTOR BANK

Ms. Hephzibah Mathew

ABSTRACT

The banking sector is defined by its profitability from its various assets, most of which are loans that they provide. When loans become non-performing, they affect the growth of the bank on a whole, which in turn affects the growth of the nation at large. Therefore, it is necessary to understand the various factors that affect NPA and find solutions to reduce NPA in banks across the country. This paper studies the effects of various macroeconomic factors on NPAs, with reference to Public Sector Banks and Private Sector Banks. Inflation, GDP Growth Rate, and Fiscal Deficit are the various variables taken for the study. Correlation and Regression Analysis was conducted to check the relationship between the dependent and independent variables. From the analysis, it is seen that GDP Growth Rate is not a defining characteristic in computing NPAs of the country. Various fiscal policies and monetary policies however are shown to play a vital role in the growing NPAs in the country.

Keywords: *NPA, Inflation, GDP Growth Rate, Fiscal Deficit*

A STUDY ON THE PRICE VOLATILITY OF STOCK IN NSE

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ABSTRACT

This study is undertaken to establish the validity of the weak form market efficiency of the Automotive Sector in the National Stock Exchange. The data has been collected over a period of 5 years, ranging from 1st April 2014 to 31st March 2019. The research contains 1231 observations from each of the three representative companies- Bajaj Auto, Mahindra & Mahindra, and Maruti Suzuki. To check for normality of the data, Shapiro Wilk test and Jarque-Bera test have been used. To check the stationarity of the data series, Augmented Dickey Fuller test has been used. The weak form of market efficiency of the aforementioned sector has been analyzed using Runs test, and finally, the autocorrelations test is taken up to determine if the data possesses normality even though there is stationarity in data. The study establishes that all the previously mentioned companies are weak form efficient and on the basis of the results from the sample, it can be concluded that the Automotive Sector is weak form efficient.

BENEFITS OF WORK LIFE BALANCE AND ITS STIMULUS ON PSYCHOLOGICAL HEALTH OF EMPLOYEES

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ABSTRACT

Competitive business scenarios around the world are driven by cutting-edge technology and innovative business practices. Business organizations are dynamic- wherein they have to keep themselves updated and be adaptable to the changes encountered on an everyday basis. Keeping the above-mentioned fact in mind, organizations are extremely concentrated on engineering value in the process of making their presence in the global competition. Almost all operative functions of the organizations and their businesses are keenly monitored for standards and they are carefully evaluated based on the benchmarks in the industry. Organizations can perform all the above actions only with the help of the human assets of the organizations. This research work attempts to throw light on one of the major aspects of human resource management called work-life balance of employees. The majority of the workforce in Indian organizations today are comprised of millennials and Gen Z employees who have a different set of demands from employers. Any discomfort in work-life balance may lead to rash decision-making from the young workforce, which could affect the productivity of the organizations. Because it is a vital source of innovation and creativity, it is essential to keep the young workforce in a working setup that favours them, for them to express their skills and abilities. Researchers in the past have found that there is a strong relationship between productivity and the psychological conditions of employees. This paper examines the relationship between work-life balance benefits provided by employers, and the psychological health of the employees. Descriptive research design was used for this study and primary data was collected using a questionnaire among employees of the Information Technology industry. Collected data was analysed using appropriate statistical tools. Findings revealed the fact that there exists a strong relationship between the study variables. Demographics and work-related factors have also shown that a strong relationship exists between opinions about work-life balance benefits and psychological health factors.

Keywords: *Psychological health, Work-life balance, millennials and Gen Z, innovation and creativity*

A STUDY OF MULTI-LEVEL MARKETING BUSINESS WITH SPECIFIC REFERENCE TO MAGNESSA MIZORAM

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ABSTRACT

Multi-Level Marketing is a business model of direct selling in which consumers get products directly through the network of consumers instead of stepping into retail stores. Since unemployment is one of the biggest concerns for the government, it requires the combined efforts of the government and the industries. The direct selling industry has shaped the career of millions of Indians- especially the unskilled ones, who have not found a place in the mainstream- by improving their interpersonal skills. In India, the direct selling industry has existed for several years, but the entry of global companies during the last five years has accorded greater visibility to this industry, which is still in its nascent stage.

This paper focuses on the role of Multi-Level Marketing Business in the Indian context and its potential for providing self-employment opportunities to the workable human power in India, to raise their living standards. The Prime Minister of India has also focused on generating self-employment skills through the “Skill India” Campaign.

ORGANIZATIONAL CULTURE AS AN ANTECEDENT OF EMPLOYEE CREATIVITY

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ABSTRACT

Changes in the workforce composition and work roles have started demanding a paradigm shift in establishments' tactical decisions and managerial policy-making. New age workforces, namely millennials and Gen Z, have different sets of expectations from their organizations in comparison to employees of the previous generations. New age employees expect their employer to be transparent and credible. Lack of trust and incompetence from the employers' side were found to have a direct impact on the employees' attitudes. Lack of credibility from employers could result in poor performance of the organization. A majority of research studies conducted in the past and in recent times have investigated employee credibility as an antecedent of organizational outcomes, but this study focuses on understanding how employee perception of an employer's credibility is related to organizational commitment among employees. The researcher has adopted a descriptive analysis method and the study was conducted using a well-structured questionnaire consisting of three parts, measuring:

1. Employer Credibility
2. Organizational Commitment
3. Personal and work-related details of respondents

This study has attempted to quantify the effect of the establishment's credibility on organizational commitment. A comprehensive model was created using existing literature reviews, depicting the link amid the variables in the proposed research. Further analyses were executed to measure the model fit using statistical tools like confirmatory factor analysis and structural equation modelling. Analysis using SPSS and AMOS has shown a significant fit for the proposed model. Employer credibility was positively linked with organizational commitment and the researcher has discussed employee cynicism and its relationship with employer credibility and organizational commitment.

Keywords: *Employer Credibility, Organizational Commitment, Trust, Competence and cynicism.*

GREEN FINANCE MARKET

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ABSTRACT

Green finance is part of a more extensive event, from the consolidation of different non-monetary or moral concerns onto the budgetary universe. For the most part, green finance is considered as the financial help for green development, which lessens ozone depleting substance outflows and air toxin discharges altogether. Green finance in agriculture, green buildings and other green projects should increase for the economic development of the nation. In this paper an endeavour has been made to portray green financing in a broader sense. Changing to a sustainable global economy needs financial sources for speculations that give ecological advantages. Green bonds, together with green advances, are fundamental monetary instruments considered as wellsprings of green ventures financing. The green security market, although moderately new, has quickly been expanding.

Keywords: *Environment, Green finance, Renewable energy, bonds, sustainable developments*

THE IMPACT OF TOTAL QUALITY MANAGEMENT ON ORGANIZATIONAL PERFORMANCE

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ABSTRACT

This study came up to investigate the impact of Total Quality Management (TQM) practices and strategies on organizational performance. TQM is defined as a strategy that essentially aims to establish and deliver high quality products and services that cover all customers' demands and achieve a high level of customer satisfaction. This paper discusses the implementation of Total Quality Management in India and explores the relationship between the effective implementation and organizational performance. TQM in India was implemented through three categories of implementation methods, which are; quality control, quality assurance and continuous improvement. The findings indicate that TQM leads to one of the two organizational performances- either it positively affects the organizational performance, or it hinders organizations to achieve their goals, or negatively affects the organizational performance.

Keywords: *Total Quality management, organizational performance, high quality products and services, customer satisfaction*

ONLINE MARKETING: CHALLENGES AND OPPORTUNITIES AND IMPACT ON SOCIETY

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ABSTRACT

In this era of innovation, almost all spheres of human life have been touched by the applications of ever-growing technology. E-business is a natural extension of the internet. The concept refers to the transaction of business via an electronic means, usually the internet or any of its mediums. E-business has certain characteristics which include the internet, an information system for handling its business process, an online selling platform, business models that work to compile data on various customers, market segments and then make this information available to third parties for a fee, and online financial exchange facility. E-marketing is a subset of e-business. It is the means through which a business promotes the products or services that it has to offer on the internet. The practice of running an enterprise on the internet and promoting its services or products using e-marketing tools or resources presents the enterprise with distinct advantages. E-marketing must be defined to include the management of the consumer's online experience of the product- from first encounter through purchase to delivery and beyond. There are two reasons for building the concept of e-marketing around consumer experiences.

Any business that aims for development is linked to five basic marketing stages:

1. Market Research 2. Development of the product 3. Distribution 4. Pricing 5. Promotion.

On the basis of these five stages of marketing, in this paper we will try to discuss various issues related to marketing strategies.

ISME

ROLE OF MICROFINANCE AND SHGs IN FINANCIAL INCLUSION

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ABSTRACT

This paper looks at the role of microfinance and SHGs in strengthening the general population and comprehension of monetary consideration in India. As there is an increasing demand for rural finance and the inadequacies of formal sources for this, Microfinance Institutions want the government to empower them for mobilizing saving. For poor people, there are major aspects of many poverty alleviation programmes from developmental organizations and policymakers that include access credit. This research study depends on secondary information. The relevant data has been gathered from National Bank for Agriculture and Rural Development (NABARD). SHGs will upgrade to engage, empower and mobilize saving and to reduce poverty in the development of the economy.

Keywords: *Financial inclusion, Microfinance, Self Help Group (SHG)*

EMOTIONAL INTELLIGENCE AS A MODERATOR IN INFLUENCING ORGANIZATIONAL CITIZENSHIP BEHAVIOUR

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ABSTRACT

Individual willingness to commit oneself to an organization is one of the fundamental requirements in an organization's success. Dynamic work environments and changing business models are testing employees' patience to keep themselves committed to their workplace. This study is aimed at analysing an organization's need for keeping their workforce engaged and to measure the influence of employees' engagement on individual willingness to commit oneself to the organization's performance. The researcher has adopted exploratory research by reviewing pieces of literature related to the study variables to establish a standard instrument for measuring employee engagement and organizational commitment. The researcher has taken reference from Saks' 2006 instrument for measuring employee engagement and Podsakoff, Mackenzie & et.al (1990) measurement for measuring organizational citizenship behaviour. This study is conducted among the IT employees of WIPRO across their Bangalore branches. A multi stage sampling technique was used for this study, based on the sample size requirement as per the standard formula calculation. Since there are a lot of studies on the aforementioned topic; the researcher made an effort to identify the influence of the Emotional Quotient of employees on the relationship between workforce engagement and OCB to improve the novelty of this research. Data analysis was done using SPSS software and the findings revealed a positive effect on engagement and citizenship behaviour and the moderating influence of emotional intelligence on said relationship. Emotionally intelligent employees are found to be more dedicated to their organizations and they magnify the relationship between engagement and citizenship behaviour.

Key Words: *Organizational Citizenship Behaviour, Employee Engagement, Emotional Quotient, Emotional Intelligence and novelty*

FINANCIAL LEVERAGE AND FIRM PERFORMANCE – AN EMPIRICAL STUDY OF SELECT PUBLIC SECTOR UNDERTAKINGS LISTED AT BSE, INDIA

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ABSTRACT

In the process of profit magnification, operating leverage and financial leverage play a vital role in an organization. Operating leverage magnifies the effect of change in sales on operating profit as measured by Earnings before Interest and Tax (EBIT). The Financial Manager uses financial leverage to magnify the effect of changes in operating profit on Earnings Per Share (EPS). Even though increase in financial leverage leads to increase in Return On Equity (ROE), companies do not prefer to increase their debt financing portion as it leads to an increase in financial risk. The rise in financial risk will cause more fluctuations in Return On Equity and will also result in higher interest rates on debts. Hence, the present study is carried out to analyse the impact of financial leverage, as measured by debt ratios, on the performance of public sector companies as measured by Return On Equity (ROE) and Return On Assets (ROA). The results indicate a positive relationship between debt ratios and ROE and a negative relationship between debt ratios and ROA.

DIGITAL MARKETING: KEY FACETS AND CHALLENGES

“Content is the most atomic element of digital marketing”

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ABSTRACT

In current existence, reputable science, superior technology and complex management have come to the common ground that businesses and marketers are able to map digital technologies/ techniques to the aspects of marketing. They say, “Nothing sticks in your head better than a story.” Stories can explain the most complicated ideas in more digestible manners, and these stories are designed through creative approaches with the help of digital marketing. With the growth of digital marketing, the shopping practices of people have changed enormously; the incredible growth revealed by digital marketing cannot be analogous with any other strategy. Digital marketing is the marketing of goods/products or services using digital technologies, primarily on the Internet, including mobile phones, display advertising or any other digital medium. For any business entity, a digital business strategy plays a vital role in transforming their business, modernizing their processes, applying technologies to augment their interface with customers and employees, and deliver excellent customer experience simultaneously. The progress of digital marketing is indivisible from technological development. It is imperative for a business to reach out to consumers and create a two-way communication representation, as digital marketing allows consumers to give feedback to the firm directly or through a community-based site. Digital marketing has various facets or components, with the help of which a business is able to reach out to its customers. But at the same time, it also has many challenges to break through. This paper discusses digital marketing, its various components, the areas in which it is applicable, and also the challenges faced by the marketers. The method of research is descriptive studying to identify patterns or trends in a condition but not the casual linkages among its different elements.

GUERRILLA MARKETING **(The scope in India with special reference to start-up's)**

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ABSTRACT

Purpose:

Jay Conrad Levinson quoted that Guerrilla Marketing is "Achieving conventional goals, such as profits and joy, with unconventional methods, such as investing energy instead of money" which proves to be correct in the current marketing scenario. Guerrilla Marketing is a simple way of marketing, creating a huge impact on the minds of customers, despite having low costs and efforts involved. It's a creative marketing tool for the positioning and awareness of a product or service to magnify marketing efforts and thereby enhancing profit. This concept of marketing has a colossal scope in India due to the presence of a large target market to tap into and the lack of availability of finances for marketing activities and immense competition. Proper awareness and application of Guerrilla can pave the way for a new era of creative marketing techniques. This research shall focus on the key aspects of Guerrilla Marketing with special reference to Indian companies and start-ups. The research also aims at highlighting different Guerrilla Marketing techniques and draws a comparative analysis of traditional ways of marketing vs Guerrilla Marketing.

Keywords: *Guerrilla Marketing, Brand awareness, unconventional marketing, scope of Guerrilla marketing, brand positioning, Start-ups'.*

ISME

A STUDY ON THE FEASIBILITY OF GREEN FINANCE AND GREEN GROWTH IN INDIA WITH SPECIAL REFERENCE TO MSMEs

Ms. Sanjana Suresh

ABSTRACT

Green finance is a developing idea in the field of finance. As a result of restrictions on open accounts for financing the supportable improvement and diminishing the impacts of environmental change, private money has picked up significance. Green finance, which capitalizes private finance, refers to financial support for sustainable development.

Environmental change influences each nation. Be that as it may, it is a more urgent issue for developing nations. Confronting environmental change requires uncommon worldwide collaboration. The idea of green accounts can be viewed as another improvement in the field of money. Development and improvement of a miniaturized scale and little ventures in creating nations can expand destitute individuals' odds, security, and strength. Small and medium-sized private endeavours are required to assume a significant job in producing occupations and monitoring financial dynamism. Green money is a centrepiece of low carbon and green development, since it associates the budgetary business, ecological improvement, and monetary development, and all these are basic for a nation like India to continue in the long run. It has been perceived that exercises like ranger services, agribusinesses, and other land-use exercises, viz., dairy, soil protection, vitality use rehearses, utilization of sustainable power source, and more, have huge potential to lessen discharge of greenhouse gases.

Keywords: *Green Finance, Green Banking, Green growth, Environment, MSMEs, Green House Gases*

CHALLENGES AND BENEFITS OF AUTOMATION IN MANUFACTURING INDUSTRIES ACROSS INDIA

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ABSTRACT

There exists a lively ongoing debate about the effects of the widespread introduction of robots in the work environment. Many people in the labour market worry about inequality and possible job losses that robotics and other technology may create. All manufacturing industries put in continuous efforts for their survival in the current impulsive and competitive economy in order to handle critical situations, and are well aware of the benefits offered by automation technology in the industry. But in a country like India, complete automation of industries would lead to a drastic downfall in job opportunities for the efficient human resource available. The objective of the study is to see how human-machine interactions will bring about numerous benefits in the form of higher productivity, and how technological enhancement will improve corporate performance. This is an effort to describe the challenges faced by small and large manufacturing companies as well as the effects of automation on the workforce. The data is collected from various secondary sources including reports, research papers, books, journals etc. and is critically analysed to portray the co-existence between automation and the workforce.

Keywords: Manufacturing, automation, economy, technology, industry

THE COMPARATIVE STUDY ON THE EXTENT OF ECONOMIC INEQUALITY BY GENDER ACROSS THE WORLD

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ABSTRACT

The concept of gender inequality is often met with resistance, both from women and men, on any occasion that it is raised. This is possibly due to the concrete happening that many women across the world are now encouraged and empowered to follow the career they want to pursue and can be seen oftentimes succeeding on their own merit.

According to the SIGI report 2019, 'there is a clear progress which has been made possible with political commitments to eliminate gender inequality.' However, political commitments, legal reforms, and gender-sensitive programs in several countries are yet to be adapted into real changes for women and girls. Gender-based discrimination remains a lifelong and heterogeneous challenge for women and girls. Locally designed solutions combined with adequate legislation are needed for more social change to take hold. But there always remains the question of what is gender inequality. There exist individual opinions over the theme of gender inequality, as well as there remains another question of whether the gender gap can be welded. And if so, by when can we expect it?

The study focuses on the extent to which gender inequality has affected the economy across the world. This study is based on data which is collected from various secondary sources in an attempt to find possible answers to the questions raised by the issue by examining the most recent statistics depicting factual aspects related to gender inequality worldwide, and what is presently being done to tackle the same. This paper also puts forth ways to improve the participation of women in various sectors.

Keywords: *Inequality, women employment, gender pay gap, representation of women*

AN ENQUIRY INTO THE INFLUENCED EMOTIONAL MINDSET OF THE TEENAGERS OF POP CULTURE

Track 1: Human Development and Economic Growth

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ABSTRACT

In a world that speaks the language of diversity, we have come to see the formation of a united front of individuals under the broad umbrella of 'popular culture'. A lot of credit to this united front ought to go to the presence of social media. As in the case of the formation of any group, there does exist a social influence, which alters the behavioural norms of the individuals of the group. However, the phenomena of the formation of groups of like-minded people, which is stimulated through social media, not only has human behaviour induced influence but also a lot of simulated artificial influence which has made the lives of people seem superficially inter-linked. This artificial influence brought about by technological advancements has been alleged to have swayed the elections in the United States of America. An influence which is that strong in nature must surely be put under intense analysis, and that is exactly what this research paper aims to do. It aims to reiterate through analysis the nature of ideas simulated in the minds of teenagers when it comes to emotional feelings and reactions in terms of propaganda, which is being smeared around on social media, and to interpret the reactions of teenagers to the simulation of the artificial influence, which evidently and importantly has an impact on the dopamine-receptors of every social media user. The research paper aims to be a product study of the techno-psychological perspective, and also aims to elucidate the needed transition in the mind-sets of teenagers of the popular culture.

Keywords: Teenagers, Relationships, Love, Techno-Psychological Perspective, Popular Culture, Influence, Group Behaviour, Emotions, Social Media, Propaganda, Politics, Political Influence.

PERCEPTION OF MANAGEMENT STUDENTS TOWARDS WOMEN ENTREPRENEURSHIP EDUCATION

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ABSTRACT

Entrepreneurs play a key role in the economy. These are the people who have skills and take initiatives to generate new ideas in the market. The rewards for the risks taken are potential economic profits the entrepreneur could earn. Technically, a "woman entrepreneur" is any woman who organizes and manages an enterprise, usually with considerable initiative and risk. However, quite often the term "woman-owned business" is usually related to small scale industries. In this instance, the entrepreneur (a woman) owns more than 50%, controls, and runs the enterprise. The domain of entrepreneurship education is now faced with even more interesting choices about what is to be done, who is to be served, and what principles are to be professed. Entrepreneurship education should not only provide theoretical knowledge but also assist students in establishing entrepreneurial mindsets through developing entrepreneurial skills, behaviors and attitudes. Data has been collected from a number of articles, books, periodicals, and websites. The present study has been an attempt to analyze the perception of management students towards women entrepreneurship education. An extensive literature review is done on women entrepreneurs. Major issues faced by Indian women entrepreneurs are being studied with relevance to their success stories, along with various support initiatives undertaken by the government for enlistment of Indian women entrepreneurs.

Keywords: *entrepreneurs, women entrepreneurship education, economic growth and development, social constraints.*

SOFT SKILLS RECOGNIZED AS AN ESSENTIAL DRIVER NURTURING INDUSTRY 4.0 THROUGH EDUCATION 4.0

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ABSTRACT

The emergence of Industry 4.0 is driven, on one hand by the rapid development of technology, and on the other, by social and economic factors. Key technologies driving Industry 4.0 are wearables, augmented reality, simulation, autonomous vehicles and robots, additive manufacturing, big data analytics, mobile computing, and cloud computing. These know-hows affect and facilitate the creation of different novel business models. As industrialization changes the economy from capital-intensive to knowledge-based, networks enable better cooperation for the creation and exchange of knowledge. Factors that are related to driving the fourth industrial revolution include climate change and natural resources, geopolitical volatility, consumer, and privacy issues, young demographics in emerging markets, women's economic power, and rapid urbanization. Industry 4.0 grants opportunities for the creation of *smart factories*, *vertical networks*, and *horizontal networks*. Introduction of soft skills acts like a catalyst to boost the drivers of Industry 4.0. This includes problem solving skills, system thinking, business thinking, and technological literacy. This provides an edge to academic institutions to enhance their curricula towards Education 4.0 which delivers competencies to the manpower being utilized for Industry 4.0.

Keywords: *Education 4.0, Industry 4.0, Soft Skills, Technologies*

IMPACT OF BUYBACK UNDER TENDER OFFER ANNOUNCEMENT ON STOCK RETURNS AND MARKET EFFICIENCY: EVIDENCE FROM SELECTED STOCKS OF NSE

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ABSTRACT

Share Buyback is a corporate action in which the company buys back its own shares from the market and it is done either through an Open Market Offer or a Tender Offer. In India, Open Market Method is the most common method of Buyback. Companies usually opt for Buyback when they have a huge amount of unutilized cash, a lack of investment opportunities, for capital restructuring, and when the share prices are undervalued in the market. With an increase in the number of Buyback announcements, it becomes crucial for the investors to know the reaction and movement of the market during such announcements and act accordingly. The current study focuses on analyzing the impact of Buyback announcements on shareholders' wealth and the efficiency of the market in absorbing such information. It also focuses on studying price movements as a result of Buyback announcements. The main objective of the study is to find out whether Buyback creates abnormal returns for shareholders. 75 companies listed on NSE that opted for Buyback between the period 2016 – 2019 were selected for the study. Event study methodology along with the market model was used to find out the presence of abnormal returns during the event period of -21 days and +21 days, and T-test was used to test the significance of the impact. NIFTY returns were used as the benchmark to calculate the stock abnormal returns. The study revealed that there were abnormal returns in and around the announcement date. It also showed that the highest Cumulative Abnormal Average Returns (CAAR) were created on the announcement date i.e. Day 0, and this is statistically significant. Through the analysis, it was found that Buyback announcements create abnormal positive returns only for a short window when compared to longer durations. Therefore, the study will help the investors take informed decisions on whether to buy, sell or hold the stocks during such announcement windows.

Keywords: *Share Repurchase, Buyback, Market efficiency, NSE, India, Abnormal Returns, Event Window, CAR model.*

A STUDY OF SIX SIGMA WITH REFERENCE TO WIPRO

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ABSTRACT

‘Six Sigma’ is used to describe a measure of quality control that is higher than normal. In many organizations, ‘Six Sigma’ simply means a measure of quality control that strives for perfection. Six Sigma is a data-driven approach that is mainly used for eliminating defects in any process, from manufacturing to transactional, and it extends to products as well as services.

Six Sigma is a quality control measure that represents a complete organizational strategy that requires several months of rigorous training, years of managerial commitment and multiple levels of employee involvement. Six Sigma is basically a customer-oriented technique which aims to meet customers’ current and future demands with the help of ‘process quality’ and ‘product innovation’. Six Sigma is a fundamental statistical computation of standard deviations from sigma (average), that measures inconsistency within a given population. Each sigma value estimates the number of errors (inconsistency) produced by business output (population). The process of Six Sigma involves data and statistical analysis that identifies ‘defects’ in processes or products, reduces inconsistency and finally achieves zero defects, if possible. Some of the major companies using Six Sigma are- General Electric, Philips, Microsoft, Motorola, WIPRO, Xerox etc.

WIPRO is the first Indian company to adopt the Six Sigma approach. As the pioneer of Six Sigma in India, WIPRO has one of the major Six Sigma programs which helps the industry to achieve 91% of project commitments on schedule, much above the earlier industry average which was 55%. Through Six Sigma, WIPRO has put in almost thirteen years of process improvement. In WIPRO, Six Sigma is an umbrella initiative which covers all the dimensions of the business units, which include project management, market development and resource utilization.

Research Methodology:

This paper is based on secondary data which is collected from different annual reports, newspapers, magazines, websites, and also focuses on the ‘Six Sigma’ approach adopted by ‘WIPRO’.

Objectives of The Study:

1. To understand the concept of 'Six Sigma' approach.
2. To discuss, 'How 'Six Sigma' can be implemented in any organization?'
3. To understand the methodology of 'Six Sigma' adopted by WIPRO.
4. To measure the effectiveness of 'Six Sigma' on WIPRO.

Major Findings

- In organizations, where clear communication channels and extensive management infrastructure are present, 'Six Sigma' shows successful results. Most of the industries which have adopted 'Six Sigma' approach for improving their products and services are amongst the top most successful industries of the world.
- The objective of 'Six Sigma' approach is to make improvement in the manufacturing industry that includes a direct focus on quantifying and measuring the financial returns of any project. This objective allows an industry to clearly define the responsibilities and roles of every individual within the team for improving the manufacturing process of the industry. The main aim of Six Sigma production is to ensure that manufacturing process has zero defects. The occurrence of 3.4 defects parts per million (ppm) chances is the main aim of 'Six Sigma' approach.
- At WIPRO, the 'Six Sigma' approach has helped make its products and services meet global benchmarks, ensure product improvement within the organization, and consistently meet customer expectation, with major focus on quality improvement.

***A STUDY ON ARTIFICIAL INTELLIGENCE IN CUSTOMER SERVICE
SUPPORT OF INDIAN RETAIL INDUSTRY***

Salmon.S and Shanmugapriya.K

ABSTRACT

Artificial Intelligence is redefining retail customer service and slowly becoming a part of our daily lives. Siri and Alexa are now household names and their users have grown accustomed to how easy they make it to access information. These types of virtual assistants are primarily for personal use. Artificial Intelligence also presents huge opportunities for businesses, particularly for customer service. Some companies are already using Artificial Intelligence to provide better, more efficient service and this technology will likely play an increasingly significant role over the next few years. Artificial intelligence is still a relatively new concept for most businesses, but interest has increased dramatically over the past few years and shows no sign of slowing down. At this point, that interest has mostly been centred on marketing and has proven to be a valuable addition for many of the companies who have added it to their strategies. In fact, 80% of marketing executives believe that Artificial Intelligence technology will revolutionize the marketing industry by 2020. Automation already plays a role in many companies' customer service processes and many on the forefront of adopting new forms of technology are also incorporating Artificial Intelligence. This shift has the potential to help all types of businesses better serve their customers but holds a few unique advantages for those within the retail industry.

Key Words: Artificial Intelligence, Customer Service Support, Retail Industry

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At present ISME offers both undergraduate and postgraduate programs in Management. The postgraduate program is approved by AICTE, New Delhi and the BBA program is affiliated to the Bangalore University. Our lush green campus at Sarjapur Main Road is an ideal ambience for study & research.

The Institute constantly endeavors to expose its students to the various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.



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