

Editorial

It is indeed a pleasure to welcome you all to **XVI Issue 2** of “Unnayan”- **International Bulletin of Management and Economics**, J-Gate Indexed and listed in Lucknow Digital Library. Our team has put in efforts to publish the best research papers in the context of management and economics regardless of theme.

We have published scholarly research that describes and explains the current market scenario in management and economic perspective. The issue encompasses both theoretical and empirical scholarly papers. Varied topics range from HR- Recruitment through Social Media networking sites, Quality of Work life, Perceived Organisational Politics and Job Outcomes; Finance- Government Bond investments, Loan Provisions, Pitroski score, Marketing- Digitalization, Consumer attitudes towards Organic foods ; Supply Chain Management; Communication Strategies; Traditional Knowledge system and Sustainable development ; Economies in world and Entrepreneurship.

The First research paper titled “**RECRUITMENT THROUGH SOCIAL MEDIA NETWORKING SITES: A STUDY OF THE CONCEPT & PRACTICES**” by Ms. Madhuri Gehi, Dr. Vivek S. Kushwaha, Dr. Priyanka Yadav explored how employers can effectively use social media to recruit employees aligned with their vision, mission, and culture. The study explored the cost-effectiveness and time-saving benefits of social media recruitment for organizations, focusing on finding the right candidate for the right job, directly connecting with candidates, and comparing it to traditional recruitment methods.

Social media has proven beneficial for recruitment, increasing job visibility, attracting high-quality candidates, boosting employer brand awareness, reducing hiring costs, and reducing hiring time. It also facilitates easy screening and better match between job requirements and candidate skills. Social media recruitment is a crucial tool for companies, providing better job opportunities and hiring better employees. Job seekers often contact current employees for questions, and recruiters often use their references before hiring new employees. The impact of social media on HRM and recruitment is significant. Job consultancies and HR managers believe social sites like LinkedIn will be more effective and cost-effective for recruitment, as they serve as professional platforms for professional

interactions and candidate search. The study suggested that proper implementation of social media recruitment can significantly improve job opportunities and employee hiring in the future.

The Second paper titled “**CRITICAL EVALUATION OF THE 5 YEAR AND 10 YEAR GOVERNMENT OF INDIA BOND INVESTMENT BASED ON NIFTY BENCHMARK G-SEC INDICES**” by Dr. Pushkar Dilip Parulekar studied a 10-year GOI Bond data examining few critical aspects of investment viz. returns, risk and range of minimum holding period to generate assured positive returns, range of returns based on compounded annual growth rates. Investment in GOI bonds is risk free from the point of view of default risk; however it still has one other major risk from the domestic investors point of view. i.e. interest rate risk.

As per the study, a minimum of 2 years and 3 years of holding is required in 5-year bonds and 10- year GOI bonds to ensure positive returns. Mathematically exact holding period would be between 12 to 24 months in case of 5-year GOI bond and between 24 to 36 months in case of 10 year GOI bond. Like most other investment avenues long term Return/ Risk ratio improves in case of investments in bonds as well (i.e. longer is the tenure of the investment greater is assurance of positive returns and higher return per unit of risk taken). If held till maturity, Minimum returns in both these tenure bonds even during unfavorable interest rate cycles (i.e. rising interest rates cycle) do beat inflation of 4% targeted by RBI. Interest rates and Bond prices have an inverse relationship which could impact higher duration bond portfolios badly.

The Third research paper titled “**QUALITY OF WORK LIFE- A PRIMER**” by Dr. Sruthi Pillai, Dr. R Ramakrishnan emphasized the importance of cultivating a work environment that prioritizes QWL, recognizing its profound influence on employee well-being and organizational success. It underscores the need for organizations to adopt strategies and practices that promote a positive work environment, such as flexible work arrangements, supportive leadership, and opportunities for career development. The paper concludes by highlighting the importance of promoting a positive work environment that prioritizes employee well-being

The Fourth research paper titled **“EARNINGS MANAGEMENT USING LOAN LOSS PROVISIONS: COMPARATIVE STUDY ON PUBLIC AND PRIVATE SECTOR BANKS”** by Ms. Kalyani Mulchandani ,Mr. Sahil Singh Jasrotia, Mr.Ketan Mulchandani, Dr. Sachin K. Mittal studied the use of accounting practices to showcase a favourable and positive view about the financial position of a firm indicates the presence of earnings management. This practice is also common in the banking sector.

This study implies that the regulator should make an attempt to create strong governance to eradicate such practices which will show a true and fair picture of financial position. has major policy implications suggesting that earnings management in banking is extremely important as banking is a highly regulated industry and various activities like the funding patterns, size of bank etc. may affect the earnings management of any bank. Regulator may consider creating a strong governance culture in banking which will curtail such activities. This will show clear picture of the bank to the stakeholders and issues of agency problem will not arise.

The Fifth research paper titled **“SECTOR-SPECIFIC COORDINATION MECHANISMS IN SUPPLY CHAIN MANAGEMENT”** by Mr. Kartikeya Singh ,Mr. Veeresh Tripathi and Dr. Sofia Khan underscores the critical role of coordination mechanisms in optimizing supply chain performance across diverse industries. From traditional contractual arrangements to innovative preferred partnerships, each mechanism offers unique advantages and challenges, highlighting the need for tailored approaches to suit specific contexts.

As businesses navigate an increasingly interconnected and dynamic landscape, embracing technological advancements and fostering trust-based relationships will be paramount. By leveraging coordination mechanisms effectively, organizations can enhance collaboration, minimize disruptions, and ultimately, deliver superior value to customers.

The Sixth research paper titled **“MANAGING REMOTE TEAMS: STRATEGIES FOR EFFECTIVE COMMUNICATION”** by Ms.Shruthi S, Ms.Monika Rajput ,Dr. Bijal Zaveri, Prof. Vidhya Lakshmi investigated numerous methods to promote teamwork and communication in remote settings. They used a mixed-methods approach, combining both qualitative and quantitative data gathered through surveys and productivity metrics. By

analyzing various industries that work remotely and company sizes, the study offered a comprehensive overview of the most prevalent challenges and successful practices in remote team communication.

The study emphasizes the advantages of encouraging intercultural awareness, changing communication strategies to overcome various communication barriers and accommodate a varied workforce. The research contributes practical insights for organizations that aim at optimizing remote team performance through enhanced communication. It highlights the importance of a supportive company culture that prioritizes collaboration, feedback, and a strong sense of belonging among remote employees.

The Seventh paper entitled **“EVALUATING FINANCIAL STRENGTH AND PERFORMANCE OF SELECTED INDIAN ELECTRIC VEHICLE STOCKS USING PIOTROSKI SCORE”** by Ms. Shachi Mishra investigated the utility of the Piotroski Score in evaluating the financial performance of Indian Electric Vehicle stocks. Due to the rapid depletion of non-renewable fossil fuels like coal, petroleum etc., global companies have started the adoption of cleaner, renewable fuels with the characteristics of less emission, reduced carbon foot print.

The Piotroski Score serves as a reliable metric to gauge the fundamental soundness of automobile firms which provide essential insights for investors, analysts, and stakeholders by analyzing key financial indicators, the score helps identify companies with improving financial performance and potential investment opportunities. It further assists with risk management strategies to mitigate potential losses and make accurate choices avoiding investment in enterprises that have weaker financial positions.

The Eighth research paper titled **“MODERATING ROLE OF POLITICAL SKILL ON PERCEIVED ORGANIZATIONAL POLITICS AND JOB OUTCOMES: A STUDY OF HIGHER EDUCATION IN INDIA”** by Dr. Pooja Singh examined the effects of perceived organizational politics on the work performance and stress of academia in Indian higher education institutions. It also analyzes the moderating effect of political skill on the link between perceived organizational politics, work performance, and stress among faculties.

This study found that organizational politics have a detrimental impact on job stress and performance; hence, the responsible authority (i.e., UGC) and

Government (both central and state) must take measures to eliminate organizational and political conduct. Furthermore, like orientation and refreshment programs, there should be a few training programs for enhancing good communication, emotional intelligence, and other social skills like political skills and stress management. Such training should be mandatory. Further, these programs should be given credit points to help in the career advancement scheme of academia. Additionally, an 'OCTAPACE' culture (i.e., open, collaborative, trust, autonomy, pro-action, authenticity, confrontation, and experimentation) should be brought into HEIs of India to limit the detrimental impacts of organizational politics.

The Ninth research paper titled **“REMOTE WORK ACCEPTANCE AND WORK-LIFE BALANCE CHALLENGES FOR FEMALE FACULTY IN BHOPAL DURING THE PANDEMIC”** by Ms. Bhawna Sahjwani studied work-life balance among women professionals during the Corona period was indeed significantly impacted by various challenges, including long working hours, lack of training programs, role conflicts, role ambiguity, job insecurity/fear of losing a job, and technology know-how/lack of technical knowledge.

The study further states challenges faced by women have a significant impact on work-life balance during pandemic is accepted. These challenges posed substantial obstacles for women in effectively managing their work and personal lives during this period.

The Tenth research paper titled **“UNIVERSITY CONTRIBUTION TO NURTURE ENTREPRENEURSHIP SKILLS”** by Dr. Ankit Laddha concluded that universities play a pivotal role in analyzing and promoting entrepreneurship's potential to benefit national economies. By instilling entrepreneurial motivation and fostering a proactive learning environment, educational institutions can empower students to pursue entrepreneurial endeavors with confidence and competence.

The Eleventh research paper titled **“AN ILLUSTRATIVE STUDY ON THE INTEGRATION OF TRADITIONAL KNOWLEDGE SYSTEM IN INDIA FOR SUSTAINABLE DEVELOPMENT”** by Dr. Monika Agarwal suggested that preserving the natural and physical setting in which TK has formed is essential if it is to be used and distributed efficiently. While a forest-dwelling society could continue to function as a community in many ways after the forest

is no longer there or after it has been isolated from the forest, it is just as likely to lose its forest-related TK as if the group had completely broken apart.

In this way, there is much common ground between environmentalists and those fighting for the rights of indigenous peoples and underprivileged communities, despite the fact that these groups don't always agree with one another and sometimes find themselves at odds over competing interpretations of human rights and environmental protection.

From the Students Corner we have some research papers which shows the keen interest to grow in the field of Business management having a insight of real market situations. The paper titled “**DIGITAL TRANSACTION IN SEMI-URBAN AREAS: PERCEPTION AND CHALLENGES**” by Ms. Aditi Verma and Ms. Sonali Arora examines how effectively digital payments operate in semi-urban areas. The researcher used both primary and secondary sources to compile the data. The survey finds a strong association between residents of semi-urban areas and those who use digital payments. Demonetization and the pandemic could signal a turning point for in terms of digital transactions, both metropolitan India and rural Bharat are experiencing a shift when online payments stop being only a safety net for individuals and start to become a way of life.

From the above analysis it also appears that many people actually agree with the government on the usefulness of digital economy as it helps to fight against terrorism, corruption, money laundering but one biggest problem in the working of digital economy in India is cybercrime and illegal access to primary data. Therefore it's important to strengthen Internet Security from protection against online fraud. Large number of population is still below literacy rate living in rural areas.

The paper titled “**THE STUDY OF AWARENESS AND PREFERNCES REGARDING WASTE MANAGEMENT**” by Ms. Muskan Khare explored the preferences and knowledge of waste management techniques in modern society. Given the growing environmental concerns and the need to promote sustainable practices, it is critical to comprise how people see and prioritize waste management. In order to capture a complex viewpoint, the research uses a comprehensive strategy that includes surveys by Questionnaire.

The study examined how much the general public knows about the effects that different garbage disposal techniques have on the environment and how much

they know about recycling programs. It also looks at the socioeconomic, cultural, and educational implications on waste management preferences at the individual level. The study also looks into how educational initiatives and technology involvement affect these choices. The research attempts to give a detailed picture of the present state of waste management knowledge and preferences by combining data from Indore region in Madhya Pradesh. Policymakers, environmentalists, and community leaders should find the study's conclusions useful in crafting focused initiatives that will raise public awareness and advance environmentally friendly trash management techniques. The study concluded that most respondents are aware of waste management practices and they are also using it in their daily life and there are some startups where they produce their product by waste materials.

The paper titled **“CONSUMER ATTITUDES TOWARD ORGANIC FOOD IN INDORE: PAVING THE WAY FOR A HEALTHIER AND SUSTAINABLE TOMORROW”** by Himanshi Jasthol, Dipti Talreja , Garima Dubey studied Consumer perception of organic food in Indore which was found to be generally positive. Many consumers believe that organic food is healthier, more environmentally friendly, and more ethical than conventional food. However, some consumers are hesitant to purchase organic food because of its higher price.

The findings of this study have implications for the organic food industry in Indore. The industry should focus on making organic food more affordable and accessible to consumers. The industry should also promote the health, environmental, and animal welfare benefits of organic food.

The paper titled **“GLOBAL CLIMATE CHANGE DYNAMICS: A MULTIDIMENSIONAL STUDY ON THE TOP FIVE ECONOMIES IN THE WORLD”** by Samriddhi Jadhav concluded on the dynamics of global climate change in the five economies will contribute to our existing knowledge on the subject while providing a comprehensive understanding of the issue. By identifying this analysis, the study aims to provide a comprehensive and in-depth understanding of the intricate and interconnected nature of climate change in the top five economies in the world.

It is been observed and well commented by many researchers that research is a never ending process. The present piece of work for this edition itself suggests

different dimensions to be explored in detail. New trends of research are been explored by the researchers in a very effective manner.

We welcome new research articles, papers and cases from our academic and industrial fraternity for next edition. The research activity is a self growth initiative and should be exercised regularly in academics and industry as well.