

Editorial

It is indeed a pleasure to welcome you all to Vol. XIV Issue I of “**Unnayan**”- **International Bulletin of Management and Economics**. 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 Healthcare, Financial Markets, Cloud Computing, Environmental Sustainability, Financial Inclusion Indian Stock market, Human Resource Management, Automobile Industries and a Book Review.

The first research paper titled “**SOCIETAL AND CULTURAL DYNAMICS AND THEIR IMPACT ON LANGUAGE**” by V.G Sadh has attempted to portray the high-context and low- context language styles across diverse culture and study their influence on the individual, organization, and society in different cultures. An attempt to assess the individual perception of effectiveness was also attempted. The research suggest that categorization of cultures serves to help make them more comprehensible; we have outlined the problems, dynamics, and principles of intercultural communication and have put forth the methodology of simulation and gaming as a way to train members of numerous different professional and learning communities.

The second research paper titled “**THE INFLUENCE OF WORKING FROM HOME ON EMPLOYEES JOB SATISFCTION**” by S.F Chandrashekhar has attempted to assess the Job satisfaction level and appropriateness of technology being used during working from home. The global epidemic known as "Covid-19" is one example of a black swan occurrence that generated such a scenario. The results infer that job satisfaction is an attitude which is formed while working in organisations in a formal setting as opposed to working from home which is still a home though it was a make shift arrangement to carry out work due to pandemic. And therefore, job satisfaction is not associated with the variables related to working from home. They are “working virtually” and virtual communication”. Lastly, the implications for HR practices are presented to make working from home more meaningful and help employees explore better ways of increasing satisfaction while working from home.

The third research paper titled “ **IMPACT OF JOB SECURITY ON EMPLOYEE EMPOWERMENT**” by Bijoyalaxmi Panda analyzed impact of Job security on Employee Empowerment. Findings of the present study revealed that job security is an important factor influencing employee empowerment in NESCO Utility. Employees of NESCO Utility agree that because of job security, employees get a Sense of belongingness, enhances their Productivity. Employees agree that High Job Security leads to Higher Productivity, Employee’s turnover is lesser when the Job Security is higher, Employees Job Security improves the Morale of the Employees, employee Job Security improves their Job Satisfaction. While interacting with the employees of NESCO Utility, it has been observed that they don’t want to leave the job even if they got more salary in the private organisations, as their jobs are more secure in NESCO Utility.

The fourth research paper titled “**WOMEN ENTERPRENEURS: TOGETHER WE CAN MAKE A DIFFERENCE**” by Rajeshwari Gwal and Anant Gwal gives an insight regarding various Socio-Economic progressions leading to women start-ups at their own home in Indore city. The paper also discusses various personal, family, market and culture based factors that are a matter of concern in the development of female entrepreneurs. The study aims to support and encourage these small scale entrepreneurial activities and suggest ways to integrate these small businesses into existing urban economies raising awareness amongst economically active change agents thereby influencing social and economic policies addressing issues and challenges faced by women entrepreneurs of Indore city. The results infer ranking of indicators of Socio-Economic progression as Prior industry and work experience, Self Identity, Status in society, Greater freedom and mobility, Building self confidence, Creativity and innovation , Entrusted responsibility and income generation .Knowing the barriers a woman face while starting her own venture like lack of basic commercial networks, unequal access to resources ,funding and market entry ;business models for women founded businesses can be developed.

The fifth paper titled “ **AN ANALYSIS ON CHALLENGES FACED BY STUDENTS AND PROFESSIONALS AMIDST COVID-19 PANDEMIC**” by Soheli Ghose and Raj Bansal endeavors to look into these aspects through a primary survey. It’s high time to survive the crisis with a different approach by switching our lifestyle into the new normal mode and digitizing the challenges to wash away the threat of the pandemic. This pandemic encouraged us to administer changes and formulate in necessary policies in our education system

in order to start working in a new and advanced way as required in the ongoing scenario. It helped us to learn and gather new things and ultimately resulted in growth and development of the entire nation by becoming more technology driven and hence, global. The loss and destruction caused by this disruptor has brought mankind to a vulnerable position. But, overcoming the situation by integrating the honest efforts of everyone would help us enormously. There is an urgent need for the formulation of various policies and administering them in the current situation catering to the needs of all the sections of the society.

The sixth paper titled **“POST PANDEMIC LOCKDOWN EFFECT OF COVID-19 ON FINANCIAL STATUS & MENTAL HEALTH OF AUTO RICKSHAW DRIVERS WITH SPECIAL REFERENCE TO INDORE CITY”** by Neeti Chaturvedi, Veena Jha and Jyoti Dave in their study on Auto drivers of Indore city performed a statistical analysis. The study concludes that the Auto rickshaw drivers faced financial instability during post pandemic lockdown. On the basis of the study, it is concluded that there is an association between driving years and financial status of auto drivers during post-pandemic lockdown. During covid-19 lockdown there was hardly any source of income for auto drivers, they had to survive on their savings and debt. The study also concludes that there is no association between financial status and age of auto drivers. The elder auto drivers faced the financial challenges similar to the young ones. The analysis of the study also concludes that the mental health (fights) is associated with the financial status of auto drivers. During lockdown, financial status has affected their mental health and fights in the family.

The seventh paper titled **“SUSTAINABLE TOURISM PLANNING AND DEVELOPMENT IN KERALA-AN EVALUATION”** by Anoop V. found that tourism has got excellent prospects for promotion of rapid economic development particularly in Kerala. Kerala has made admirable progress in tourism development in recent years. The brand name ‘God’s own Country’ has turn out to be a well-recognized tourism icon and the State has reached impressive growth in foreign tourist arrivals. Sustainability characteristic of tourism has not often been given acceptable consideration in scheming tourism policies. To achieve the objective of sustainable tourism there is an urgent need that our tourism businesses, guests and our destinations and the native communities take a well-planned walk towards achieving sustainability in its organization, operations and even in the simplest of actions that are taken to

support tourism in a destination. The tourism industry has a major role in achieving the sustainability of a destination ably supported by the government, local administration and the local community.

The eight paper titled **“Performance Management System and Employee Retention: A study in Private Bank”** by Aakansha Singh gives a clarification on the executive framework for worker fulfillment and representative maintenance. The concentrate here is done to take a glance into the interactions between factors in the financing banking system. The observed reactions demonstrated an immediate and direct connection among themselves, recalling normal reliance on some human assets, the executive factors. Affect of the Performance Management System on authoritative conduct has been being scrutinized yet there are a few discoveries which say that Performance Appraisal assumes essential part on worker fulfillment, execution and maintenance. More the worker fulfillment level, the more is the expectation of representatives to remain in association. After analysis the content and data, it was discovered that an employee's performance is highly dependent on their job with the satisfaction, and the greater their satisfaction, the more likely they are to remain in an organisation.

The ninth paper titled **“INFLUENCE OF COVID-19 ON VIRTUAL EMPLOYMENT PRACTICES BY CORPORATES”** by Pooja Paharia attempts to review the existing literature and further extend the scope of management research by identifying the emerging HR trends that are likely to impact the future of work, exploring the impact that the pandemic exerts on virtual employment practices, and identify the factors that enhance employment experiences in a virtual workplace in post-Covid scenario. The research identified certain trends that are likely to impact work approach in the post pandemic scenario, such as increase in remote work, greater tracking of workers, emergence of new top-tier employers, and expanded use of contingent workers. The research also identified certain factors enhancing employment experiences in a virtual workplace, namely- the degree of social cohesion of the workforce, the extent of communication. This study indicates the need to develop strategies, training programs, and HR policies to give greater emphasis to interpersonal interactions during implementing virtual work practices, to take measures to improve effectiveness of virtual communication, and to train workforce to schedule their work at home more efficiently.

The tenth paper titled “**Consumer Behavior Analysis and the Perspectives of F&B Restaurant Owners on Online Food Ordering**” by Vaishnavi Ahuja, Atreyee Banerjee, Aditi Jain, Amatya Acharya and Shagun Shrivastava tried to find out the food marketing and distribution approaches with reference to online food delivery mechanism where business owners provide multiple alternatives such as online shopping, phone-based ordering, home delivery, pick-up, and drive-through services in food firms. The internet has also been continuously impacting the business and economy where virtual organizations and e-commerce are now widely available. They aimed to find a solution that helps the restaurants to incorporate new online technologies, without third-party dependencies, thereby cutting costs and enhancing efficiency. The study suggest restaurants can have their individual Self-Delivery Applications that will satisfy user’s expectations, and cancel the certain negatives associated with respect to the perspective of business owners. Considering the charges, the Restaurant will be bound to, we suggest a model that allows businesses to grow by means of partnered food ordering applications first, and then launch their individual self-delivery apps simultaneously once the business is well established and the customer base becomes more loyal towards the brand.

The eleventh paper titled “**FINANCIAL FORENSIC AND FRAUD- A HOLISTIC PERSPECTIVE**” by Sayani Sikdar and Namrata Roy studied the current scenario of forensic accounting in India. The financial knowledge and knowledge of computers are mandatory to excel in the domain of forensic accounting. The research focused on knowing the areas of forensic accounting with respect to the duties of the forensic accountants, as well as to understand the role of Forensic Accounting (techniques) in fraud examination; and finally, to know the prospects of Forensic Accounting in India in the context of growing of multiple frauds. Despite the emergence of multiple players in the corporate fraud prevention, detection, and response arena, our survey indicates that the recognition of forensic investigators as experts remains the strongest. 69.23 percent of those surveyed believe that forensic investigators are the ones to turn to for fraud investigations. With state-of-the-art technology and the opportunity to observe fraud across multiple industries, forensic investigators are able to quickly recognise the modus operandi and structure the investigation to help ring fence issues.

The twelfth paper titled “**IMPACT OF CAPITAL STRUCTURE ON PROFITABILITY OF THE BANKING INDUSTRY IN INDIA: AN EMPIRICAL STUDY**” by Priyajit Ray made an attempt to study the impact of capital structure on banking industry of our economy. The findings suggest that the Debt to total market capitalization ratio and Total debt to equity ratio have a significant and definite impact on the profitability of the banking industry jointly but on an individual basis it is clearly evident that there is a mixed relationship between the variables of capital structure and the profitability of the banking sector. The regression models developed in the study are reliable and good predictors suggesting that there will be considerable socio economic development by improving the apex and core financial institution of our country.

The Thirteenth paper titled “**A DESCRIPTIVE STUDY ON EFFECT OF COVID-19 ON CONSUMER APPAREL BUYING BEHAVIOUR**” by Muskaan Wadhvani and Rajiv Gupta was directed to investigate the effect of Coronavirus emergency on customer apparel purchasing behaviour during the post pandemic time frame. The results show that respondents experienced varied level of the spending on apparel, switching of brands and the mode of buying apparel post covid-19 crisis. The results also showed the influence of various demographic variables on consumer apparel buying behaviour during post pandemic period. The findings of the research study can be implied by the marketers to understand the new buying behavior of the customer post covid-19. The marketers can use this information and adopt some strategies to be applied in retailing and marketing activities.

The fourteenth paper titled “**TOURISM INDUSTRY EMPLOYEES WORK STRESS-CRISIS IN PRESENT AND FUTURE**” by Kirandeep Kaur and Shikha Sharma focused on work force strain is a major concern that has impact on output for both employers and employees. Although addressing and reducing stress is a commendable objective that can lead to cost savings for employers, as the type and extent of employee stress in travel sector is not well known. The research has been focused on identifying the concerns tackled by the trip managing expertise. The findings suggest impact of wages and work pressure on productivity of employees. Negative impact of lack of opportunity on productivity was found. However lack of social support system and high expectation by management creates pressure as well. Works stress leads to various physiological and psychological symptoms. Better Relieved the workers in the industry the better will be the quality of services delivered.

The fifteenth paper titled **“CUSTOMER RETENTION STRATEGY IN LUXURY HOTELS WITH SPECIAL REFERENCE TO INDORE”** by Gagan Prakash aims at identifying customer expectations and the preparedness of the hotel management and its staff of the luxury hotels especially 4 star and 5 star category hotels to address the needs, wants and desires of their customers and thereby suggests ways and means to offer service quality that would contribute to the retention strategy of the hotels. The present research has endeavored to address the issue of understanding the preconceived notion about the service and the assessment of quality-of-service post delivery. Shortfalls have been identified in various dimensions of service so as to make concrete suggestions to hotel managements in order to help them formulate retention strategies as well as to design marketing strategies with an intention to increase market share.

The sixteenth paper titled **“A STUDY ON IMPACT OF SELECTED RATIO ON THE BEHAVIOR OF STOCK MARKET”** by Sajan Khatri, Shailesh Singh Thakur and Deepti Shastri Gupta focuses that PRICE TO BOOK RATIO (P/B) Ratio along with Market Size has no significant impact on Market Index, that PE Ratio along with Market Size has no significant impact on Market Index and that PRICE TO BOOK RATIO (P/B) Ratio, PE Ratio along with Market Size has no significant impact on Market Index. The data is collected for 20 years from 2000 to 2020 from RBI (India) and BSE benchmark Sensex Index and three econometric models are constructed separately to find the interactions of PRICE TO BOOK RATIO (P/B) Ratio, PE Ratio and Market Capitalization on Market Index Values. The research finding suggest that PRICE TO BOOK RATIO (P/B) ratio and PE ratio impact the index negatively, whereas the market capitalization impacts index very strongly and in positive direction.

The seventeenth paper titled **“REVIEW ANALYSIS AND PERSPECTIVES OF CRYPTOCURRENCY”** by Sanju Mahawar, KaliCharan Modak and Pallabi Mukherjee reviewed perspectives of Cryptocurrency. It is an alternative form of payment that enables users to exchange values of the intermediaries . The study suggests that in future cryptocurrencies may occupy a position as a major currency solution, and Bitcoin will help to pave the way for these currencies to thrive. The European and Latin American markets are exploding with Bitcoin trading. Further the study suggested extensive research needs to be performed on the economic impact of Bitcoin's long-term performance. Cryptocurrencies are the product using cryptography to create digital properties. The digital ownership

frontier has become popular as the music industry moves to cloud-based infrastructure.

The eighteenth paper titled “ **INITIAL PUBLIC OFFERING OF ONE97 COMMUNICATION - BOON OR CURSE FOR RETAIL INVESTORS IN INDIA: A CASE STUDY**” by Chaksu Sharma, Sunidhi Singh and Suraj Sharma is a case study and the authors attempted to understand the IPO of One97 Communication (Paytm) in India, and simultaneously explored reasons behind “what happens when a big fame company PayTM which was constantly under loss comes with India’s largest IPO. Their performance was not improving after various funding. Primarily, the study found the problem arises in the context of this era of digitalization and online transactions. A wholly Indian company which had a monopoly in this sector a few years back is now suffering to get stable. The result of the study observed Over-diversification as the biggest cause of companies’ downfall, as in order to work in every sector; it couldn’t focus on any one of them properly. Secondly, observed investors' perspective towards IPO One97 Communication (Paytm) on the basis of secondary information and market price indexing and indication. The result indicated lower return and market growth are continuously falling down in the context of return and share market percentage. A huge amount of Paytm’s fund had a Chinese relation which could create issues for the company in long run in case of policy changes.