

Editorial

It is indeed a pleasure to welcome you all to Vol. XV Issue II 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 are pleased to inform that the Journal is now listed in J-Gate (an electronic gateway to global e-journal literature) from this issue.

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 Marketing, Artificial Intelligence, Crop Insurance, Online Teaching and Education, Financial Performances and environmental initiatives, Chatbots and online Financial performance, Green HRM , Pilgrimage and Tourism, Global Stock Market indices , Mobile Payment system, Earthquake and its impact on Textile industry and a case study.

The First research paper titled “**CONSUMERS ONLINE BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS**” by Dr. Meghna Jain and Dr. Nitin Kumar Jain attempted to investigate the online buying behavior of consumers towards different FMCG products. This study has examined demographic, behavioral characteristic of consumers and also different areas of improvement for online websites which are engaged in selling FMCG products online. The findings suggested that the consumers are expecting to get some innovation in the products available in the FMCG sector. Online buying behaviour of the consumers was been studied based on their perception towards different products of HUL and ITC under specific segments like personal care, home care and food & beverages. The study findings predicted significant association between the online buying of FMCG products of ITC and HUL based on different categories of products

The Second research paper titled “**INVESTIGATING THE HELPFULNESS OF ARTIFICIAL INTELLIGENCE IN ACADEMIC AND SCIENTIFIC WRITING**” by Ms. Namrata Ladha and Dr. Vivek Sharma enlightens on role of AI in academic and scientific writing. The study uncovers academicians, researchers, and writers’ attitudes toward AI’s helpfulness in academic and scientific writing. The study suggested that users have a positive attitude toward

AI and find it helpful in improving academic and scientific writing. The results show that AI is democratizing access to technology for everyone, yet the contribution of AI in maximizing human creativity is still contentious. While AI offers us tremendous tools and information, it is human minds' imagination that will lead the way for revolutionary solutions to the most difficult issues. Thus, by collaborating human experiences and mindfulness with AI models, we may push problem-solving to new heights, unleashing the full power of our collective intelligence.

The Third research paper titled **“CROP INSURANCE: A BOON FOR FARMERS”** by Dr. Md. Moazzam Sulaiman on Crop insurance in India attempted to study crop insurance system and various schemes of Indian Government. The study suggested that the development of crop insurance in India has been proliferating since implications of various schemes which plays an important role in the stability and growth of the country's agricultural sector. Crop insurance systems introduced by the government are in the interest of farmers however there are chances of failures due to weak policy implications, lack of awareness and illiteracy among farmers about crop insurance schemes and poor performance by implementing agencies. Hence, there is a necessity to make use of them; in that way creating awareness about schemes, the procedure of providing insurance with knowledge of its benefits and the implementation process for farmers is necessary to get the purpose fulfilled. It further suggested that the government should focus on making crop insurance schemes more effective and farmer-friendly by enforcing proper legislation.

The Fourth research paper titled **“THE FORTHCOMING OF ONLINE TEACHING AND EDUCATION IN HIGHER EDUCATION”** by Ms. S. Jayashree and Mr. S K Bhogal suggested that post secondary institutions are finally focusing on how online learning can develop student collaboration and evaluation skills. In fact, most now see the potential of the Web in the coming years as a tool for virtual teaming or collaboration, critical thinking, and enhanced student engagement, though not necessarily as a tool for creative and individual expression. This study also indicated that blended learning will perhaps be a more significant growth area than fully online learning. Follow-up studies might focus on aspects of blended learning that institutions need to address, such as types of blended learning, activities that lead to blended-learning success, and instructor training for blended-learning situations.

The Fifth research paper titled **“ENVIRONMENTAL INITIATIVES,**

ENVIRONMENTAL COST AND FINANCIAL PERFORMANCE OF COMPANIES: EVIDENCE FROM INDIAN MANUFACTURING COMPANIES

by Dr. Devarajappa S and Dr. Kantharaju N P examines the effect of environmental cost on financial performance of the company. Environmental cost accounting refers to the process of incorporating information on environmental costs into existing cost accounting structures, as well as detection and allocation of environmental costs that are already ingrained in the production and consumption of certain commodities or activities. In order to examine the effect of environmental cost on the financial performance of the company the study focused only on manufacturing companies in India. Total six companies were selected for the studies which are located in Karnataka state as per purposive sampling technique. The study is based on the secondary data, the required data have been collected through annual report of the company, CMIE data base etc. Therefore, the study reveals that, a suitable environmental cost as well as a corporation's adherence to environmental standards may considerably and favorably affect financial performance. The study concluded that a suitable environmental cost as well as a corporation's adherence to environmental standards may considerably and favorably affect financial performance.

The Sixth research paper titled **“ADVANCEMENT OF MOBILE PAYMENT SYSTEM IN INDIA: A COLLABORATIVE EFFORTS OF GOVERNMENT AND STAKEHOLDERS”** by Dr. Nidhi Jhawar, Dr. Barkha Agrawal and Dr. Amit Kumar studied Mobile payment systems and attempted to investigate the crucial contributions made by the state and other stakeholders to the development of mobile payment systems in India. The study used a mixed-methods approach, combining the available secondary data with qualitative insights gained through the review of literature. The study looks at the stakeholders' significant contributions to increased digital literacy, grassroots advocacy, social acceptance and trust, innovation and entrepreneurship, digital ecosystem and infrastructure, etc. The findings demonstrate the government's proactive engagement in promoting mobile payment systems through programmes like Digital India, demonetization, and the rollout of the Unified Payments Interface (UPI). The study also highlights the important contributions made by several parties, including financial institutions, technology firms, telecommunications corporations, and retailers. Their joint initiatives to create reliable payment infrastructure, create user-friendly applications, and form

alliances have significantly improved the usability and dependability of mobile payment systems.

The Seventh research paper titled **“THE IMPACT OF GREEN HRM ON EMPLOYEES ENGAGEMENT WITH SPECIAL REFERENCE TO BANKING SECTOR”** by Ms. Madhuri Gehi focuses on impact of green human resource practices i.e recruitment, training and development, performance management and compensation on employee engagement in banking sector. Engaging employee for green behaviour results in transforming normal employee behaviours to green behaviour that help the banking sector to become ‘Greener’. The study concluded that Green HRM practices adopted by banking sector i.e Green Recruitment, Green training and development, Green Performance and compensation together have significant effect in influencing Employee Engagement, as these practices create awareness among employees to become green, think green and do green in order to have environmental sustainability in organization.

The Eight research paper titled **“EXPLORING THE ROLE OF CHATBOTS IN ONLINE FINANCIAL SERVICES: A SWOT ANALYSIS OF INCORPARTING CHATBOT TECHNOLOGY IN THE FINANCIAL SECTOR”** by Dr. Kali Charan Modak, Mr. Sanju Mahawar, Dr. Pallabi Mukherjee and Mr. Himanshu Chaube investigated the role of chatbots in online financial services provided by businesses. By utilizing a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, this study examines the potential benefits and challenges associated with the incorporation of chatbot technology in the financial service sector. A SWOT analysis was performed on the use of Chatbots in financial services. The study elaborated the role of Chatbots in financial services as enhancer of customer experience, providing personalized assistance, streamlining processes, and as a enabler to access financial information and services. Further they contribute to efficient service delivery, improved engagement, and increased accessibility for users in the financial industry. However, there are weaknesses and challenges related to complex queries, language comprehension, setup and maintenance. The opportunities lie in improved customer engagement, data analytics, and expanding self-service capabilities.

The Ninth research paper titled **“EVALUATION OF THE ENVIRONMENTAL STATUS OF THE GURUVAYUR TEMPLE NEIGHBOURHOOD IN KERELA, INDIA”** by Ms. Neelam Yadav, Dr.

Dilbag Singh, Dr. Sidharth S. Raju and Mr. Navarun Bhowmik studied Guruvayur temple, one of the most significant pilgrimage centers in all of south India. The temple is the centre of all activity in this town, and there is virtually nothing going on outside of what is associated with the temple, even though there are a few other notable temples located in the vicinity. The heart of the activity takes place inside a region within the perimeter of the outer ring road that encircles the temple. The study highlighted the interest of protecting the environment, state evaluation and this region and perform environmental status assessment of Guruvayur crowd control, management of municipal solid waste, management of sewage systems and stormwater drainage, and precincts of temples management. The Analytic Hierarchy Process (AHP) 's the hierarchical structure of analysis has been used to determine which of the current parking lots would be most suited for which usage. It is an organized format used in this case. The method takes into account both mathematics and psychology and is used to organize and analyse complicated choices.

The Tenth research paper titled **“ANALYSING THE IMPACT OF GLOBAL STOCK MARKET INDICES ON NSE NIFTY: A CORRELATION AND REGRESSION STUDY ”** by Dr. Shailesh Singh Thakur, Dr. Robin Thomas and Ms. Deepti Shastri Gupta examines the relationship between global stock market indices, namely NSE Nifty the benchmark Index of India, Nikkei, Hang Seng, FTSE UK, and Dow Jones of USA, to understand their impact on the NSE Nifty index. The study focused on conducting correlation analysis and regression analysis to assess the strength and direction of the relationships and determine the significance of the global indices in explaining the variations in NSE Nifty. The findings provide insights into the interdependencies and potential spillover effects of these indices on the Indian stock market. This research contributed to the existing literature on international financial markets and aids in portfolio management and risk assessment for investors. They suggested that investors closely monitor the Hang Seng index as it has a significant influence on NSE Nifty returns. Additionally, considering the higher volatility of Bank Nifty, NSE Nifty, and Nikkei 225, investors should be cautious while making investment decisions related to these indices.

The Eleventh research paper titled **“IMPACT OF TURKEY-SYRIA EARTHQUAKES ON INDIAN TEXTILE INDUSTRY: EMPIRICAL EVIDENCE FROM SELECT INDIAN TEXTILE COMPANIES”** by Mr.Sudhanshu Sekhar Panigrahi, Dr. Suchitra Ranglani attempts to examine the

relationship between the 2023 Kahramanmaras earthquake and the stock prices of the companies constituting the textile industry in India. It was found that some of the companies have been affected by it, the earthquake's impact on the Indian textile industry is minimal and for a very short period. The market sentiments were duly affected in the run but the market recovered swiftly. The study attempted to know the short-term impacts of the Kahramanmaras earthquake on the textile industry and the market sentiments of Indian investors and traders and possible repercussions in the long term. It is essential to know that people/investors' sentiments are the primary driving force behind stock volatility. The stock market runs partially on analytical data and an accurate mathematical perspective. This resulted in mixed sectoral performance over the time window taken. While some companies' shares plunged low due to the earthquake's impact, others plummeted as a buy-option for investors, leading to the rise of the prices very soon after the earthquake

The Twelfth research paper titled **“ROLE OF HR AND OPERATIONS IN NEW PRODUCT DEVELOPMENT FOR HOSPITALS OF 2 TIER CITITES OF INDIA”** by Dr. C C Motiani and Dr. Vonica Motiani studied new product development in Hospital sector, in order to enable their marketing profiles and scale up at an easier pace. The Human Resource function of the Hospital organizations, takes its own decisions, which are, either not dependent on the requirements of other departments, or are so adamant/streamlined that other departments have to adjust with them. The exercise in hospitals is different from that of the product Industry, where the product development is a task of research about Market requirements, needs and demands that are prompted to design and development, operational feasibility then the manpower training and in turn financial feasibility finally it comes to the Top Management approval before floating the product/customized product into market .

The Thirteenth research paper titled **“CASE STUDY: THREAD THE EYE OF NEEDLE”** by Ms. Vinita Ramchandani presents the challenge of quality mark award-2015 winner, the pioneer in aluminum extrusion industry in central India. The organization considers the quality of their end product as the top priority to grab market share and satisfy customer expectations. But to the contrast customers are price sensitive and are not aware about the quality parameters. The organization is expected to choose an appropriate marketing and strategic option to increase the sales.