

# EDITORIAL

**Dear Readers,**

It is indeed a pleasure to welcome you all to the eleventh edition 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 relating to broad fields of banking, finance, economics, management, marketing and other disciplines. Varied topics range from Job satisfaction, Impact of GST, Effect of developed Economies on Stock Market, Equity Derivatives, Automobile Manufacturing, Personality Traits, Social Media Review Analysis, Flow of Human Capital etc.

The first paper titled **“The Impact of Job Satisfaction on Teacher's Organizational Citizenship Behavior: A Study of Primary and High Schools of Three Districts of Punjab”** authored by Deepika Gupta and Dr. Harinder Singh Gill attempts to examine the impact of job satisfaction on organizational citizenship behavior. Their study opines that OCB was most affected by Intrinsic Job Satisfaction and least affected by Extrinsic Job Satisfaction.

Dr.P.Govindan has authored, **“A Study on Growth of Goods and Services Tax (GST) in India- An Innovative Instrument for Indian Corporate Sectors”** in the second paper. The study points out that the introduction of GST in India has replaced all indirect taxes in one tax and common market for entire nation. It has brought positive energy for entrepreneurs for starting new business ventures in India. The third paper, **“Spill over effects of Developed Economies on Indian Stock market”**, by R.Kumara Kannan, Dr.Jesiah Selvam and Ms. S. Abinaya Devi aims to find whether any spill over effects happen on Indian Stock market due to abnormal gains or abnormal losses generated by developed economies' indices.

The study investigates the impact of macroeconomic variables on Indian stock market which is authored by Dr. Tanvi Bhalala titled, **“The Impact of Macroeconomic Variables on Stock Market Performance with Special Reference to BSE Sensex”**. It is followed by a study on Financial Performance titled, **“Impact of Merger & Acquisition on Financial Performance of Selected Companies: Pre & Post Merger Analysis of RIL & Network 18 Merger”**. This fifth paper contributed by Abhay Kant and Prof. L. N. Koli concludes that there is a significant difference in net worth in pre and post-merger time.

The sixth paper by Dr. Anoop V. titled, **“A Study on the Service Quality of Financial Inclusion in Rural Area”** helps to identify pitfalls in the financial inclusion movement and also helps the financial institutions to provide excellent services to their customers in order to have a sustainable inclusive financial inclusion. Sanjay Rode in his paper, **“Alternative Sources of Financing Capital Expenditure in Navi Mumbai Municipal Corporation”** has aimed to find the statistical significance of the subheads of revenue and expenditure. The

study is to provide the policy implication to increase the financial options to finance capital expenditure to Municipal Corporation.

The following paper is authored by Shubham Sinha and Dr.V.S.Sundaram, **“Futures and Options in Equity Derivatives: Nse's Status Quo”**. The study is conducted on Secondary data that tries to evaluate the overall growth and development of futures and options in NSE's Equity Derivative segment. It also aims at finding which segment leads the market and attempts to evaluate the reasons for higher growth of the leader variant. **“A study on Pre and Post Financial Performance of Mergers and Acquisitions: A case study of Bharti Airtel”** is authored by Suruchi Satsangi and Prof. Prem Das Saini. The main objective of the study is to assess the overall Mergers and Acquisition by Bharti Airtel and to examine the pre & post financial performance of Bharti Airtel merged and acquired with Telenor.

The tenth paper by Pragati Tomar is under the title, **“Investment in financial market: a case of women's educationalist”**. The author is of the opinion that there are five factors which mainly affect the perception of women educationalist. She further adds that some factors may be different when we talk about men's perception towards investment. The overall study is useful for all the broking agencies as well as for capital market to predict the behavior of women educationalist. **“Study of 'International Business - Spare Part Operation Process' at One of the Large Automobile Manufacturer in India & Reduction in Supply Lead Time”**, is authored by Dr.Sagar Bhosale. The study helps to understand the international supply chain process followed in one of the automobile company in India for spare part business. This paper helps to understand the reason for lead time delay & how lead time improved from current situation.

Suchitra Ranglani in the twelfth paper has tried to analyze connectivity in her study, **“Interconnection between Stock Market and Foreign Exchange Market”**. The results may be attributed to the fact that the number of frauds in the corporate sector has increased in the recent years leading to a withdrawal in the confidence of foreign investors thereby causing changes in the exchange rate. **“Personality Traits and Behavioral Biases of Indian Investors”** indicates a strong relation between the behavioral biases (Overconfidence and Herding) and the personality traits (MBTI personality traits) of individual investors in India. The authors, FoziaMehtab and Dr. H Nagaraj opined that their study will be of great help to the financial advisors, Brokers or Practitioners in understanding the personality traits and behavioral biases of their clients.

Kiran Gehani Hasija, Dr. Anukool M. Hyde and Dr. Vivek S. Kushwaha in their paper, **“A Study of Management by Exception: Active, Passive & Laissez-faire Leadership Style of Leaders in B School”**, have made an effort to study the various Leadership Styles of Leaders in B schools. Their study concludes that a leader must be aware of the impact of his leadership style on goal achievement and must possess necessary skills to follow smooth transition between different leadership styles as and when needed. The fifteenth paper,

**“Regional Disparity in Monetary Policy Transmission across Indian States”**, by Mohit Pandey analyses monetary policy transmission across Indian regions. The author is of the opinion that the monetary policy is a lever to regulate financial economy but its transmission impact relies on the channels through which it transmits into the system.

**“Selection of QSRs on the basis of Customers' Marital Status: A Study of Gurugram City”**, is authored by Dr. Ubba Savita, Pooja Yadav and Preeti Sharma. The study is based on one of the emerging segments in Indian food service industry i.e. Quick Service Restaurants (QSRs) with the purpose of understanding the Indian QSR customers' preferences for choosing and visiting a particular QSR considering their marital status. Study provides an idea about the preferences of attributes as marital status of customers change.

Puja Sharma and Tanushree Sharma in the seventeenth paper, **“A Study on Volatility of Spot Price of Turmeric using GARCH Model”**, aim at examining the long run and short run relationships between the spot and future prices of turmeric. The purpose of the study is to find the reason how trading activity is affecting turmeric price. The results that occur show the effects on the interest of traders, investors and other regulatory bodies.

Resmi R Chandran and Dr. V.Jayaraju in the following paper, **“A study on the effectiveness of conflict management in Human Resource Management”** are of the opinion that Conflict is a social incident that is found in personal, group or organizational relations. The success or effectiveness of such system can be measured by the extent to which they control conflict behaviour and the extent to which they facilitate to achieve a satisfactory solution. This study looks into the effectiveness of Conflict management system in IT and Pharmaceutical companies.

Dr. Sushilkumar M. Parmar in his study has tried to understand the opinions and perception of young consumers about social media marketing. His paper, **“A Study on Impact of Social Media Marketing on Brand Awareness, Brand Preference and Purchase Intention with Special Reference to Young Consumers”**, results that there exists a positive correlation between social media marketing and brand awareness, brand preference and purchase decision. Similarly, there is a significant impact of social media marketing on brand awareness, brand preference & purchase decision.

The twentieth paper, **“A Perceptual Study about Organizational Learning Practices & Its Effect on Organizational Commitment”**, is by Dr. Garima Mathur, Mansi Tiwari and Prof. Suvijna Awasthi. The findings of their study reveal that there is a positive & significant relationship between the organizational learning practices & organizational commitment of faculties of teaching firms. The study further concludes that for attaining strong organizational commitment the organizational learning practices must be given more priority for the academic institutions as it is directly linked with employee's commitment.

The following paper aims to understand the contribution of management education towards the development of necessary employability skills in their respective graduates. **“Impact of Management Education on the Employability Skills of Management Graduates”**, is authored by Neelam Wadhvani and Dr. C. K. Goyal which imparts an onus on our higher education system to become relevant and competitive as per the need of the changing tide.

**“A Study on Government's Roles, Responsibilities and initiatives on Sustainable Practices in context to Organic Food Market in Bengaluru”**, has attempted to understand the policies framed by government at state and central level towards creating awareness of people towards use of organic food products. The paper also aims at understanding the level of awareness of people towards government role in educating the population of the country to the use of organic food products. It is authored by Mrs. Priyanka Khanzode(Darvekar) and Mrs. Anwesha Chattopadhyay.

The twenty-third paper by Priyanka Mahajan, **“Comparing the asset quality of banks- In a developing economy”** has made an attempt to analyze the trends of scheduled banks and compare the NPAs of public, new private sector and foreign sector banks. Results of the study reveal that public sector banks have indicated a continuous increasing trend in gross and net NPAs in comparison to new private sector banks and foreign sector banks. Neha Soni and Dr. Manoj Verghese have analyzed the impact of coupons on purchase decision of consumers residing in Chhattisgarh state in their study, **“Buying More and Consuming Faster: Effect of Coupon on Consumers”**. Different types of coupon schemes were considered in the research which included online, paper, in-store and checkout. The authors are of the opinion that consumer inclination towards coupon is increasing which stimulates their purchase decision now and will continue doing so in future times. Strategic planning of retailers may achieve their marketing objectives.

Dr. Alpa Sethi in the twenty-fifth paper, **“Public Private Partnership: A Tool for Effective Training in Small and Medium Enterprises”**, has not only focused on real constraints faced by small medium enterprises in conducting effective training program but has also attempted to identify need of alternative collaborative solution that is Public Private Partnership. The respondents have suggested that government, training institute and associations can be a good partner in Public Private Partnership and can share their resources, responsibility and expertise with each other to achieve a common goal of generating trained skilled labour.

The following paper is an interesting one authored by Ms. Debadrita Panda and Mr. Dipto Halder which aims to find the reaction of various customers for an international movie by using Flume for Twitter Streaming and HQL for sentiment analysis and finally Tableau and Excel for visualization. **“Analysis of Reviews of an International Movie using Sentiment Analysis: A Qualitative approach”** has discussed the sentiment analysis and sentiment mining in detail. Sentiment Analysis deals with understanding whether the expressed

opinion about the entity has a positive or a negative orientation. The authors observed that opinion mining helps to get better insight once the particular thing is analyzed.

**“Post-Adoption Consequences in Internet Banking: An Exploratory Study”** by Palima Pandey and Alok Kumar Rai in their study, have discussed about the post-adoption consequences particularly in the case of internet banking and observed a relationship between adoption and its resultant consequences. Further, the study highlights the significance of 'adoption over time' also. The twenty-eighth paper is by Dr. Kali Charan Modak and Dr. Kumkum Sinha, **“A Logistic Regression Model of Customer Satisfaction for Online Food Delivery Services”**. The authors have used logistic regression to develop a customer satisfaction model for online food delivery services. From their study it is found that online food delivery service providers are lacking in the packing of food, on time door step delivery, customer service and pricing.

**“Flow of Human Capital among BRICS Nations”**, is descriptive in nature based on secondary data retrieved from United Nations, population division. Aditi Tongia and Dr. Kanhaiya Ahuja have attempted to analyse the flow of human capital among BRICS nations and flow of human capital of BRICS countries to World. Their study concludes that in order to survive in liberalised world, BRICS nations should target in making migration policies more transparent, easy and such which is beneficial for all member nations.

Dr. Puja Khatri and Pragya Gupta in the thirtieth paper, **“Significance of demographic variables in the study of Workplace Spirituality”** have examined the various demographic factors and the effect they have on workplace spirituality. Their study enumerates the future research directions for the academicians and managerial implications for HR practitioners and higher management for formulating suitable strategies and interventions.

Dr. Kanhaiya Ahuja and Sujay S Phatak in the thirty-first paper, **“Factors Affecting Quality of Life in India: An Inter-State Analysis”** have done a cross sectional analysis of various indicators among different states of India to test the sustainability of development process by integrating the index of quality of life, quality of environment and Index of social and economic development. The authors are of the opinion that the growth process so far has ignored the sustainable development in India. Thus, there is a need to make development compatible with environment.

**“The Effect of Leadership Style on the Perceived Job Stress”**, is authored by Dr. Manisha Singh to examine the effect of leadership style on job stress. The results of her study indicate the positive relation between transformational leadership and transactional leadership style with job stress. The author is of the opinion that proper training to managers, which includes mental health component, will not only recognize the stressed employee, but also reduce the chances of job stress.

**“Examining the Role of Social Cause Related Marketing in the formation of Consumer Attitude”**, by Simranjit Kaur and Dr. Amardeep Kaur Ahluwalia aims to explore the underlying dimensions of attitudinal factors of consumers exposed to cause marketing initiatives. The results of the study are beneficial to the marketing practitioners and strategists for formulating cause brand association strategies.

The paper by Dr. Nehaa Tripathi, **“Gold Imports: - Boon or Bane”** focuses on the gold import of the Indian Economy since liberalization period. The study is based on secondary data which initially demonstrates how gold imports in India have increased overtime and how the global crisis has impacted the imports in the economy.

Dr. Gagan Bhati and Dr. V.S. Kushwaha, in the second last paper, **“Sectoral composition of bad loans: A study of schedule commercial banks in India”** make an effort to examine the composition of NPA in priority sectors, non priority sectors and public sectors. The study also explores the influence of advance, non priority sector NPA and priority sector NPA on gross and net NPA of public sector banks. The study concludes with several suggestions for policy makers to cope up with the problem of NPA.

Last but not the least is the study conducted by Mr. Sanjay Sinha and

Dr. Kumud Ch. Goswami. **“Problems of selling financial services: A study of select private sector banks”**, investigates the problems of selling financial services by banks. Their study would be a great help for the banks to identify and reduce the problems of selling & thus help in improving productivity.

Happy reading to all !

