

## EDITORIAL

**Dear Readers,**

It is indeed a pleasure to welcome you all to the AICTE approved International Conference 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 contribution of industry 4.0 in management and economics. 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 Microfinance Institutions, Comparative analysis of Banks, Value-based Education, E-Wallets, Impact of Conflict etc.

The first paper authored by Vishnupriya O S & Dr. Nemat Sheereen S, **“Attitude of students towards Kahoot as a game-based learning approach at campuses in Ernakulam district”** has analyzed students’ attitude towards games, attitude towards Kahoot game-based learning tool and perception of students towards Kahoot application. Further, the relationship of demographic data with regard to students’ attitude towards games as well as game-based learning approach were calculated. Electronically generated questionnaire was employed to collect primary data and analyzed using Karl Pearson Correlation, Chi-Square and Cross tabulation in order to accomplish the goals of the study and proving hypothesis. Results at the end revealed, the attitude of students’ was positive towards Kahoot as a game-based learning approach.

The Second paper focusses on 5 crucial macroeconomic variables of India and analyzes its effect on the sale of passenger cars in the Indian automobile market. The author, Ritika Luthra & Dr. V.S. Kushwaha also proposed a regression model in their research titled **“Macroeconomic Volatility and Its Impact on Passenger Car Sale- An Evidence from India”** which can give valuable inputs on making policy and driving business strategies to passenger car making companies and the government. As per their study, they conclude that the top three macroeconomic variables 'Interest Rate, Fuel Price, and Tax on automobile industry' have a significant impact on passenger car sale in India in the short run.

Information and Communication Technology (ICT) has been transforming the global banking and payments industry by providing convenient payment channels. The impact has been more for developing nations because of a large untapped customer base comprising unbanked customers. Hence, author of the third paper Dr. Meenal Agrawal and Dr. Ankita Jain in their paper signifies the influences of consumers' intention to use the e-wallet system in their research titled “**The Effect of Gender, Age and Family income on the Usage of E-wallets**” This study added some new findings to the body of research in various ways. The outcome says, significant difference was found on perceived usefulness perceived ease of use with respect to age. However, privacy and security and direct personal benefits were the factors in which no significant difference was found concerning age. Concerning family income, there was no statistically significant difference found with respect to all four aspects. Thus, the study concludes that various techniques must be implemented to enhance the smooth and secure functioning of electronic wallet services.

The fourth paper in the series mentioned about measuring investors' behaviour. It is an evolving concept which includes study of behavioral finance and cognitive psychology for making investment decision in the research titled “**A Study of Determining Factors Shaping Investing Behavior of Investors towards Mutual Funds**” authored by Mr. Shyam Sunder Agrawal and Dr. Amit Kumar. The result identified eight important factors that affect investors' choice of selecting mutual fund investment through SIP. For Male- Brand Name, Market News, Peer Reference & Returns and for Female- Awareness, Disposable Income, Objective of Investment, Entry/Exit are most influencing factors. Income is found significant parameter promoting mutual fund investment.

The fifth paper titled “**Indian Auto Component Makers: A Detailed Review of Industry Scenario**” is authored by Mr. Ashok Chourasia and Dr. Pramod Jain, aimed to concentrate on reviewing industry scenario for auto component makers by concentrating on four important area like- Market Demand, Government Support, Competition and OEM policies. Covering these four parameters the study would examine the situation of Tier 1, 2, & 3 auto suppliers with special reference to commercial vehicle auto component makers. Indian automobile industry is world's largest and fastest growing

industry in terms of production capacity, supplies, sales, auto component manufacturing and exports. The result reveals that, government policies and support are not enough to completely eliminate the suppliers' problems, market scenario seems to be bright and trending for OEMs but not exactly same for component suppliers, competing contract manufacturers are getting tough competition from domestic producers.

The COVID-19 outbreak has affected nations enormously, particularly the national lockdowns that have brought social and economic life to a standstill. A planet that has once been bustling with events has gone quiet and all the energies have been diverted to face the extraordinary crisis. As nations' economic operations have slowed down, there is a multi-sectoral influence of the epidemic. The paper titled, **“Study on the adversity of Inflation upon poverty of India during COVID-19 lockdown”** authored by Ms. Kehkashan Firdosian and Ms. Sujata Parwani attempts to pen down a literature based upon the secondary data sourced from Institutes of repute from India and world, to probe further and establish arguments which will help suggesting the policies to regain the lost thrust of Indian economy.

The role of SHG bank linkage program on Women Decision Making Ability in India has been highlighted in the seventh paper authored by Dr. P. Adi Lakshmi, Dr. Rajesh C. Jampala and Dr. Srinivasa Rao Dokku titled **“A Study on Impact of Self Help Group Linkage (SHG) Programme on Women Decision Making Ability in India: with reference to Krishna District, Andhra Pradesh”** The paper aimed to analyze the key characteristics of the effect of the Microfinance Program on Women's Decision Making Capacity in the selected district. The research also contrasts women's decision-making powers before joining the group and after joining the group.

The next paper of the fastest growing industry, Information Technology, discussing about the evidence for meaningful differences in employees association with their company. In eighth paper, the author, Mr. James Pal, Dr. Sunita Jatav and Dr. Satyakam Dube in their research paper titled **“Are they leaving or staying”: Employee Turnover an IT Industry Analysis”** attempts to answer are – has it ever happened in the

organization that people seemed absolutely satisfied with the Performance Appraisal, but still they left the organization. The result says Performance Appraisal is an important factor that contributes to increasing the productivity of an organization by 360-degree performance appraisal, forced rank, MBO and ranking.

In Ninth paper “**A focus on emotional labour in Armed forces**” author Sanjay Gupta talks about handling emotions, which contributes as a important part of being successful at work, whether as academician, fire fighters, stewardesses, Pilots, Doctors or Soldiers. The study reveals in Armed forces a soldiers training and his attributes, can influence the emotional experience on the job, emotional labor is also likely to threaten the well-being of Soldiers through significantly high demands to express organizationally desired emotions and low control over what emotions can be felt and displayed.

In the coming years, the potential effect of I-4 will become immense, since virtually all industry and business sectors are making all their effort to use industry 4.0 's strength. It is acknowledged that India is the world's biggest importer of gold. Looking to the India's economic growth and financial inclusion perspective, the tenth paper refers the same in their research paper titled “**A Study of Performance Analysis of Gold Loan NBFCs based on CAMELSModel**” authored by Deepti Shastri Gupta and Dr. V.S. Kushwaha.

The two giant gold loans NBFCs Manappuram Finance Ltd. and Muthoot Finance Ltd have been considered to analyze the financial performance based on elaborate and pertinent ratios using CAMELS model. The study found that, Muthoot Finance Ltd scores better than Manappuram Finance Ltd in terms of Earnings Ratios; both the companies have near similar Capital Adequacy Ratio; in terms of Net NPA Ratio, Manappuram Finance Ltd scores better than Muthoot Finance Ltd. The study also has evidence that the two companies have displayed proclivity in their Liquid Assets Ratio and Debt to Equity Ratio.

Following the same drift eleventh paper also discussed about industrial revolution. Researcher Dr. Bhakti Parashar in her research titled “**Cash to Cashless Economy- A way towards fourth Industrial Revolution**” represents the modern control systems embedded with software systems and dispose of an Internet address to connect and be addressed via [IoT](#) (*the Internet of Things*) using smart machines.

In twelfth paper author Col. A.S. Rathore and Dr. V. S. Kushwaha in their research titled **“Impact of COVID-19 on Indian Solar Industry”** try to analyze the impact of COVID-19 on manufacturing of solar panels and components as well as impact on installation and commissioning of solar plants in India. The author suggest to ensure the sustainability, robust growth and safeguards in future for Indian solar industry, new measures need to be taken for the now import reliant solar industry to move to a self-sustained exports model.

With the eruption of COVID-19, employees are adopting technologies very fast and various organizations are making changes in their work practices to cope up with the challenge. It has been observed by the author Ridhika Acharya and Dr. Barkha Agrawal in the thirteenth paper titled **“Impact of COVID-19 on Human Resource Policy: Employee Perspective”** The purpose of the study is to understand the employee’s perception towards the amendments in HR policies. The study makes an attempt to identify the factors that affect the employee’s perception towards the amendments in HR policies post COVID-19. The findings of the study will help organizations in identifying the factor that can assist in improving the HR policies and strengthen their work environment to conquer this pandemic situation and contribute in transforming the economy.

In fourteenth paper **“A Study of the acceptability of Islamic Banking in India”** authored by Syed Khalid Iqbal made an attempt to study the acceptability of Islamic Banking principles in India. With emphasis on interest-free, ethical and non-exploitative banking, author suggested that Islamic banking may be the right alternative to conventional banking for a country like India.

Stock market is generally considered very volatile and many people consider this volatility as the key to make investment decisions. The same was studied in the fifteenth paper by next author Dr. Meghana Jain in her research titled **“A Comparative study of Nifty Bank Indices”**. Author compare the volatility of the public sector banks with the volatility of private sector banks. The result indicates that the Banking sector and also Private Sector bank move in same direction as that of the Indian economy as a whole whereas PSU are following a movement which is downward in the opposite direction.

Dr GaganBhati, in the sixteenth paper with his coauthors Ojasvini Acharya and Manvendra Singh Dodiya explores and analyses management strategy employed by HDFC bank to cope up with the problem of Non Performing Assets in their research paper titled “Case study on Strategic Management of Non Performing Assets in HDFC Bank: An Implementation of Mckinsey 7S model” The result of SWOT analysis observed that immense efforts has been made by HDFC Bank for management of NPA and maintain standard asset quality in the loan portfolio of the bank.

In seventeenth paper titled “**Role of Emotional & Social Intelligence (ESI) in Work Settings**” authored by Ms. Ritu Mishra and Dr. Sunita explores the pre-eminent and vital characteristics of Emotional and Social Intelligence and their importance in the working environment. The author’s paper provide useful guidelines to stimulate the application of social and emotional intelligence in the workplace for the well-being of employees and affluence of organizations. Study also provides useful insights to the organizations and its human capital to comprehend the principles of social and emotional intelligence.

GST is a long term strategy planned by the Government and its impact shall be seen in the long run only. The same has been discussed in the eighteenth paper by author Hemant Ramchandani and Dr. V.S Kushwaha in their research paper titled “**An Assessment of Correlation between E-Way Bill System and GST Collections**” The study shows that even by implementing the E-way bill mechanism the GST revenues does not rise, low correlation has been observed which shows that there is a long way to go.

Marketing strategies have a direct relationship with overall business performance. Patanjali is an example of a company that gained a high degree of customer trust for its entire range of products. This was the idea of a nineteenth paper titled “**A Study of Investigating Patanjali’s Business Strategy for Market Competitiveness**” authored by Dr. Gunjan Anand, Dr. Tarika Nandedkar & Dr. Amit Kumar. The study found strategic spending over various heads play a significant role in predicting sales, it shows the highest positive relationship also. Selling expenses, promotion expenses, and distribution expenses have a high degree of correlation whereas marketing expenses show a relatively weak association.

In the twentieth paper titled **“A Study on Impact of Non-Performing Assets on Profitability of Selected Public Sector Banks of India from April 2014 - March 2019”** authored by Radhika Singh and Dr. Amit Kumar focuses on the levels of Non Performing Assets of Selected Nationalized Public Sector Banks in India from April 2014 to March 2019. the outcome shows significant relationship between the Non-performing Assets and the Profitability of the banks reducing the overall performance of bank by a major difference.

**“Management in Indian Mythology with special reference to Qualities of a Manager according to Bhagwad Geeta”** is the twenty first paper in this sequence. Paper connects the teaching of holy book Geeta with the present scenario. How the teachings of Geeta are still relevant in today’s world is the most important finding of work done by researchers. Dr. Manish Khargonkar and Dr. Rajeev Kumar Jhalani found that spirituality is always beneficial to the managers on their work place to achieve their goals.

In Paper twenty second **“Role of Shoppertainment as a Determinant in Elevating in-store Experience and Enhancing Retail Sales”** Dr. Geeta Nema and Vishakha Khandelwal tries to investigate the customer behavior and its connection with Shoppertainment. Study also investigate the affect of Shoppertainment and Retail sale on customers with different demographic profiles.

Paper twenty third is the contribution of Ms. Priyanka Yadav, Dr. D. N. Purohit and Dr. Sunita Jatav titled **“Green Electronic Product: A thematic review and future research agenda”**. Researchers are concerned about the environment protection and so chose the Go Green theme for the paper. Study focused on the green marketing specifically green electronic product.

Paper **“E-banking Services- Analysis of Most Popular Services among Customers”** is the twenty fourth paper which deals with the E- banking services. Authors in this study focused on E- banking services which are popular among the customers based on their gender, age and occupation. Ms. Neha Verma and Dr. AadityaLunavat also found that customer perception and their usage of E- banking services depends on the different demographic factors of customers.

**“Exploratory Research on Women Leadership at Workplace: In Different Organizations of Indore”** is the study which talks about the leadership of women in different professional sphere. Authors Ms. Khushboo Jain and Dr. Deepa Katiyal found in this research that occupation of women have significant effect on their leadership.

Paper **“A Study on Impact of Earning Potential Ratios of Listed General Insurance Indian Companies on its Stock Market Price”** written by Mr. Saket Rathi and Dr. Sunita Jatav illustrate that share market is very much important for the development of economy of country, and therefore it is also important to perform a research and identify the factors which affects market share prices. Study also correlate some factors with share market price and found that investor’s money is used effectively by management of insurance business.

**“A study of skill development in information technology professionals to make them industry 4.0 ready”** is the twenty seventh paper which highlights the meaning of industry 4.0. Dr. Jyoti Dashora and Mr. Aman Agrawal in this paper also identified the skills which are required by the IT professionals to adopt the changes occurred due to industry 4.0 and suggested IT professionals that if they adopt these skills they will be able to make themselves competent for the same.

Paper twenty eighth is **“Subsidized Smart Farming as a Risk for Developing Countries”** by Alice Katherine Schmidt which talks about the “smart farming”. Paper revealed the consequences of high investment in the EU in digital farming and a great lack of investment possibilities in developing countries. In whole paper represent the perspectives of West African farmers and experts on the impact of digital farming.

The paper twenty ninth is **“Industrial transformation, Development and Contribution to Economic Growth –A Nigerian Perspective”** by Mr. Nkechi Emma Echiegu and Ms. Pallabi Mukherjee. Authors studied the impact of industrial transformation on the growth and development of developing countries. This study considers the Nigeria as a research population. Study exposed that there is a positive and negative both impact of variables on growth of the country.



**“Brand preference of customer towards various cement company in selected area.”** written by Mr. Rohit Chouhan studied about the cement companies and their preferences for segment. This is the thirtieth paper in this series of publication. In this paper author found that individual houses segment is considered by the Cement industry more profitable in comparison to govt. segments by volume and value.

Second last paper **“Employee Retention Policies: A Survey of Selected IT Companies”** by **Kanupriya Manchanda** studied about the IT firms and employee retention policies adopted and implemented. Author in this study originate that there is no difference in the perception of male and female employees for the retention programs adopted by different IT firms and these retention strategies worked same for the employees.

Last paper comes under this series is **“Blended Learning and Flipped Classroom during Pandemic: Opportunities and Challenges”** paying attention on the flipped classroom concept. Authors Dr. Nidhi Jhawar and Dr. Arpan Shrivastava in this paper tried to identify the impact of pandemic situations on the teaching learning process. In this way authors studied the flipped classroom as a tool for online classes and identified the challenges faced by teachers and students while using flipped classroom.

**Happy Reading!!**