



CHITKARA
UNIVERSITY

CHITKARA BUSINESS SCHOOL

International Conference
on

Marketing 5.0

RELATIONSHIPS, PERSONALIZATION
AND DATA HERALD

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Proceedings

marcon@chitkara.edu.in
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Message from the Patrons



Dear participants,

We are very happy to welcome all presenters, contributors and participants of our 1st International Conference on **Marketing 5.0: RELATIONSHIPS, PERSONALIZATION AND DATA HERALD (MARCON 5.0)** being organized by Chitkara Business School. We are sure that your contributions and sharing of research will add value to the theme of the conference and the deliberations on various topics during the conference will prove immensely beneficial in order to bring your research effort to a logical conclusion. We, at Chitkara University, are committed to create such platforms where in researchers, faculty, and students from all over India & abroad pool in their innovative ideasto enhance academic value and produce intellectual capital. This calls for a serious attention of all B-School faculty member at national level.

We strongly feel that we have all the potential to overcome this shortfall as a proud nation. Let us join together and strengthen our intellectual output by contributing quality research and academics.

As Patrons of the conference, we once again welcome you all at Chitkara University, Punjab and wish you a great learning experience during MARCON 5.0.

Dr. Ashok K. Chitkara
Chancellor
Chitkara University, Punjab, India

Dr. Madhu Chitkara
Vice Chancellor
Chitkara University, Punjab, India

Message from the Conference Director

Dear Participants,

Congratulations for the opportunity to present your research paper in MARCON 5.0 and welcome to Chitkara University, Punjab as a conference participant!

We received nearly 100 research papers for the presentation this year. Through a rigorous process, Team of MARCON 5.0 invited 38 presenters for the participation in the conference. Selections were done on the basis of quality and scope of research primarily. MARCON 5.0 is our annual conference managed by Quality Circle (Marketing) of Chitkara Business School in order to derive academic value from the latest research being done around the domain Marketing. This is our 2nd edition of the conference. We have tied up with Scopus Indexed Journal and UGC listed journal to support your effort with best of publication opportunities around. We hope that you understand that the quality of your research paper is the only factor playing significant role getting it published in high quality journals. Our teams will definitely help you reaching that stage.

Besides publication, I would like to request you all to encourage discussion and debate on your research in your respective sessions with the Chairperson, Co-Chair and participants in the session because it can only help you improving the quality. I also strongly feel that the purpose of the conference is to improve the existing research. Just remember; researcher can only be favoured by sharing critical inputs on the research shown and discussed. So do share your inputs, thoughts and ideas with each other during conference sessions.

I would like to congratulate Dr. Amandeep Singh and Dr. Babita Singla especially on record along with all my colleagues of Chitkara Business School for making sincere efforts of organizing this conference.

With these few words, I would like to welcome you once again at MARCON 5.0 at Chitkara University, Punjab on 6th and 7th June, 2020.

Keep learning, keep growing!

Dr. Sandhir Sharma
Conference Director
Professor & Dean
Chitkara Business
School

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Marketing 5.0 : Relationships, Personalization and Data Heralds

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Key Factors Influencing Users' Adoption Towards OTT Media Platform: An Empirical Analysis

Dr. Arshan Bhullar^{1*}, Ms. Ritika Chaudhary^{1#}

¹Assistant Professor, Chandigarh Group of Colleges, Jhanjeri, Mohali

*E-Mail: arshankler@gmail.com

#E-Mail: ritika.chaudhary22@gmail.com

Abstract

Technological advancement is prevailing in every device to make the user experience satisfying. In the telecommunication services, everyday advancements are reshaping the way of providing the service to the customers. With the insertion of internet in telecommunication, a new form of online video platform has emerged i.e. Over-the top (OTT) Media Platform. OTT media platform allows the providers to use the internet to broadcast video content. The major providers such as Netflix, Amazon Prime, Hotstar, Voot etc. have forecasted and identified the changing media usage pattern and also the significance of internet-based services. This transformation brings a very important matter in hand to understand that “what factors are there which makes the user adopt OTT media platform over Traditional media platform?”. Various studies have been there which studied that whether the online platform is a replacement for traditional Media platform. However, the perception of the users has never been considered, that represent how users perceive this new technology and what will be their Technology adoption towards OTT media platform. Therefore, the present research will focus on the users' adoption towards OTT media platform. An empirical study, which included 500 users from Tri-city area comprising of Chandigarh, Mohali and Panchkula, was conducted using a structured questionnaire. Structural Equation Modelling method was applied to analyse the data. The major findings of the study show that Customisation, Content quality, perceived enjoyment and user interface were the most vital factors that affects the user adoption towards OTT media platform. Furthermore, three factors i.e. perceived ease of use, perceived usefulness and compatibility were not found to have any significant association with the adoption among the users towards OTT media platform.

Keywords: *Over-the-top (OTT), Traditional Media, user adoption, Technology, internet, Media.*

Determinants Allied to Information Channel Selection: A Review

Mehak Kapoor¹, Dr. Harpreet Singh²

¹*Research Fellow, School of Management Studies, Punjabi University, Patiala, India.*

E-Mail: kapoor.mehak204@gmail.com

²*Assistant professor, School of Management Studies, Punjabi University, Patiala, India.*

E-Mail: harpreetajnali@gmail.com

Abstract

Information is very crucial for the appropriate planning of the business activities and its proper implementation is equally important. In each area, information needs are recognized which is followed by the choice of the source/channel for searching the required information and after that the information is utilized to obtain the desired results. Information and communication technology (ICT) sources deliver customized as well as the latest information to the users to help them in making efficient and quick decisions. These sources help the users in getting information as per their convenience and have removed the impediments which come across in using non-ICT sources. Instead of the availability of such types of sources, users prefer to avail of information from interpersonal sources such as Family, Friends, Fellow employees etc., Proper selection of information source is indispensable to acquire the information according to the necessity of the users. Information can be exchanged to the end-users through various means/channels and its selection depends upon various factors. Very few studies have clarified the factors associated with the selection of both types of sources i.e. ICT as well as Non-ICT sources. Therefore, channel focus and its scope are very narrow. No systematic review exists in the literature of information source selection for knowledge/information sharing. So, to fulfil this purpose, this study presented the review of empirical as well as review studies on information sources/channel selection in different contexts which identified authors, year of publication, countries, concepts, and methods. Various factors have been identified based on different theories and models such as Media Richness Theory, Marketing theory, Theory of Planned Behaviour, Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology (UTAUT), Cost/Benefit model, Least-Effort Model, etc. and also based on different papers reviewed. The study also offered some suggestions for future studies.

Keywords: *Information seeking, Information source selection, Channel Choice, Information Search, Channel Selection, Multichannel Marketing, Marketing Communication.*

Impact of Social Media Marketing on Consumer Buying Behaviour: An Empirical Study

Dr. Manjit Kour^{1*}, Dr. Rajinder Kaur^{1#}

¹Associate professor, CGC Technical Campus, Jhanjeri

*E-Mail: manjuz_99@yahoo.com

#E-Mail: rajinder.bilkhu@gmail.com

Abstract

Introduction-There has been a huge explosion in social media as a marketing tool. Social media is believed to be highly efficacious in reaching consumers. This has been brought about by the remarkable increase in the development and version of technology, demanding that businesses rethink their digital marketing strategies. With the advent of technology, high speed internet and ease of shopping on internet, it is observed that consumers are adapting to online marketing and their buying behavior is being influenced accordingly. The aim of this paper is to study the impact of social media marketing on consumer buying behaviour.

Research Methodology-For present study a questionnaire was developed on five-point likert scale and administered to 400 social media users located in Punjab region of India through online survey. 260 responses to online survey were received and used for analysis. For analysis statistical method of factor analysis and Multiple Linear Regression analysis was used. Statistical Analysis was done by using software SPSS 20.

Findings- It was found that trust, perceived value and positive reviews positively affect consumer buying behavior on social media.

Keywords: *Consumer buying behavior; Digital Marketing; Marketing tool, Online Marketing; Social media marketing.*

Fraud Detection in Government Sector - An analysis on Money Laundering and Bribery

Parampreet Singh Kochar¹, Shefali Saluja^{1*}

¹*Chitkara Business School, Chitkara University, Punjab, India*

^{*}*E-Mail: Shefali.saluja@chitkara.edu.in*

Abstract

The administration and management are responsible to a large extent for ensuring the prevention and detection of fraud in an organisation. It is utmost imperative for the Government sector companies and related organizations to set an appropriate tone at the top by setting personal examples by the top leadership itself, one that is reflective of their commitment towards honest behavior and ethical practices in public and private life. In study we have put an effort to study mechanism of money laundering & forms of bribery. A qualitative analysis was performed with depth literature review based on secondary data available. The study is divided in two phases: 1. Mechanism of Money Laundering and forms of Bribery in Government sector services. 2. Suggesting preventive tools for detection of wrongful practices in the Government sector services. The findings suggest the certain control weaknesses that contribute to fraud include key deficiencies in internal financial controls and managerial oversight, overriding existing controls, poor tone at the higher management level, and lack of competent personnel which can be dealt with some early detection techniques which are discussed in the study. The study would make contribution to Government sector in using this as a manual for training purposes.

Keywords: *Money Laundering, Bribery, Unethical conducts Scams in Government/Public Sector, Governance.*

Understanding Customers' Environmental Attitudes towards IT-enabled Sustainable Banking

Shilpa Taneja¹, Liaqat Ali²

¹*Adjunct Faculty, Department of Business Administration, CDLU, Sirsa (Haryana), India*

E-Mail: shilpataneja444@gmail.com

²*Senior Assistant Professor, School of Management Studies, Punjabi University, Patiala (Punjab), India*

E-Mail: draliliaqat@gmail.com

Abstract

Due to growing concerns for reducing the negative impacts of businesses on the environment, the banking industries among all the economic sectors are making prodigious efforts to integrate the objectives of environmental sustainability into its overall objectives. The banks in developing countries like India are also incorporating environmentally sustainable practices in general and green IT/IS-based initiatives in particular. IT-based banking can lead to reduction in banks' overall carbon footprint. In addition to the efforts on the part of businesses, green or ethical consumerism is also taking up the pace. The environmental attitude of the customers can play an important role in minimizing the adverse impact of consumption on the environmental sustainability. Considering this, the present research attempted to investigate the customers' attitude and behavioural intentions towards environmentally sustainable IT-based banking services. A research model based on interrelationships of the constructs namely, environmental trust, environmental awareness, perceived environmental values, customers' attitude, and behavioural intentions was proposed. The data were collected using the survey method. Using a cross-sectional sample of 406 bank customers, the direction and strength of the proposed relationships were tested using the Structural Equation Modelling technique. The results showed direct as well as indirect associations among the variables under study. This work contributes new knowledge to the field of green and sustainable behaviour from the customers' perspective. The managerial implications arising from the findings have been discussed. The paper also presents the agenda for future research in this field.

Keywords: *Environment, Sustainability, Banking, Services, Customers, Attitude, Behaviour.*

Factors Affecting Real Estate Project Success: A Systematic Review and Future Agenda

Alka Rani¹, Dr. Rajwinder Singh²

¹*Research Fellow, School of Management Studies, Punjabi University, Patiala, India*

E-Mail: alkabasu.ab@gmail.com

²*Assistant Professor, School of Management Studies, Punjabi University, Patiala, India*

E-Mail: rajwindergher@gmail.com

Abstract

The real estate sector is an emerging sector across the globe. The construction sector assists as a vital pillar in the economic and social development of any country. Infrastructure development is one of the major tools of economic growth of a country. After cultivation industry the construction industry is the second biggest industry of the country. The present scenario's real estate sector inherently has several different challenges and problems. These challenges have an impact on the success of the projects governed by this sector. Real estate and many housings construction projects have failed to achieve project success due to increase in the challenges and uncertainty. There is a need to review the challenges before this sector as revealed by the previous researchers so that new directions can be provided to the real estate sector for overcoming these challenges and to achieve the long-term growth & development. This study could be of potential value to the real estate sector, particularly in improving their position regarding the ongoing projects. The main objective of this research is to identify the challenges faced by the real estate sector. A systematic approach to review of literature was adopted to achieve the research objective. Various challenges in real estate projects were identified through review of reputed research publications. Therefore, the present research is aimed to determine the important factors affecting the effectiveness of managing challenges in housing construction projects. According to a literature review, the most quoted challenges aspects are: safety and Accidents, Manpower Development, Infrastructure, Financial difficulties, Consultant's related factor, External Factor/ Physical groups, Consultant's related factor, Raw Materials, Coordination, Operational Factor, Owner groups. This work can provide real estate industry with valuable future directions for developing the next phases challenges identify and control challenges. This study could help the real estate sector, especially in improving their position regarding the ongoing projects.

Keywords: *Challenges, Real estate sector, Risk*

Drivers of Bank Penetration: A Bankers' Perspective

Namrata Sandhu^{1*}, Sandhir Sharma^{1#}, Dilpreet Singh^{1\$}

¹*Chitkara Business School, Chitkara University, Punjab, India*

**E-Mail: namrata.sandhu@chitkara.edu.in*

#*E-Mail: Sandhir@chitkara.edu.in*

\$*E-Mail: Dilpreet.singh@chitkara.edu.in*

Abstract

Taking India as a case in point, the current study aims to identify the factors that drive bank penetration. The empirical setting of the study was 34 (22 public sector and 12 private sector) Indian banks. Data for the study were collected from senior bank officials (n=404) engaged in the development and/or implementation of strategies. Multivariate data analysis techniques were used for data analysis. A model identifying the drivers of bank penetration was developed and tested. Exploratory factor analysis revealed seven factors that drive bank penetration: supply side innovations, growth and profit objective, social responsibility, competition, demographic dividend, regulatory mandates, and cost-effective solutions. Results of multiple regression analysis showed that all these factors except social responsibility were significant in the overall model. Implications of the study are discussed from a policy perspective. The value of this study lies in its ability to push the bank penetration agenda of the policy makers.

Keywords: *Bank, bank penetration, strategy, growth, unbanked*

Expenditure Components of GDP (2000-2018): The Case of India, China and USA

Aditya Desai^{1*}, Namrata Sandhu^{1#}

¹*Chitkara Business School, Chitkara University, Punjab, India*

**E-Mail: itzadityadesai@gmail.com*

#*E-Mail: namrata.sandhu@chitkara.edu.in*

Abstract

With the aim to examine how the economy functions and changes over time, this study graphs trends in the main expenditure components of the gross domestic products of three countries: India, China and United States of America. With the help of eighteen-year time series data (2000-2018), this study also attempts an inter-country comparison of these trends. Data related to four expenditure components of GDP: household consumption, investment expenditure, government spending and net exports is examined in this study. This data is critically analyzed and policy implications are discussed from a developmental perspective.

Keywords: GDP, Expenditure Components, Time Series Data, Economy, Investment, Consumption, Net Exports, Government Spending

Enriching User Experience by Transforming Consumer Data into Deeper Insights

Devesh Bathla¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

E-Mail: Devesh.bathla@chitkara.edu.in

Abstract

Purpose: The purpose of this paper is to explore the relevance of consumer data analytics on willingness of organisations with an aim of *enriching user experience by transforming consumer data into deeper insights*. In this attempt, this paper studies the issues pertaining to the consumer insights methodology. This also illustrates scope of reiterating the law of maximum satisfaction leading the way for consumer behaviour analytics - “Consumer can maximize his satisfaction if he is able to equalize the marginal utility derived from the consumption of different units of several commodities by spending his all-limited money income” may prove a proposed recommendation to handle similar matters. Cohort of the learnings from marketing analytics theories spreading over VALS Framework, Pareto Principle etc. may be drawn with the optimised industry models leveraging machine learning techniques that propose the most appropriate offer or user interaction among a range of probable offerings.

Methodology and Design: This work builds up a feasible system alongside recommendations by incorporating the set of scholastics as well as professional written works, in the very sphere of analytics pertinent to consumer data being transformed into deeper insights.

Research constraints/implications: The paper aims to give suggestions to the organisations in the exhibition of consumer analytics for improving the user experience by the application of Customer journey analytics as a key instrument in the profitability framework. It also aims to provide a view of customers which is essentially dynamic in nature and other key data points observed during the life cycle of a customer. It further covers ahead of the prevailing product ownership and user data for inculcating the information available on digital modes such as digital channel interactions, social media, voice-of-the-consumer interactions, sentiment analysis, and more. The user profile and linked analysis indicates the erstwhile behaviours and have the potential to pre-empt user preferences and future behaviours at an individual user level with a highly satisfactory level of accuracy.

Keywords: *Marketing Analytics, Customer journey analytics, Contextual engagement, Marketing Optimisation, Real-time marketing*

A Study on Perception of Employer Brand value in Chandigarh City

Ms. Pallavi Pahuja^{1,2}, Dr. Ranbir Singh³

¹Research Scholar at Maharaja Agrasen University, Baddi

²Asst. Prof. at Chandigarh Business School of Administration, CGC Landran

³Associate Professor at PCJ School of Management, Maharaja Agrasen university Baddi

Abstract

Employer branding then is defined as a company's ability to differentiate and promote this identity to a defined group of candidates that they're interested in hiring. Branding has always been a core tool for marketers looking to win over the hearts and minds of consumers - the fact that it's now a crucial part of the talent attraction formula shows us the influence that marketing is having on recruiting. The paper will provide an insight to demographics impacting employer brand. It will recommend the employer as to what strategies they can adopt to emerge as employer of choice in dynamic business environment.

Keywords: *Employer Branding, Employee retention, organizational performance.*

A Study on Service Quality of Banks in Tricity

Ruby Sharma^{1*}, Pallavi Pahuja^{1#}

¹AP, Chandigarh Business School of administration, CGC, Landran

*E-Mail: rbysharma775@gmail.com

#E-Mail: pahujapallavi@gmail.com

Abstract

Banks, their products, working all are important as they are important pillars of any economy. Service sector is quite competitive as it involves qualitative factors than quantitative. Banking a leading service sector is no way an exception. Due to change in business environment, opening of global market, unparalleled competition banks have to provide updated service to its customers to beat these market forces. Almost all banks offer same type of products but the way of delivering these products to customers is the thing that makes a difference for banks and ultimately effects their customer base and profitability. Due to competition banks have to be very particular for their service quality. One of the reliable ways to measure service quality is SERVQUAL. In the present study RATER modal is used to measure service quality of banks operating in Tricity.

Keywords: *service quality, service dimensions, RATER.*

A Review on Usage and Expected Benefits of Artificial Intelligence in Agriculture Sector

Sanjiv Sharma¹, Jashandeep Singh^{1*}

¹*Chitkara Business School, Chitkara University, Punjab, India*

**jashandeep.s@chitkara.edu.in*

Abstract

This paper is an attempt to synthesise the previous studies conducted by previous authors and the major purpose is to explore the current trends of usage and expected benefits of Artificial Intelligence (AI) in agriculture using systematic review. An extensive literature review has been carried by identifying studies conducted on usage and benefits of AI in the farming sector. The analysis reveals that is a clear pattern of concentration of studies in three major areas such as crop and soil monitoring, predictive agricultural analytics and supply chain efficiencies. Many such studies are more theoretical and are based more on AI capabilities. No comprehensive research so far has been conducted to establish what could be the best and impactful medium to deliver various observations derived from the application of AI tools.

Keywords: *Artificial Intelligence; AI; expert system; farm-base advisory*

Assessing Student Engagement in Online Courses During Novel COVID-19 Lockdowns

Shivani Inder Chopra¹

¹*Chitkara Business School, Chitkara University, Punjab*

Abstract

Due to Novel COVID-19 breakdown, higher education institutions are forced to shift their classroom teaching to online courses. So, the students have witnessed a shift from being Face-to-face learners to being Online Learner. This shift has been adopted by majority of public and private higher education institutions. Student engagement focuses on the key aspects of the process of learning that help in improving dimensions of learning like retention, achievement and grades. The current study employs survey for assessing factors influencing student engagement in the online courses. The study proposes to provide evidence on the dimensions of running online courses successfully while ensuring student engagement. The study would contribute towards the crisis management policy for the higher education institutions.

Keywords: *Online student engagement, Higher education, learning.*

Human Resource Information System:

A Systematic Literature Review on its Merits, Determinants, and Impact

Mahesh Bhatt¹, Kulwant Kumar Sharma¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

This paper is an attempt to synthesise the previous studies conducted by previous authors and the major purpose is to explore the current trends on merits, determinants, and impact of HRIS using systematic review. An extensive literature review has been carried by identifying studies (on various themes such as concept of HRIS, merits and demerits, determining factors to adopt HRIS and impact of HRIS. The analysis reveals that is a clear pattern of concentration of studies in three major areas such as crop and soil monitoring, predictive agricultural analytics and supply chain efficiencies. Many such studies are more theoretical and are based more on capabilities of HRIS. Also, the impact of HRIS is studied on employee performance and financial performance of business firms like banks, IT firms and universities.

Keywords: *Human Resource Information System, operational efficiency, systematic review.*

Analyses and forecasting evaluation of GDP of India using ARIMA model

Ramandeep Singh Arneja¹, Navdeep Kaur¹, and A.K. Sahijpal²

¹*GNA Business School, GNA University, Phagwara, Punjab, India*

²*Professor (Retd.), Panjab University, Chandigarh, India*

Abstract

This paper has attempted to forecast the Gross Domestic Product (GDP) with applying the Box Jenkins forecasting method. We have taken the historical data of GDP and to anticipate India's Gross Domestic Product while utilizing period arrangement information for the period from 1980 till 2017. The data has been collected for the Thirty-seven years and effort has been made to construct a forecast model for GDP using Autoregressive Integrated Moving Average Model (ARIMA) to construct the hypothetical model which is ARIMA for evaluating the India's GDP. Out of an assortment of determining models ARIMA (1, 1, 7) model has been applied to figure the GDP for thirty-seven years running from 1980 to 2017. The outcome proliferated that the wellness of AR (1) I (1) MA (7) parameters for making future forecasts. It is deciphered that the GDP of India would be rising ceaselessly over the assessed period. The model has been validated through diagnostic checking using the correlogram of the residual.

Keywords: *GDP, Forecasting, AR, MA, ARIMA, Correlogram*

Healthcare System Strengthening During COVID-19 Pandemic through Artificial Intelligence Enabled Virtual Out-Patient Clinics

Keerti Bhusan Pradhan¹, Namrata Sandhu^{1*}

¹Chitkara Business School, Chitkara University, Punjab, India

*namrata.sandhu@chitkara.edu.in

Abstract

Healthcare professionals play a vital role in a community's response to a pandemic. The timely and efficient provision of healthcare services to the affected population is the most crucial step in the management of any pandemic. In the wake of the COVID-19 pandemic there is tremendous pressure on the healthcare system and routine OPDs are closed. Under such circumstances artificial intelligence enabled virtual outpatient clinics could prove to be a boon. This study adopts a case based approach and examines the available international and Indian evidence on the working and acceptability of virtual outpatient clinics with a view to assess their suitability to deal with the COVID-19 pandemic in India. An examination of the preliminary data available on virtual outpatient clinics and the demographics of the people who have availed their services reveal the acceptance of virtual outpatient clinics both from the perspective of the provider and patient. Thus, virtual outpatient clinics could be of vital help to India in dealing with the COVID-19 pandemic situation.

Key words: *Virtual OPD, e-Clinic, Health care professional, Pandemic, COVID-19, Artificial intelligence*

Conduct of youth in connection with online and offline shopping: a relative view

Deepak Sood¹, Kavita Sharma², Sachin Sharma²

¹Chitkara Business School, Chitkara University, Punjab, India.

²CT University, Punjab, India

Abstract

Shopping is a major aspect of every person's life. Some have the bare essentials for shopping, others have a little more. It is considered as a way to relieve stress, quench a craving, or give a taste to the mechanical way of life. Shopping is also considered as a source to relieve stress. This report expands the studies while asking consumers interested in online shopping and traditional shopping to evaluate performance channels for goods their deliverance time with value to products. By embracing this approach, researcher and expert can put on important information for reasons of adopting the defined channel with purchasing. With the help of various statistical techniques, it has found here that because of extensive revolution of information technology and other technical know-how the youth prefer the same.

Keywords: *Online shopping, Offline Shopping, Technical know-how, Stress.*

What You Perceive Is, What You Behave: Influence of Behavioral Tracking Practices on Consumer's Repurchase Intention

Deepika Puri¹, Dr. Tarannum Mohan²

¹Assistant Professor, Chitkara University, Punjab, India

²Assistant Professor, PURCITM, Mohali, Punjab

Abstract

Social media platforms and online shopping sites have become a great source of consumer information for many big companies but how to effectively use this big data so that it does not create any negative impact is still a big posing question. To effectively use the data which is collected from the online behavior (browsing activities, search history, website visits, etc.) of consumer, marketers are providing the consumers with the personalized advertisements to increase the click-through rates and online purchases. The paper provides a conceptual framework of the consumer perception of the repurchase intention from trusted shopping sites and presents an overview of how consumer evaluations (risks & benefits) of behavioral tracking practices associated with the behavior of consumers. As for the acceptance of behavioral tracking practices, the paper shows that the positive perception of the same plays an important role. Finally, the results highlight that perception has a direct positive impact on repurchases intention from the online trusted websites. In light of these, managerial implications and scope of future research are discussed.

Keywords: *Behaviorally targeted advertisements, big data, perception, personalized advertisements, repurchase intention*

Evaluating success factors of spiritual brands inspired by faith: customer satisfaction and brand loyalty

Ajay Rathore¹, Dr. Ambika Bhatia²

¹*Doctoral student, School of Management Studies, Punjabi University Patiala*

²*Associate Professor, Punjabi University Regional Campus, Mohali, India*

Abstract

India has witnessed an increase in the spiritual brands that are inspired by faith. They are not just competing with other spiritual brands but other MNC's like Dabur, ITC, Hindustan Unilever, P&G, etc. In this paper, we studied the critical factors which classify consumers of faith marketed brands and how these factors are associated with brand loyalty and customer satisfaction in the Indian FMCG sector. The research respondents were the customers of Patanjali products, Isha Shoppe, and Sri Sri Tattva. Based on the survey of 522 respondents, the study first applies principal component analysis which showed that 13 items were categorized into 4 constructs: quality & purity, availability & affordability, the brand image of gurus, and environmental friendliness. Secondly, all these factors were validated using CFA. Lastly, regression analysis was conducted to study the extent of association of these factors with customer satisfaction and brand loyalty. In the same vein, managerial implications and future prospects of the research are discussed.

Keywords: *Brands inspired by faith, FMCG, Spiritual marketing, Spiritual gurus*

Socio - Medical and Hospitality Impacts of SARS-Cov-2 in the Indian Context

Pranav Aggarwal¹, Manpreet Singh¹, Kuldeep Kumar¹, Ajit Bansal²

¹*Chitkara College of Hospitality Management, Chitkara University, Punjab, India*

²*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

Covid 19- the bane of 2019- has shattered the world. The devastation is uncontrolled causing lung disease mainly in the olds and the chronics. The febrile droplet infection is contagious and spreading rapidly. Morbidity is quite high but luckily mortality is much less. Coronavirus has not only medical implications but its consequences also have wide range to trap socio-economy of the affected people. Fear psychosis has also driven people to commit suicide. Some after effects include psychological and psychiatric problems. Best way to keep it under control is social distancing of about 6 feet, personal and community hygiene and quarantine. To achieve this lockdown of institutions, localities, cities and countries is practised whose long duration causes enormous loss of education, revenue and man days. Hospitality industry among others is the worst hit. Prevention has proved to be better than cure since cure is still obscure. As a silver lining the infection and subsequent preventive measures have made families as cohesive units and also helped control environmental pollution and rejuvenated our lifeline rivers. It also has made the crime graph nose dive.

Keywords: *Covid 19 pandemic, hospitality, lockdown, social distancing, online education, psychological aspects, control measures, alternate accommodation, socio-economic effect, coronaphobia.*

Examining Gender Differences in The Factors Affecting Ethical Leadership: A Study of Educational Institutions

Amandeep Kaur¹, Amrinder Singh², Jagdeep Singh³, Amandeep Singh⁴

¹*IKG Punjab Technical University, Punjab, India*

²*CGC Group of Colleges, Mohali, Punjab, India*

³*GNA Business School, GNA University, Punjab, India*

⁴*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

The job of leadership in creating moral conduct has become a territory of expanded enthusiasm because of the huge number of moral embarrassments by leaders over the globe. Today, numerous employees look for ethical direction from important others versus the working environment. Researchers propose that leaders in the work environment should show sound moral initiative, and help direct the ethical leadership points of view of their employees. Time after time, this isn't the situation. This paper studies the relationship between gender and ethical leadership. A set of 10 statements is used to take the responses from the respondents.

Determinant Attributes of Store Choice in Organized Retail

Dilpreet Singh¹, Namrata Sandhu¹

¹Chitkara Business School, Chitkara University, Punjab, India

Abstract

Intense competition and price wars in the retail sector provide impetus to examine consumer behavior in the retail industry. It has become increasingly important to scrutinize what drives consumers' choice of retail stores. This paper addresses this need and aims to establish the factors that drive consumers' retail choice behavior. The empirical setting for the study was five organized Indian retail stores: Easy Day, Big Bazaar, More, Reliance Fresh and Freshmart. Data were collected with the help of a questionnaire (n=700) in a store-intercept survey. Data were analyzed using multivariate data analysis techniques. A model identifying the variables that predict retail store choice probabilities was developed and tested. Results establish that atmospherics, merchandise assortment and customer satisfaction have a significant positive impact on retail store choice. On the other hand, price has a significant negative impact on retail store choice. Implications are discussed.

Keywords: *Retail store, Store choice, Organized retail, Store-intercept survey*

Service Quality Measurement of Indian After-sales Service Passenger Car Segment

Munish Pal Singh¹, Dr Satyendra Kumar Sharma Ph.D², Dr Udayan Chanda Ph.D³

¹*Research Scholar, Department of Management, BITS Pilani, Rajasthan, India*

^{2,3} *Assistant Professor, Department of Management, BITS Pilani, Rajasthan, India*

Abstract

Purpose – The purpose of this paper is to study and analyse existing service quality measurement scales available in literature for automobile industry. Development of service quality measurement scale for Indian car after-sales segment.

Design/methodology/approach – The research design for this paper includes literature review, exploratory interview and a questionnaire survey conducted through focus group interviews with 346 personnel both customers and personnel from service stations who had adequate knowledge in their field. The research was conducted across various authorised service stations available across country.

Findings – This paper identifies two additional dimensions in development of service quality measurement scale apart from SERVQUAL dimensions. During interactions with personnel of authorised service station it emerged that service failure and service recovery aspect plays an important role in ascertaining service quality. Both dimensions were studied in detail by interacting with various service stations and focus group discussion undertaken. These two dimensions apart from other were identified and included in measurement scale which was empirically tested and found fit.

Research limitations/implications – Future researchers may develop service quality measurement scale for automobile industry in alternate settings. Insights derived from this study may be transferred to other countries and other segments of automobile industry namely two wheelers and other vehicles.

Practical implications – This study would be of interest to various service stations for enhancing service quality and resolving service failure within their customers.

Originality/value – Few empirical studies exist toward measuring service quality in respect of car after-sales in Indian setting. Two new dimensions have been identified that affect service quality, applicability of the same can be ascertained with further research.

Keywords: *Service Quality, Passenger Car, Service Failure, Service Recovery.*

OYO: The Journey

Ruhi Bhardwaj^{1*}, Namrata Sandhu^{1#}

¹*Chitkara Business School, Chitkara University, Punjab, India*

**rbhardwaj.mba18mkt@chitkara.edu.in*

#*namrata.sandhu@chitkara.edu.in*

Abstract

From a humble beginning in 2013, OYO is today the world's second largest hospitality chain of franchised and leased hotels, living spaces and homes. OYO has a global presence with large-scale operations in many countries. This case outlines OYO's complicated growth journey from a rapidly growing startup to an ethically maligned business venture. It also underscores OYO's business and revenue model, work culture and growth strategies.

Keywords: *OYO Rooms, Hospitality, Startup, Hotels, Ratings*

An Analysis of Service failure and Recovery: Evidences from Hospitality Industry

Vikash¹, Dr. Neeraj kaushik², Amit Bhattacharjee³

¹Research scholar, Deptt of Business Administration, NIT kurukshetra

Email id: vikaskumarkalwa@gmail.com

²Associate Professor, Deptt of Business Administration, NIT kurukshetra

Email id: kaushikneeraj@gmail.com

³Deptt of Business Administration, NIT kurukshetra

Email id: 287amit@gmail.com

Abstract

The word recovery first come from the British airways and the central theme was putting the customer first. Basically it is all the activities with regard to the service failure. Service recovery basically is defined as action and activities taken by the organizations with respect to the service failure. (Bell & Zemke, 1990) Stanley defined (1995) that service recovery as the specific action taken to ensure that the customer receives an affordable service which is given by the organizations after failure the normal service. Gronross, (1998) stated that service recovery implies to the behavior an organization take in respond to a service failure. Service recovery is the aggregate methodologies contain exercises connected by an association and its staff to restore the customer to a place of dissatisfaction to satisfaction. Basically the purpose of the service recovery is to maintain the customers in the company and build ups the relationship with them. Bejou and Palmet (1995) expressed that service recovery efforts are able to maintain the customer trust and loyalty in the company. Forner and Wernerfelt (1987) with regards to service recovery we can provide customer satisfaction, establishing the better relation with the customer and save them to change the preceding brands.

To Study the Relationship Between the Perceived Value of a Package and Purchase Intention in Telecom Industry

Prem Ojha¹, Amandeep Singh¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

With advent of machine-to-machine communication and exponential adoption of Internet of Things, millions of smart devices such as lighting systems, music systems, air conditioners, food processors, refrigerators and host of other appliances that are widely used in our daily life and getting connected to each other on daily basis. The connectivity of these devices with each other and with the internet cloud, has accelerated the demand in the telecommunication services market. This paper determines whether a significant relationship exists between the overall perceived relative price and the overall perceived value of Telecom Bundles. This study proves that there exists a significant relationship between overall perceived relative price and the overall perceived value of Telecom Bundles. Which shows that customer before purchasing any bundled service they look for the value they are going to receive after purchasing the bundle. This study will help in understanding the bundling in a better way and take the bundling planning in a successful manner

Obstacles encountered by Micro, Small and Medium Enterprises (MSMEs)

- A zone-wise Analysis

Himender Bisht¹, Dilpreet Singh¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

The current research paper has been focused on the plastic processing MSMEs to study and analyze the zone-wise obstacles encountered by Plastic processing Micro, small and Medium Enterprises (MSMEs) in the state of Punjab, India. The study aimed to highlight the insight of the plastic processing industry and the variation in challenges based upon the geographical location of the MSME within the state of Punjab. In the current research, the survey technique has been adopted as the research strategy. Primary data were gathered using a questionnaire, from all the 445 Numbers of plastic processing MSMEs located in Punjab that were classified into three zones based upon their locations and concentration. The current research has identified a total of 29 obstacles encountered by Plastic processing MSMEs in Punjab. ANOVA and LSD analysis results have confirmed a zone-wise significant difference in the obstacles related to Government, competition and finance, encountered by the plastic processing MSMEs in Punjab.

Keywords: *Micro, small and medium enterprises (MSMEs), Plastic processing, GDP, Competition, Finance, Obstacles, ANOVA.*

Service Quality Issues Faced by Customers Using Services of Cab Aggregators in India

Gaurav Dua¹, Dilpreet Singh¹,

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

The major purpose of this study is to identify the service quality issues faced by customers in India using services of cab aggregators. The existing study has been done with customers facing service quality issues related to other service companies including retail, airlines, restaurants, hotels, on-line food apps, e-commerce, social media and e-banking apart from the literature available for cab aggregators. The Service quality has the highest impact on Customer satisfaction which influences the overall customer experience and thus determines customer retention, customer commitment and customer loyalty. Customer satisfaction can be measured through important service parameters: accessibility, reliability, responsiveness, assurance and empathy by applying SERVQUAL model. A theoretical framework has been prepared that classifies the commonly faced service-related problems faced by customers using five dimensions of service quality (Tangibility, Reliability, Assurance, Empathy and Responsiveness). Most importantly, this paper aims at providing data points or variables defined as customer pain points or customer expectations that could help cab aggregators in improving their services and plugging the service quality gaps identified.

Keywords: *Cab aggregators, Customer satisfaction, Customer experience, Service Quality, Customer Loyalty.*

Change in Consumer Decision Based on Customer Satisfaction in Credence Services: Implication for Service Provider

Pradeep Kumar¹, Dr. Gaurav Bisaria²

¹*Research Scholar, Department of Commerce & Business Management, Integral University, Lucknow.*

Email: Pradeep.kumar5539@gmail.com

²*Astt. Prof., Department of Commerce & Business Management, Integral University, Lucknow.*

Email: gaurav@iul.ac.in

Abstract

Purpose – The purpose of this paper is to examine the effect of offering consumer decision on consumer satisfaction in credence services, in terms of the extent of the service provided by service provider and the information sources used.

Design/methodology/approach – A structured questionnaire is used to collect consumers information and a survey was undertaken with patient or relative of these patients (n =201) to examining information search practices for a range of credence services.

Findings – Results suggest that higher the consumer offerings increase the consumer satisfaction. However, the consumer persuasion knowledge & provider credibility together forming an offering of decision autonomy leads most important source of credibility.

Research Limitation/implications- The result of this study is based on lucknow, Delhi & NCR area and other previous studies also have suggested other ways to major the satisfaction. It would be useful more strongly whether basic amenities & Initial treatment in hospitals have an impact on satisfaction.

Originality/ Value- This is the first time that the information search around basic amenities & Initial treatment in hospitals of credence services have a wide range parameter to increase the service provider credibility. It is also original in this area of research and utilizes the importance of credence service for considering the service provider in next set of selections.

Keywords - *Customer satisfaction, Health Services, Credence service, Decision authority*

The effect of Board Composition on the Firm profitability: A Study of Indian Firms

Shivani Inder¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

Grounding on ‘Agency Theory’ and ‘Resource Dependency Theory’, the study contributes to the literature on exploring the relationship between factors related to composition of board like CEO duality, board size, gender diversity at board, independence of board and firm performance. Considering 700 firm years for 70 listed firms from Indian market over 10 years, the study finds that relationship between the board composition and firm performance should be considered under dynamic lens of corporate characteristics arising due to industry. Also, it has been found that board size has a significant influence on the firm performance.

Key words: *Corporate governance, Board, Board size, Firm performance, Agency theory.*

Strategic Flexibility and Leader personality: Moderating Effect of Environment Turbulence

Kumar Shalender¹, Manuj Madan²

¹*Associate Professor, Chitkara Business School, Chitkara University, Punjab, India*

E-Mail: kumar.shalender@chitkara.edu.in

²*Assistant Professor, Chitkara Business School, Chitkara University, Punjab, India*

E-Mail: manuj.madan@chitkara.edu.in

Abstract

The purpose of the study is to find relationship between strategic flexibility, leader personality, and environment turbulence. From the extant literature, the study explores strategic flexibility, leader personality, and environment turbulence to draw the linkages between these concepts. This is followed by the development of a theoretical schema which provides the solid foundation for the development of model linking leader personality and strategic flexibility. Additionally, the research also reflects on the role of environment turbulence in moderating the relationship between leader personality and market-focussed strategy flexibility. The holistic model is then analysed from the contemporary marketing perspective and research offers many theoretical and practical contributions which are discussed in the last section of the research.

Keywords: *Competitiveness, Customer, Flexibility, Market, Turbulence, Sustainability*

Impact of Market Orientation on Firm Performance: Mediating Effect of Entrepreneurial Proclivity

Dibyendu Pal¹, Kumar Shalender²

¹*Research Scholar, Chitkara Business School, Chitkara University, Punjab, India*

E-Mail: dibyendupal123@gmail.com

²*Associate Professor, Chitkara Business School, Chitkara University, Punjab, India*

E-Mail: kumar.shalender@chitkara.edu.in

Abstract

The purpose of this study is to explore the relationship between market orientation and firm performance in the context of Indian textile processing industry. The study also aims to construct a conceptual model which can hypothesize the relationship between market orientation, firm performance, and entrepreneurial proclivity. The conceptual model is drawn with the help of extant literature review as previous studies have been conducted by various authors to identify relevant dimensions of market orientation, firm performance, and entrepreneurial proclivity in the case of Indian textile processing industry. The study presents a conceptual model depicting the relationship between market orientation and firm performance. The conceptual model also propounds that the relationship between market orientation and firm performance is mediated by entrepreneurial proclivity. This study is helpful for different stakeholders of textile processing industry to understand the importance of market orientation and entrepreneurial proclivity and their impact on the performance of the organization. Also, the proposed conceptual model showing inter-relationship among MO, EP and firm performance is an addition to the existing pool of knowledge.

Keywords: *Customer orientation, Competitor orientation, Entrepreneurial Proclivity, Firm performance, Market orientation*

An Empirical Study on Pharmaceutical and Personal Care Stocks using Sharpe's Single Index Model

Srilakshmi Rao¹, Dr. Divya Bansal², Dr. Karpagam³

¹ *Asst. Professor, Research Scholar, Mysore University*

E-Mail: srilirao2017@gmail.com

² *Asst. Professor, Amity University, Noida*

E-Mail: divyadogra26@gmail.com

³ *Dean, Academics, ISBR Research Center*

E-Mail: karpagam.aras@outlook.com

Abstract

As the various avenues for better returns in India are slowly dwindling due to various global scenarios as well as due to domestic government policies, more and more people are turning towards stock market for better returns. This poses a challenge to the fund managers during when they have to construct a portfolio, which maximizes return and minimizes risk. This has become more and more challenging in the recent years as the investors are also becoming more knowledgeable. An investor needs to have thorough knowledge of security analysis and portfolio theory for making correct and timely investment decision. This research paper mainly focuses on construction of an optimal portfolio comprising of top Pharmaceutical companies and FMCG companies in India. Sharpe ratio return analysis is the tool that are used to construct the optimal portfolio. Monthly returns data of last 10 years of the said companies are regressed against monthly return data of Nifty for better comparison.

Keywords: *Sharpe's Single Index, NIFTY, Optimal Portfolio, Pharmaceutical companies, FMCG companies, Market capitalization.*

Post-Pandemic Marketing Strategies for Sustainable Development

Chilukuri BVS¹, Dr. Kavita Sharma²

¹*Research Scholar, CT University*

E-Mail: chilukuribvs@gmail.com;

²*Research Supervisor Professor, CT University*

Abstract

The onset of Corona Virus COVID-19 SARS-2 pandemic has recently brought in a sea of change in the lifestyles of individuals worldwide; and has affected almost all activities in the industrial horizon. The marketing sector, in particular, is trying to understand and absorb the influence of the pandemic; and striving hard to adapt itself to the changing scenario. This review paper tries to study some recent and pandemic induced changes in the industrial sector and suggest some post-pandemic marketing strategies from the perspective of sustainable development; even as the Corona pandemic still continues to have a significant impact on the industry. Even as new marketing capabilities rapidly emerge in the Post- COVID 19 pandemic era and technology driven practices evolve at an unprecedented pace, today's organizations have to adapt; to the changing times and work tirelessly to stay on the leading edge. The marketing executives of all industries must continually evaluate new opportunities that originate in today's changed industrial scenario, identify new priorities, redefine their vision and send a message of optimism, encapsulating a change across the length and breadth of organization.

Keywords: Strategies, COVID, Sustainable Development, Socio-economic factors, Technology, Marketing, Digital, Media, Channels, Global, Technology, Business, Goals, Society, Pandemic.

Resilience By Academic Institutions During COVID 19: A Review-Based Study

Rashmi Aggarwal¹, Tanvi Verma¹

¹Chitkara Business School, Chitkara University, Punjab, India

Abstract

COVID 19 has affected our educational sector adversely which resulted into closure of all academic institutions. This global health crisis demanding social distancing as the way to keep the virus away, also forced the academic institutions to adapt this physical distancing from the students as well as colleagues. The faculty at this time of the hour needs to be motivated in order to be innovative, interactive and accessible. Blended model was explored as the only answer to the problem. The Pandemic event has not only led to the disappearance of old teaching methods but also adoption of the modular concept of E-Learning solving the problem of teaching the students at home. This paper provides a review of research papers and articles on the preparedness and response to COVID 19 by academic institutions across the world. Through a review based study we will discuss the diverse response by the academic institutions and assess their resilience towards education and transition to online learning during the challenging times. Through this study we opined that significant opportunities are there which will help in learning from pedagogical developments of other academic institutions. This will help in strengthening the collective response to COVID 19.

Keywords: *Academic institutions, COVID-19, online learning*

The Use of Web-Based Social Networks: Trends, Antecedents, and Consequences

Navreet Kaur

Chitkara Business School, Chitkara University, Punjab, India

Abstract

Online Social Networks (OSNs) have redefined interpersonal relationships and added a new dimension to communication patterns. According to latest reports, there has been a steep rise in the number of active social media users around the globe. The present paper is a review of research evidence on the antecedent factors leading to such usage and its consequences thereof. Unique features of the virtual environment trigger certain personality traits which are reported to be major predictors of social networking behaviour. Studies on the impact of social media on consumers have unearthed both positive and negative consequences. Research findings, for example, reveal that social media consumption has a therapeutic effect in terms of fulfilment of certain needs and an increase in self esteem; whereas activation of a narcissistic state and lowered self control have an adverse effect on psychological well being and behaviour. The paper summarizes the workplace implications of web-based social networking and also discusses the recent and emerging trends in digital behaviours with particular reference to the Covid-19 pandemic.

Keywords: *Online social networks, Facebook, Personality traits, Narcissism, Covid-19*

Developing a framework to study the impact of Contingent Factors on Business Performance using Strategic Cost Management: A Meta-Analysis Study

Tanvi Verma¹, Rashmi Aggarwal¹

¹*Chitkara Business School, Chitkara University, Punjab, India*

Abstract

Cost and management accounting techniques have always been proving their effectiveness as they focus on value creation by providing an organization with relevant and timely information which leads to effective decision making. In the present scenario, transformation of traditional cost and management accounting to strategic cost management was the need of hour. Every industry whether manufacturing or service continuously seek to achieve objectives like producing high quality products, improving business operations, increasing customer satisfaction, achieving higher revenue and thereby improving the overall business performance. The usage of Contingency theory, Strategic cost management and its techniques along with review of business performance measures can trigger achievement of objectives. This paper provides a semi-systematic review (Snyder, 2019) of the articles and research papers examining major themes found in the literature focusing on impact of various factors that are contingent in nature on the business performance through usage of strategic cost management. A systematic analysis of the literature on cost and management accounting identified numerous relevant articles and research papers in eminent journals that are discussed based on their research topic, operating industry, emphasis, methodology, and their contribution in the domain of accounting. The results indicated that there exists an interrelationship among variables and the finding supports central proposition of contingency theory where business performance increases with the usage of strategic cost management and contingent factors. Strategic cost management has proved to be a significant mediator in the study.

Keywords: *Strategic cost management (SCM); Business performance; Contingent factors*

Service Quality in Higher Education: Literature Review

Punpreet Kaur, Parveen Garg

UCCM, Guru Kashi University, Talwandi Sabo, Punjab, India

ABSTRACT

This paper reviewed famous models of service quality developed by researchers from time to time. This study focused on service quality in higher education and reviewed those articles and research papers where main objective is to investigate service quality in higher education. This review paper also highlighted the models used by different scholars from 2009 to 2019. It also informs about dimensions and the number of items in the scale studied by different scholars and developing new models by taking famous models as base. In this way this paper articulates about the interpreters of service quality and will help in further research. It will also help the policy makers to study service quality and develop effective marketing strategies.

Keywords: *Service quality, Higher education, Service quality models, Review*