



Assessing Employee Engagement Strategies and Challenges Amidst COVID-19 Pandemic: A Literature Review

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ABSTRACT

COVID-19 has shaken many enterprises, establishing a complicated environment for administrators and HR professionals who should develop creative ways to secure their firms' continuity and support their staff in dealing with this unforeseen catastrophe. During the current global pandemic Coronavirus disease, the majority of firms have concentrated on situation planning and considerable functional measures to maintain corporate coherence. Many organizations have adopted a remote work culture because of the COVID-19 pandemic's new normal. This study aims to see how different organizations connect their workers amidst covid epidemic. Companies are constantly devising new and efficient strategies to keep employees motivated throughout this challenging time. This study is a general literature review that examines various employee engagement strategies and challenges amidst covid-19 to broaden the extension of management research.

Keywords: Employee Engagement, COVID19, online strategies, Pandemic, Work From Home (WFH), quarantine etc.

Introduction

The worldwide community has been grappling with the COVID-19 epidemic, which has resulted in a pervasive global disaster. People are facing massive levels of disturbance in their houses, neighborhoods, and workplaces. Because of the worldwide scourge, organizations have been compelled to make revolutionary acclimations to their work environments, causing utter upheaval to the employee experience. Human Resource Management (HRM) plays a pivotal role in assisting employees in effectively navigating the challenges arising from unforeseen workplace and social changes (Carnevale and Hatak, 2020). Companies must increasingly utilize digital channels and implement stage-based innovation, and make new plans of action (Sheppard, 2020). Several companies have implemented a "Work from Home (WFH)" strategy to deal with these situations. Based on empirical research, the feasibility of remote work arrangements is contingent upon not only the specific characteristics of the occupation but also the extent of cross-national variation. Hospitality and tourism-related occupations have a harder difficulty transitioning to a WFH mode, while programming advancement, banking, and financial sectors tend to be the most convenient to adjust to (Jean-Victor et al., 2020).

Despite the first perception that remote work offers a pleasant experience by allowing workers to work in the convenience of their own residences, detached from the oversight of their superiors, the actuality of the situation presents a contrasting picture. Numerous employees assert that the implementation of this novel work arrangement has brought up supplementary challenges that might potentially impede both employee engagement and productivity. HR managers should comprehend how to enhance employee prosperity when working remotely during an emergency, considering individual distress. Management is in charge of executing work practices and approaches that foster interpersonal connections among workers and their respective organizations, encouraging them to sustain their commitment to the organisation over an extended period of time. The significant role of employee engagement has been recognized by many firms in recent years. As economies continuously recuperate, it is vital to invest in employee engagement in a more significant way particularly in light of the current paradigm shift known as the "new normal." According to a report by the Centre for Human Resource Strategy (2009), it has been suggested that workers who take a keen interest in their job tasks might potentially serve as a crucial factor in gaining a competitive edge. As noted by Lapoint and Liprie-Spence (2017) assert that the presence of engaged employees contributes to the overall value of an organisation, hence enhancing its operational effectiveness and efficiency. These factors are deemed crucial for the success of contemporary businesses in the 21st-century.

Furthermore, Sarkar (2011) has documented that the degree of employee engagement has an influence on all organisations, irrespective of the prevailing economic conditions. As stated by (Adhitama and Riyanto, 2020), employee engagement is an essential responsibility that boosts workers' productivity, performance, and year-round progress. Employee engagement is more than just a buzzword; it has a clear link to high-performing firms. Efficiency and

Investigating the Relationship between Work Engagement and Sustainable Development: A Review of Literature

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Abstract

The paper is aimed to explore and study the relationship between work engagement and sustainable development. With the growing diversity of the workforce and enterprises entering new markets, it is more critical than ever for businesses to keep their employees engaged in order to retain top talent thereby helping an organization in sustainability. Organizational sustainability is described as a company's capacity to meet a variety of financial, environmental, and human performance goals. Employees that are engaged with their work are more likely to be content with their positions that have a significant impact on quality, effectiveness, work efficiency and in particular lowering expenses that ultimately leads to lower turnover rates and a competitive advantage for the company and contributing to sustainable development over the time. Since engaged individuals have a positive attitude toward their job and are typically profoundly dedicated to it, they may be anticipated to do their responsibilities more competently, resulting in improved individual or group performance as well as a strong basis for organizational sustainability. The approach of the study taken is an extensive literature review in fields of engagement and sustainable development, with a focus on some of the broad assumptions and assertions in those literatures.

Keywords: *Work Engagement, Sustainable Development, Sustainability, Employees, Organizational Sustainability.*

Introduction:

Sustainable development as an area of research has been gaining importance in the past few decades. The research into this field entered the official parlance after the United Nations Brunt land Commission Report focused on the present and future aspects of sustainable development. There are four interlinked dimensions to sustainable development- society, environment, culture and economy. The United Nations also defines 17 sustainable development goals including poverty, zero hunger, good health, quality education, climate action amongst others. The overarching outlook usually looks at sustainable development through the lens of social, environmental aspects with international organisations and governments being at the helm of affairs. Thus, we find sustainable development being clichéd to connote environmental problems associated with human activity.

In the business arena, the sustainable development goals are much more specific and focused, something that often converges with the corporate social responsibility⁴ and triple

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⁴ The term corporate social responsibility (CSR) refers to all policies and practice that an organisation may conduct to pursue societal objectives.

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**VULNERABILITY ANALYSIS AND CAPACITY ASSESSMENT: AN INTEGRATED APPROACH TO DISASTER
MITIGATION**

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ABSTRACT

Disasters are being looked at in a holistic manner rather than approached piecemeal. Disasters are on an increase and so are the risks and losses resulting there from. To reduce disaster risk, it is important to decrease the level of vulnerability of population and infrastructure. The concept of vulnerability enables disaster sociologists to ascertain the impact of disasters on people's lives, property, livelihoods and environment. The extent to which a community, structure, service, or geographical area is likely to be damaged or disrupted by the impact of a particular disaster hazard, on account of their nature, construction and proximity to hazardous terrain or a disaster prone area, is understood as vulnerability. This paper is based on conceptual framework that explains the basic nature of vulnerability and capacity assessment.

KEY WORDS: Vulnerability, Capacity assessment, etc

INTRODUCTION

Vulnerability gives the extent to which a community is affected by a disaster. It involves the measure of 'resilience' and 'coping capacity' of a community in the face of disasters. Vulnerability is an 'inclusive' concept in that vulnerability of a particular community to a particular type of disaster (flood or earthquake) is a resultant of a number of factors; including physical factors, (geographical perspective) social (sociological perspective) and economic factors (income and employment, involving micro and macro-economic policy), besides institutional or administrative, which are essentially governance related issues.

The process of vulnerability has been evidenced as proceeding along phases such as; root causes,



Role of Value Education in Quality Teaching

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Abstract: Value is a set of rules that set the standard of conduct. Value education is compulsory in today's time in order to meet the requirements of quality teaching. The social, emotional, mental, physical, and cognitive development of each student, regardless of gender, race, ethnicity, socioeconomic status, or location, is the focus of a quality education. It does more than just prepare the child for tests. Children's learning capacity and the degree to which their education leads to a variety of personal, social, and developmental advantages are both influenced by quality. This paper makes an attempt to examine the function of value-based education and quality teaching in society; it goes into great detail regarding the implications of developing quality teaching as a basis for value education.

Key words: Quality teaching, values, value education, knowledge etc.

Values and Value Education- Introduction

Principles, fundamental convictions, and ideals—standards of living—that serves as a general guide for behavior or as a point of reference when making decisions are known as values. Belief about what is right and wrong and what matters most in life are called values. In its literal sense, value refers to something that is pricey, valuable, and worth sacrificing for. It is a set of rules that set the standard of conduct. Values are valued and sought after. By playing a central role in a person's life, they strengthen their character. It reveals one's thoughts, choices, judgments, relationships, aspirations, and vision.

According to John Dewey (1966), "Value education means primarily to prize, to esteem, to appraise, holding it dear and also the act of passing judgment upon the nature and amount of its value as compared to something else." Mahatma Gandhi discovered that moral decay is widespread in society. The following are the primary causes of moral decay:

- A disregard for the sacredness of human life.
- Breakdown of parental control of kids in families.
- Absence of regard for power, seen through the audacious overstepping of the law and all out negligence for rules and guidelines.
- Wrongdoing and defilement.
- Maltreatment of liquor and medications.
- Maltreatment of ladies and youngsters, and other weak citizenry.
- Disrespect for property and other people.

It is therefore, necessary to comprehend the primary causes of these issues in order to resolve them. Children are future citizens; the children of today will have a prosperous future if they receive a high-quality education. According to Gandhiji, education is the answer to all problems. This is the twenty-first century. Assuming that we use science and innovation in the legitimate manner it is easy as far as we're concerned to tackle every one of the issues of the non-moral and worth things.

Value Education: Historical background in India

Since ancient times, India has placed a high score on value education. The child not only acquired reading and archery skills at the Gurukul stage, but also a philosophy of life and its impermanence. As a result,



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Sociatal Risk Management: A Tool to Sustainable Development

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Abstract

Disaster risk is seen as a function of the hazard, exposure and vulnerability, denoted by the mathematical function: Disaster Risk = function (hazard, exposure, vulnerability where "exposure" refers to the element which is affected by natural disasters, people and/or property. To reduce disaster risk, it is important to bring down the level of vulnerability and to contain 'exposure' by relocating populations and property away from the hazardous zones. Understanding risk involves the governance function of risk management. Risk management is essentially a function of governance involving policy planning, setting up an organisational framework involving government agencies, private corporate sector and the non- government community action groups, professional associations and outside experts. It is defined as the "systematic application of management policies, procedures and practices" to assess the requirements of risk reduction, through identifying risk and taking stock of constraints, factoring the same in policy, monitoring risk with a view to updating risk assessments periodically developing thus institutionalising a culture of prevention. This paper is an attempt to analyse and evaluate various aspects which help a society to cope with the emerging risk. This paper also enlightens various components which are necessary for effective risk management.

Key Words: Risk management, Sociatal risk, Risk Assessment. Etc.

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Disaster Profile of India: A Theoretical Understanding of Regional and Seasonal Perspective

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A CONCEPTUAL REVIEW OF RISK ASSESSMENT AND ELEMENTS AT RISK

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ABSTRACT

The understanding of disasters has progressed from a purely techno-centric perspective to a social and ecological perspective to unraveling the phenomena associated with disasters. An event whether a product of natural phenomena or human activities, turns out to be a catastrophic disaster, if the community or society fails to adequately cope up with it. By systemic understanding, hazard simply acts as a 'catalyst' in that it brings forth underlying tensions that are always present as potential pressure (Watts, 1983). For the sake of conceptual clarity, it is desirable to clear the semantic confusion between three interrelated terms, viz. hazard, risk, and vulnerability, which are used often in disaster literature. Disaster is the actual occurrence of the apprehended catastrophe. Hence, disaster is "any occurrence that causes damage, ecological disruption, loss of human life, deterioration of health and health services, on a scale sufficient to warrant an extraordinary response from outside the affected community or area." World Health Organisation (WHO). A hazard technically is not a disaster unless the 'trigger' (natural or man-made) sets it off. A hazard may or may not lead to an event, or the event in itself may or may not cause damage. Such probabilities are determined by the vulnerability of 'elements' at risk. Vulnerability is the extent to which an 'element' (animate/inanimate) is harmed in the event of a disaster; in other words, is susceptible to a given hazard. 'Elements' are identified as life and property likely to suffer damage in the event of a disaster. In this paper an attempt has been made to gain conceptual understanding of the Risk and how it has progressed over time. This paper also discusses various elements at risk and the significance to understand these elements.

KEY WORDS: Risk, Infrastructure, Vulnerability. Etc.



Impact of Covid 19 on Teaching and Learning- A Review of Literature

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Abstract

The COVID-19 has wreaked havoc on education systems around the world, affecting approximately 2 billion students in over 200 nations. More than 96 percent of the world's student population has been touched by school, institution, and other learning facility closures. This has resulted in significant changes in every part of our life. Traditional educational techniques have been considerably disrupted by social alienation and limited movement policies. The reopening of schools once the restrictions have been lifted is another challenge, as many new standard operating procedures have been implemented. Many scholars have shared their work on teaching and learning in various ways in the aftermath of the COVID-19 outbreak. Face-to-face instruction has been phased out at a number of schools, colleges, and universities. The need of the hour is to come up with new ideas and put them into action.

Keywords

Online teaching, Education system, Learning, Pedagogy, Epidemic, etc

Introduction

The COVID-19 epidemic has spread across the globe, affecting practically all countries and territories. The epidemic was initially discovered in Wuhan, China, in December 2019. Countries all throughout the world warned the people to exercise caution. Hand washing, face masks, physical distancing, and avoiding big gatherings and assemblies have all been used as public health initiatives. In order to flatten the curve and control the spread of the disease, lockdown and stay-at-home techniques have been implemented (Sintema, 2020).

During the second week of March 2020, Bhutan announced the closure of schools and institutions, as well as a reduction in business hours (Kuensel, 2020, 6 March). From August 1, 2020, the entire country was put on lockdown (Palden, 2020). In the interim, people were allowed to roam around, offices reopened, schools and colleges reopened for some levels, and others continued with online classes. The school closure impacted lacks of students in grades Pre primary to 12th standard. Face-to-face instruction has been phased out at a number of schools, colleges, and universities. Alternative instructional and assessment strategies must be developed and implemented quickly. The COVID-19 pandemic has provided us with an opportunity to pave the way for introducing digital learning (Dhawan, 2020).

The lack of online teaching infrastructure, teachers' limited exposure to online teaching, the information gap, a non-conducive environment for studying at home, equity, and academic achievement in higher education are all highlighted in the research. The influence of the COVID-19 epidemic on the teaching and learning process around the world is examined in this article. During the COVID-19 pandemic, the challenges and potential of online and continuing education are highlighted, and a path ahead is given.

A SYSTEMATIC REVIEW OF COMMUNITY-BASED DISASTER PREPAREDNESS PLAN**Dr. Qurat-ul-Ain Shah**

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ABSTRACT

The concept of disaster management is presently undergoing a change as the emphasis is on making it more community-based. The top-down approach, it is feared, might not result or lead to collective efforts towards reducing disasters. It is being felt that the interventions should be more community-based. The wrath of disasters, in most cases is experienced by the people at local and hence this needs to be the focal point for mitigation, preparedness and response activities. It is the community which has to take the initiative of assessing their needs and resources so that they are better prepared to face the disaster. In this paper community based preparedness is taken into consideration wherein stress is on the systematic approach and preparedness planning at all the levels of disaster phases.

INTRODUCTION

The term community as such is considered to be a complex term that needs to have a uniform acceptability. In simple terms, it implies a group of people sharing common ideas, resources, environment, aspirations, etc. The most logical definition of a community has been provided by the World Health Organisation in which a community has been defined as 'a group in face-to-face contact having a harmony of interest and aspirations and bound by common values and objectives' (Alley, 1993)

A community-based approach is necessary in not only responding to disaster situations but also in bringing about adequate preparedness with provision of human, material and financial resources. Any disaster preparedness planning needs to give importance to local participation at various levels and ways that would bring desired results to people at grass roots level.



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Strategic Framework of Disaster Risk Reduction: A Theoretical Review

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Abstract

Disaster management has shifted its focus from disaster response to mitigation. The emphasis is on mainstreaming disaster risk reduction strategies in macro socio economic planning. Accordingly, disaster management is being approached not as a contingent measure but as an integral aspect of developmental planning. Disaster management has not been accorded requisite priority as an issue in development planning; consequently, resource allocation has been inadequate. With the shift in emphasis, it is hoped, disaster management would be appreciated better as an integral aspect of governance. To that end, analysis of vulnerability factors contributing to 'risk' with a view to framing suitable risk reduction strategies would be required to impart requisite 'rationality' (purpose and end-orientation) to administrative decisions. The emergence of disaster reduction as a concept that integrates development-oriented strategies and recent innovative approaches in disaster management such as vulnerability and risk reduction has presented a new perspective in planning as also opportunities to address the important areas of concern that have up till now been less considered. The concept has also been applied in policy development, usually in the context of sustainable development and long-term socio-economic development strategies. Risk reduction is gaining more and more emphasis in today's dynamic environment. This paper is therefore an attempt to highlight the importance of disaster risk reduction. This paper has also focused on various strategies that help to combat disaster risk.

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Testing the impact of COVID-19 on trading behavior of the investors: An empirical evidence from Indian Stock Market

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ABSTRACT

Purpose: Globally, the galloping spread of the deadly COVID-19 pandemic has wreaked a havoc in every sphere of the economy and left the human life out of gear. It has caused significant disruptions in the conduct of business activities and exposed the global economies to a jeopardy, resulting in a severe economic crises. India has suffered drastic consequences due to the outbreak of COVID-19 disease and the consequent lockdowns. A significant number of people lost their lives, which, in turn, had a negative impact on every aspect of the country's macroeconomic system. Moreover, the contagion has also increased the volatility of the stock markets, which is believed to have a detrimental impact on the stock returns. The main purpose of this study is to examine the impact of COVID-19 outbreak on the trading behavior of Indian investors. **Methodology:** In this context, the trading volume of Bombay stock exchange was taken as a proxy for trading behavior of the investors and used as a dependent variable. On the other hand, the daily COVID-19 caseload and COVID-19-related deaths were used as proxies for COVID-19 and considered as regressors. In this study, the multiple linear regression model was used to examine the relationship between the investors' trading behavior and the impact of COVID-19. **Findings:** The study outcomes reveal that the spread of COVID-19 has not significantly affected the trading behavior of the investors in Indian stock market. **Implications:** The trading behavior of the investors in Indian stock markets appears to be less sensitive toward the spread of the pandemic during the study period. **Originality:** Unlike the studies conducted earlier, this study attempts to find the impact of the unprecedented health emergency on the trading behavior of the investors by analyzing the trading volume of the Indian stock market during the chosen period, when the country was in the grip of the pandemic.

Key words: Bombay stock exchange, COVID-19, stock market, trading behavior, trading volume
JEL Classifications: G1, G11, G12

INTRODUCTION

On December 31, 2019, the World Health Organization (WHO) announced the first case of COVID-19 in Wuhan, China (WHO, 2020). Further, COVID-19 was proclaimed as a pandemic (Cucinotta and Vanelli, 2020) on March 11, 2020 and it soon became the fifth documented pandemic,

since the flu of 1918 (Moore, 2021). As of September 11, 2022, a total of 608 million confirmed cases of COVID-19 has been registered across the world. In this count, an approximate of 6.5 million deaths caused by the disease. The first incidence of the virus was reported in India on January 27, 2020 (Andrews et al., 2020). The virus spread across the nation at a breakneck pace. The deadly COVID-19 disease

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AN OVERVIEW OF BEHAVIORAL BIASES AND IMPLICATIONS IN CREDIT LENDING DECISIONS OF BANKS

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Abstract

The financial system's collapse and subsequent financial crises have exposed flaws in the mechanisms employed by banks to extend credit to the economy. Behavioural finance is a new way to analysing the efficiency of the financial market and the people who participate in it. Investors are not totally rational, according to the concept of behavioural finance, and their decision-making processes are influenced by a variety of psychological factors. We discussed the possibility of biases including overconfidence, excessive optimism, and herding in decisions involving the supply side of the economy in this research.

Bank managers' credit lending choices may be influenced by behavioural biases. Through a review of research papers in the area of behavioural finance, the objective of this work is to analyse and characterise numerous behavioural biases in general, as well as specific biases that influence credit managers in particular. The study concludes that loan managers' credit lending decisions are not totally rational and are influenced by biases such as Excessive optimism, Overconfidence, and Herding bias.

Keywords: Behavioral Finance, Behavioral Biases, Optimism Bias, Herding.

1. Introduction

"One of the funny things about the stock market is that every time one person buys, another sells, and both think they are astute."

– William Feather

The Jammu & Kashmir Tourism Development Corporation (JKTDC)-A Case Study

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ABSTRACT

The Jammu & Kashmir Tourism Development Corporation has been incorporated in the year 1970 with the mission to promote and operate schemes targeted at development of tourist traffic in the Jammu & Kashmir state. JKTDC provides boarding and lodging and other tourist related facilities in order to boost tourist traffic to the state. It is the commercial organisation that manages the business of tourism in the state. It explores all the possibilities of procuring funds from the Central Department of Tourism, Government of India to manage the scarcity of financial resources. The present case study analyses JKTDC in all its paradigms including services and schemes it caters to serve its target, encouraging tourism in the state. Recommendations have also been made so that organizational and non organizational bottlenecks can be sorted out for the effective development of JKTDC. The case study originally focuses on the present status of JKTDC making recommendations for the future marketing strategies.

Key Words: Convention Tourism, Political Instability, Customer Perception, Pilgrimage Tourism, Community Interventions

INTRODUCTION

Jammu & Kashmir Tourism Development Corporation Ltd. was incorporated in the year 1970. At the close of 19th century, an office namely "Mutmid Darbar" was established for the development of tourism, which was renamed as Visitors Bureau and ensured tourist comfort believing that tourism creates a multiplier effect. Since there was an increase in tourist traffic to Jammu & Kashmir, the Visitors Bureau was reconstituted as the Department of Tourism. Since then the department has been expanded time and again and re oriented functionally to cope up with the increasing tourist traffic. This department has been organized on promotional basis rather than any other basis. Despite of the government expenditure on improving the tourist facilities, the returns were not beyond ordinary rent, lodging and boarding charges as compared to the private sectors. It was later realized that this industry should be put on commercial lines in the public sector. Hence

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RELATIONSHIP BETWEEN EMPLOYEE VOICE AND LEADER MEMBER EXCHANGE
(LMX): A REVIEW

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Abstract: Employees in businesses are frequently confronted with situations in which they must choose whether to remain silent or speak up (i.e., voice) when they have potentially valuable information or opinions. Employee voice has assumed a significant part in decision making and has been researched in a variety of disciplines, generating a massive amount of the subject's literature. However, employee voice has been conceptualized differently across wide scope of fields, resulting in a paucity of consolidative theories and contexts on the subject. The theoretical, measurement, and analytic appropriateness of employee voice studies are examined in relation to research on the notion of leader member exchange. It is demonstrated that through time, the conceptual definitions of leader member exchange and its sub dimensions have varied, with little cause or reason given for the modifications. Similarly, the methods used to obtain employee voice have varied greatly and included a wide range of item content. The primary objective of this paper is to conduct a multidisciplinary review of academic research on employee voice and leader member exchange. For the present study about sixty research studies were analyzed, out of which thirty-five studies were found appropriate for the present literature review purpose. After reviewing these studies, the relationship between employee voice and leader member exchange was found positive and significant. Some studies had revealed the reverse effect of leader member exchange on employee voice thereby, stating it as the predictor variable of employee voice while some have shown it as a consequence of employee voice in organizations. Further the study explores the possibilities/opportunities for further research on employee voice and leader member exchange within other disciplines, and to show how this could lead to a better understanding of the concepts of employee voice and leader member exchange.

Key words: Employee voice behavior, leader member exchange, decision making, human resource management.

Introduction: Organizations nowadays face adaptive difficulties that need increasing determination from both management and employees engaged in daily operations of organization (Van de Ven, 1999). Employees are expected to actively improve the overall performance of their organizations in a variety of ways, including producing innovative ideas (Anderson et al., 2014), allocation of these ideas to management (LePine & Van Dyne, 1998), and application of innovative ideas and solutions (Kanter, 1988). High-quality leader-member exchanges, an example of relationship-oriented leadership approach (Graen & Uhl-Bien, 1995), has been shown to support such behaviors in the past (Anderson et al., 2014; Mumford & Licuanan, 2004; Van Dyne et al., 2008). "Employees with good LMX relationships submit ideas to the organization and use their synergy to find and solve problem" (Atwater & Carmeli, 2009; Hammond et al., 2011; Volmer et al., 2012). "Employee voice has been found to help supervisors recognize company difficulties early and work with hierarchical progress, according to academic research" (Tangirala & Ramanujam, 2008). In any event, voice is a type of decisive non-conformance that frequently undermines the authority of initiative, especially in a collectivist culture

**RELATIONSHIP BETWEEN EMPLOYEE VOICE AND LEADER MEMBER EXCHANGE
(LMX): A REVIEW**

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Abstract: Employees in businesses are frequently confronted with situations in which they must choose whether to remain silent or speak up (i.e., voice) when they have potentially valuable information or opinions. Employee voice has assumed a significant part in decision making and has been researched in a variety of disciplines, generating a massive amount of the subject's literature. However, employee voice has been conceptualized differently across wide scope of fields, resulting in a paucity of consolidative theories and contexts on the subject. The theoretical, measurement, and analytic appropriateness of employee voice studies are examined in relation to research on the notion of leader member exchange. It is demonstrated that through time, the conceptual definitions of leader member exchange and its sub dimensions have varied, with little cause or reason given for the modifications. Similarly, the methods used to obtain employee voice have varied greatly and included a wide range of item content. The primary objective of this paper is to conduct a multidisciplinary review of academic research on employee voice and leader member exchange. For the present study about sixty research studies were analyzed, out of which thirty-five studies were found appropriate for the present literature review purpose. After reviewing these studies, the relationship between employee voice and leader member exchange was found positive and significant. Some studies had revealed the reverse effect of leader member exchange on employee voice thereby, stating it as the predictor variable of employee voice while some have shown it as a consequence of employee voice in organizations. Further the study explores the possibilities/opportunities for further research on employee voice and leader member exchange within other disciplines, and to show how this could lead to a better understanding of the concepts of employee voice and leader member exchange.

Key words: Employee voice behavior, leader member exchange, decision making, human resource management.

Introduction: Organizations nowadays face adaptive difficulties that need increasing determination from both management and employees engaged in daily operations of organization (Van de Ven, 1999). Employees are expected to actively improve the overall performance of their organizations in a variety of ways, including producing innovative ideas (Anderson et al., 2014), allocation of these ideas to management (LePine & Van Dyne, 1998), and application of innovative ideas and solutions (Kanter, 1988). High-quality leader-member exchanges, an example of relationship-oriented leadership approach (Graen & Uhl-Bien, 1995), has been shown to support such behaviors in the past (Anderson et al., 2014; Mumford & Licuanan, 2004; Van Dyne et al., 2008). "Employees with good LMX relationships submit ideas to the organization and use their synergy to find and solve problem" (Atwater & Carmeli, 2009; Hammond et al., 2011; Volmer et al., 2012). "Employee voice has been found to help supervisors recognize company difficulties early and work with hierarchical progress, according to academic research" (Tangirala & Ramanujam, 2008). In any event, voice is a type of decisive non-conformance that frequently undermines the authority of initiative, especially in a collectivist culture

JOB-CRAFTING AND WORK ENGAGEMENT: A SYSTEMATIC LITERATURE REVIEW AND IMPLICATIONS FOR HRD.

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Abstract:

With unprecedented growing competition, increased globalization, and changing technology organizational work has become highly dynamic, ambiguous, and complex resulting in a dramatic shift from top-bottom to bottom-up approach of job design theories. The bottom-up approach is focused on employee proactive behavior in altering, designing, and modifying the jobs in the best way suited to their choices, needs, preferences, and passion. Despite its importance in HRD, the job design theory has been underexplored by researchers in the field. As a result, a systematic literature review of twenty empirical research papers examining the effect of Job-crafting on work engagement was carried out for ascertaining the relationship between these two variables. The findings revealed that job crafting has a positive effect on work engagement. However, some studies show the reverse effect of work engagement on job crafting as being the predictor of job crafting, while other studies consider it as a consequence of crafting behaviors at work. Lastly, the study has discussed the practical implications of job crafting and provided future research directions for HRD practitioners.

Keywords: Job crafting, Work Engagement, Literature review .HRD.

Introduction

In the present scenario, work in organizations has become highly dynamic, complex and ambiguous due to the dramatic shift of global economy from manufacturing based economy to knowledge economy (Davenport, 2005; Sørensen & Holman, 2010). In the past, top managers used to frame job descriptions without taking individual differences of employees into consideration and which most of the time were static in nature. Previous job design used to focus wholly on the role of top managers in designing employees jobs. Employees were expected to perform according to these descriptions that were framed by the managers (Tims & Bakker, 2010). But in the current dynamic work environment this top-down approach can no longer be helpful for organizations to survive in this era of severe competition. At present, individual employees at work face their own

1. Is the success of entrepreneurs dependent on the environment in a conflict zone: insights from Indian-administered Kashmir

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INDIAN TELECOMMUNICATION INDUSTRY AN ANALYSIS OF ITS HR SKILL REQUIREMENTS & GROWTH PATTERNS

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Abstract

The telecommunication industry is going through a transformational phase of progress marking the surge of information era. Recent developments in telecommunications technology have proved to be a significant developmental vehicle permitting information exchange. The world has become a global village equipped with the requisite telecommunications systems rapidly moving into post industrial information based sustained growth of economy. The present research paper throws light on the telecommunication industry, statistical configurations with a special focus on the current developments and growth patterns in the industry, telecommunication policy and the role of telecom regulatory authority of India (TRAI). The paper eyes on the telecommunication industry as a socio economic and cultural growth drivers which is defensible and also examines the competencies required for the service intensive sector. Apart from the collection and analyses of the secondary data available reliable sources online and through field visits, focus group discussions and personal interviews, have been conducted likewise to gain an insight into the existing practices of the industry. Investments in this sector would flourish the industry further for more fruitful results.

Key Words: Telecommunications, teledensity, information and communication technology, telecom policy, competencies.

Introduction

The telecom sector's gross revenue fell by 9 percent to Rs. 2.55 lakh crore in 2017, as compared with Rs. 2.79 lakh crore in 2016 according to TRAI press release. The number of telephone subscribers in India increased from 1,151.78 million at the end of December 2016 to 1,190.67 million at the end of December 2017, registering a yearly growth rate of 3.38 percent. The overall teledensity in



The Skill- Centric Curriculum: Reshaping Education for the Real World in Jammu and Kashmir

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Abstract : The main objective of this study is to evaluate the different employability skills that students require in the workforce. Finding employees with employability skills is currently an employer's top priority. This lack of employability skills, also known as soft skills, has been a source of concern for both employers and job seekers because the current higher education system does not support graduate experience and quality. As a result, policies and curricula in higher education need to be reevaluated to ensure they remain relevant. Skill-based education is becoming more and more acknowledged in Jammu and Kashmir as an essential instrument for improving youth employability. The area has prioritized vocational and technical training to develop a skilled labor force that can satisfy both domestic and international market needs. The region is distinguished by its distinct geographical and socioeconomic problems. Thus, evaluating the numerous employability skills in higher education is the aim of the study.

Index Terms - Skill-based Education, Employability, Jammu & Kashmir, Vocational training, higher Education, Employers, Students

I. INTRODUCTION

A more pragmatic approach that emphasizes the development of certain skills that are immediately useful to the workplace has replaced conventional educational models, which place a strong emphasis on academic information. This change is represented by skill-based education. This educational strategy equips students with the transferable skills and competences required for certain vocations, in line with the changing demands of the contemporary labor market. There is a substantial effect of skill-based education on employability. Graduates who prioritize practical skills over academic knowledge are better equipped to join the job with the competencies that employer's value. A smoother transition from school to the workplace is the result of this congruence between education and job market requirements, which may lower graduate unemployment and underemployment rates. The capacity of skill-based education to adjust to the quickly



Russia-Ukraine War and Its Impact on Global Oil and Food Prices

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Abstract

Due to the war between Russia and Ukraine, oil and gas prices and food prices have risen worldwide. This disruption has affected the distribution and production of trade commodities for which Ukraine and Russia are key players. Among the reasons for the price increase were oil and food items, such as wheat, oilseeds, and gas. Due to this, people who are low-income survivors have a hard time surviving. In response, policymakers provided relief for these people with subsidies or lowered taxes. However, these short-run subsidies are inadequate and ineffective remedies that will lead to a shortage of supplies. Through targeted measures, such as cash transfers, policymakers can reduce the impact of these higher prices on lower-income households. Historically, commodity price shocks have induced policy and market responses that led to a larger supply of resources and, in the case of oil price shocks, greater efficiency in consumption and substitution away from oil. Likely, the recent price spike will once again spur more efficient energy consumption and a faster transition away from fossil fuels, especially if policy responses are supportive. We collected data from different sources, including the World Bank, the IMF, and the International Energy Agency, and reports from British Petroleum and the European Commission. The trends show that besides the rise in energy prices, prices of food items are also increasing, and this trend is making people's lives very hard. These price hikes will have the most significant impact on low-income countries, and this will also lead to food shortages worldwide. Changes in relative prices will also affect global food production. As a result of the war, however, there are many uncertainties related to food supply availability, and low-income countries may have a prolonged need for international assistance due to the war.

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Keywords: Oil prices, Ukraine Invasion, Russian conflict, Food crises, Food prices, Russia-Ukraine war.



RESEARCH ARTICLE

A Bibliometric Study and Visual Representation of Consumer's Online Shopping Behavior

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ABSTRACT

There is an increase in global interest in studying consumers' online shopping behaviors. Over the past decade, this field of study has seen tremendous growth and development. We have conducted a bibliometric analysis of the "Online Shopping Behavior" research area based on data from Scopus and Web of Science databases from 1996 through 2022. A total of 2062 publications were extracted from Scopus and WOS. In this paper, journals, researchers, and publications related to the "Online Shopping Behavior" research area are assessed in terms of their productivity, viability, and influence. Journal of Retailing and Consumer Services, Sustainability (Switzerland), Journal of Business Research, and Internet Research are the top journals in each of the three assessment categories, according to the bibliometric study. Almost 54% of the world's publications were contributed by the US, China, and India, indicating that these countries contributed significantly to online shopping behavior. Countries, authors, affiliations, most cited documents, and most used authors keyword plus were identified as the most relevant and influential actors. According to the bibliometric analysis, the research suggests a certain future research agenda for online shopping behavior. In the field of behavioral research on online shopping, this study has practical implications both for academics and researchers.

Keywords: Online Shopping, Online Buying Behavior, e-commerce, bibliometric analysis, e-business, R Studio, VOS viewer, co-citation analysis, bibliographic coupling, **Word Cloud**.



A STUDY OF CONSUMER PERCEPTION OF ONLINE SHOPPING AND ITS IMPACT ON PURCHASE DECISION: AN EMPIRICAL ANALYSIS

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ABSTRACT

The majority of consumers currently purchase online. It is important to research customer behaviour in terms of experience and the desire to buy and repurchase according to the online buying process as online shopping platforms continue to affect consumer usage behaviors. Our study work will provide a customer perception and buying behaviour assessment model for online shopping platforms by incorporating the Technology Acceptance Model and the Online Purchase Decision-Making Process, along with input elements like Trust, Quality, Ease of use, and Usefulness. Data from a sample group was gathered using a questionnaire that was based on the indicated conceptual model factors. Participants in our study were people who had utilised and continued to use online purchasing platforms. With the use of correlation and regression analysis, the respondent's data was utilised to examine the causal connections between the various elements. The majority of the factors are strongly correlated, while some of them are moderately and significantly correlated. E-business platforms have an impact on users' buying and keeping-buying (repurchasing or recommending) behaviours. This study's findings might be used to three different types of E-businesses, including E-commerce, M-commerce, and S-commerce, to analyse customers' online purchasing patterns and frequency of transactions. By assisting them in planning the creation of platforms that are specifically tailored to the needs of the customers, our research study will boost online shopping platforms.

Keywords: Online shopping, buying behaviour, online shopping platforms, decision-making, consumer perception, consumer behaviour.

INTRODUCTION


There is a sizable market for internet services in South Asia, as evidenced by the fact that there were 749 million internet users in India in 2020 and that figure is expected to cross 1.5 billion by 2040 (Basuroy, 2022). India surpassed China in 2019 to become the world's second-largest online market. While studies on online shopping habits have mainly concentrated on Western nations, there has been little research done in other regions (Wei et al., 2018). Even little research has been done on the Indian e-commerce market, with few studies examining the distinctive elements and practises of Indian customer behaviour (Gehrt et al., 2012). As a result, thorough study is required on a variety of online shopping-related topics, particularly as it relates to female consumers.

The goal of this study is to create and statistically evaluate a conceptual model that takes into account a variety of elements that affect customers' propensity to make online purchases. The theoretical framework is based on the Theory of Reasoned Action (TRA), a well-known intention model (Ajzen, I. and Fishbein, 1980). (Montaño & Kasprzyk, 2008) TRA has been widely used to forecast and

explain consumer behaviour in a variety of scenarios, both online and offline. TRA has distinguished itself from other theories seeking to link behaviour and attitude by demonstrating its predictive power by analysing beliefs, attitudes, and intentions (Amaro, S. and Duarte, 2015).

According to research by (Hajli, 2014) trust is a crucial element in the e-commerce sector that affects consumers' choices while making online purchases. Since these factors are crucial to the TRA conceptual model, the current investigation emphasises their significance. The research attempts to offer important insights into Indian consumers' online purchase behaviour by examining these aspects.

The likelihood of making a purchase is positively influenced by increased consumer trust (Bilgihan et al., 2015). The Theory of Reasoned Action (TRA) framework for this study views trust as a vital aspect since it has a major impact on consumers' propensity to make online transactions (Agag & El-Masry, 2016). The usability of the shopping site and the services provided play a key part in determining the simplicity and ease of online shoppers' purchasing decisions (H. B. H. Le et al., 2020). Contrary to

METaverse MARKETING : TRANSFORMING PHYSICAL AND VIRTUAL PRODUCT PROMOTION- A REVIEW OF LITERATURE  Mudasir Ahmad Tass*

ABSTRACT

This comprehensive review explores the metaverse's impact on modern marketing, delving into its potential and challenges. Synthesizing existing literature, it identifies the metaverse's capacity to revolutionize consumer engagement and brand dynamics through immersive experiences. The review underscores the need for businesses to navigate complexities while leveraging the metaverse's opportunities for tailored marketing encounters. It emphasizes the transformative shift in marketing paradigms, prompting recalibration of strategies in a landscape characterized by novel opportunities and ethical considerations. Despite relying on secondary data, the study illuminates the significance of the metaverse for businesses and marketers, advocating for empirical validation. This review serves as a crucial resource, guiding future research endeavors and offering actionable insights for effective metaverse utilization in modern marketing landscapes.

Keywords : Metaverse, Marketing, Consumer Behavior, Virtual Reality, Commerce.

Introduction

Recent technological advancements have propelled the metaverse from a conceptual notion to an increasingly tangible reality, offering a shared virtual space accessible across devices. Defined as a three-dimensional environment enabling interaction among individuals and digital entities (Dionisio et al., 2013), the metaverse holds promise for transformative impacts on various facets of contemporary life, notably in marketing and commerce. Within this realm, brands have an unprecedented chance to craft personalized, immersive experiences for consumers (Mereu, 2020). Such interactions transcend the confines of conventional advertising, empowering consumers to engage meaningfully with brands. This expansive landscape encompasses marketing and vending both physical and virtual products and services, forging novel avenues for commercial transactions " (Rider & Murakami Wood, 2018). Marketers stand poised to seize this prospect, reaching broader audiences and fostering innovative

forms of engagement.

A primary advantage lies in the metaverse's capacity to curate tailored marketing encounters. Brands can fashion virtual realms enabling customers to interact with products beyond the limits of traditional channels (Oh et al., 2018). For instance, a clothing brand might offer a virtual dressing room for customers to virtually try on garments, enhancing engagement and potentially bolstering brand loyalty and sales. Furthermore, the metaverse introduces opportunities for marketing and trading virtual commodities. In this virtual realm, entirely novel products and services emerge, absent in the physical world. Virtual real estate transactions and the use of digital currency for purchasing virtual goods exemplify this paradigm shift (Murray, 2020). This expansion presents businesses with avenues to diversify revenue streams beyond conventional offerings. Nevertheless, navigating the metaverse landscape presents challenges and apprehensions for marketing and commerce. Addressing privacy, security concerns,

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Adoption of Electric Vehicles: A Review of Technology, Transformation and Policies

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ABSTRACT

The adoption of electric vehicles (EVs) is considered a promising solution to address the negative impacts of conventional vehicles on the environment and human health. This paper provides a comprehensive review of the current state of EVs, including their types, technology, adoption, government policies, environmental impact, and future prospects. The review reveals that EVs have the potential to significantly reduce air pollution, greenhouse gas emissions, and noise pollution. However, their adoption has been hindered by various factors such as perceived usefulness, ease of use, and risk, which can be addressed through policy interventions and infrastructure development. The paper highlights the significance of the Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme in India and other international policies and initiatives to support the adoption of EVs. The review also identifies the technological advances and battery development as promising opportunities for the future of EVs. The paper concludes by providing implications for policy and practice, including the need for incentives and infrastructure development to promote EV adoption and recommends further research on the consumer trends and challenges in the adoption of EVs.

Keywords: Electric vehicles, technology acceptance model, FAME, environmental impact, battery development, sustainability.



Women Entrepreneurship: Opportunities and Challenges in India

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Abstract

Over the past few decades, women in India have made significant strides as leaders in education, government jobs, private sectors, and entrepreneurship. Despite facing immense challenges, there has been a growing emphasis on promoting the growth of women as entrepreneurs. In this context, the paper reviews relevant literature and data from various sources, including government reports and research studies, to examine the entrepreneurial environment, challenges, and the slow progress of women entrepreneurs due to social and cultural barriers and suggests measures to overcome these challenges. The paper also discusses the role of women entrepreneurship in the economic development of the country and the strategies to overcome the barriers for the success of women entrepreneurs in India by providing the insights into the current state of women entrepreneurship in India. Various governmental initiatives through various schemes to boost women entrepreneurship have been critically analysed and the recommendations have been put forth for policymakers, researchers, and practitioners to further promote and support women entrepreneurship in the country.

Keywords: Women Entrepreneurship, Development, Employment, Social factors, Financial Freedom, Development of women.

Introduction

In recent years, women have been increasingly empowered both socially and economically through their own businesses. Women entrepreneurs play a crucial role in India's wake of globalization and economic liberalization. Women entrepreneurship has the potential to create new economic opportunities for India and contribute to overall growth, leading to poverty reduction.

The increased educational status of women and varied aspirations for better living necessitated a change in the lifestyle of Indian women, leading to the emergence of women entrepreneurs. Women entrepreneurs in India are assertive, persuasive, and willing to take risks, and they have managed to succeed in cut-throat competition with their hard work, diligence, and perseverance (Bhardwaj & Kaur, 2014).

Regardless of the progress made by women entrepreneurs in India, there are still several hurdles that they must overcome to achieve equal rights and positions. The sociological setup of Indian society has been male-dominated, which presents a significant challenge to women entrepreneurs. The lack of direct ownership of property, a poor degree of financial freedom for women, and a limited degree of entrepreneurial skills and finance in economically rich and poor women are among the major issues that impede the growth of women entrepreneurship in India (Karanja, 2017).

The development of women entrepreneurship in India is promised on account of the lack of balance between family and career obligations, negligence by financial institutions, low risk-bearing ability, and lack of self-confidence (Mishra, S., & Modgil, S., 2019).

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ANALYZING THE CHARACTERISTICS AND IMPLICATIONS OF E-COMMERCE PLATFORMS: A LITERATURE REVIEW AND ANALYSIS

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ABSTRACT

The ascending tendency of clients choosing to buy a broader range of goods and services via internet channels has contributed to the increasing significance of electronic commerce as a mechanism of vending in recent times. The online marketplace plays a crucial role in this commerce industry by connecting manufacturers and consumers. The e-commerce platform, when providing services to producers, may function as an online retailer or as a direct-sales marketplace. This study examines the strategic interactions between an e-commerce platform and two brand manufacturers, using a game-theoretic model in four different business modes. The results imply that the e-commerce platform earns more profit when both brand manufacturers sell their products directly through the online marketplace. Using the electronic-commerce platform as a reseller instead of selling directly could prove to be a more profitable strategy for brand manufacturers, regardless of the business model. The study also finds that competition between brand manufacturers is beneficial to the e-commerce platform. The findings of this study provide a theoretical foundation for brand manufacturers and e-commerce platforms to make more informed decisions and update existing knowledge on brand competition and e-commerce platform business mode choices in the current scenario.

Keywords: E-commerce platforms, Two-sided network effects, Agency selling, Reselling, Information sharing, online shopping, Hybrid models, Direct sales, E-business.