

MUTEEB ELECTRICAL INDUSTRIES – AN ENTREPRENEURIAL CASE STUDY

JENIFUR MAJID

Lecturer, Department of Management Studies, University of Kashmir, Hazratbal, Srinagar, J&K India.

ABSTRACT

The case study is based on Muteeb Electrical Industries, a manufacturer of electrical products in Kashmir. The data has been primarily collected through personal interviews with the sole proprietor and his key employees. Online sources and official records of the firm have also been tapped for collection of secondary information on the subject. The case study entails the entrepreneurial journey of a person who perceived himself to be a misfit by opposing the dominant conventions within his family. Subsequently, the entrepreneur stood out of the crowd by setting up his enterprise under individual entrepreneurship and sustained in the market against all odds. The present study provides a base for the prospective entrepreneurs through the success story of the an entrepreneur whose pioneering business venture in Kashmir witnesses political instability and dissension that struck his business into white water rapids, yet the entrepreneur strategically emerged to success despite of unlikelyhood and discontent.

Key Words: Entrepreneur, sole proprietorship, import substitution policy, competitive Advantage

Introduction

Mr. Manzoor Ahmad Khan acclaimed in the industry swathe of the business coteries in Kashmir for his BIS (Bureau of Indian Standards) certification. A graduate in Arts from University of Kashmir, Jammu & Kashmir, India, he was widely known as rebel in the family which had a familial tradition of government services. He was often reproached for giving up government job after one year and was treated as a loathsome butt in the family. But Mr. Manzoorn ever forethought about treatment from the family towards him for going against the tide. He reckoned on himself and desired to dream a world of his own, where he could up bring into existence something worth appreciation. One fine gusty morning of April 9, 1980 when Mr. Manzoor was relishing his morning tea, his mind was ignited with sudden flashes of productive ideas for his future with which he could serve the society by being an ideal aspiration. The dreams were cooped up to him as he had a limited source of his living and that was a job at electronic division of SIDCO Shalteng Electric Unit, Shalteng, Srinagar Kashmir. The job paid him lucratively but Mr. Manzoor Khan, a graduate in Arts from University of Kashmir, Jammu & Kashmir, India was unsure about pursuing his career in this job as his ideas and goals were totally contrary to what the job demanded. After a period of 8 months, he left the job and joined LIC Insurance Company for a year but destiny had something else for him. He was always making an effort to have a financial and independent life where he would be his own boss. Striving for a promising future, Mr. Manzoor's struggle finally initiated a unit under sole proprietorship at Sanatnagar industrial estate in the year 1983. This was a point at which decisive change occurred in his life and an evident arrival of dawn with new challenges begun where he could

1. Exploring the Nexus between Work Engagement and Employee Turnover Intention: A Review of Literature

Aqra Altaf

Research Scholar,
Department of Management Studies,
University of Kashmir,
Srinagar, Jammu & Kashmir, India.

Abstract:

Purpose - The aim of this research is to study and explore the relationship between job engagement and employee turnover intention.

Theoretical frame - Humans are the most dependable resource in any business for producing exceptional outcomes and maintaining them year after year. They apply their judgments, competencies, and expertise in the workplace to achieve outcomes, which is why their job in businesses is valued highly. On a daily basis, most firms appear to be battling with new or unforeseen obstacles in order to stay competitive. Also, executives inside firms increasingly believe that their human resources provide a unique competitive advantage that can be duplicated or purchased at some point, although other possible competitive advantages (e.g., technology and goods) can be imitated or acquired. Organizations that can acquire, develop, and retain top talent will thrive, while those that can't will struggle to remain competitive. Work engagement has aroused the interest and popularity of practitioners and scholars in business, human resource development (HRD), and organisational development, with the assumption that it can be a key predictor of organisational performance and sustainability. Because of its demonstrated relation to attaining organizational intended goals, work engagement is one of the most researched topics in the profession of human resource and organization development. Work engagement has long been seen to be a critical aspect in attaining workplace success and thereby reducing employee turnover intentions. Managers that focus solely on engagement without taking into account employee well-being risk creating unsustainable engagement and give a space for turnover intentions. Employee turnover, on the other hand, is a problem in almost every business throughout the world. It is described as the unexpected loss of workers who leave despite their employers' desire to keep them. Because the purpose to leave one's job and organization is not stated, it is difficult to discern the circumstances that lead to leaving one's employment and organization. Organizations face significant expenses and negative repercussions as a result of employee turnover. Numerous studies have demonstrated the benefits of job engagement for both employers and workers. Work-engaged workers, for example, have lower turnover intentions than non-engaged employees, according to studies. While healthy turnover in the workplace can be beneficial in terms of providing new ideas and approaches that might help the company achieve greater success, turnover among highly productive, critical people is costly. Because long-term retention of a highly productive workforce is desired, and one of human resources'

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

¹Aqra Altaf

²Anjum Ajaz

³Shabir Ahmad Bhat

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

¹ ICSSR Doctoral Research Fellow- Department of Management Studies, University of Kashmir; Email: aqra.scholar@kashmiruniversity.net

² Research scholar – Department of Management Studies, University of Kashmir
Email: sheikhanjum946@gmail.com

³ Professor –Department of Management Studies, University of Kashmir; Email: shabirb@gmail.com

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

bottom line¹. Contrary to the concept of profit focus as advocated by Adam Smith. The new business environment has obligations to society, environment and its own employees including a sort of philanthropic approach. Ironically, employee focus has remained relatively neglected both in practical instances and as an area of research. One reason for this may be the conflicting expectations of different stakeholders, the shareholders, management, employees, government or society. In many instances, the interests of the employees are secondary to the interest of other groups, the consequence of which is lack of work engagement, job dissatisfaction and a subsequent high turnover intention. Researchers have spent a lot of time studying and understanding the concept of work engagement as a result of the good effects it has had on firms. In view of this research, businesses are beginning to pay more attention to giving their workers with the tools and resources they need to become more engaged in their jobs.

In light of these observations the present paper prioritises employees with work engagement as the focal point of sustainable development goals in an organisation. The paper is organised as follows. Section 2 give a brief theoretical background of our major variables of interest, the sustainable development and work engagement. Section 3 provides an extensive review of literature and section 4 concludes the paper.

Theoretical Background:

Work Engagement:

"The harnessing of organisation members' identities to their work roles; through engagement, people utilise and express themselves physically, cognitively, and emotionally during role performances," states (W. A. Kahn, 1990). Work engagement's cognitive component is concerned with employees' perceptions of the organisation, its leaders, and working circumstances. Employees' feelings regarding each of those three criteria, as well as whether they have favourable or negative views about the organisation and its leaders are addressed in the emotional aspect. The physical part of work engagement refers to the actual efforts made by employees to carry out their responsibilities. Kahn's theory was expanded upon by Schaufeli, Salanova, González-Romá, and Bakker (2002), who defined engagement at work as "a pleasant, rewarding, job-related state of mind marked by vitality, devotion, and immersion" (p. 74). Employee/work engagement is a phrase that is used interchangeably to describe an overall construct that includes physical, cognitive, and emotional factors. According to (William A. Kahn, 2017), being psychologically as well as physically present when occupying and performing an organisational job is what engagement entails.

Work engagement is commonly characterised as employees' emotional and intellectual commitment to the company (Baumruk 2004, Richman 2006, and Shaw 2005) or the amount of discretionary effort they put in at work (Frank et al 2004). Despite the fact that work engagement is a multi-faceted construct, as Kahn (1990) suggested, Truss et al (2006) define it simply as 'passion for work,' a psychological state that is seen to encompass the three dimensions of engagement discussed by Kahn (1990) and captures the common theme running through all of these definitions.

Bakker and Demerouti (2007) added to the work engagement research stream by introducing the JD-R model, which includes the notions of job demands and job/personal resources as antecedents to work engagement. Personal resources refer to an individual's perception of his or her ability to successfully control and influence circumstances; job resources refer to job-related attributes that positively influence an employee's work

¹ Triple bottom line includes the objectives of profit, people and planet.



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

Anjum Ajaz¹, Aqra Altaf²

^{1,2}Research Scholar

Department of Management studies, University of Kashmir, India.

Email Id: sheikhanjum946@gmail.com. Email Id: aqra.altaf21@gmail.com.

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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.

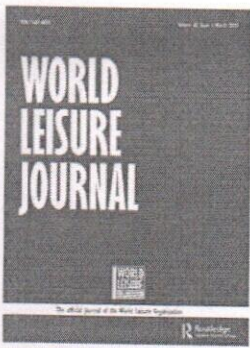
Keywords: Employee Engagement, COVID19, online strategies, Pandemic, Work From Home (WFH), quarantine etc.

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



A bibliometric review of World Leisure Journal: an analysis of research published between 2000 and 2022

Ranjit Singh, Iqra Sajad Khan, Iqra Shafi, Sawsan Haider Abdullhah Khreis, Ashaq Hussain Najjar & Juman Iqbal

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Bibliometric Analysis of Sustainable Practices in the Hotel Industry: Current Trends and Future Research Directions

Iqra Sajad Khan*, Ashaq Hussain Najar*, Iqra Shafi†, Ranjit Singh‡

Abstract

This research was conducted with the purpose of providing a bibliometric overview of sustainable practices in hotels. The PRISMA methodology was utilized, and the Scopus database was consulted to choose a total of 228 publications to analyze hotel sustainability trends. The results revealed that the International Journal of Hospitality Management is the prominent source of choice for the authors to publish the hotel's sustainability practice research. Additionally, the findings of prolific authors showed that Acampora A was the leading author. The thematic analysis identified three themes based on various aspects of sustainable hotel practices. The findings were analyzed, and implications and recommendations for further research were presented.

Keywords: sustainable practices, green practices, hotel, green hotels, Bibliometric

1. Introduction

Within the hospitality sector, one of the most critical topics is the effect of rising tourism on the world's precious natural resources.

* Department of Tourism Studies, Central University of Kashmir, Jammu and Kashmir, India; khanigma1236@gmail.com; ashaqcruiser@gmail.com

† Department of Management Studies, University of Kashmir, Jammu and Kashmir, India; iqrashafi406@gmail.com

‡ Department of Tourism Studies, Pondicherry University, Pondicherry, Puducherry, India; ranjit.singh86@gmail.com