



ICFAI University Jharkhand

Grooming Professionals. With Values

Doctoral Conference



CONTEMPORARY TRENDS IN MANAGEMENT RESEARCH IN POST COVID 19 ERA

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Souvenir

Organised By:

Faculty of Management Studies

JANUARY 18, 2022

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**One Day
DOCTORAL CONFERENCE
On
CONTEMPORARY TRENDS IN
MANAGEMENT RESEARCH IN
POST COVID 19 ERA**



**Organized By
ICFAI University Jharkhand
Ranchi**

January 18, 2022

MESSAGE FROM VICE CHANCELLOR



The ICFAI's conference has always been inclusive and open to all. We are pleased to organize this 'Doctoral Conference' which is designed to provide a professional, stimulating, and learning environment for PhD students and early career researchers in the field of management to discuss their works in progress, establish informal networks, and initiate future collaborative research. Participants from all over the country will share resources, build connections, and find inspiration to continue developing their research in the field of management for greater impact.

This conference offers excellent and a unique opportunity to initiate a fair and constructive dialogue among all ambitious and focused researchers in giving fine tune and shaping their ideas in a more constructive manner. As an academic institution with high values and commitment, we firmly believe that a scholar should pursue a research in a way that their research findings will reach the beneficiaries across borders and fulfill the needs of different stakeholders i.e scholars, private and public companies, other organizations, and policymakers at the national and International levels having wider managerial implications. The real benefits of research is acknowledged when the scholars meet the expectation to serve as a solution to much industry specific problems, reshaping the society and bringing the boundaries closer and last not the least achieving the goal of serving the interest of various groups of people. The conference will provide different theme-based forums for discussing methodological and theoretical issues, discussion on contemporary topics and provide guidance on future research directions.

The different tracks of doctoral conference is designed with the objective to meet current and future needs of research scholars in mind and echoes the values of the ICFAI community. The participants will gain new knowledge in their research area and explore new areas of research, get the feedback on their current research approach and methodology, interact with other participants. This conference is an exhilarating platform for experienced supervisors also to share their views on the contemporary topics covered and exchange ideas on innovative research methods and tools that can help the enthusiastic scholars. This conference will offer a very vibrant platform for learned experts from the various fields to discuss papers presented by the participants and to offer feedback.

Nurturing a supportive learning community by promoting interaction between young researchers from various institutions across different states the doctoral conference is going to bring the perfect platform for research scholars not limited to sharing of research findings but also receive very constructive feedback from many eminent chair persons and keynote speakers veteran in their respective domains. It will also provide scope to scholars to ask further questions and to seek clarification on the feedback given. This doctoral conference is a great opportunity to connect with peers from across the world in very diverse fields of research within management. It will surely be a very rewarding experience for all the attendees as panel discussion would also highlight the emerging and contemporary areas of research interest.

I wish good luck to all presenters to share their knowledge on topics falling within the scope of the conference theme and taking the benefits of our eminent keynote speakers.

We hope that this conference will help to create a diverse network of researchers, I firmly believe that the hard work of the organizers will be amazing; they will made all participants feel welcome from the very beginning till the end!

I propose my appreciation to all the eminent speakers for sparing their valuable time to give direction and ideas to different participants in bringing commendable work in the fields of management research and initiating an intellectual transition. In view of this perspective, it is a commendable initiative on the part of our University to organizing this Doctoral Conference on contemporary topics wherein all the research scholars, supervisors and Academicians, – who are brought together, onto a common platform to share the various emerging areas of research on various contemporary areas of HR, Marketing, Finance and interdisciplinary.

I am also happy to note that several presenters will discuss and deliberate on trends and issues related to the topic. I am confident that the deliberations during the conference will be insightful and purposeful. I hope that this conference will offer a platform to assist PhD students in developing and shaping their current research practice towards successful academic careers through exchange of cutting-edge research ideas and supportive feedback.

I extend my warm greetings to all the delegates attending the Doctoral conference and wish the conference all success.

(Prof. ORS Rao)
Vice Chancellor
ICFAI University Jharkhand

Acknowledgement

ICFAI University Jharkhand is thankful to all the research scholars, experienced scholars, research supervisors and academicians for their contribution of Research papers, articles in the One Day Doctoral Conference On Contemporary trends in Management Research in Post Covid 19 Era.



Faculty of Management Studies

ICFAI University Jharkhand

Ranchi

About the Conference

The ICFAI University Jharkhand is organizing the Doctoral Conference on 18th January, 2022, at the University Campus at Ranchi through online mode. The objective is to have a discourse in contemporary trends in management research and to facilitate high quality academic research in areas relevant to the industry and the society. Besides, it offers a Networking Platform for Researchers (both budding and experienced), to share their thoughts and experiences for mutual benefit.

Objectives

The Doctoral conference is expected:

- To provide a platform for the research Scholars to present their work and to acquire the knowledge from the experienced researchers.
- To know the new tools, methodologies and domain areas where the research can be directed or given the final shape.
- To explore the network and relationship for future research and collaboration

Tracks of the Conference

- ❖ **Track 1: Research Design Presentation - Papers are invited from the scholars who have registered for PhD in Management or allied disciplines in any University. They are expected to present their Research Proposals that were approved by the respective Universities. Participants in this track are requested to follow the following structure for paper submission: Introduction to the topic, findings from the preliminary literature survey, Research gaps identified, Objectives, Hypotheses formulated, if any, Proposed Methodology, Expected contribution to the domain of Management and Bibliography.**
- ❖ **Track 2: Advanced Research Paper Presentation – This track is for PhD scholars who are in their advanced stages of research, which includes pre-thesis submission, waiting for Viva Voce etc. Besides the items mentioned previously; they may include results of research and interpretation of results.**
- ❖ **Track 3: Contemporary topics (HR/ Marketing/Finance/Interdisciplinary) in Management Research– This track are for the experienced researchers, including Ph. D. Supervisors/guides. They can present latest trends in research in the domain / area of their research interest. They can also present their own PhD theses, approved by the respective Universities, along with areas for further research. They could also present their research journey as case studies (on the basis of their own research and research guided by them) and their learning's (like Do's and Don'ts), which could be guidelines for research scholars.**

MAIN THEMES:

In the this conference, the experience Doctoral scholars as well as experienced researchers in Management in areas like:

HR (review papers/ conceptual papers/ empirical papers)

- Human Resource Management**
- Organizational Behavior**
- Industrial Jurisprudence**
- HR Analytics**

Marketing (Review papers/ conceptual papers/ empirical papers)

- ❖ **Marketing and Sales**
- ❖ **Advertisement and branding**
- ❖ **Consumer behavior**
- ❖ **Neuro -marketing**
- ❖ **Marketing Analytics**

Finance (review papers/ conceptual papers/ empirical papers)

- ❖ **Finance and Accounting**
- ❖ **Banking and Insurance**
- ❖ **Fintech**

Interdisciplinary (review papers/ conceptual papers/ empirical papers)

- ❖ **Corporate Social Responsibility.**
- ❖ **Impact of Covid-19 on various sectors**
- ❖ **Healthcare and Hospital Management**
- ❖ **Development Studies**
- ❖ **IT in Management**
- ❖ **Total Quality Management**
- ❖ **Mining Management**
- ❖ **NGO Management**
- ❖ **Education Management**
- ❖ **Sustainable development**

Other areas (review papers/ conceptual papers/ empirical papers)

- ❖ **Operations Management**
- ❖ **Business Strategy**
- ❖ **Public Policy and Governance**
- ❖ **Economics**

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ABSTRACT

THEME-MARKETING

Buying Behaviour of Eco-friendly customers towards eco-friendly products, a post Covid analysis

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Abstract

The environmental problems have become critical in the post COVID situation now as the destruction due to human intervention in the eco-system is grave and it should be addressed soon. It is imperative that the carbon foot print leaves behind by extraction, production and consumption of consumer goods to be addressed and reduced. The customers, especially in this pandemic situation started to realize the importance of eco-friendly products which inflict less or no harm to the environment.

Producers very well understand this scenario and ready to include eco-friendly marketing and products in their marketing and production streams. Hence, it is very important for the manufacturers and marketers of eco-friendly products to understand and analyse the factors which decides the buying behaviour of eco-friendly customers in post COVID scenario.

This study will help the marketers, producers and policy makers in identifying the potential area in this post pandemic era and take adequate steps to adapt to the changes to promote eco-friendly consumption of goods and services.

Key words: Covid-19, Post pandemic era, Environmental friendly, Buying behaviour

Influence Of Social Media In Academic Performance Of Post Graduate Students In Thrissur District, Kerala

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Abstract

Technological advancements have brought major changes in the life of people and their affairs globally. Today the web has taken a firm place in people's lives. The advancement in technology has made it easier for people especially young people to have access to the internet and thus social networking which they join in with friends. Social media can be defined as a group of internet-based applications that allows the creation and exchange of user-generated content. Social networking sites include Twitter, Yahoo Messenger, Facebook Messenger, YouTube, Blackberry Messenger (BBM), WhatsApp messenger, 2gomessenger, Skype, Google Talk, Google Messenger, Instagram, etc. The main focus of this study is to measure the influence of social media on the academic performance of students at the postgraduate level in the Thrissur district in Kerala. The rapid advancement of media technology has had an excellent impact on the way people communicate on every day. The growing dimension of the utilization of social media among the youth of today can't be over-emphasized. It is therefore of great importance to identify the major factors that influence students' academic performance as a result of social media.

Key Words: - Social media, technological advancement, academic performance.

A Paradigm Shift – From Multi Channel Retailing to Omni Channel Retailing

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ABSTRACT

Over the last two decades retailing has been seeing radical shift because of interventions of technology and innovation. Over the past decade digital channels and e-commerce has brought in new business models based on mobile commerce and social media. These models have democratized use of internet and altered the shopping behavior to large extent specially in the rural heartland of India.

Earlier most of the business houses were using a multi-channel approach to reach out to their customer base. India is now seeing many organizations use a phenomenon called omni-channel retailing. It has been noted that the prospective customers now a days are influenced by many channels before they finally purchase the product.

Research says that 89 % of customers start their search of information about the product on some digital medium, then may move on to the other channels to purchase the product. Companies have realized this fact and do see immense potential in giving customer the same experience across the channels.

This paper is an attempt to conceptually develop and subsequently look into existing research on various aspects of omni-channel retailing. The researchers also would be looking into various aspects of the technology which augment the implementation of omni channel retailing. This paper would bring forth various aspects of omni channel retailing and also would help in identifying areas for further research in the said domain .

Key Words: Omni Channel Retailing, Multi Channel Retailing, Buying Behavior, Innovation in retailing

Creativity In Advertising – Making Your Brand Talk & Sell For You

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Abstract

The Brands in India are as heterogeneous and complex as they can get. The range is broad & diverse - coupled with regional preferences, subcultures, lingua, people demographics, etc. Every possible industry, commercial & business segment cannot avoid the need to communicate and create a great Brand. Even the Government of the day has to increasingly “sell” its policies & campaigns to the target public. Creative advertising is defined as the method to express the concept of the product in a most effective and innovative method. Creative Advertising is expected to be unique in its way and has to impress the targeted customers. To explain in a simpler manner both normal and Creative Advertising carries product functionalities but the method of conveying the message varies. Factors influencing creativity in advertising Humour element, Originality, Flexibility, Detailed Explanation, Synthesis, Artistic Value, Consumer response .Creative advertising helps establish brand connections and build strong, long-term relationships with consumers over time. Companies that use Creative advertising aim to get long-term Brand recognition and make selling easy for the sales team.

Keywords: Brands, Creative Advertising, product, Brand recognition, Sales team.

Impact of E-Marketing On Consumer Buying Behaviour

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Abstract

The speedy boom of e-marketing and net is implementing profound impacts on customer conduct and cutting-edge society. This studies seeks to investigate the effect of e-advertising on customer shopping for conduct within side the foremost towns of Kanyakumari District in Tamilnadu . The pervasiveness of e-advertising influences how, where, and while purchasers store on line and impacts the preferences, selections and manner of existence of purchasers. Online buying is the a part of existence fashion of people. Why purchasers buy a few items and now no longer purchases different items is hard to apprehend. It is important to look at the effect of e-advertising on purchasers' e- shopping for conduct. The modern studies has attempted to apprehend the mindset toward e-advertising, look at the effect of demographic elements, what kind of merchandise they purchase and what elements impacts customer shopping for conduct. Sample of 455 respondents of drawn from 5 towns in Kanyakumari District, i.e., Nagercoil, Marthandam, Colachel, Thakalay and Monday market. The facts can be amassed thru questionnaire approach and with the aid of using taking a few direct interviews of respondents. The consequences discovered that purchasers' on line buying conduct is stricken by demographic elements like gender, age, education, profession and income. An try has been made to investigate how different factors affects purchasers' e-buying conduct. It changed into proven with the aid of using the consequences that availability of diverse merchandise on net sites, time saving, cash saving and comfort had been the critical elements which leads purchasers toward on line buying. This study will be an try to study the e-buying conduct of purchasers in 5 foremost towns of Kanyakumari District as it's far obvious that the e-buying quarter has been revolutionized with the e-marketing.

Keywords: Consumers, Attitude, Behaviour, e-marketing, Online Shopping and internet.

FDI in Retail: Future Prospects and Emerging Trends in Retail Sector

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Abstract

The study in the chosen area aims at examining the status of Foreign Direct Investment Inflow and examining the future prospects and trends likely to be caused by the entry of Multinational Corporations (MNC) in Indian Retail Sector. The study is based on secondary data. The secondary data were collected from government publications, reports, notifications, journals, magazines, newspapers, books, internet etc. The way Government of India opened the doors of various industries for the MNCs, viz. telecommunications, airways, pharmaceuticals etc. now it is the turn of retail sector (Sailaja, 2015; Nasir, 2015) which is also supposed to take a big change.

Keywords : Retail Sector, Multinational Corporation, government publications, pharmaceuticals.

A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICES OFFERED BY AKSHAYA CENTRES WITH SPECIAL REFERENCE TO MALA PANCHAYATH, THRISSUR DISTRICT, KERALA

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Abstract

Akshaya is an innovative project implemented in the state of Kerala aimed at bridging the digital divide, addresses the issues of ICT access, basic skills sets and availability of relevant content. As the population continues to grow in developing countries like India, more and more people will get isolated to the group of digital 'have-nots' unless Governments work together to dramatically expand access to information and knowledge. In order for e-government to be more inclusive, it must reach out to all segments of the population with e-services that meet the needs of the digitally disadvantaged by bridging the digital divide. In this study an attempt has been made to study the customer's opinion of Akshaya centres and services offered by them. The various factors influencing customers to avail services from Akshaya centres and their level of satisfaction is also analysed. The sample size is 50. Both descriptive and analytical research is used for the study. The primary data has been collected through questionnaire and secondary data from journals and websites. The project deals with the customer satisfaction towards the services provided by Akshaya centres with special reference to Mala panchayat. It begins with the introduction about Akshaya centre and then states three objectives. The main objective is to know the satisfaction level toward the various services offered by Akshaya centres. The tools used for the analysis are simple percentage analysis, Ranking and likert scale. The available literature can be divided into two empirical literature and conceptual literature. Simple percentage method is used to represent raw streams of data as a percentage. Table and figures are used for getting a better understanding of collected data. The ranking method is used to ascertain the factors influenced for availing services from Akshaya centres. The likert scale is used to ascertain the users' satisfaction level toward the services offered by Akshaya centres.

Keywords: Akshaya, customers, e-government, population, services.

Role of community participation and information services to improve the agriculture value chain

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Abstract:

Jaleswar Block, on the Odisha –West Bengal border in the eastern state of Odisha, India, is one of the four Notified Area Committees (NAC's) in Balasore district. River Subarnarekha passes through this block making the soil in the villages on the riverside extremely fertile and conducive for agriculture. The area comprises of mostly marginal farmers and agriculture is the main source of income. Despite the high productivity of the area, the farmers remain underserved across many stages of the agriculture value chain, especially input supply and information services.

This project is a small attempt to address some of these issues through community participation to help farmers improve their yields. The project mainly involves the introduction of a new variety of groundnut with the purpose of increasing yield, promoting proper spacing while sowing and promoting the ecologically sustainable idea of conserving seeds.

Key words: Agricultural value chain, Notified Area Committees, Agrarian woes, Food security, Landholding, Intervention, Marginal farmers, Green revolution

An Empirical Study of consumer buying behaviour through online shopping of electronic goods

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Abstract

Consumer buying behaviour in online shopping is changing and the current change in buying behaviour of consumers post-pandemic have given the rise in sales of electronic goods purchases through many e-tailing platforms. The Research Paper is an empirical study that focuses on two objectives namely social media and online atmospherics that are impacting the buying pattern of the consumers in electronic goods. Most of the consumers are influenced by the reviews on the applications like Amazon, Flipkart etc. for persuading their purchase and social media like youtube, Facebook, Instagram etc. plays a fire and ice combination while picking a product as lots of influencers on these platforms are having their opinion and it makes the buying process more difficult. The e-retailers and the vendors every year lose 7% of their consumer base due to reviews and social media hold on the consumers. On the other hand, the second objective concentrates on the online atmospherics that is more IOT driven today, where consumers are attracted and perform their purchase procedure. In case the interface is not interactive or consumer-friendly the consumers get bored and may drop the shopping plans that can be a negative impact, the paper tries to understand the correlation between the atmospherics and consumer shopping or de-shopping online.

The paper gives an overall understanding and analysis of the impact of ambience and social media factors on consumer buying behaviour w.r.t Electronic goods online.

Keywords: Online shopping, Consumer behaviour, E-tailing, Electronic goods, social media, reviews, Shopping, De-shopping

Teenager socialization and factors effecting purchase decision of teenagers

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Abstract

The rise of social media has enabled a rapid growth in our daily interactions and has become an integral part of our system. Internet and social media have become a definite part of our life's and so it now plays an important role in consumer purchase decision where teens are considered as a crucial changing factor. This study attempts to reveal the various factors of Internet and social network that influences the purchase decision among teens of Patna and Ranchi considering online peer communication, social networking groups, Brand/company pages online and several other factors. In-depth literature reviews reveals the growth of social media and internet as a key to teenager socialization and teen profiling remains a challenge along with several other factors e.g.; Brand interaction through social media page, online social groups of brand influencers along with cultural effect on teen socialization. Hypothesis testing is done using Chi-square and Cross tabs wherein the results show a significant trend in involvement of demographic/environmental factors as a key influencer in purchase decision making style of the teenagers. Socialization process is analyzed among 280 respondents .The result shows a positive influence of antecedent variables like age, social media and peer involvement in purchase decision making and product involvement in family decision making.

The study is significantly important for companies who are attempting to make a mark in minds of the teenagers who are not only a potential future consumer but is also a lucrative present customer. Moreover, what this implies for companies and their marketing strategy to promote their product in today's competitive environment along with suggestion for the same. This study will be useful for business operating online, researchers and for all those business that are connected with purchasing and selling online.

Keywords: Internet, social media, Teenager socialization, Family decision making, Product involvement, Peer communication

Factors influencing Patients' preferences for purchasing hearing aid

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Abstract

Studies conducted on Hearing Aids use by different scholars have revealed the fact that 25% Hearing Aid users do not use Hearing Aids. There are varied reasons for non-usage of Hearing Aids which are associated with the physical fit, sound quality or it might be performance of the Hearing Aid.

The Motivational theories does have a case which does directs towards which the study would be evaluated. Based on, the Literature Review the four constructs namely identified are Perceived Benefits of use, Physical Comfort, Psycho-Social Factors & Service Expectation, which generally plays an important role for purchase of Hearing Aid.

Hearing Aid purchase in case of Adults mainly takes place due to influence of family members and other related persons. It impacts the quality of life when impairment is in advanced stage (Marie Oberg, 2010). But do not clarify the changes in Demography, Socio-Economic changes having its impact on the purchase of Hearing Aid. The study holistically considers that spatial perceptions have an impact on the speech intelligibility (Jens Clubick, 2018). Most of the studies (Elizabeth Dodds, Charles Speak 1966) have studied the performance of Hearing Aid and its acceptability. In this study mapping technique would be used to understand the problem.

The study would definitely give an insight into how can one handle the issues of selection of Hearing aid. Further, will also let us know the relationship between Hearing Aid usage and satisfaction derived from the aid. Further, we can identify weather there is any positive relationship exists within the broad spectrum of Hearing Aid usage on the user's satisfaction. This study through its constructs will consider the Psychosocial Factors; Ease of Using Hearing Aid will provide a unique study of its kind.

Keywords: Hearing Aids use, Perceived Benefits of use, Physical Comfort, Psycho-Social Factors, Service Expectation

THEME –HR

Belief and Attitude of General Physicians of West Bengal towards Early Initiation of Insulin Therapy in Type 2 Diabetes Patients- a Descriptive approach; and build the Best Fit Belief-Behaviour Model

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ABSTRACT:

Diabetes is a progressive disorder, and patients currently on three or more oral drugs, going ahead will inevitably require insulin therapy to attain and maintain adequate glycaemic control. It is a known fact that pancreatic beta cells are already quite exhausted at this case, and in order to make them optimally respond to oral drugs at a later stage, they must be given some rest, and hence exogenous initiation of insulin is a must to do task in hand without any further delay. But in reality, insulin initiation is a big challenge and is delayed in many patients who would otherwise benefit from such treatment. Patients' and Physicians' beliefs, perceptions, and attitude regarding insulin therapy are known to create barriers contributing to their reluctance and subsequent delay in its initiation. This article studies the different factors (explanatory variables) pertaining to their belief and attitude, and their degree of impact on initiation of insulin; It also aims to provide practical solutions for addressing and overcoming these hurdles so that insulin can be initiated confidently in order to improve diabetes treatment.

Key words: Belief and Attitude, Early initiation of insulin therapy, Barriers to Insulin initiation, Belief-Behaviour model.

Effect of Emotional Intelligence on Workplace Adaptability of Natural Resource Management Personnel

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Abstract

Natural Resource Management (NRM) contributes to the conservation of various natural resources i.e. land, water, soil, forest, wildlife etc. and also provides livelihoods for millions of rural people in India. This sector broadly covers conservation and regeneration of forest, land and water management, livelihood promotion through augmenting resources from the forest, promoting agriculture, horticulture, fishery and micro-enterprises etc., developing technologies and management practices for Climate Change Resilience. It is a complex sector that demands various competencies to work with multi-stakeholders who have a conflict of interests. Personnel (Officials, Professionals and frontline staff) stay and work in remote, isolated forest fringe and hard-to-reach rural areas.

Emotional Intelligence (EI) is a multi-dimensional concept that has a significant influence on the behaviour of human beings. Many studies have proved that Emotional intelligence is directly correlated with job performance and job satisfaction. The components of Emotional Intelligence are self-determination, urge to excel and compete, urge to help and care, self-awareness, sensitivity to opportunity, compassion, acceptance of responsibility, empathy, trust, persistence, perseverance, commitment, assertiveness, resilience, management of other's emotions, self-reliance, independence, goal involvement (self-restraint), and networking.

Objectives of this study are to assess Emotional Intelligence (EI) Skills of Natural Resource Management (NRM) personnel, ii. to compare emotional intelligence skills of NRM personnel working in different organizations and levels and iii. Find out the effect of EI on workplace adaptability.

The Projected Findings will have broader significance, relevance and applicability. Some of these are: Recruitment of right kind of personnel for NRM sector, appropriate training using Emotional Intelligence framework, increase work adaptability, job performance and job satisfaction

Keywords: Natural Resources Management, Emotional intelligence, Self awareness, self reliance, job satisfaction.

Government-related Factors behind Success and Failure of Indian CPSEs

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Abstract:

Central Public Sector Enterprises were established in India to accelerate economic growth and to meet the requirements of key sectors along with employment generation. To a certain extent, this objective has been fulfilled. However, every year one-third of operating CPSEs are ending up with losses. A lot of factors are there behind the spectacular performance of few CPSEs and similarly, the reasons for the poor performance of few other CPSEs are many. A research study was undertaken during 2015-2020 to explore the significant factors leading to success and failure of Indian CPSEs and priorities them based on their influence on performance using statistical tools. The methodology adopted was the review of published literature and survey reports published by Government, review of annual reports available on company websites followed by direct interaction with around 250 company executives from 35 different Indian CPSEs. Discussions were held with few Professors from different Business Schools and also few eminent industrial consultants.

The study has brought out 108 factors controlling the performance of Indian CPSEs. The final research report is now a reference document for all stakeholders for preparing strategies related to Indian CPSEs.

This paper, extracted out of this research study, elaborates in detail about critical factors behind the success and failure of Indian CPSEs for which Government is primarily responsible.

Keywords: CPSEs, Public Sector Enterprise, Performance, Success, Failure, Turnaround.

A Study On Employee's Perception Of Workplace Safety In Auxiliary Industries

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ABSTRACT

This study examined the perception of employees towards the implementation of safety and health practices in auxiliary industries. Data was collected using a set of questionnaire which consisted of seven (7) variables including training, work environment, mechanical, ergonomics, personal protective equipment (PPE), electrical, and noise. The responses were rated using 5-point Likert-type scale ranging from '1: Strongly disagree' to '5: Strongly agree'. The survey has been conducted in a small-sized auxiliary industry and involved all employees with the total number of 40 respondents. Data analysis was done using descriptive statistics by obtaining the mean score and standard deviation. The perception for mechanical aspects obtained the lowest mean score; it was also shown that 51.7% of the employees had negative perceptions (combination of 'disagree' and 'strongly disagree') towards the items stated for this variable. The overall results display that general perceptions of employees with regard to OSH implementation were low. However, these results were expected as previous studies have revealed lack of commitment from small-sized industries in the implementation of occupational safety and health (OSH) practices.

Keywords: Employees' perception, occupational safety, auxiliary industries.

Emotional Labour Assessment of Sports Team Coaches in Universities

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Abstract

We need to add Emotional Labour to the twenty first century skills. Because without emotional labour, employee will not get involvement in to the job.Sports team Coaches will react in their teams according to Practice, motivation, stress and Past experience. In the same way coaches of the teams will also react according to the Emotional Labour. so This study aims to assess the Emotional Labour of sports team coaches in universities who became a coach from player. And from the teams of : Cricket, Hockey, Basketball, Volleyball, Kabaddi.

Key words : Emotional Labour, Surface Acting, Deep Acting, Expression of Genuine Emotion

Impact of the Socratic Method of Teaching on cognitive Learning Outcomes based on Blooms Taxonomy - A Study of B-School Students in Bengaluru

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Abstract

To study the teaching effectiveness and learning outcome, the researcher tries to look into the theories of learning effectiveness based on cognitive levels of Blooms Taxonomy. The Socratic Method (SM) of teaching is a constructive method of teaching and learning consists of four steps: eliciting relevant preconceptions, clarifying preconceptions, testing one's own hypothesis or encountered propositions and deciding whether to accept or reject the hypothesis or propositions. The Socratic Method (SM) is useful when one has to evaluate the proposition contradictory to originally held belief or values. This study tries to find the usefulness of Socratic Method into various subjects which aids students in organizing knowledge, evaluating preconceived ideas, analysing the situations and creating their own models of concrete action plan.

An empirical study is conducted using a questionnaire to find the effectiveness Socratic Method (SM) into cognitive learning. Variables which all teachers face in identifying suitable methods include the nature of the subject to be taught, the characteristics of the learners, the teaching-learning environment, and the knowledge, skills and personality of the students and teacher.

It is important for teachers to develop a repertoire of teaching and learning approaches to cater for the diverse nature of subjects and learners. No one method is suitable for all subjects or all contexts.

The study has found that the Socratic teaching methods have been efficiently used in higher education institutions especially the management studies to facilitate effective learning across a variety of subjects and learning contexts. It is recommended that teachers consider their use in Business Schools to become effective teachers.

Key Words: Socratic Method, Blooms Taxonomy, Cognitive Learning, Andragogy, Value conflict.

The Leadership Style of Jesus and its influence in Select Christian Higher Education Institutions of Kerala

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Abstract

Education has always been the core component for the development of individuals and the world around them. In this research study, the researcher attempts to evaluate the performance of Christian Higher Education Institutions in the present world. The style of leadership evolved and practiced by Jesus has strongly influenced every form of the organization, be it big or small, service, business, or family all through the past twenty centuries. It has universal significance and applicability based on strong foundations that stood the test of time and can be justified empirically.

However, now as rightly observed by Bob de Wit and Ron Meyer, in 'Strategy Synthesis', various Christian institutions established by the followers of Jesus Christ worldwide, face an apprehension due to two diametrically opposite perspectives. They are: whether they follow the shared value of Jesus' movement ie, love of God expressed in the love of neighbor or the present-day CEO style just like a business enterprise. Again, the organizations established by the followers of Jesus are often confronted with the paradox of whether to achieve success through competing (business model) or cooperation with their rivals (Jesus model).

There are different theories on leadership and still, we can expect new ones based on contemporary research. The literature reviews and analysis show a gap for future research on the Leadership Style of Jesus and its influence in Select Christian Higher Education Institutions(CHEI).

Any institution which grows enormously like this tends to divert from its core values. This study examines whether such a change is taken place in the case of these institutions. It is also expecting that the study will reveal miss matches if any, prevailing between the leadership style of Jesus and the present-day functioning of institutions. The researcher believes that the insights gained from the study will help to rekindle the synergy of Christianity for its real mission. The findings of this study may help the CHEIs to suitably align their plans and strategies in tune with National Educational Policy 2020.

The study will follow the mixed method approach where both qualitative and quantitative methods will be applied. The research study will be based on both primary and secondary data. The selection of CHEIs will be done by stratified random sampling. The selection of the beneficiaries will be based on the convenience sampling method. The researcher hopes as a result of this study, the researcher will be able to develop a new model of leadership style based on the leadership style of Jesus Christ for the sustainable development of humanity and nature.

Key Words: Leadership, Leadership Style, Leadership Style of Jesus, Leadership style in Christian Higher Education Institutions.

Knowledge, Attitude and Practice of Medical Practitioners towards Standards of Tuberculosis Care through Private Public Partnership working in neighbouring districts of Kerala and Karnataka

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ABSTRACT:

More than 60% of the TB patients approach the private practitioners in India. To achieve control over rapid rise in prevalence of TB in India, involving the private practitioners as key stakeholders should remain the main objective of the Government of India. Aim: To assess and discuss the involvement of private practitioners in the diagnosis, treatment and control of TB in the neighboring districts of Kerala and Karnataka. Objectives: To assess the Knowledge, Attitude and Practices of Medical Practitioners towards Standards of Tuberculosis Care (RNTCP Programme) through Private Public Partnership working in neighbouring Border Districts of Kerala and Karnataka. Methods: A Cross-sectional Study by using a self-administered questionnaire was conducted among 100 Private and Government practitioners. The study questionnaire was sent to 100 doctors out of which 94 practitioners participated. Data was collected and analysed. Among the 94 participants, 90 (95.74%) were prescribing anti TB drugs. 04 (04.25%) reported as not prescribing Anti TB Drugs. 46/90 (51.11%) were giving prescription for four standard drugs with appropriate dosages and duration. 14/90 (15.55%) practitioners were not following the anti TB regimen advised by national programme. 30/90 (33.33%) practitioners did not answer the questions related to prescribing practices adopted by them. 68/90 (75.55%) practitioners anti TB treatment was given for 6 months. 06/90 (06.66%) practitioners answered as 1 to 05 months. 16/90 (17.77%) practitioners answered as 07 to 08 months. The Knowledge, Attitude and Practices of Medical Practitioners working in border districts of Kerala and Karnataka towards Standards of Tuberculosis Care was reasonably good. Even though patients belonged to separate states, notification of cases to Government of India through proper channel was good among the medical practitioners. Limitation of this study was smaller sample size and at two border district only.

Keywords: Tuberculosis, TB care, notification, border districts, treatment outcome.

THEME –FINANCE

Fintech: A Bludge on For Financial Inclusion

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Abstract

Certain parts of society (rural residents, vegetable vendors, daily wagers, and women) are largely financially excluded from the formal financial system, living and earning in the informal and unorganized sector. The study aims to analyze the reasons behind financial exclusion, motivators for adopting fintech services and challenges faced in adopting these services by the fruit and vegetable vendors of Varanasi district, Uttar Pradesh, India. The study also analyzed the relationship between the demographic variables of the respondents and their fintech use behavior. The findings of the study revealed that all the demographic variables taken in the study except marital status possess a statistically significant relationship with fintech use behavior of the respondents. The study also suggested that, despite Fintech's enormous potential, it has a difficult road ahead. The financially excluded population, lack of Internet access, and low literacy level are a few of the major roadblocks. The majority of the old population have been performing the financial transactions with cash for great many years, and changing their habits and introducing them to new channels at such age is difficult. These insights could be utilized to help Fintech companies implement their user growth strategies, as well as a reference for future research.

Keywords: Fintech, services, [society](#), financial exclusion, financial transactions,

How housing finance access to low-income segments of rural economy of India will led to goal of Housing for All – A new model of credit access to rural economy using India Post Payment Banks platform over existing SCBs, MFIs, HFCs for increasing Priority Sector Lending

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Abstract

Housing is a basic human requirement and also housing industry is the largest employment generator in the country then why there is a saddle point. It is because the people in rural areas need credit access to build their house, on the other hand subsidies being provided by govt utilized by those who has formal documentation and credit access. The inability of small-scale farmers, entrepreneurs, and other marginal borrowers to comply with banking requirements of collateral, fixed interest rates, and other strict conditions led to the introduction of PSL schemes. In the 1950s, non-institutional credit (which accounted for 92.8 percent of total agricultural credit) and institutional credit (which accounted for 92.8 percent of total agricultural credit) in the priority sectors drove the introduction of PSL schemes. The PSL schemes were created in response to the perceived need for credit in housing finance. This paper is trying to formulate a model where India Post Payment Banks will provide housing finance through his 1.54 lakh branch network nurturing all the rural resources for rendering this service at a low ROI to this marginal segment to increase the PSL Lending share for fulfilling the gaps of housing shortage and will lead closer to the goal of Housing for All by 2022.

Keywords : Housing, Priority Sector Lending, India Post Payment Bank (IPPB), Housing Finance, Financial Inclusion, Govt Subsidies.

Liquidity of funds: Deciding factor in choosing investment plan for children education

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Abstract

Liquidity of investment is one of the criteria in investment decisions. Systematic investment plans and insurance are short or long term investment plans. The amount will be due only after all these instalments are paid. The children education is one of the future investments and fulfilment of life commitments. But, an investment like bank deposits get interest but has liquidity, higher than SIP and insurance. The investment in children education insurance depends income, saving, number of children, level of education, course and fees structure, etc. The study was conducted in Bangalore and found that the investment in children education is a personal choice and depends on how the parents plan education and interest of students. The career planning is influenced by financial potential of the respondents.

Key words: children education, investment, education insurance .

Factors Influencing Diffusion of Innovation of Mobile Payments

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Abstract

The diffusion of innovation theory is a hypothesis outlining how new technological and other advancements spread throughout societies and cultures, from introduction to wider-adoption. The diffusion of innovations theory seeks to explain how and why new ideas and practices are adopted, with timelines potentially spread out over long periods. The way in which innovations are communicated to different parts of society and the subjective opinions associated with the innovations are important factors in how quickly diffusion or spreading occurs.

The genesis of mobile payments draws from the history of introduction of technology to the banking system by use of electronic channels for delivery of banking products. It was the culmination of ICT and computers to deliver the banking services to the customers. Therefore much of the literature on the subject available for review is on the customer acceptance of the electronic banking technology.

This study examine the various factors influencing the diffusion of innovation of mobile payments and through various approaches i.e. technology adoption model along with innovation diffusion theory, Innovation Resistance Theory, Technological Environmental Organization on the adoption of mobile payments, certain qualitative studies, Global report(s) , case studies and longitudinal studies. This study studies the social/ external factors that influence the process of adoption at the unit level by influencing the TAM factors of perceived usefulness and perceived ease of use. The main contribution of this paper is to examine the various factors that influence the diffusion process. Banks /other payment system operators should focus on increasing the usage of digital banking by studying the factors and making necessary adjustments to the process/product.

Keywords: Mobile payments, Diffusion of Mobile Payments, Digital payments, Factors influencing

A study on Rural Co-operatives in India with special reference towards a more inclusive financial system

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Abstract

This proposed research paper is to focus on the challenges before the rural co-operative sector. It is proposed to focus on perspectives before rural co-operative banking sector in India. The revolution in communication & information technology has turned the world in to a global village. When the emergence of multinational forms and a global market has led to a deeper integration of economies, an upgraded co-operative movement may ensure progress of rural India and create the concept of a new social capital. As rural co-operatives play a significant role in the domestic banking sector, discipline management of rural co-operatives is a critical issue. This paper also seeks to clarify whether the effect of the governance-related variables on firm performance varies across rural co-operatives. We can use cost and profit efficiency scores as performance measures. Whether having a high ratio of representatives and board members has negative effects on efficiency measures for rural co-operatives. Presence of outside directors may have a significant effect on efficiency of co-operatives by strengthening its governance. But implementing corporate governance relates to various questions: Who should participate in corporate governance? How to solve the collective action problem of supervising management? How boards should be structured? This study will focus on if there any scope to find out a restructuring model between co-operative and corporate to bring in professionalism with higher supervisory and regulatory approach -a comprehensive system with flexible products and financial services, priority sector lending and its marketing, dynamic human resource policy to outreach the rural people towards a more effective and inclusive financial system.

Keywords: Rural Co-operatives, Inclusive Financial System, Corporate Governance, Information Technology, Flexible Products and Services, Priority Sector Lending and Marketing, Dynamic HR Policy ,Regulation and Supervision, Restructuring and Up gradation.

Financial Fragility of the Real Estate and Construction Sector

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Abstract

We study the Construction and Real Estate (RECON) sector and its constituent subsectors by primarily employing the framework developed by Hyman Minsky for analysing financial fragility. The period of the study is 1994-95 to 2018-19. We use both “cash from operations” and accrual accounting profit to categorize the sector and its subsectors into three categories of Minskian financing regimes. Further analysis indicates categorization based on cash flows is more credible. The study indicates that the sector was in speculative and Ponzi regimes for almost the entire period. The study also shows that debt to income ratio is positively related to the degree of financial fragility.

Keywords: Real Estate, subsectors, financial fragility, period, profit.

Impact Analysis of Covid 19 On Performance of HDFC Bank

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Abstract

The COVID-19 pandemic took the shape of a most significant public health crisis of the present times and the biggest threat to humanity since World War II. The effects of this pandemic caused an unprecedented socioeconomic crisis. Despite extraordinary measures taken by the regulators and the governments, there were negative effects on social activities and economic trends.

A negative impact of COVID-19 was also felt by the Indian banking industry. In addition to financial concerns, business continuity and operational concerns are all affected by the epidemic. NPAs grew and demand for new loans was subdued as repaying capacity of borrowers got impacted, thus negatively impacting profitability for Indian banks. The revenue streams got impacted but expenditures rose. This led to a liquidity crisis. Several initiatives have been taken by the regulators and the government to address this issue. An analysis of HDFC Bank's financial performance has been reviewed since 2017 to 2021 so as to cover pre-Covid period and Post Covid period. Ratio analysis is used to provide an interpretation of data such as current and cash positions, fixed assets, debt-equity balances, and proprietary ratios. The conclusion of this article is that the bank's financial health was adequate throughout the studied period, and it successfully managed to overcome the challenges posed by the pandemic.

Keywords: HDFC Bank, Financial performance, Current ratio, Loan, Fixed asset ratio, COVID 19

Role of Fintech in emerging of Financial Inclusion during or after COVID-19 Pandemic

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Abstract

As we know third phase of COVID -19 is spreading in form of Omicron which creates uncertainty but at the same time use of technology in financial services is changing the landscape of the financial sectors. Most of researcher assumes that use of technology in financial services are creates lot of opportunities in financial sectors and enhance financial inclusion during Covid -19 pandemic. This paper is based on quantitative analysis and supplemented by interviews with representative of more than 20 employees of Fintech Company and 30 bank's employee. Feedback from interview helped me to get information about prospective of fintech for financial inclusion. I try to construct a comprehensive financial index to study impact of traditional and fintech on financial inclusion. And principal component analysis (PCA) is used to construct the financial inclusion indices. This paper shows Fintech is increasing financial inclusion and findings of this paper suggests that Fintech play a vital role in financial inclusion and economic impact during ongoing COVID-19. Financial services through Fintech are more efficient, faster and cheaper than traditional financial services. Financial inclusion through fintech is helping in facilitating the quick deployment of government support to company and society affected by the Covid -19 pandemic.

Keywords: - Fintech, Financial Inclusion, comprehensive financial index, Financial Services, Technology.

Agricultural Insurance as A Risk Mitigation Tool For Crop Failures

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Abstract:

India is a land of farmers where nearly 50% of the population is dependent on agriculture. Farmers are considered as the king and backbone of the nation but on the contrary reality is different. The share of agriculture in country's GDP is 20.2 percentage for the year 2020-2021, 18.4 percentage for the year 2019--2020 & in the year 2018-2019 it is 17.6 percentage. From this data we can state that agriculture plays a key role economic development of the country. Despite its share in the economy farmers who are dependent on agriculture are earning very less, one of the major problems is uncertainty in their income (unstable income). According to Situation Assessment Survey of Agricultural households 2013 an average farming house hold earns 77124 Rs yearly which converts it into 6426 per month. Punjab farmers are the one earning highest income 18059 per month & Bihar farmers are the one earning the least income with 3557 per month. These figures show that the reality of income of the farmers. Statistics shows that Nearly 3 lakh people have committed suicide since 1995. It shows that totally relying on agricultural income means calling their own deaths by themselves. The main reason behind this, is the risk associated with agriculture at each stage that is from pre to post harvesting. These are mainly production risks, the major production risks are weather conditions, pests and diseases, market conditions etc. The strategies developed by the farmers to mitigate the risk are not affective. To compensate such losses, they can avail crop insurance. Crop insurance performance is very low in India and has many problems but it still has scope for improving and making it as risk Management tool. The present study is intended to find the potentiality of agriculture insurance in risk mitigation.

Keywords: Risk mitigation, Crop failures, Agricultural insurance.

THEME –INTERDISCIPLINARY

Impact of Employee Inclusion on Corporate Resilience: A Theoretical Framework

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Abstract

In a world shaken by COVID 19 pandemic, organizations are waking up to the fact that turbulences and complexities are a routine part of organizational existence. Thus, they are increasingly focusing on building organizational resilience so that they can manage unexpected events and thrive under turbulent times. Recent research also points to the fact that employee inclusion plays an important role in making an organization more reliable and resilient. However, despite having multiple studies on organizational resilience as well as on employee inclusion within the organizations, no study has ever been conducted to link these two constructs. This paper aims to fill the existing research gap by answering following questions: What is the impact of Employee inclusion on developing corporate resilience? How does that influence the management of Resilience Enhancing Employee Inclusion?

These questions shall be answered by linking existing research on Employee inclusion and Corporate Resilience. Through the development of a theoretical framework and formulation of propositions this paper shall strive to provide a foundation for future empirical research. Besides this, the paper shall also be useful in building new insights into the domain of organizational resilience.

Keywords: Organizational Resilience, Employee Inclusion, Management of Resilience Enhancing Employee Inclusion

CHALLENGES OF MIGRATION IN INDIA

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Abstract

In 1951, the urban population in India was 62 million people, 17 percent of the total population. By 2001, the urban population was 377 million, or 31 percent. By 2025, 42.5 percent of the population will be urban. Even though the percentage of the population living in the urban areas is quite small compared to developed countries, the presence of these people is causing a lot of problems: unemployment and under employment and shortage of basic amenities like water supply, sanitation, sewerage, and electricity. The main problem is housing. Cities have very large slum populations. Mumbai has almost 50 percent of the population living in the slums, even though the per capita income is quite high. Kolkata has 32 percent of the population living in slums. As per 2001 census, the total slum population in urban India was 42.6 million, 15 percent of urban India's population. Internal migration spurred primarily by employment and management helps shape the economic, social and political life of India's sending and receiving regions. About two out of ten Indians are internal migrants who have moved across district or state lines at a rate notable for the sheer numbers who move within country with a population 1.2 billion. Large numbers of young people are migrating because rural India is saturated and cannot provide employment opportunities for a growing population. A significant source of its growth is rural to urban migration, as an increasing number of people do not find sufficient economic opportunities in rural areas and move instead to towns and cities. Provisional 2011 census data show that for the first time, India's urban population has grown faster than its rural population since the last census. Thirty one percent of India's population is now classified as urban, up from almost 28 percent in 2001. In 2007-08 the national sample survey measured the migration rate (the proportion of migrants in the population) in urban areas at 35 percent. In addition to migration, natural population increase and the inclusion in census data of newly defined urban areas also account for some of this urban growth.

Keywords: population, employment opportunities, urban growth, inclusion

Small Step towards Sustainable Solid Waste Management: An Investigation of household participation in solid waste management with respect to Alappuzha municipality

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Abstract

The aim of this paper is to assess the practices of solid waste management in Alappuzha. The research is based on quantitative research design and descriptive survey of the households at Alappuzha using the stratified sampling method for a sample of 200. The primary data was collected using a structured questionnaire that covered two basic principles; a) solid waste management knowledge; b) willingness to pay for waste management practices. Data was analyzed using the SPSS to carry out statistical analysis. The finding shows households' knowledge towards the solid waste management is good and positive. However, finding also shows that 55% of the households were willing to pay for safe disposal. Most of the households agreed to participate in the activities of the segregation of waste if the facility will be made available at their backyard. Also for a developing country like India, it is not possible for the government alone to tackle the issues of solid waste management. Rather the active support of public is essential. Therefore, it is recommended that the citizen should be provided with more in-depth knowledge by intensifying the awareness of the households and facilities to them in the solid waste management programs. In term of urban planning and management, the location of aerobic unit facility can be analyzing by using GIS.

Key words: Sustainable development, Solid Waste Management, WTP, Household Participation.

Neuromarketing and Artificial Intelligence for Effective Future Business

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Abstract

Marketing is nothing but a decision making process from the marketer and the customer. It is a process happening in the brain of the persons involved it. Therefore neuromarketing is the concern for the marketer to understand the 'buybutton' of the customer. Neuromarketing is a developing topic and area of marketing research. Neuromarketing is a discipline that adapts theories from neuroscience and applies them to the marketing science, economics and psychology. Neuro-scientific methods explain change in the consumer emotions in advertising elasticity or success. Artificial Intelligence is a computer-based logical analytical process that seeks to create computer systems to arrive at conclusions like the human intelligence. Artificial intelligence, machine learning is there to help the corporate operations and marketing teams have wide scope to convey massive value to AI's potential data. The emergence of AI, the combination with Neuro-marketing, the limitations may disappear and the tools and methods would be more accessible. Neuromarketing will be helpful in the formulation of the algorithm for AI and the future of the amalgamation is promising.

Key Words: Neuromarketing, Artificial Intelligence, Eye Tracking, Profound Hunting

**An Assessment of Socio-Economic Condition of Women Agricultural Labourers in
Prayagraj District of Uttar Pradesh**

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Abstract:

In Indian matrix, women agriculture labourers perform extensive farming jobs, still their ingress to resources is very low than their male counterparts. Women labours contribute about 70% of the total required labour in the agriculture field. The majority of the woman labour subsist their livelihood by working on agriculture field either as cultivators or as agriculture labour. Traditionally, agriculture is weather oriented less profitable sector, allowed to migrate large number of men from rural to urban areas to get higher paid jobs for their life span. During migration of men, female take responsibility of the family so they move towards agriculture labour sector while they get utmost less payment. Their participation and contribution in the farm sector are unaccounted and unrecognised in the mainstream of Indian's economic. Thus, the present research paper is highlighting the socio-economic conditions of women agriculture labour. An attempt has been made to find out the problems faced by women agriculture labour at domestic and work place level in pathauli Panchayat, Sarurpur block, Prayagraj district and their perspective towards rural developmental programmes.

Key words: Women Agriculture Labour, Socio-Economic Condition, Development Programmes, Decision-making, Discrimination.

**Kerala Scheduled Caste and Scheduled Tribe Sub Plan outlay on Social Welfare
and Poverty Alleviation**

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Abstract

This paper presents the trends in public expenditure for social welfare activities and poverty alleviation programs for the Scheduled Caste and Scheduled Tribe population of the state. The data collected from 2011 till 2019 shows that the fund allocation and utilization has increased over the years, thus resulting to the better livelihood of SC/ST population. A two pronged strategy followed by the state government shows the state interest in the upliftment of the weaker sections. The role of Local Self Government institution in supporting the SC/ST population has got special importance in this study and a case study is conducted in Kanjirapally Grama Panchayat. An important finding of the study is that the public fund allocation and utilization has a positive impact in the rural livelihood and employment generation programs. Kerala Government earmarks fund for Scheduled Caste Sub Plan (SCSP) from State Plan outlay in proportion to the percentage population of Scheduled Caste, and allocates fund for Tribal Sub Plan (TSP) more than that of ST population percentage. A two pronged strategy is followed for the development of SC/ST in the State. One is the assistance provided through the LSGs and the other through SC/ST Development Department. Out of the total SCSP/TSP Plan outlay, a certain percentage of funds are allocated to Local Governments for implementation of schemes under decentralized planning and the remaining to the SC/ST Development Department. A system of earmarking certain amount of SCSP/TSP as pooled fund under SCSP and TSP supports the social welfare and employment generations programs in the state. In this paper, an attempt is made to examine the allocation and utilization of fund for SC/ST population and its impact on their standard of living. To evaluate the effectiveness of the programs, a case study from Ward X11 of Kanjirappally Grama Panchayat is explained. The findings from the study proved that, there occurred a considerable improvement in the socio- economic conditions of the SC/ST population. But, it is also observed that a lot has to be done to improve the vulnerable condition of this section of population.

Key Words: Schedules caste, Scheduled tribe, public fund allocation, public fund utilization, social welfare programs, rural livelihood and poverty alleviation

An Empirical Study on Agile Project Management in IT Company

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Abstract

In project management, and in predominantly software project management, there is a move since old-style plan-based project management to the agile event focused project management style. Agile project management is observed as the new immense alteration and has a major impact on software industry. It can be definitely thought that the agile is fetching the new standard for software development projects. The notion of agile is about for some period, and though knowledge and procedure are growing, agile is not constantly the solution. Accepting at what time to practice agile and which accomplishment aspects are to be measured is vital for organizational achievement. Agile is quite prevalent and new methodologies keeps performing. The main goal of this research is to find probable factors which could disturb the accomplishment of a good team environment in the industry and its relations between each of these factors. More specifically the model of the project management followed in many companies is not a stable one and hence a hybrid framework of agile project management and tools are to be studied. In this study 106 observes, which could possibly disturb the project achievement were notorious over a literature review. These practices were limited down based on the roles and experience in the industry. Finally, only certain roles had the major impact on the study and maintaining a good team environment with respect to project risk and change reaction considered as a major factor for employees' work experience.

Key words: Project Management, agile, change, new standard, software development, success and project risk.

A Study on Modern Day Process And Evaluation Of Tribal Development In India

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Abstract

Literature on Indian Tribes has become so extensive and proliferating that nearly each work related to tribes requires a special prologue. Yet, there is a paucity of new ideas and insights into the way the tribal India works. In the absence of unified and universal notion of Tribals among the states in India every state has taken to an easy recourse, the uncritical acceptance of an administrative category, the scheduled tribes and sections thereof who are further marginalized within the scheduled tribal categories administratively known as Tribals. While effectiveness measurement of development interventions among the Tribals was studied, although many aspects initiated by respective states administration have been considered, the main focus was emphasized on the following : the state- wise effectiveness of educational interventions, interventions in health frontiers, livelihood interventions, skill development interventions, interventions in capacity building, housing interventions, intervention in infrastructure development and cultural conservation and development interventions. Not all the above mentioned development interventions occurred in all states, however, the housing and infrastructure development interventions are observed in all states with differential achievement. The records available with the state administration in the department of Tribal development were also examined.

Keywords :Tribal, Scheduled Tribes, Constitution, intervention , Education, Capacity Building Skill Developments

A study of Covid Patients experiences during infection

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Abstract

Covid-19 is a serious concern before society in today's scenario. Its first case reported in India on 30th of January 2020. From middle of March 2020, the various preventive and curative steps are significantly taken by central as well as different state governments and different organizations even local bodies and common people. The various different measure to fight corona are still taken throughout the world. Massive vaccination drives are going on. Maximum people are vaccinated today. In spite of all these efforts, even humanity is struggling with changes mutant strains of Covid-19. This study aims to understand the experience and feelings of covid patient at detection of their Covid positive and during cure period. Starts from cities covid spread in villages also. Maximum people are detected covid positive through antigen test. Generally, people got tested on occurrence of symptoms and also due to contact tracing after being found to be in contact with covid positive person. Maximum patients are unknown about the source of getting infection. Maximum people are cured in home isolation. Maximum patient took a around 15 days to get completely well. Significant people are found concerned about their family members got infection through them. Many patients and even some family members got panic after hearing news of Covid infection. Patient are more concerned and panic after seeing the death tolls during second wave in India. The Aurvedic and home remedies from natural products are also got key importance in cure of Covid-19, especially at home. Covid patients are generally well supported by their family members and motivation and support of family members are key for their recovery. Though there are strict protocols to be followed by covid patients and their care takers, but still, they follow all precautions and guidelines strictly.

Keywords: Covid-19, vaccination drives, Aurvedic, patients, symptoms.

E-Learning an Established Trend Today

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In post covid situation when higher education system try to establish again with its old fame and figure, situations is dramatically changed, especially psychological situation of students and teachers. In specialized education like engineering, management, law, medical, architecture and in general education everywhere mind frames have changed. Mind frames of learners and stake holders are changed quite a lot, environment itself comes in between learning process. Cozy homely environment, lack of interactions with education delivers; too much e-content based learning methodology, devoid of practical especially in technological education really create a challenging factors for the education providers as well as for the education receiver. In a country like India with diverse cultural, economical and e-infrastructure facilities are there, it's very difficult to provide quality learning materials and delivery. In technological education situation is grimmer, without doing any technological lab work they are receiving degrees. Employers are also confused to give any chance to these degree holders due to lack of proper knowledge and analytical application thinking. In management education due to absent to live interactions with experts a huge gap is created in the learning process. Only e-content based learning can't establish an interactive based learning process, live debate and presentation skills of learners cant develops with its optimum levels.

Teachers skills are also decreasing, delivery angle of academic contents and its quality are decreasing very much. Teachers are now heavily depending of "Google guru" for extracting their learning contents and presented the same without any inclusion of his/her own created materials. Academic notes of teachers are now really based on the availability of contents in different sites. Availability of different e-academic contents are also develops very much. Physical library exploration either by students or by teachers are decreasing very much. Students are now devoid to explore any learning contents available in books rather than they

use shortcuts are heavily dependent on youtube videos available very easily. As the teledensity in increasing and broad band facility is develops quite a lot, whole academic scenario is changed.

But we have to remember that this situation is not static and very soon it will going to change and normalcy prevail, that's the time of major challenges begin, because psychological habits of students and teachers are not changed overnight, and revert back to previous situation is very difficult and also takes lots of time. Transformations and habitual changes are not very much easy in any context, although it's the phase of transformation is going on and we have to cope with this time transformation and behave as it likes and demand.

Key words: teledensity, you tube, google guru, cozy

The ICFAI University, Jharkhand

About the University

The ICFAI University, Jharkhand (IUJ) was established under the provisions of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act No. 08 of 2007), vide Notification dated June 17, 2008 of the Government of Jharkhand. The University is sponsored by the Institute of Chartered Financial Analysts of India (ICFAI), a not-for-profit educational society established in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350 F (Act No.1 of 1350F) with the objective of imparting training in finance and management to students, working executives and professionals in India.

The IUJ is included in the list of universities maintained by University Grants Commission (UGC) under section 2(f) of the UGC Act, 1956 vide their letter no F.8-17/2009(CPP-I) dated 01 Dec 2009. The ICFAI University, Jharkhand (IUJ) is a part of ICFAI Group that is well known for its quality of education and ethics. It is the first Private University that was set up in Jharkhand, as per the State Legislative Act and is recognized by UGC, as per Section 2(f) of UGC Act, 1956. The University offers a range of Under-Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of professionals with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The University is committed to grooming its students into competent professionals, by providing contemporary knowledge, equipping them with industry-relevant skills and inculcating good values. The University was ranked among the top ten in East Zone and among top 50 in the Country during 2020, as per various independent rating and ranking agencies.

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The IUJ has two faculties; i) Faculty of Management Studies (FMS) and ii) Faculty of Science & Technology (FST). While FMS is committed to provide quality education and training along with research in the field of management by helping the students to develop business and professional competence through their exposure to real business problems, case-based analysis and industrial interaction, FST is devoted to offer advanced industry-oriented education in the field of technology.

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Prof. Arvind Kumar
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