

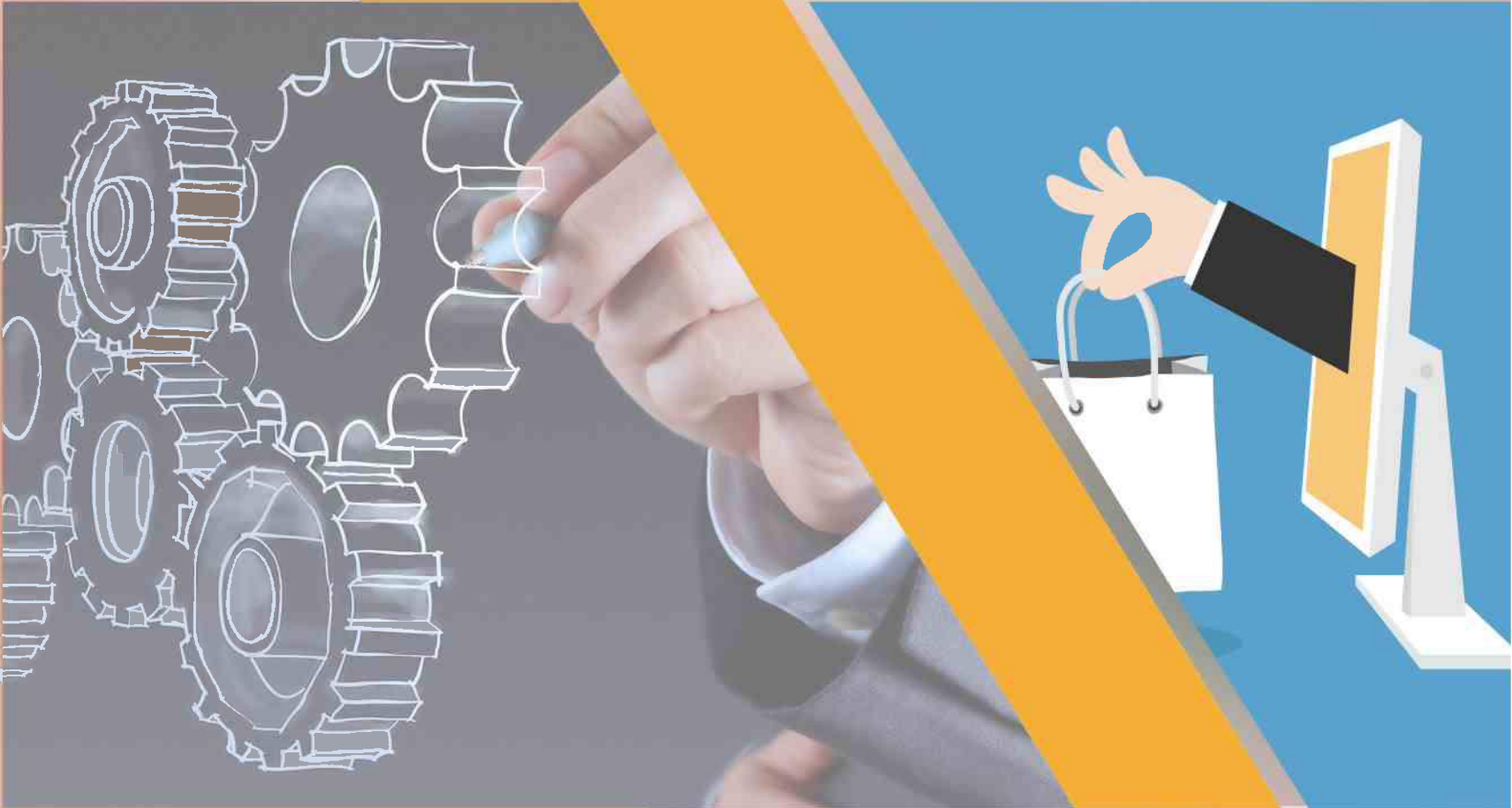


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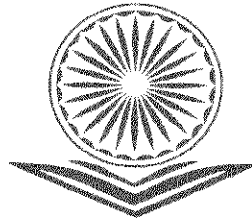
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# 1. The Complexity Issues in Business Ethics in Organization

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## Abstract

The growing trend of including business ethics instruction in business school curricula has necessitated the development of appropriate teaching materials. The Journal of Business Ethics is launching a new case section in answer to this demand. This section adds a layer of complication to the process of publishing and accessing a variety of documents relevant to business ethics. The purpose of this essay is to show how corporate ethics situations can help students build deductive, inductive, and critical reasoning skills.

**Key Words:-** Business Ethics, Impartiality, Truthfulness.

## Introduction

The underlying moral ground rules by which we live our lives are called ethics. Ethics is concerned with the distinction between right and bad behavior, with a preference for the former.

Business ethics refers to the standard and practices in workplace setting. Business includes societal standard of right and wrong business ethical standard and circumstances and legal standard of right and wrong to get more often rigid than in personal areas.

You may be flirtatious. So apparently ethics is not subjective but it is clearly defined by your employer. The application of ethical values to business behavior is known as ethics. It's a term used in the business community to describe how you do your business and saying how do your business its take the core values of the business and saying how do these apply in differently aspects and different relationships that every business ethics has generally called business ethics.

Some examples might be integrity that the most common one that you will find which is really means to honest you can be trusted to do what you say that openness and a number of other there's no set number of these values but they're chosen by a particular business to be the ones that they want to have if a company neglects its value. Some parts of ethics like public it employees around and that can damage your reputation and once you lose your reputation

It's very difficult to regain so having ethical value and their application is critical to any organization. Ethics is a broad term. At its core, acting ethically in business which building company around integrity. Therefore, ethical issues in business today are just widespread as ever, perhaps even more so for instance 40 percent of employees believe that their company has a weak or weak leaning,

### **Objective**

- To study the business ethics challenges in a global economy
- To study the positions of ethics in business functioning

### **Challenges of Global Economy in Business Ethics**

The changes in attitude and behavior also depends upon local as well as regional factors. Anything that happens at a distance can have a positive and negative effect on local activities.

After getting financial crisis in business the decision and activities have come under scrutiny. For the solution of ethical issues of globalization, it mainly requires the government companies. Market participants should also be there. Sometimes the individual level challenges play a role apart from what manager in charged may be faced with problems. It is important to note that what, ever may happen in distance to have good affect in the local activity. Those who are inactive in the operations they cannot avoid the impact of political performance.

The attempt to translate the local experience and knowledge to activity anywhere in the world can lead to results which are less than what they wished.

### **Position of Ethics in Business Functioning**

The elements of the challenges to be faced with changing environment in the field of ethics through past recent yearshave become point of deliberation in all circles of the society, on domestic level as well as global.knowledge of the basics of a discipline alone will not keep the decision maker in any field of professional activity. In business those who have knowledge in accounting, finance, or other disciplines but who do not recognize the broader social implications of their decision are no likely to be effective.

The activity under the business ethics concept is not considered as limited business corporations as it can also apply to other corporate bodies as workers as well as to public entities. As a result of that approach the reporting is often described which companies to do business. The term business ethics however remains a common selection of the area as the one subset of the general area of ethics.

Over the years, ethical behaviour has not always been a hot topic, especially in the business world. Thus, at the national or local level government are active in attempting them constitute a stable ethical society. While the legal provision established may have been expected to one extend or another sentiment of ethics are all parts of community legislation. Basically, ethical behaviour is determined by value of the society and legal principles.

### **Research Methodology**

In our thesis or dissertation, we have discussed the method used in our research. The methodology explains what we done and how we did it, allowing readers evaluate the validity of our research. Basically, the research methodology contains our research on the complicity issues on business ethics of our organisation.

In this way, we found our information through internet to give information about business ethics, and we are facing challenges through organisation in global economy like ethical issues, economical issues and political issues. We analysed data through several websites we collected.

### **Conclusion**

Our research has confirmed that companies from the sectors in a question used bussiness ethics in their operation. Because of the introduced model of corporate ethics, only a few speculative conclusions can be drawn. First and foremost, the model wants to be extremely dynamic.

The final result is determined by the passage of time and the situations in which it occurs. It also relates to and is depending on people's behaviours and perceptions. According to the paradigm, business ethics is a continuous and literative process.

There is no actual finish to the process, but there is a permanent reconnection to the beginning of subsequent business ethics model process iterations. In the second place, the model's principles and sub-components create the dynamics of this continuous process. They provide direction on what to look into and how to look into our shared attempts to comprehend the phenomenon known as business ethics.

### **Suggestions**

Business ethics developing a code to make ethical issues performance a strategic priority. Therefore, the code of ethics, conduct or similar policy to sets clear the objective, standards and expectations is a key through requirement for ethical issues. A code must be accompanied with an emphasis on ethical decision-making in general.

Engage, communication and also, we can train our staff with other stake holders such as suppliers, investors, and consumer due to through effective and informative communication to be good regular and consistent communication and training will to embed an ethical culture

Also, to ensure the best practice, organization need both measure their ethical performance in the organization

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## 2. Benefits of Imbibing Stress Management in an Organisation

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### Abstract

It begins by presenting the contingent association among individual and legitimate tension. Each individual brings an inquisitive instance of responding to unavoidable and significant solicitations of work, and many experience mental, social, and clinical sorts of strain because of factors related to their work. Individuals and affiliations can execute practices to switch disastrous strain (inconvenience) and advance eustress, which strengthens improvement and vitality. Segments take a gander at individual and definitive wellsprings of stress and their outcomes; procedures and instruments for diagnosing various levelled and individual tension; methods of refreshing work and work on capable associations; and systems for regulating solicitations and stressors. New disclosures from positive mind science are woven in. Strategies expected to proactively redesign prosperity and execution at work while dismissing the costs and anxiety of torment are examined and addressed by models drawn from strong affiliations

**Keywords:** Stress, Management, Organisation, Productivity.

### Introduction to Stress

Stress reactions assist your body with advancing conditions. Stress can be positive, keeping us arranged, pushed and prepared to stay away from peril. For instance, if you have a basic test coming up, a strain reaction may help your body work even more really and stay cognisant last longer. Nonetheless, stress changes into an issue when stressors proceed without help or periods of releasing up for instance Burn out Stress is a more transient and centred situation, generally joined to self-evident and indisputable parts that are near the subject. Stress is besides a particular perspective from nervousness, which is an impression of a deficiency of command over one's future conditions. Stress is generally identified with the looming present occasion.

**Objectives**

- To understand the importance of stress management
- To rectify the reasons of stress management in an organisation
- To imbibe stress management and derives its benefits.

**Research Methodology**

Research is defined as careful consideration of study regarding a particular concern or problem using scientific method. Research takes place with the purpose of acquiring knowledge to contribute to further investigation or process to inform action, to prove a theory, or to reach a result. To produce fruitful experience, the Research must be of high quality. and types of Research Methodology.

There are two types of research methodology Primary and secondary. We have completed this research on the basis of secondary methodology. In which data was collected from various websites (URL) and review articles.

**What Is Physical Stress?**

At the point when an individual has long haul (ongoing) stress, proceeded with actuation of the pressure reaction causes mileage on the body. Physical, enthusiastic and conduct manifestations create.

**Physical Symptoms of Stress Include**

- Actual indications of stress include-
- Stomach or stomach related issues
- A throbbing painfulness
- Chest torment or an inclination like your heart is hustling
- Depletion or inconvenience dozing

**What Is Mental Stress**

A type of pressure that happens on account of how occasions in one's outside or inner climate are seen, bringing about the mental experience of trouble and nervousness. Mental pressure addresses a fragile difficult exercise for the competitor; when the competitor feels practically no pressure in a significant situation, the person in question is regularly excessively loose and not adequately enacted to accomplish the best outcome.

**Stress can lead to mental symptoms like**

- Tension or touchiness
- Sadness
- Fits of Anxiety

- Depression

### **There Are Different Ways To Reduce Workplace Stress**

- Enable Open Communication.
- Offer Mental and Physical Health Benefits.
- Obtain Meditation Classes.
- Offer Paid Time Off.
- Inclination Employees to Take Breaks.
- Take the Team Out on Company Offsite.
- Convey Some Diversions into the Office.
- Ponder Flexible Work Schedules.

### **What Are The Benefits Of Imbiing Stress Management In An Organisations?**

The most effective method to IMBIING STRESS MANAGEMENT in An Organization helps

- Lower worker stress prompts lower medical care costs medical care consumptions are almost half more prominent for laborers who report significant degrees of stress.
- Lower worker stress prompts higher efficiency - At the point when we feel anxious, it very well may be hard for representatives to get past the day, not to mention take care of their best responsibilities. Duplicate that hazy or restless sensation of stress across numerous specialists and divisions, and you've got a genuine obstruction to efficiency all through your organization.
- Lower pressure prompts decline in HR costs - To wrap things up, stress is a gigantic element in brought down representative assurance and joy at work. Studies have shown that when representatives are troubled with significant degrees of stress, their degree of commitment at work is straightforwardly impacted. This thus prompts higher business costs, since withdrew or low-resolve representatives are not performing at their best, and when they leave, supplanting them is frequently troublesome and costly. We pulled the absolute most telling examinations on the expense of worker withdrawal here:
- Remembering pressure decrease for wellbeing projects can help - The damaging force of pressure in the working environment couldn't possibly be more significant. From raised medical services expenses to lost efficiency, to costly worker turnover, there are a lot of explanations behind HR pioneers and C-suite leaders to make a move. Stress prompts all way of working environment ills, for example, brought down group



point of view, brought want down to help other people or take care of issues, diminished inspiration and representative withdrawal.

- Strong association culture - Specialists have a basic effect in a company's culture. Better delegates working under solid degrees of strain will be more peppy and more certain, assisting with keeping a solid, sound work environment culture that is helpful for imagination and capability.
- Less days off - Stress is one of the fundamental wellsprings of non-participation in the workplace. Not solely will less strain in the workplace achieve less passionate health days, yet it will in like manner decrease the proportion of days off taken by agents due to a weakened safe system due to superfluous tension.
- Specialist support and capacity obtainment - Delegates who aren't unreasonably centred around are essentially more inclined to remain nearby, arranged agents are extensively more responsible to work for a business that propels a low-stress working environment and takes care of business and help with keeping their laborers sound.

### **Conclusions**

In conclusion, stress management is very important for the successful working of an organization. In this Era of Uncertainty, it appears to be that everybody in today's working environment is under more tension. A large number of studies shows that overseeing pressure is a developing test. Individuals ordinarily consider pressure something completely negative, yet as we have seen, stress has substantial advantages when overseen appropriately. Once more, the basic errand for administrators is to acquire a superior comprehension of stress in the work environment, in their associations, and in their groups and representatives. Anybody in a place of hierarchical or group administration ought to follow the issue of pressure. As a rule, great administration practices will probably diminish unhealthy pressure by further developing worker independence, preparing, working conditions, plans, vocation advancement, emotionally supportive networks.

### **Suggestions and Recommendations**

In this reality where the race has ended up being fast to the point that having high capacities and various limits, being multi capable have become rules that it ends up being genuinely trying for the individual not great to help in since quite a while in the past run process, yes we can't lessen the resistance yet undeniably become a respectable person by liberal and obliging any spot there is need. Stress something which has high specific benefits like accomplishment of Target, its particularly advancement arranged anyway it has cons like body exhaustion or a couple of internal issues which are at this point being

examined. Stress the board is the whole thought in the domain of affiliation where is contacts such people in the manner they require, they guarantee the objectives of the affiliation is cultivated with essentially no miss the mark. The world is getting more vocal concerning passionate prosperity. People have started watching out for Mental prosperity particularly like the real prosperity and its amazing explanation this thought has its own perspective and a broad perspective for overseeing conditions.

### **Literature Review**

At Some point, most people encounter stressful events that can have a major impact on the course and direction of their lives. Stress has emerged as a thrust area in organizational behaviour research. Stress research has been suffering with conceptual (Beeha & Newman, 1978), methodological (kahn,1981) and focus (Ivancevich and Mattson, 1980) Problems. However, work related stress is increasingly becoming a prominent field of research in recent years (Sinha & Sinha, 1977). Jinsoo Hwang et al (2014) studied Occupational stress is one of the distinguished feature and reason for the high level of turnover intention among hotel industries. Factor analysis divided the 23 occupational stress items into six factors: Personal problems, Organizational problems related to task and pay, work conflict, unfair treatment, shortage of support, and organizational culture and regression analysis was used to ascertain the effect of occupational stress on hotel employee's turnover intention.

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### **3. Overcoming Marketability Problems for Feasible Achievement of Organizational Goals**

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#### **Abstract**

The process of intentionally generating demand and simulating it towards the select audience for selling goods and services is Marketing. The importance of marketing is to boost the sales to give information to clients so they know the benefits of buying your products. If the goal of a business is to expand and grow, the marketing department plays an important role and it is important for them to keep up. Unfortunately, there are problems that marketers in companies and organizations face constantly that holds the team back from doing their best, in this research paper we will discuss the several problems faced by marketers and how they overcome them for achievement of profits for an organization since an organization can only succeed when proper marketing strategies are put in place.

**Key Words:-** Marketing, Problems, Organization, Sales, Trends

#### **Introduction**

Initially Marketing is the activity of showing and advertising a company's products in the best possible way for sales. It is very important for an organization to have a marketing team because marketing educates people about the product being sold consumers need to be well informed about the product for the trade to increase. Marketing also helps the business to set its goals and objectives. Implementation of marketing strategies helps in building a reputation of the business organization that is particularly important to hit the goals for your business.

#### **Objectives**

- To understand how marketability problems are a hindrance in achieving organizational goals.

- To analyze solutions to overcome the marketability problems.

### **Research Methodology**

The science of studying how a research is done and systematically solving a problem through specific procedures or techniques, techniques that are used to identify, select, and analyze information about a topic is research methodology.

In this research paper the information used is from a secondary source which includes the help of numerous internet websites.

### **Marketability Problems**

In the industry there are certain marketing obstacles that everyone encounters in a business or an organization when they continue to grow and expand. It occurs when the marketing team is unable to keep up with the growth made by the company and accelerating sales becomes difficult, there are several marketing problems that might hold your team back from doing their best. It is important to recognize and address these issues as soon as possible.

Marketability hindrances and how to Overcome them for Feasible Achievement of Organizational Goals:

#### **1. No Clear Strategy**

Half of all businesses and organizations who use digital marketing as their main tool have literally no cohesive plan for achieving their objective, according to smart insights they have no strategy in place. Simply groping in the dark and to hope for grasping results does not work for them. As a result, resources and money are wasted.

**How to overcome the problem:** For a clear marketing strategy, focused marketing objectives should be chosen, a cohesive strategy that is built around aims of the company.

Ask basic questions like what is the primary objective that is how many units to be sold, or gaining of subscribers or raising awareness for a cause, etc. Then ask who the organization is supposed to target and finally ask how to reach the audience you have targeted? Where they are? How the digital media is being consumed by them?

Soon Ideas start pouring in and then create a proper strategy by writing everything down and sharing with colleagues is beneficial as more minds can think clearly about the strategy. Having a clear strategy to work with opens up dialogue and invites ideas to improve the overall strategy which will lead to accomplishing goals in a more powerful manner.

## 2. Lack of Time

According to Adobe Work front State of Marketing Work Report, most of the marketers spend very little time that is about 20 percent of their time on high value work while spending a bulk of time around 80 percent on other activities like administration, responding to emails and attending meetings this leaves a lesser amount of time for more valuable and meaningful work like market research. Marketers must move at breakneck speed and not doing so affects the company at large and has a negative impact on your overall marketing.

**How to overcome the problem:** Managing time is not simple and every business owner and manager probably feels they lack in time and resources to achieve their goals, to manage it you should use a project management system because it will help you to reduce the time and energy devoted to different activities efficiently by prioritizing important tasks and identifying certain activities for elimination.

Prioritizing your activities based on prioritizing your activities based on your strategy will be helpful to recognize things that have the most impact on your goals thus, you can cut off activities which do not contribute effectively for achieving company's goals.

## 3. Inability to Adapt to New Trends

Comfort zone is the enemy for the marketing department as there is always new stuff coming through, it is trouble free to get caught in a routine and do the same thing over and over but the ever changing business landscape and the competitors will find new ways to increase their sales and then it will be extremely difficult to keep up. Failure to adapt in the digital marketing world is death. The new trend on social media at this point will be too old for tomorrow and the Google search algorithm updates several times in a week. For an up and coming organization or an old company keeping up with new trends is a must for achieving their goals.

**How to overcome the problem:** Marketing means constant change, understanding that is vital. Subscribe to emails from industry leaders, and frequent major websites in the digital realm. Keep an eye out for any breaking news or recent trends. A few recommended resources are DigitalMarketer, HubSpot, Search Engine Journal, Search Engine Land, Think With Google.

For a marketer having a thirst for knowledge is essential because you need to be ready to explore and try out new ideas and methods, experimentation of those ideas and methods from the most relevant trends into your own marketing strategy. Every other trend will not

work out or fit your needs but there will be other ways to use your resources and time and energy in the best possible way, just keep an open mind and do your homework.

### **Conclusion**

Large companies or small businesses, every organization needs to do marketing for what they are trying to provide or sell to the audience and pleasing the audience takes a lot of effort. Challenges like time crunch, lack of resources and many others have to be faced on a daily basis and there always are methods to solve those problems. For the achievement of goals of the organization, marketing plays a very important role as it helps the products and services to reach out to consumers and be known where it can sell and it needs proper planning and attention to detail in a good marketing strategy.

### **Suggestions**

The marketing department should be given time to read books and articles about marketing and expand their knowledge so they can understand how to think in order to sell and then they will be able to generate 'out of the box' ideas, this may not help with the obstacles that come along the way but it will definitely help for better sales and bring profit to the organization.

### **Literature Review**

In an Apple conference in 1997, Steve Jobs the founder and CEO of Apple, explained that as of August 1997 Apple was creating arguably the best computer machines in the world but their recognition was decreasing as they were not focusing on the basics that includes marketing. So, Steve Jobs and his colleagues came up with a new product line which is simple to understand and brilliant marketing campaign that could catch everybody's attention.

He describes marketing as an expression of values. Then further states that "this is a very complicated world, a very noisy world and we are not gonna get a chance to get people to remember much about us and we have to be very clear on what we want them to know about us" this statement tells us that the consumer's attention itself is a major roadblock or a stepping stone for an organization's goals and future. He gives examples of marketing campaigns like 'got milk' and Nike, he also calls Nike the best at marketing thus reviewing that one way of marketing or getting people to remember the brand is not about talking about the product but what the product represents and stick to the core values of the company at all times, which for Apple was "people with passion can change the world for the better". With this he presented a new campaign called 'Think Different' in September 1997 which was a huge success. The

marketing hindrance here was communication and connection with the target audience which Apple dealt with brilliantly.

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## 4. Impact of Leadership Skills in Achieving Main Goals of Organization

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### Abstract

This study surveyed the impact of leadership skills in achieving main goals of organizational. The word leadership comes from the word lead that means to go. It is the process of an individual influencing a group of individuals to achieve a common certain goal. leadership is an important factor for making an organization successful. It is the art or process of influencing people to perform assigned tasks, willingly efficiently and competently. The study discovered that leadership on the organization performance of any given company. The style of leadership a manager adopted has a direct effect on the organizational performance of the employee. the study among other things discovered is that participatory of leadership and delegation of duties enhances the employee performance and attainment of corporate goals and objectives. the study therefore concludes that achievement of organization goals and objectives depends solely on the leadership style an organization adopted. It therefore recommends that, since leadership is one of the basic means used in attainment of organization goals and objectives, every organization should ensure that the right leaders man their organization order to achieve their set goals and or objectives.

**Key words:-** Self-motivated, Confidence, Positivity, Accountability, Compassion,

### Introduction

Leadership is conceived as a process where one or more persons influence a group of person to move in a certain direction. The word leadership has been used in various aspects of human endeavor such as politics, business, academics and social works. Mesick and Kramer (2004) argue that the degree to which the individual exhibits leadership traits depends not only on his characteristics and personal abilities, but also on the characteristics of the situation and environment in which he finds himself. Therefore, an individual will support the organization if he believes that through it his personal objective and goals could be met, if not, the person's



interest will decline. Leadership occurs when one group member modifies the motivation or competence of others in the group. It states that leadership entails an unequal distribution of power between leaders and group members. Group members have power, but leaders usually have more powers. According to me leadership is directly connected to the practice to which people are dedicated.

### **Objectives**

- To determine the impact of leadership skills in achieving main goals of organization.
- To examine the relationship that exists between leadership and organization.

### **Research Methodology**

It is the specific procedures or techniques used to identify, select, process and analyze information about topic. In a research paper, the methodology section allows the reader to critically evaluate a study overall validity and reliability.

In this research paper the information used is from a secondary source which includes the help of numerous websites.

### **Leadership**

The art of encouraging a group of individuals to work together toward a single goal is known as leadership. This can entail directing workers and colleagues with a strategy to suit the company's needs in a corporate setting. A successful leader instils trust in others and motivates them to take action. A leader is first in line - in a parade or in a social system — and receives a lot of attention, but a leader needs followers in the end. Effective leaders have specific attributes it shows specific behaviors or styles of leadership. This effective leader creates the situation that is best for the organization through the use of skills and processes. The significance of business leadership is well expressed by observation: A good leader can make a success of a weak business plan, but a poor leader can destroy even the best plan. That's why developing effective leadership by using a consistent talent management program at all levels across the organization can return significant business value.

### **Impact of leadership skills in achieving main goals of organization**

Leadership boosts staff morale by winning their trust. Leadership is one of the most important and essential factors in good project management. Leadership can be seen as the art of influencing others to achieve desired results. Leaders guide behaviors by setting the vision, direction and the key processes; in other words, leadership has a large influence on the whole project process, including the actions of others. The conclusion that can therefore be arrived at is that leadership is the process of achieving goals by setting others to willingly join in. the

most substantial of leaders in their influential personality that has positive relation with the follower's job satisfaction and the performance.

### **Relationship that exists between leadership and organization**

Leadership influence company culture heavily. Leaders can reinforce organization by helping their people grow and develop through goal setting, opportunities and recognition. Organization leadership refers to the overarching field of a person strategies guiding and managing a group of a people to meet a common goal. Organization leaders focus on the company and its individuals.

### **Conclusion**

This research work has shown that for any organization to survive, appropriate impact of leadership on the employee must be followed. It is hoped that the presentation of leadership in this project will contribute to the better understanding of the need for adopting of Democratic, participative leadership in an organization, which will enhance organizational effectiveness. It was inferred that democratic or participative types of leadership is the best of all the leadership styles because of the benefits that will be derived from it by the employees amid the overall result to the organization as a whole. The study also shows that it is necessary to effect changes in impact of leadership when the need arises in an organization in order to enhance performance. Organizations are established for specific purpose and objectives, people also join organizations to satisfy their needs, and in so doing they contribute to organizational performance to achieve the objectives of the organization. Therefore, it is the responsibility of every leader to build an organization that will function effectively because the extent to which he/she succeeds will depend considerably on subordinate's willingness to cooperate with him/her among other things will depend on the degree of congruency between the leadership style adopted by the leader and the expectations and desires of the subordinates. The survey results confirm that an individual who demonstrates leadership skills will be promoted more easily. Thus, employees need this trait in order to achieve their career goals. However, quality leadership is important not only for individual's career pursuits, but is also significant because it influences the whole project process. Moreover, leadership is growing in importance, particularly in light of the booming construction market and the shift toward global projects and global project teams. Because the world is changing and because problems and projects are becoming even more complex, one can no longer assume that a sole executive or manager can solve all problems by himself or herself. No one person can deal with all of today's rapid changes, competitive threats, and escalating customer demands. Instead, effective leadership must permeate the organization.

### **Suggestion**

Many organizations have failed due to ineffective leadership style of the management team of such organization and institution on such situation, the workers are not well organized, controlled or coordinated, the effect of this attitude arises from ineffective leadership style, low productivity, high operating cost, uncooperative attitude of employees etc. All these at the long run leads to the closure of the organization. Some organizations are faced with the problem of sourcing for competent leaders who have personality, knowledge, intelligence and experience to lead. There are numerous styles of leadership but for this study, the transformational leadership, transactional leadership and laissez-faire leadership style is considered. The transformational leadership style is more effective, productive, innovative, and satisfying to followers as both parties work towards the good of the organization been propelled by shared visions and values as well as mutual trust and respect. on his part sees effective leadership as a unique ways and integrating employees with the organization to achieve its vision or objectives and that to a large extent the effectiveness of a leader is largely dependent to the styles adopted by manager which he says is central in the management of organization.

### **Literature Review**

The most supported and influential contingency theory to date is probably House's Path-Goal Theory of leadership, developed in 1971 the theory describes how the behavior of a leader influences the satisfaction and performance of subordinate. According to the theory the duty of the leader is to clean the road for the employees and get rid of problems on the way leading to define goals so the employees can function more efficiently.

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## 5. Business Ethics

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### Abstract

Ethics is a social science subject concerned with ethical principles and societal values. The study of suitable company rules and practices surrounding potentially problematic problems such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities is referred to as "business ethics."

Some basic principles must be followed by businesses. It should provide consumers with high-quality goods and services at competitive pricing. Adulteration, deceptive advertising, and other unethical actions must also be avoided.

A firm must also fulfil other obligations, such as paying fair salaries, maintaining safe working conditions, and not discriminating against employees.

**Keywords:-** ethics, business ethics, societal, corporate responsibility ,fiduciary responsibility.

### **The following are the goals/Objectives of BUSINESS ethics**

- I. At the individual level: At a personal level, a policy should be established not to misappropriate the property of others or the organization, to honor promises and give mutual assistance, not to pursue rapid gains, and not to engage in politics in order to obtain power.
- II. At the level of internal policy: When interacting with employees and other stakeholders, the company should use ethical methods. At all levels of the organization, there should be open and improved communication. Employees should be motivated by the organization's leadership for increased productivity and the greater benefit.

- III. On a societal scale: Business organizations should prioritize social concerns such as nondiscrimination and compassion for the underprivileged. Internal policies should emphasize the best use of finite resources, a clean environment, and a higher quality of life for all stakeholders.

### **Introduction to Business Ethics**

The use of ethical principles and moral ideals when conducting business is referred to as business ethics. A firm must conduct itself ethically in all internal concerns as well as in relations with the outside world. When dealing with business transactions, all players must ensure that ethical standards are followed. The difficulty for management is to ensure that all internal functions have reasonable standards that are governed by policy, procedures, and sanctions in a controlled environment.

To comprehend the nature of this problem in greater depth, one must first comprehend the obstacles that exist inside a company's numerous internal activities.

### **Research Methodology**

As the models and circumstances of work-integrated learning (WIL) change, research is needed to create a strong evidence base, to deepen our understanding, and to aid in informed decision making in order to progress practice (Zegwaard, 2015). WIL research in the 1900s, particularly cooperative education (co-op) research, focused on the practicalities of delivery and administration of co-op programmes, as well as the advantages to stakeholders of co-op membership (Wilson, 1988).

Bartkus and Stull (1997) criticized the body of published work in cooperative and work-integrated education and suggested that additional rigorous investigations based on theory were needed. Bartkus (2007) claimed in a later assessment focused on quantitative research that while the studies published offered an important contribution to the body of knowledge, the research quality had numerous shortcomings. He also remarked that much of the study was still "descriptive in nature" (p. 63) and lacked critical theory-informed debate. Kalnins and Coll (2009), similar comments about variability in research quality and a lack of theory underpinning the research design or analysis of the results were echoed in their examination of interpretive research. However, because of the complexity of WIL contexts and the types of issues WIL researchers needed to investigate, they strongly advocated for researchers to consider using qualitative research approaches. In 2011, several commentaries on WIL research acknowledged that the quality of WIL research had improved and that more

recent research was grounded in a theoretical foundation (Bartkus & Higgs, 2011; Coll & Zegwaard, 2011; Zegwaard & Coll, 2011).

Researchers were using existing theories (e.g., experiential learning theory, activity theory, socio-cultural theories) and applying these to WIL contexts.

### **Ontology of business ethics**

Embeddedness: this field's research is constantly wrapped in a tension between freedom and limitation. In economic action, ethics is always an embedded ethics — it is embedded in the institutions, frameworks, and organizations. It was demonstrated that research ontology should allow for both the objective regularities and patterns that develop in economic behavior, as well as the contingency induced by human subjectivity, in our knowledge of the economic setting of business ethics. When considering moral agency, it was pointed out that our autonomy as moral actors is always bound by circumstances.

The importance of corporate ethics in the choosing of research tactics and methodology is significant. Strategies that neglect the economic background, which both enables and constrains ethical behavior, are destined to yield superficial and unusable knowledge. What is required are techniques and methodologies capable of researching ethical behavior in such a way that both the actors' freedom (subjectivity and personal autonomy) and the impact of the economic context (objective and cultural) on it are recognized. This ontological assessment reveals which research tactics and methodology are insufficient in the field of corporate ethics.

### **Stage of Development**

Recently emerging disciplines of study are prone to growing pains that more established fields have already overcome. Among these growing pains are a lack of theoretical foundation and a misunderstanding of essential concepts. The criteria for what constitutes appropriate research in such newly formed disciplines are frequently undefined. It is undeniable that business ethics is a relatively new topic of study, especially on a global basis. Its stage of development is a significant consideration in study design. As a relatively new field of research, a significant amount of work must be expended on developing new theories and elaborating on those that already exist (cf. Crane, 1999:239). As a result, research should be exploratory in order to find new features of this field, which can benefit the theory-building process. Hypothesis-generating research is frequently more desirable and acceptable than hypothesis-testing research at this level. The majority of exploratory research is qualitative in character, and qualitative rather than quantitative approaches are preferred.

### **Ambiguity**

The vagueness of important terminology in business ethics has ramifications for research strategy and technique decisions as well. This ambiguity is due to two factors. The first has to do with the field's current level of development. As a new and evolving area, there is currently a lack of agreement among academics on the definitions of important words. This is something that will be addressed in the future. However, there is another source of uncertainty that time will almost certainly not resolve, and that has to do with the nature of ethics itself.

Because notions like good, ethical, right, and wrong do not correspond to factual conditions of circumstances, but rather to value judgments made by individuals, the contents of important ethical ideas are doomed to stay vague. Two people can see the identical event (fact) but arrive at very different conclusions (values) about the quality or correctness of what happened. This reality is borne out by the common moral challenges of our time. If one adopts Macintyre's (1985) diagnosis of moral dissension, namely that these disparities in value judgments might be linked to differences in the ultimate ideals to which individuals adhere, it is clear that time will not be able to resolve the ambiguity involved with ethical judgement.

### **Sensitivity**

The sensitivity of this topic of inquiry is a last consideration that should inform research design (cf. Cowton & Crisp, 1998:101). Ethical concerns are delicate since they reflect on our character and can have negative effects. Most people would enjoy being recognized for acting ethically (with honesty, integrity, and care), whereas being labelled as engaging in unethical behavior (that is, being dishonest, unscrupulous, or cruel) is something to avoid. Being accused of unethical behaviour can have a negative impact on one's professional career and perhaps jeopardise one's job.

It's hardly surprising, then, that social desirability response bias and a high percentage of non-response plague corporate ethics research.

The phenomenon of respondents reporting their real moral behavior rather than how they would prefer others (including the researcher) to perceive them is known as social desirability response bias. Non-response (or refusal to participate in research) is a common occurrence in studies, but it is especially frequent in business ethics studies. 5 This high rate of non-response is thought to be the result of the sensitive nature of ethics mentioned earlier.

## Conclusion

Business is a human activity, and it has been and will continue to be judged from a moral standpoint, as have most human activities (Robin and Reidenbach, 1987). Branding is no exception when it comes to business. Business ethics in organizations necessitates values-based leadership from top management, deliberate actions such as planning and implementing proper conduct standards, as well as transparency and a constant effort to enhance the organization's ethical performance. The authors of this paper came to the inevitable conclusion that ethical issues and concerns facing business entities are no longer limited to the limited frameworks of Journal of Academic and Business Ethics International Business Ethics, national, or even regional arenas after studying recent developments in international trade and the far-reaching expansion of global entities. These problems have taken on global proportions, necessitating global solutions. Business activity, as well as that of other organizations, necessitates an understanding of the global concerns. Ethics plays a vital role in this context. Regardless of whether it is referred to as corporate social responsibility or sustainable development, the word business ethics remains the most important classification for this field. While the study of ethics has a long history, the key difficulty that ethics faces today is the need to be aware of the basic force of the culture in which the action takes place.

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## 6. A Study on Role of Recruitment Process in Achieving Organizational Goals

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### Abstract

Better recruitment and selection strategies end in improved organizational outcomes. With reference to this context, the research paper is to enlighten the procedure of recruitment and selection. The abstract is to recognize the general implementations that the organization uses to undertake the recruitment and selection process.

Presently in the speedily evolving business environment, the organizations got to choose the most fit candidates for the different positions in the company through recruitment and selection process. This research paper helps to point out the issues and complications in the selection process. Statistical tools like tables, graphs, bar diagrams and pie charts have been used to authenticate the study.

**Keywords:-** Recruitment, Selection, Organization, Statistics, Study.

### Introduction

Recruitment is the procedure of probing for potential employees and invigorating them to apply for position of employment in the organization. It is an procedure of establishing exposure between employers and applicants. It is a process of opting more competent and fitting employees. Organizations' most important function is human resource management. Recruitment is the basic function of HR practises, and it is where employees enter firms. Recruitment is the process of locating potential employees who are interested in applying for a job opening in a recruiting firm. The process of selecting a suitable candidate from a pool of candidates is known as selection. The selection procedure begins upon the completion of the hiring procedure. The bad component of HR practises is selection. Many experts believe that recruiting and retention are important factors. Organizations' selection policies should be ethical in order to be competitive.

## **Objectives**

- To understand various recruitment techniques used by the organization
- To analyse the role of recruitment in organization to achieve their goals .

## **Research Methodology**

The processes or strategies used to find, select, process, and analyse information on a topic are referred to as research methodology. The methodology portion of a research article helps the reader to critically examine the study's overall validity and dependability.

Data was obtained in the first stage using an online questionnaire. We developed a series of questions that were beneficial for the research and handed them to the participants so that they could record their replies. According to our poll, 38 people responded, with the bulk of them having worked in organisations for 1 to 5 years.

We personally contacted them to ask them to complete the online survey. The survey form was filled out online by several of the respondents. Many of the responders completed the poll, and their e-mail addresses and personal information were kept private. There were no complaints from the end of any of the respondents, and only replies were used for the research.

## **Recruitment**

The process of identifying, recruiting, interviewing, choosing, employing, and onboarding personnel is referred to as recruitment. Through put it another way, it covers everything from identifying a staffing requirement to filling it. Recruitment is the job of a variety of individuals, depending on the size of a business. Larger companies may have full teams of recruiters, whereas smaller companies may just have one. In small businesses, the hiring manager may be in charge of recruitment.

Furthermore, many businesses outsource their hiring to third-party services. Companies virtually always use adverts, job boards, social networking platforms, and other methods to find people for new openings. Many businesses use recruitment tools to find excellent employees more quickly and effectively. In most cases, recruiting is done in collaboration with, or as part of Human Resources.

## **Recruitment Techniques Used by the Organizations**

### **Applicant Tracking Systems**

Recruiters employ applicant tracking systems, which are software solutions that help them manage their hiring process. Typically, these systems assist them in the following ways: Gather information from applicants, such as resumes and cover letters. Sort applicants into groups depending on their experience or skill sets. Filter applicants, for example, by isolating those that best suit the job requirements.

### **Virtual Reality Communications**

Another new recruiting tool that hiring managers may utilise to create immersive interview experiences is virtual reality communications. This system might be used in the following ways throughout the hiring process: Having virtual meetings with candidates in three-dimensional areas. Virtually introducing candidates to the company's office. Immersive experiences demonstrating workplace culture.

### **Artificial Intelligence Systems**

Artificial intelligence (AI) technologies may be useful in your recruiting operations since they may assist you in evaluating candidates and identifying potential changes to job specifications. AI can help you screen job applications in the same way that applicant tracking tools can. Unlike applicant tracking tools, however, AI can assist you review your job descriptions and posts to verify that your wording is optimised. This might involve including phrases that candidates seek for while reviewing job posts or ensuring that the terms you use are favourable.

### **From social media handles of organizations**

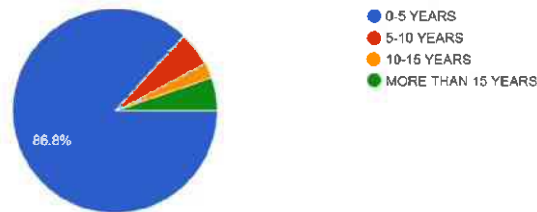
You may use social media sites to publicise your job openings to potential candidates. Using this technique is beneficial because it may help you reach potential candidates who weren't planning on seeking a new position. Allowing them to see opportunities for leadership, better benefits or higher pay might interest them in potentially applying.

### **Data Analysis and Findings**

1. According to the statistics, the majority of the respondents had worked in the organisations for 1 to 5 years
2. According to the results of the survey, 92.1 percent of respondents believe that throughout the recruiting process, organisations clearly identify the position's aim, requirements, and applicant specifications.
3. In addition, 52.6 percent of respondents feel that organisations do a good job of defining and defending their affirmative actions throughout the selection process, while 44.7 percent believe they do a good job.
4. Organizations execute a timely recruit and selection procedure, according to 81.6 percent of respondents.
5. 86.7 percent of respondents say HR functions as a consultant to improve the quality of the applicant pre-screening process, and 89.5 percent feel HR is taught to make the best recruiting decisions.

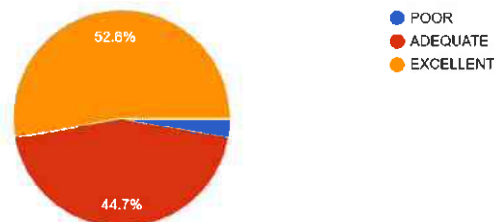
6. When required, 55.3 percent of respondents believe that HR identifies competent candidates from non-traditional sources, and 92.1 percent feel that the HR department is efficient in staff selection policies.
7. The research of the recruitment and selection process shows that throughout the selection process, the organisation effectively defines the needs, job objectives, and applicant specifications.

**Data 1: The span of years the respondents have been working in the organization.**



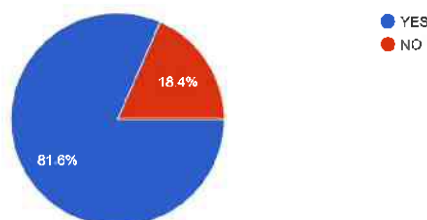
**Interpretation :** According to the statistics, the majority of the respondents had worked in the organisations for 1 to 5 years.

**Data No 2 : The organizations's affirmative action are clarified and supported in the selection process at this extent.**



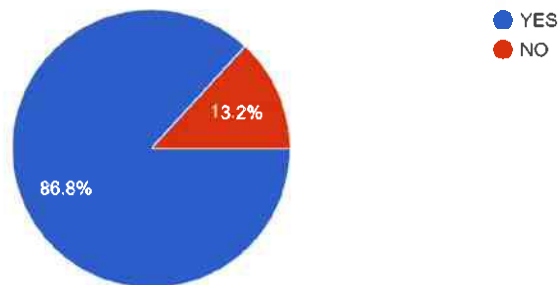
**Interpretation :** 52.6 percent of respondents feel that organisations do a good job of defining and defending their affirmative actions throughout the selection process, while 44.7 percent believe they do a good job.

**Data No 3 : The percentage of respondents agreeing that the organization uses timeliness recruitment and selection process**



**Interpretation :** Organizations execute a timely recruit and selection procedure, according to 81.6 percent of respondents.

**Data No 4 :** The percentage of respondents admit that the HR team act as an consultant to enhance the quality of the applicant pre-screening process.



**Interpretation :** 86.7 percent of respondents say HR functions as a consultant to improve the quality of the applicant pre-screening process

### **Conclusion**

If precise criteria that are relevant to the position are advertised, the organisations will have significantly better success in the process. Also, if the position is listed with precise criteria that are related to the job, you will receive far better results in the recruiting process. Every organisation has to find the right people for the right jobs at the right time, especially when labour markets are tight. It guarantees that personnel have the skills and abilities required to satisfy the company's current and future requirements.

A good recruiting and selection policy not only fits the job requirements, but also ensures that the company's commitment to equal opportunity for all employees is upheld. Following such a policy will enable businesses to hire the best candidates for the job.

### **Suggestions**

Having a well-defined job ad is an excellent way to boost the recruitment process .Improve the recruiting and selection process by utilising HR technologies .Improving the applicant experience is an excellent suggestion for improving the recruiting and selection process .Begin hiring for attitude and skill training .Collect and analyse candidate feedback Recognize how critical the onboarding process is.

### **Literature Review**

Hiltrop (1996) demonstrated the link between HRM practises, HRM-organizational strategies, and organisational performance in his work. He surveyed HR managers and company officials from 319 companies across Europe about their HR practises and policies,

and discovered that job security, training and development programmes, recruitment and selection, teamwork, employee participation, and, finally, personnel planning are the most important practises (Hiltrop 1999).

Silzer et al. (2010)'s study was primarily focused with talent management, and they were effective in resolving difficulties such as whether talent is something that can be inherited or gained via development. According to Silzer et al (2010), developing talent systems was a major problem for the company and top management. Adopting fully-executable recruitment procedures was the only way to address the issue of achieving effective personnel management. Companies that follow recruiting procedures may encounter substantial barriers in execution, regardless of a well-drawn practical strategy for recruitment and selection, as well as the engagement of a highly skilled management team. As a result, HRM theories can provide insight into the most effective ways to recruiting, even though organisations will need to use their in-house management abilities to apply general ideas to specific organisational circumstances.

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## 7. Important of Business Ethics in Growth and Development Organization

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### Abstract

Growth is not ultimate goal of business. Ethical leader and employer have great potential for positive influence Ethical behavior in business goes beyond nixing corporate greed. The local movement and global economic. One of the millstone of economic growth is ethic. The profit and being successful in the long run,an organization needs to be driven by strong ethical values, not only profit. Ethical behavior, therefore, is expected of everyone in the modern workplace. Real-business ethics has to take them as they are, not as we might wish them to be. Human being justify their actions, however immoral -no work in a vacuum. People operate inside of companies procedural routes and internal culture and they respond to incentives in those context and an ethical business is the sum of its part .they enjoy the right to free speech if a business is a sole proprietorship , the business's ethical are the same as those of the owner .in the case of a business such as hobby lobby , for example , which sued and won its case religious freedom restoration act, the company's ethics hinge on the member of its small defined Economic, similarly inclined ownership group. The long run, an organization need to drive by strong ethical value not only profit.

**Key Words:-** Business ethics, Profit, Image of the company

### Introduction

Ethical question is often messy. For example: should official allows a job- creating chemical plant upstream from a vacation hotspot and nature preserve? People on both sides of the issue could present ethical argument and accuse the other side of self-behaviours.it often come down to how you frame the issue as a noble fight to protect the environment or as a noble fight to protect the environment or as an example of a fight to

protect the environment or as example of a wealthy, largely white minority ignoring the economic and employment need of its far -more numerous nonwhite neighbors.

### **Objectives**

#### **Objective of business ethics are as follows**

**B. Business ethics is a practice that determines what is right, wrong, and appropriate in the workplace. ... The purpose of business ethics is to ensure a consistent moral attitude within the company,** from executive-level management to new hires. It helps to ensure everyone is treated with respect, fairness and honesty ...

**C. Business ethics enhances the law by outlining acceptable behaviors beyond government control.** Corporations establish business ethics to promote integrity among their employees and gain trust from key stakeholders, such as investors and consumers.

### **Research Methodology**

Research methodology is **the specific procedures or techniques used to identify, select, process, and analyze information about a topic.** In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

### **Important of the Business Ethics in Growth and Development Organization**

for example, from a cost /benefit perspective, you might focus on cost/benefit perspective, you might focus on each passenger's "utility" -either each one 'society would benefit from his or her action likely he or she is too he or she is to help the rest of the group survive. Other people might use the ton the basis of protecting physically weaker individuals. The lifeboat game has no one right answer. But that does not mean that anything goes or that all answer is equivalent. A Blind bargaining approach might have the passengers draw lots to give each individual an equal chance. The virtue framework is the least application to the lifeboat scenario, since "virtue ethics" derived from trying to become more virtuous. the lifeboat game underscores that ethics can take a number of forms. whichever framework you use, it matters to under how your decision fit that frame work and to be explain yourself to others people. Virtue and vice are not mutually exclusive. These supposed opposite can, under certain circumstance, transform into one another. consider the pairing of "generosity and stringiness." generous leader may enjoy popularity too early in their reign, but unchecked generosity lead to unwise financial decision. by acting in a stingier manner, a lender might conserve assets and accomplish more for the common good. Establish goodwill with the



public and your employees and business partners – This social capital will mitigate the harm of any bad gossip. Ensure that your business culture and brand values align with this goal.

### **Business Ethics Researcher's Questionnaire**

Question yourself before you do something ask, 'is this right you do something. Ask, "is this right?" integrate your work life with the rest of your life. abide by your values at work, too. remember that everything you do sets an example. base your life on, "family, faith, fortitude, fairness, fidelity friendships and philanthropy .be a real leader real leader known that leadership is more than just a title- it is a privilege. leadership involves risk, responsibility and reliability. committing to live your life and run your business according to your value take courage. your decision will your decision will not always be popular and popular and the path will not always be easy, but it is worthwhile. Justice has a way of catching up to those who do injury to others. Its most often without our assistance.

### **Conclusion**

Be transparent- document your firm's decision -making process. even small lapses can have big consequences -ford's lies about the results of an emission test undercut its credibility. Have a game plan to counter those who try to undermine your reputation - bloggers, politicians and mainstream media can try to make your business look bad. Don't give up - As a child, you learned that everyone makes mistakes, but that doesn't mean you quit trying. Leaders take measured risks, persist, apologize for errors and try to make things right - just like when you goofed up as a kid. Be kind - And, be gracious, loving, sensitive and charitable. Be decent, warm, genuine, humble and generous. The most important thing people will remember about you after you die is how you treated people. Focus on others. Be a good listener. Give Something Back Don't give up - As a child, you learned that everyone makes mistakes, but that doesn't mean you quit trying. Leaders take measured risks, persist, apologize for errors and try to make things right - just like when you goofed up as a kid. Be kind - And, be gracious, loving, sensitive and charitable. Be decent, warm, genuine, humble and generous. The most important thing people will remember about you after you die is how you treated people. Focus on others. Be a good listener. Give Something Back

### **Literature Review of Business Ethics**

The leadership role of business in society makes it imperative for management to champion the course ethical conduct in business. They observe the without ethical business practices there would be irrational, irresponsibility illegality and would lead to unsustainability of the business enactment and enforcement of legally established standards for business behaviors and activities.

### **References**

- Being a success in business and in life is about more than accumulating wealth. It means deciding what's really important and what kind of person you want to be. If you have integrity, you just won't do certain things or cross certain lines, no matter what the material gains might be. People who live by their values can become financially successful in honorable ways.
- Philanthropy is plain good business. It energizes a company.
- To go from broke to fabulously successful like author Jon M. Huntsman, make the right choices and work hard. There are no shortcuts. Start with self-confidence and commitment to your goals, add vision, integrity, and the courage to stand apart from the competition and maintain your values. Surround yourself wit

## 8. Importance of Public Relations in Organisational Development

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### Abstract

The purpose of this paper is to elucidate various aspects of public relation and highlight its significance in overall development of an organisation. It also includes the chief contribution for implementing public relation in right direction. The chief objective of publicity is to make, maintain, and safeguard the organisation's reputation, intensify its prestige, and present a complimentary image. Therefore, it's essential for every organisation to speak skilfully with its public/target audience. Publicity helps our complex, diversified society to outreach decisions and performance more constructively by contributing to reciprocal understanding among groups and foundations. Publicity falls under the greater marketing umbrella. Public and media play an fundamental role within the development of business. Public is the ultimate buyer of our products and media is in control of selling these products. Public relation helps any organisation to realize its full prospective. They give feedback of public to company. These PR efforts by the organisation are intended to market goodwill with various publics, including the overall public, the community, customers, consumers, employees, management, governing body, stockholders, suppliers, opinion leaders and lots of others. However, the next study includes various important subjects which lead us to the expansion and development of organisation.

**Key words:** public relation, development, organisation, management, consumers.

### Introduction

One of the earliest definitions of the term is coined by Denny Griswold, which states "Public Relation is the management function which assess public attitude, recognise the policies and procedures of an organisation with the general public interest, and executes a

programme of action to earn public understanding and acceptance." The term "Public Relations" was used for the first time within the United States and in 1906, the first private company which the general public services offered to its customers was created. There are few prominent functions, characteristics, types and importance of PR's which are yet to be discussed below.

### **Objectives**

- Explaining the importance of PR in organisational development.
- To explore the underlying factors impacting public relation in organisation development.

### **Research Methodology**

In this research paper, the methodology element allows the reader to essentially evaluate a study's general rationality and reliability. Shruti & Mihir undertook investigation of data which can be widely divided into primary and secondary data, as follows:

<b>Primary data</b>	<b>Secondary data</b>
surveys	company websites
Results of experiments	A second- hand account of an event
More time consuming	Less time consuming

### **How PR Works**

Before we explain how PR works we shall first explain how PR and advertisers are different since it might be difficult to distinguish between the two. While advertisers are willing to sell products/services, the PR team strives to shape an image for the organisation. PR and advertisers are related as marketing teams use research and targeted communications to achieve a desired action while PR professionals strive to obtain free publicity for their clients. One of the chief duties of PR professionals is to draft press releases, which are meant for selected members of the media. Common duties of public relations are informing, advertising and seeking co-operation.

### **Importance of PR**

A simple way of describing PR is someone who shapes and maintains the image of an organisation or an individual or a political entity in the eyes of the "public", depending on what the trade is, "public" could be defined as clients, potential clients, voters, members of a community.

Many PR consultants divide the general public into section on the basis of interests, age groups and region which helps them to identify a brand's target customers. When identified, how a customer interacts with brand's products and services, the data is examined to know the strength and weaknesses of a particular brand.

### **PR Enhances an Organisations Goodwill**

It doesn't matter what the industry is, trust plays a monumental role once it involves crucial the success of a business. Without any trust or goodwill, a business leaves potential sales on the table. To bridge this trust-gap between a business and its potential purchasers or customers, the business can hire/create a 'public relations' team.

The PR team must be knowledgeable in their given industry and must be thorough with the company's vision and mission. Usually this can be often done through thought leadership items, influencer connections and networking ways.

### **PR Increases Brand Clarity**

Good public relations can assist a company to bring about earned media placements that help in constructing brand identity and industry justice. Certainly, this can and should increase industry presence and sales. Clients, customers and future investors would want to hear a good story, and the better the story, the better the chance it might be published. PR is a constructive way to assemble a brand or to interact with target market and attract further speculation. When properly executed, PR can obtain large paybacks.

PR can help to make robust and everlasting consumer relationships, they have to be able to trust and have faith in you. That's why it's very crucial to take care of a policy of openness once it involves your professional opinions and view point relating to the interests of your purpose. It might be very tempting to appear as a yes man or withhold your opinions, but it could be harmful to the organisations name and it decreases the chances of establishing long lasting consumer-organisation relationships. By being true and expressing your opinions, an organisation can win over their clients approval and everyone would admire such a confident organisation for its initiative and need for excellence, after all "honesty is the best policy".

### **PR helps in forming Excellent Communication with Clients**

Communication that is both timely and cost-effective should be a top priority. As mentioned earlier, engagement with a single customer should not intrude on your personal time or have a negative impact on your productivity on a regular basis. However being available with end to end support shows that client's satisfaction is of importance to the organisation. An

organisation can develop a strong customer relationship by developing an environment where customers feel at ease and allows them to be open and honest which in turn makes them believe that their concerns and thoughts will be taken seriously.

### **PR shapes the way how Individuals Perceive an Organisation**

PR is incomplete in the absence of marketing. An organisation that executes distinctive PR practices to enhance its name increases the possibility of new potential customers finding their way right to its door.

Regular Customers can also connect with the corporate by being a part its business stories and press releases. PR agencies build that potential by serving to organizations to craft the proper messages to resonate with their target customers in impactful ways that, in the end, means larger profits.

Timely, efficient communication should be a priority. Of course, communication with clients must not systematically and unreasonably encroach on an organisations time or negatively have an effect on their productivity. Although, being out there for clients demonstrates that their client's work and satisfaction are of importance to the organisation. To timely and thoroughly communicate, an organisation must build a robust shopper relationship by creating their purchasers feel comfortable being open and honest with you. They must feel that their concepts and considerations are going to be taken seriously.

### **PR helps Maintaining Online Presence**

Everyone is digitally connected in today's world, and PR helps corporations to make a robust online presence that's extremely visible to their audience. PR agencies offer businesses with support and steorage to assist them market themselves on-line whereas being perpetually able to step in once a disaster happens or one thing threatens to wreck the image the corporate has been building. PR consultants will determine the simplest channels and influencers to unfold a company's message to the proper individuals, and that they will use their expertise and trade connections to maximise reach.

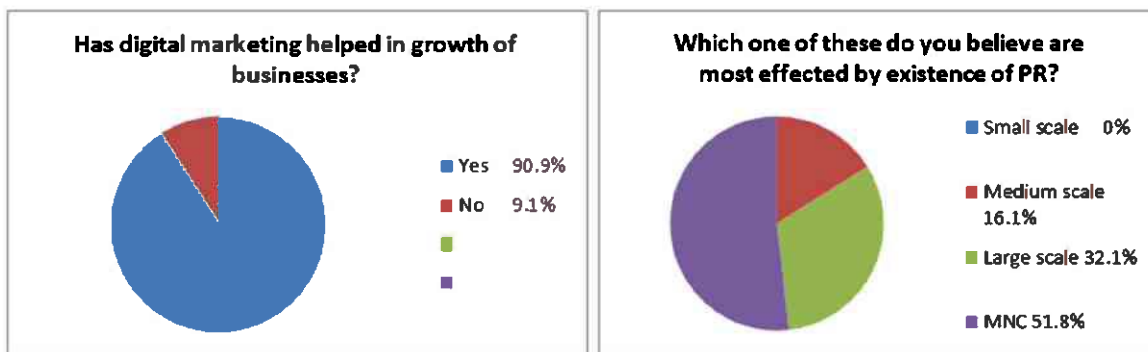
### **PR Maintains an Organisations Image in the Online World**

In the world of internet, people can say whatever they want about an organisation, true or not, with the organisation being unable to do much about it. A lot of organisations get a bad reputation online even when they haven't done anything to deserve it, whereas some businesses do not have means to reach their intended markets online. Each circumstance is hardly ideal. Thus an organisation can effectively combat these problems by means of PR

campaigns. Consumers are more likely to listen to a message coming from the organisation itself in comparison to just another paid-for advertising. Therefore by leveraging their connections with influencers, by making precise campaigns, PR agencies gain trust for an organisation.

### Findings

By collecting the data given below, we managed to identify the impacts of PR perceived by the general public.



### Suggestions

(Acknowledging the above research paper)

- If the client doesn't understand the area of expertise of an organisations trade, they may feel ignorant about the intricacies of the process and therefore feel disconnected from the development of the project. This is an opportunity to share information that will help the client understand what the organisation does, which would build trust and confidence in the process. Explaining to the client what the organisation did, why the organisation did it, and how the organisation came to their decision will help them feel knowledgeable and in-the-loop. An organisation must successfully describe their idea effectively to their clients.
- One of the most effective ways of building sturdy consumer relationships is by developing a name as professional that delivers exceptional results. Check that you don't just oversell yourself and promise unattainable results. By setting doable expectations, you offer yourself the chance to fully impress the consumer with the ultimate project and position yourself as somebody they might wish to still work with.

Thus an organisation ensures to not only deliver on customer expectations but also exceed them.

### **Conclusion**

As for conclusion, one must create appropriate messages to the spectators, purpose and context. By critically analysing the outcomes, we shall work to align organisation policies and modify as per the accurate business. Organisations should realise the importance of PR as good PR holds the potential to turn an organisation into a household name. If PR's are maintained in a right way, it can help you reach your marketing objectives through a planned and affordable set of activities.

The rise of inter media PR gives public relation executives various ways to reach the target audience in non- traditional surroundings.

### **Literature Review**

- Broom (2009,p.25) elaborates that public relation is basically the management function that establishes and sustains reciprocally beneficial relationships connecting organisation and the public on whom it's failure and success totally depends.
- David (2007) suggested, PR comes up with marketing's goal by maintaining and offering a hospitable social and political surroundings.
- Kotler (1991 ) insists that public relation can contribute to marketing in 4 objectives which are as follows: Credibility, awareness, motivation and holding down promotion costs.

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## 9. A Research Paper Project on “Retail Marketing at H & M”

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### Abstract

A Clothing brand has a significant upper hand since it increases the value of both the customer and retailer. At Hennes and Mauritz(H&M) Founded in 1947 building a strong brand image has been one of their main goals since its foundation. Today H&M has grown universally as a fashion brand having around 2300 stores in 41 different countries. Many people would agree that H&M is one of the best garment retailers as of now. H&M has demonstrated that it can satisfy the preference of its customer while remaining consistent with its quality and style assurance. At H&M quality is given as the first preference to cater its customer and employees.

H&M brand includes nine independent brands: H&M, COS, WORK DAY, MONKI, H&M Home. The main objective is to make their customer access easily their product in every corner of the world. Together these brands offer plan, style, administrations that empower individual to be motivated to communicate to other individuals according to their very own style, making it simpler in a more roundabout manner.

In this research report we will analyse how H&M has become the second biggest worldwide fashion retailer by applying best strategic policies to construct their brand image.

### Objective

1. To analyse Retail Marketing Strategy at H&M
2. Analyse the problems faced by H&M
3. To provide solution to the problems faced by H&M in Indian Market.

## Introduction

H&M was established in the year 1947 by Erling Perrson when he opened his first shop in Vasteras, Sweden. The shop in its early days used to sell only ladies' dress. The first store was opened in Norway in 1964. Perrson's acquisition on Mauritz Wildfross prompted the consideration of Men's clothing accessories' and hence changed the name to Hennes& Mauritz.

The organisation was recorded on Stockholm Stock Exchange in 1974, 27 years after its foundation. In 1976 H&M opened its first ever store outside of the Scandinavian region in London and it kept on expanding throughout Europe and opened its online retail portal in the year 1998. The launch of its first US store on 31 Walk 2000, on Fifth Road in New York denoted the expansion of H&M outside Europe. Following its extension in Asia and Middle East including its stores such as COS, Work Day, Monki and Modest Monday in the year 2009- 2010 marketing consultancy Interbrand placed H&M as the 21<sup>st</sup> most important brand worldwide with a market value of \$12-16 billion.

H&M operated 2,325 stores towards the end of (Q4) in 2011 and 2,629 stores at the end of (Q4) in 2012. The organisations 3000<sup>th</sup> store was inaugurated in Chengdu, China on September 2013. In October 2020 H&M reported the intention of closing down 5% of their overall stores in 2021 due to Covid19 Pandemic

**Keywords:-** 1. Hennes & Mauritz (H&M), 2. Retail Marketing, 3. Clothing, 4. Competition, 5. Quality, 6. Price, 7. Customers

## Research Methodology

The following Research paper followed a survey method to collect data from the customers from various backgrounds and age group. The following questionnaire prepared by us targeted the customer about the services and quality offered by H&M and the level to which extent were they satisfied by the product varieties by the organisation.

For the following questionnaire we questioned around 50 trusted customers who have at least used H&M once in their lifetime and prepared a Pie Chart of their responses to analyse the marketing efforts of the organisation

Following are the Questions prepared for the Survey.

1. How familiar are you with H&M?

- Extremely Familiar
- Very Familiar

- Moderately Familiar
- Slightly Familiar
- Not at all Familiar

2. About how often do you shop for clothes?

- More than once a week
- Once a week
- 2-3 times a month
- Once a month
- Once every 3 months
- Once every 6 months
- Less than once a year
- Not at all

3. How likely is it that you would recommend H&M to a friend or a colleague?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

4. Compared to our competitors such as Forever 21 and Urban Outfitters, are H&M prices higher, lower or about the same?

- A great deal higher
- Quite a bit high
- Somewhat higher
- About the same
- Somewhat lower

- A great deal lower
  - Don't know
5. How well if at all does the word "QUALITY" describe H&M?
- Extremely well
  - Very well
  - Moderately well
  - Slightly well
  - Not at all well
6. How often, if ever, do you ever currently use other, similar products?
1. Extremely often
  2. Very Often
  3. Moderately Often
  4. Slightly often
  5. Not at all
7. In the last year, where have you seen advertisement for H&M
6. Billboards
  7. Magazines
  8. Online
  9. Newspaper
  10. Public Transport
  11. Radio
  12. TV
  13. Yellow pages
  14. I have never seen an H&M advertisement
  15. I don't know
8. Which of the following brands do you currently use?
16. American Eagle
  17. H&M
  18. Abercrombie& Fitch
  19. Urban Outfitters
  20. Forever 21

9. How likely are you to order H&M clothing again in future?

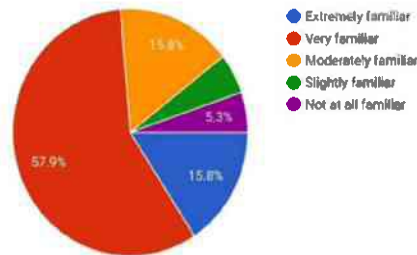
- 21. Extremely likely
- 22. Very likely
- 23. Moderately likely
- 24. Slightly likely
- 25. Not at all likely

10. How old are you?

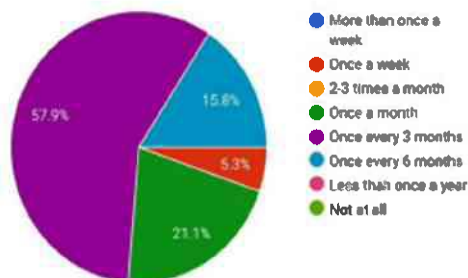
- 18-25
- 26-30
- 31-35
- 35+

### Data Collection: Responses From The Questionnaire

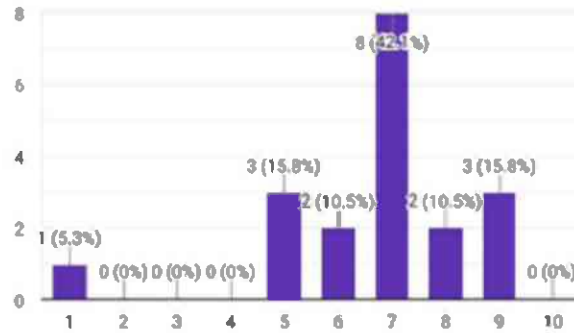
1. How familiar are you with H&M?



2. About how often do you shop for clothes?

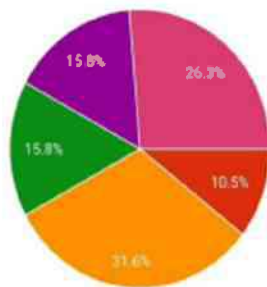


3. How likely is it that you would recommend H&M to a friend or a colleague?

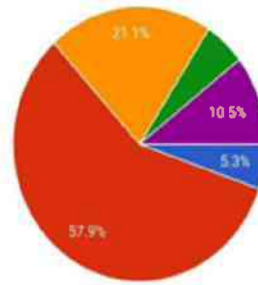


4. Compared to our competitors such as Forever 21 and Urban Outfitters, are H&M prices higher, lower or about same?

5. How well, if at all, does the word "QUALITY" describe H&M?

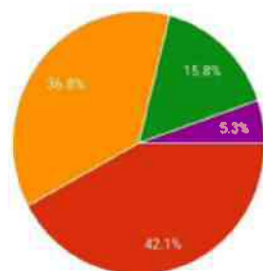


- A great deal higher
- Quite a bit high
- Somewhat higher
- About the same
- Somewhat lower
- A great deal lower
- Don't know



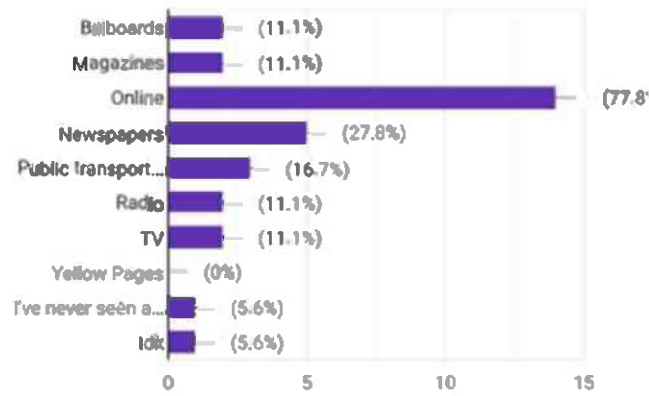
- Extremely well
- Very well
- Moderately well
- Slightly well
- Not at all well

6. How often, if ever, do you ever currently use other, similar products?

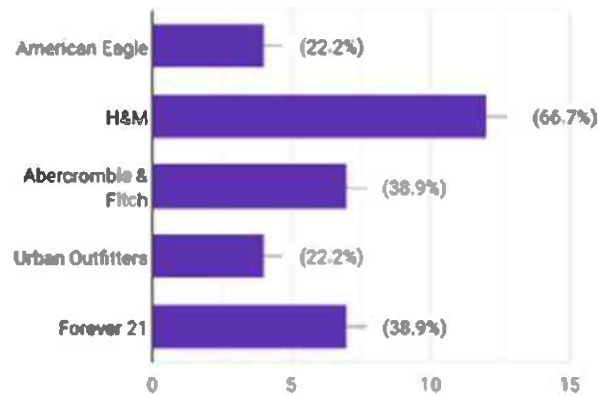


- Extremely often
- Very often
- Moderately often
- Slightly often
- Not at all

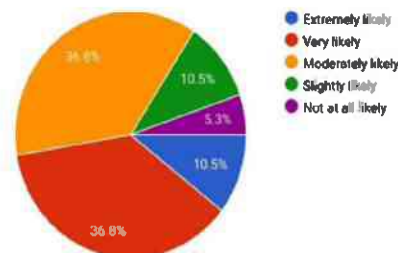
7. In the last year, where have you seen advertisements for H&M? (Select all that apply)



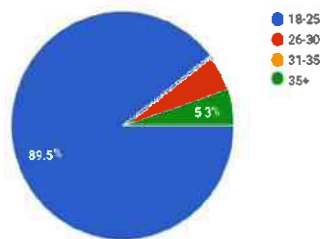
8. Which of the following brands do you currently use? (Select all that apply)



9. How likely are you to order H&M clothing again in future?



10. How old are you?



### Main Content: Data Analysis

Our Main content is related to the topic of “Retail Marketing at H&M” where we gathered information through survey method and analysed the responses recorded by us. What we found during our data analysis is that a around 57.9% people were aware about H&M and their services which is more than half. The number of people who were extremely aware and moderately aware were of the equal number and around 5% people were unaware about H&M which is a great figure considering the market competition. We also found that majority of population purchased cloths monthly either once a month or every 3-6 months. The number of people purchasing clothes weekly and not purchasing at all were quite a few with the later with no data recorded. When we asked our audience how often would they recommend H&M to a friend or colleague we received a good respond with 42.1% people agreeing to recommend H&M which again is a good sign for the organisation.

There was also a room for improvement within H&M relating to the prices offered by the organisation and their competitors. Quite a high number of people (42.2%) agreed that H&M was a bit overpriced compared to other brands such as Forever21 and Urban Outfitter while the rest seemed that the prices were reasonable. Coming to the important question about “QUALITY” around 57.9% people were satisfied with the quality offered by H&M. There were also a group of customers around 10.5% who were not satisfied with the quality provided. A vast number of people agreed that they use product from different brand which is quite concerning since Brand Loyalty for H&M is less according to the survey.

Coming to the promotional point of view a huge number of people (77.8%) have seen an online advertisement of H&M which is good move if we look at the digital marketing sector which is on a rise will give a good promotional rise to H&M. A good number of people used H&M brand of clothing over our competitors indicating the market share lead among others. H&M received a good response when questioned to our audience how likely they are to



buy an H&M product. At last when we analysed the age group of people we witnessed that 89.5% people belonged to the age group of 18-25 indicating the organisation's strategy to target the young audience which meets the expectation of H&M.

### **Conclusion**

H&M since their foundation in 1947 created from a little Swedish clothing association to one of the best in the world in the Fashion Market. They have thoroughly exhibited the market that structure shouldn't be expensive and that you don't have to generate significant amount of money to dress richly. This thought is quite appealing to the young generation since they do not earn a significantly huge amount of money in their early adulthood. H&M have somewhat conferred their vision to their targeted audience but since there is a big competition in this market segment, H&M struggles to retain their customers for a long time as they think the prices offered in this segment is quite high.

H&M also struggles to offer variety of products at a comparatively low price and loses a big chunk of customers to their biggest rivals ZARA and Forever 21. Because of this expanded rivalry, marketing and item separation has become hard for H&M. On the positive side of the note H&M is successful in their aim to target young teenage and young adults to buy their products and they were all pleased with the quality offered by them.

Segmenting the market according to the demography may profit the organisation since the vast majority of products provided by H&M are uniform throughout the world. This means that the garment sold in the UK will be the same in the Indian market which wouldn't match the expectation of the customers. Hence customers in India may prefer a similar brand which provides variety of product at a lower price and which fits their needs.

### **Suggestions**

H&M have embraced online sales techniques and should have the option to convey the garments to the clients who purchase online. This will improve their deal cycle.

H&M should expand their product range to cater garments for the elderly customers similar to their young customers.

The organisation should make effort to provide the product according to the taste of the local population since H&M face a huge competition to offer product variety for their local consumers and segment their product according to their targeted customers.

H&M should improve their commercialisation method to reach large number of

customers as at present it depends on Cell phone and Web based media to promote their item.

### **Literature Review**

According to the research study we found that customers are very much pleased with quality offered by the organisation which indicates the success of the marketing department as a large number of people admire H&M as a global leader in the fashion industry. Cost management is an area where H&M can improve significantly which might help them lower the prices offered on their products. This will give the organisation an upper hand over their rivals.

As per Barry and Evans H&M store cost should be changed depending on the pay of the home where the store is found. In high class neighbourhood, profoundly estimated items are viewed as more vogue and the organisation can make more benefits. As sustainability is becoming more important in this market segment an important aspect of supply chain is still unexplored. Reduction in the pricing segment of the retail supply chain may prove profitable to the organisation.

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## 10. Why Franchising Business is a Smart Business Solution

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### **Abstract**

Although franchising has long been recognised as an attractive means of growing a business, the impact of franchising for small businesses is an area that is relatively less researched and understood. Whilst resource scarcity and agency theory suggest many potential benefits to franchised firms, small businesses wishing to franchise are likely to encounter a number of challenges in translating their business concept into a successful franchise operation. This paper seeks to provide an insight into the challenges franchised firms are likely to face and considers the implications of franchising for small businesses' growth. Given the relative paucity of research in the area, this study has utilised a case study approach in order to provide a rich description and insight into the experiences of six businesses which have tried to expand using franchising, three of which have successfully grown, and three of which have subsequently withdrawn from franchising. It appeared that many of the "failed" companies were not prepared for the differing nature of the franchisor-franchisee relationship. In addition, the findings suggest that for businesses to franchise successfully, recruitment of suitable franchisees is vital. However, in the early days of system development the ability to recruit may be impeded by the system's lack of perceived legitimacy. This is likely to be exacerbated in periods of relative economic prosperity, when all franchise systems appear to find it more difficult to recruit. The results highlight the need for future research to explore further some of the key issues raised.

### **Introduction**

In a franchise business, an individual gets into contact with a business owner with a trade mark or trade name. For franchises to succeed, there has to be a level of mutual trust between the franchisee and franchisor. The franchisee injects an entrepreneurial spirit into the business that enables it to be a success. A new person in business wishes to use the known

trade identity of the franchisor to conduct his business. He wants to reap the advantages of selling a product with recognition and great customer goodwill in the market place.

Through franchising, the franchisee seeks to reduce the investment risk by associating with an established company. The franchisor owns the trademark or trade name and sells the right to use the identity to the franchisee. This payment is known as a franchise fee. The two people have to enter into a business contract. The contract governs the way both parties will conduct their business operations. The franchise model has been highly successful. The franchising model has been very popular and has spread at a high rate. American companies have been able to spread abroad in other countries such as Canada.

Businesses that are not franchises usually fail within the first year. In a franchise model however, the business owner assists the new business owner with management, financial and marketing expertise. There are three main types of franchises:

- a. **Manufacturing franchising:** The franchisee is allowed to produce and sell goods under the franchisor product name or trademark. This method is usually used in soft drink franchises.
- b. **Business format franchising:** The franchisors provide several services to the franchisee such as training, product supply, site selection and even marketing plans. This involves a broader relationship between the two parties.
- c. **Product franchising:** The manufacturing company gives the franchisee the right to sell and distribute their products using the known brand name and trademark.

### **Advantages of Franchising**

There are several advantages of franchising. The franchisee is opening a business based on products and ideas that have already been proven and tried. The products and services have already had high success levels in the market. There are less costs since the franchisee does not spend money creating brand awareness as the brand is well known. The franchisee just researches on how successful other franchisees are before committing himself in the business.

Every time the franchisor advertises his product the franchisee gains by the adverts and the promotional campaigns selling more products than before. The franchisee is given support by the franchisor in terms of training, finances, marketing and promotional advice, setting up the business and advice even as the business continues. Getting finances for the business is easier as financial institutions are more willing to lend money to a business with success in the market with a known and successful brand name with a great reputation.

The franchisee is given a certain territory to operate his business. The franchisor will not open other franchisee businesses in the area. It can be said that the franchisee has exclusive rights in their territory (Sifleet, 2005). The franchisor already has relationships with the suppliers of the goods therefore the franchisee reaps the benefits of the already established network of suppliers. The franchisee also benefits from communication and sharing ideas and receiving support from other franchisees in the network. The franchisee has an ownership mentality especially where the franchise agreement is long term. The person is more likely to devote time, capital to the growth of the business. The person will not walk away when there are business challenges. The franchisee system is able to pool resources together since the franchisees are required to contribute to a national marketing fund.

This produces competitive advantages and helps them maintain market share in the face of challenges. There is great control of the businesses at the retail level since the franchising contract provides a legal and institutional structure that provides detailed control of the individual business marketing and operational programs. In business partnerships there is a constant risk in legal exposure in terms of non-compliance, damages and attorney fees. By someone operating a franchise the risk in legal exposure is eliminated as long as the franchisee complies to the franchise agreement. The franchising model has a superior market image as compared to other distributorship models since there is uniformity to operational compliance, marketing methodology and retail presentation.

There is team participation with the franchisees more open to contributing ideas to help the business. They may also alert the franchisor on the franchisees that do not comply to the operational guidelines of the business.

### **Disadvantages of Franchising**

There are high legal expenses involved in opening a franchise. There are agreements that have to be prepared such as the Uniform Franchise Offering Circulars (UFOCs). The documents may have to be filed in several states. However the yearly expenses are less than the initial costs of setting up the business and the required documentation. The laws of franchising are very technical. There are certain disclosures that a franchisor has to make. Without such a disclosure the franchisee has an automatic recession right. Due to the technicality, there has to be adequate training given to the two parties by a legal or compliance personnel. There are control issues as the franchisor has a lot of influence over the franchisee business.

Additionally, the franchisee faces marketing constraints since the advertisements and their brochures must be pre-cleared by the state agencies before use. Furthermore any financial results information can only be presented formally to the UFOC. No earnings claim can be disclosed in the adverts. There are also challenges in business relationship between the franchisee and the franchisor. The franchisee may see themselves as being in a partnership with the franchisor. The franchisor on the other hand wisely knows that there needs to be leadership in the partnership which has to be given by the franchisor. The relationship needs to be handled well as they talk of strategic direction and marketing plans.

The franchisee may have not have freedom to launch into other forms of distribution for example the internet or mail order or special sales venues to sell products. The franchisee may also desire to access different markets. There may also arise opportunities for mergers with existing competitive chains or co-branding opportunities. There are also legal problems that may arise. This can be handled well though by putting appropriate provisions in the franchise agreement and the franchisees receiving proper training. The franchisor has to find the right franchisee to deal with. The franchisee acts as a team player bringing entrepreneurial spirit into the franchise network. The relationship is long-term thus needs to be with the right kind of businessmen. Franchisors have been known to use psychological testing, training processes and detailed interviews in choosing the right candidates.

There is also the issue of rapid growth of the franchise that needs to be managed. With the success of the franchise the franchisor may face coordination and control challenges if the growth is not managed well. The franchisee relationship is highly regulated. In several states the ways in which a franchisor may terminate or refuse to renew a franchise is controlled. The franchisor can terminate the relationship however there are a lot of technical constraints.

Since the franchisees are required to pay royalties throughout the long-term contract they keep asking the franchisor what investment he has made. The franchisor therefore has to keep building value into the brand and providing great operational and marketing support so that the franchisee does not leave the business.

The franchisor may go out of business, get bankrupt or get negative publicity. This adversely affects the continuity of the franchise relationship and the business. The franchisee will have to stop the business. Other franchisees may give the franchise a bad reputation or a bad name. The conduct of one business affects the market sales and growth of another business. The franchisor has to ensure he uses a thorough recruitment process and reviews the

conduct of the businesses continually. The franchisor has great control over the franchisee businesses. Although the franchisee has a selected territory to operate in he may be restricted in the changes he can introduce in the business to assist him to suit the business operations to the local market. The franchisee cannot sell the franchise business to just any one. He has to sell it to a franchisee that the franchisor approves of. It therefore takes more time to end the business relationship. All the profits of the business are shared with the franchisor.

There are costs that have to be paid continually by the franchisee such as continuous management service fees. There are also so many potential areas of conflict that have to be handled well by both parties such as profit levels, fees, territory allocation, monitoring and performance management(Hoy & Stanworth , 2003).

### **Conclusion**

Many organizations are increasingly adopting the franchise model in order to achieve efficiency, and also gain competitive advantage. Franchising, when successfully implemented, helps create a brand that can traverse boundaries and position a firm in a strategic position. The type of franchise that companies is determined by several factors depending on the needs of the company and the costs benefit outcomes of the franchises. Therefore as firms strive to develop, it is imperative that they take advantage that comes with such models while putting in mind the inherent pitfalls in such ventures.

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## 11. Physical and Mental Stress at Workplace

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### **Abstract**

Employee are suffering from physical and mental stress at geographic point are naturally duty-bound into not having the ability to operate properly

Deadlines, work- life balance, pressure from superiors square measure few reasons why individuals bear stress

This analysis paper provides ud info regarding work stress, factors within the operating setting that cause nerve-racking scenario and negative health consequences of the geographic point stress

Approaches to the strain square measure explained and most noted models of the strain square measure assessed critically during this paper

This paper highlights the work stress Associate in Nursindg its adverse effects on the physical and mental state of an worker

The paper can finish with a conclusion summarizing all key purpose mentioned, analysis limitations and recommendation for additional analysis

**Key words:-** Stress, Health, worker and Work

### **Introduction**

Stress is the state of pressure experienced by individuals facing too many ultimatum, limitations or opportunities. Stress can be helpful as well as a killer. Work is sometimes stressful and can easily disturb a person's work-life harmony. Work associated stress rise from various elements for instance- too many work demands, role conflicts, job boredom, social conundrum, or communal problems. Poor professional growth and physical environment are also source of workplace stress. Now uncertainly technology is one of the major aspect of stress. The I.T progress and extension may add to workplace capacity, but it further raises stress on workers. High tech is supposed to make employees feel fruitful at work and not loaded. But technology is developing swiftly for some individuals which adds to



increase in stress. Due to all the opportunity and I.T facilities available, instead of allocating a task over a couple of working days, the head of department will need a task to finish off by lunch break . Stress and overburden will come out from these types of task demands. Too many presupposition and order cause exhaustion. Few examples of work stress include effects of work-related tension i.e. for many hours, overburden, job insecurity and conflicts with co-workers or manager. Signs include a fall in work production, unhappiness, worries and sometimes even insomnia.

### Objective

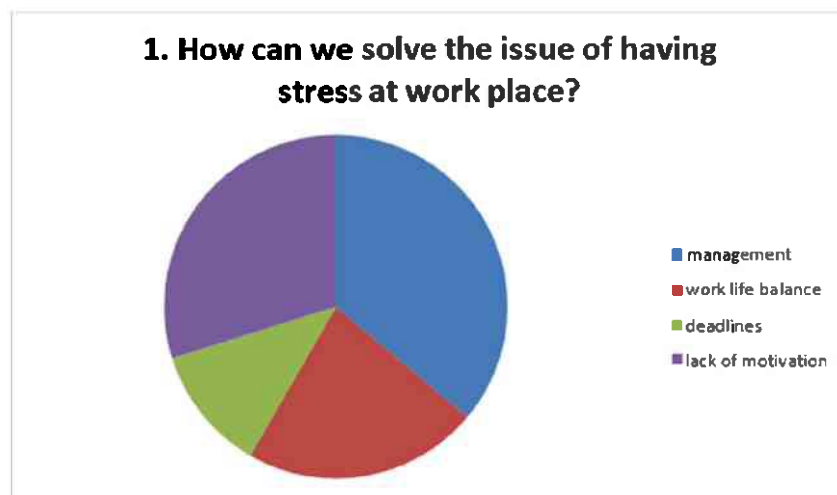
- Stress Management Training Benefits to Your Organization. Reduced negative organizational stress. Increased individual productivity and responsibility. Better team communications and morale.
- Stress Management Training Benefits to the Individual. Reduced personal stress. Improved decision making. Increased productivity.
- physical activity can play in both the prevention and the treatment of anxiety and depression, define stress .

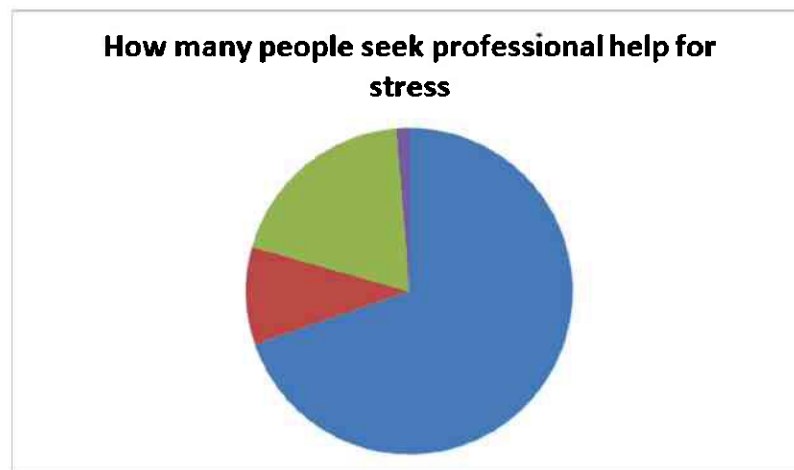
### Research Methodology

Collection of data is the most important aspect of any research in order to collect the most precise data.

Piyush Kamble and Hamza Halai have collected, observed and studied data from various information platforms i.e. Internet, case studies and articles available through a genuine source.

Our Key Questions:





These are some of the main questions I considered while doing the research

### **Main Content**

Physical stressors embrace noise, poor lighting, poor workplace or work layout, and technology factors, like unhealthy operating postures. Psychosocial stressors square measure, arguably, the foremost predominant stress factors. Work-related stress could be a growing downside round the world that affects not solely the health and well-being of workers, however conjointly the productivity of organisations. Work-related stress arises wherever work demands of assorted varieties and combos exceed the person's capability and capability to cope. Work-related stress is that the second most typical salaried illness/injury in Australia, once contractile organ disorders. What one person might understand as nerve-wracking, however, another might regard difficult. whether or not someone experiences work-related stress depends on the task, the person's psychological make-up, and different factors (such as personal life and general health). Physical symptoms include:

- Fatigue
- Muscular tension
- Headaches
- Psychological symptoms include:
  - Depression
  - Anxiety
  - Discouragement
  - Irritability
  - Behavioral symptoms include:

- An increase in sick days or absenteeism
- Aggression
- Diminished creativity and initiative

When you start off the day with planning, good nutrition, and a positive attitude, you might find that the stress of your job rolls off your back more easily.

Work is good for mental health but a negative working environment can lead to physical and mental health problems.

You might be surprised by how affected by workplace stress you are when you have a stressful morning.

Depression and anxiety have a significant economic impact;

Harassment and bullying at work are commonly reported problems, and can have a substantial adverse impact on mental health.

There are many effective actions that organizations can take to promote mental health in the workplace; such actions may also benefit productivity. Work is good for mental health but a negative working environment can lead to physical and mental health problems. Depression and anxiety have a significant economic impact; the estimated cost to the global economy is US\$ 1 trillion per year in lost productivity. Harassment and bullying at work are commonly reported problems, and can have a substantial adverse impact on mental health. There are many effective actions that organizations can take to promote mental health in the workplace; such actions may also benefit productivity.

### **Conclusion**

This review of the work stress literature provides us detailed information about work stress, its reasons and its physical and mental effects on health of an employee. Work stressors and non-work stressors both are linked with physical and mental health outcomes independent on each other. We have considered only the work stressors in this paper. The fact cannot be ignored that there are other vulnerable factors that is individual differences or non-work demands which can intervene in the stress process. In conclusion, stress has its own advantages and disadvantages. If the employee could handle stress in an effective way it could provide a lot of advantages to the work place but if employees cannot handle it, that would initially leads towards bad performance as an employee. Stress is a common problem in real life.

### **Suggestion**

According to us one should get help if they are suffering from severe stress which inevitably leads to depression.

Going to a psychiatrist and not being shy or weird about is a good initiative.

www.helpguide.org and www.educba.com are some of the sites which can help if you are experiencing stress.

### **Literature Review**

It is important to have an overview of source of the topic to explore and have some demonstration about the file we have researched

Our topic was about stress which is a very important and serious factor in today's date common in our daily life. So for this research paper we had studied a few articles and got references from other research papers and most of them we had found about from the website shodhganga.

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## 12. Business Strategy of 'ZOMATO' during Pandemic

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### **Abstract**

Zomato started in 2008 underneath the name, 'Foodiebay' to begin with. Later in 2010, it had been renamed to 'Zomato'. Constantly 2011, Zomato extended to increasingly urban regions the country over in Mumbai, Delhi NCR, Chennai, Bangalore, Kolkata and Pune. After that in the year 2012, the corporate extended working all around in various countries like the UAE, Qatar, Sri Lanka, UK, South Africa and Philippines. In the year 2013, Zomato had moved their organizations in Brazil, New Zealand, Turkey and Indonesia, with its applications and site open in various lingos isolated from English. After that in April 2014, Zomato impelled its organizations in Portugal Republic, trailed by Canada, Lebanon and Ireland around a similar time. The acquiring of Settled - based sustenance zone 'Urban spoon' signified the organization's passageway into the United States, Canada and Australia, and conveyed it into direct test with 'Wail', 'Zagat' and 'Open Table'. With the introduction of .xxx zones in 2011, Zomato also impelled 'zomato.xxx', a site dedicated to finding spot to eat near to your territory. It later moved a print adjustment of the site substance named, 'Citibank Zomato Restaurant Guide', got together with Citibank in May 2012, at any rate later it was halted.

**Keywords:** Zomato, Online food, Cloud kitchen, Bistros.

### **Introduction**

Zomato is accomplice to aggregator of Indian bistro and transport of sustenance leave fire up space arranged in the year 2008. It had been begun by Pankaj Chaddah and Deepinder Goyal. It gives data, menu card and reviews from customers of diners, and additionally it has transport of sustenance choices from bistros that are accessory in picked urban regions. As on 2016, the gave organizations is conceivable in twenty-four countries. Throughout the years, it has changed over itself into an online nourishment conveyance stage. Individuals would now be able to arrange nourishment from the cafés close to them utilizing their application or site.

Zomato has conveyance administrators who get the request from the restaurant and convey it to the location gave by the client.

### **Trade Details**

In February 2017, Zomato in an affiliation's blog, clarified cloud kitchen. With its cloud kitchen, the corporate expected to assist bistros with developing their substance without accomplishing any affixed cost. Later in September 2017, Zomato guaranteed that the corporate had "turned accommodating" inside 24 nations worked in and reported that the "zero commission model" to be presented for colleague bistros.

with new decisions to pay for requesting. The application was strengthened especially to continue working with extra excellent employable structures. Zomato compelled its disasters by 34% to ₹389 Cr for the budgetary year 2016– 17, from ₹590.1Cr in the earlier year 2015-16.

In September 2019, Zomato laid off most basic number (541 individuals) of operators basically 10% of workforce wearing out back exercises like client care, seller and transport colleague bolster limits.

### **Founders**

Mr. Deepinder Goyal is the Founder and Chief Executing Officer (CEO) of Zomato. Before starting 'Zomato' (earlier Foodiebay), Deepinder filled in as an organization master with 'Bain and Company' in New Delhi. It was at Bain where Deepinder thought about an online restaurant information and organization in the wake of seeing the enthusiasm for menu cards among his partners working at Bain. He left Bain in 2008 to begin 'Zomato' (earlier foodiebay) out of his condominium and has since overseen framework and thing headway. Deepinder graduated with a Mathematics and Computing degree from IIT Delhi in 2005 and hails from Muktsar in Punjab.

Pankaj is the Co-Founder and Chief Operating Officer (COO) of Zomato. Before joining Zomato, Pankaj moreover worked with 'Bain and Company', in New Delhi. In his present employment, Pankaj oversees arrangements and exercises for Zomato in neighborhood and worldwide markets. He besides had in like manner been liable for all.

### **Main Content**

#### **Values**

1. Resilience: Zomato push themselves from the far side to their skills when they faced with are times. When they foresee uncertainty, they address it solely with flexibility.

2. Acceptance: Feedback isn't taken personally, they break it into positive items and figure out on each and every element even more effectively.
3. Ownership: Folks at Zomato do not work 'for' Zomato, they work 'with' Zomato. They treat every problem as our own, take accountability and drive the amendment.
4. Humility: It is usually 'us' over 'me'. Zomato do not lose themselves in pride or confidence throughout individual successes, however target on being our simple selves in every which way.
5. Spark: Zomato believe in, stand for and are converter of our culture - both, within Zomato and outside with all their stakeholders.
6. Judgement: It is not their skill that show who we truly are - it's their choices. They aim to induce these right, a minimum within the majority of the cases.

### **Investments**

Between 2010-13, Zomato raised for the most part \$16.7 million in Info Edge India, giving them a stake of 57.9% in Zomato. By Nov 2013, it increased an extra \$37 million from Info Edge India and Sequoia Capital.

In November 2014, Zomato finished another round in financing of \$60 million in a post-money evaluation of \$660 million. This round in financing is being driven together by Vy Capital and Info Edge India, with partnership from Sequoia Capital.

In April 2015, Vy Capital, Info Edge India and Sequoia Capital drove another round in financing for \$50 million. This was trailed by another \$60 million financing driven by Temasek, a Singapore government adventure association, close by Vy Capital in September.

In October 2018, Zomato increased \$210 million from Alibaba's portion partner Ant Financial. Underground creepy crawly Financial got a proprietorship stake of over 10% of the association as a component in the round, which regarded Zomato at around \$2 billion. Zomato had in like manner raised an extra \$150 million from Ant Financial earlier in 2018.

<https://www.livemint.com/market/mark-to-market/are-info-edge-investors-betting-too-much-on-zomato-valuations-1553444112230.html>

### **Market Share**

HSBC global investigation has esteemed Zomato at \$3.6 billion (Rs25,000 crore), around 70% higher than the valuation credited to the eatery disclosure and nourishment conveyance firm once it raised capital as of late.

The hop in valuation moreover pushes Zomato sooner than its furious adversary Swiggy that was esteemed at \$3.3 billion post a \$1 billion financing it was done on December 2016. In a nitty gritty report on Info Edge, HSBC said Zomato's business has changed on a very basic level, with sustenance conveyance currently giving about 70% of absolute income.

Given the extent of its ongoing intensification and the requirement for further financing, we esteem Zomato on a lower income premise, at \$3.6 billion (at a negligible 9% premium to its rival Swiggy as of the most recent round of subsidizing) versus \$0.9 billion prior because of modification of the center of HSBS. Zomato has an invested in a ton of amounts of energy in Search Engine Optimization.

According to Uber suggest information, it positions in India for 816,952 catchphrases as on July 2019. It's natural traffic is 6,719,882 clients for every month. These details are truly astounding.

<https://iide.co/case-studies/zomato-digital-marketing-strategy/>

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### **Findings**

A case study on Zomato – The online Foodking of India

Zomato gets back links from 12,274,172 extraordinary areas. It likewise gets 233 backlinks from high power areas like .gov and .edu spaces. This builds the domain authority of Zomato's area and encourages it rank higher.

<http://kalagato.in>

### **Revenue Model**

Zomato open with astonishing posting cafés, Static menu and getting outlines from clients about the sustenance served and their experience. This made an encompassing for customers and sustenance point and Advertising and maintained posting of bistro are the vital compensation getting plan. Zomato in addition started with online sustenance referencing and development in any case its lone open in Top metro urban zones and premium bistros and Zomato charges from 10–15 % for electronic referencing and further charges on transport by Zomato.

<https://futureworktechnologies.com/how-zomato-works-business-revenue-model>

Three years prior, publicizing spoke to 100% of our income and core interest. Today, we are to a great extent an exchanges organization — 85% of our income in March'19 was driven by exchanges.



Development in exchanges tested our psychological models of promoting being a different line of business. With increment in commissions, our advertisements income would endure a shot, and the other way around. In that soul, we realigned our business deeply precepts of the nourishment business. We quit considering publicizing income as an independent P&L a year ago, and we currently think about our business as a mix of three key enormous columns — Delivery, Dining Out, and Sustainability.

<https://www.zomato.com/blog/annual-report-19>

### **Delivery**

Conveyance income for FY19 is \$155m contrasted with \$38m in FY18(4x yearly development). It presently contributes ~75% to our complete income, up from ~55% in FY18. We presently work the administration in more than 200 urban areas in India, up from 15 urban areas in FY18; and we made about 33m conveyances in March'19(~7x y-o- y development).

Over 100k cafés are recorded in India, creating a yearly run-rate GMV of over \$1.5bn. ~94% of these conveyances are satisfied by our ~180k solid dynamic conveyance armada.

<https://www.zomato.com/blog/annual-report-19>

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### **Achievements**

1. Global eatery search and revelation application, Zomato, has recently revealed that its online sustenance requesting administration has just timed more than 2 million requests in the long stretch of March 2017. In correlation, Swiggy timed around 1 million requests a year ago in May.
2. Zomato's online sustenance requesting administration started in 2015 and in just around two years, the organization has come up to process 2 million requests in a single month. Zomato has an overwhelming nearness in India and the UAE, and these volumes are a blend of both the nations.
3. From 12,000 cafés a couple of months back, the number has developed to 18,000 eateries present.

### **Suggestion**

#### **Swot Analysis**

SWOT analysis is a technique that looks for the following things in a startup and based on it few conclusions are made.

1. Strength

2. Weakness
3. Opportunities
4. Threats

Many conclusions were done from Zomato SWOT ANALYSIS.

### **Strengths**

1. First mover advantage: One of the most upper hands of Zomato is that it is the underlying mover in a large number of the countries where it is building up itself. Catalogues and various types of café appraisals may exist. Be that as it may, as an application Zomato is remarkable and numerous nations (like India) have cherished the ease of use of the Zomato application.
2. Evergreen exchange: The café exchange is partner evergreen exchange. Of course, there is likewise retreats and elective downturns which may impact the business. Be that as it may, generally speaking, this industry is going to remain around consistently and is basically going to develop with rising discretionary cash flow.
3. Fast expansion: It's thankful that Zomato has turned out to be progressively broad brisk. It is as of now in twenty four nations and is expanding year on year.
4. Fantastic structure of the application: Zomato has oftentimes won honours for its application plan and for its easy to understand nature. The App configuration is shocking and it causes you find eateries close by just as in the region which you are going to visit.
5. Number of clients: Zomato has a high number of clients utilizing their application. Simultaneously, the site additionally has ninety million guests every month approx. With such a significant number of clients

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Glimpse of Life at Zomato

<https://www.zomato.com>

<https://www.zomato.com>

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### **Conclusion**

1. Zomato had helped a few cafés to pitch their business underneath their space to expand their everyday business.

2. Many conveyance people who do half time/all day occupation got utilized thus helped in expanding the Gross Domestic Product (GDP) of our nation

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## **13. The Impact of Behavioral Finance in the Indian Stock Market**

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### **Abstract**

The goal of this study is to see if Indian investors have any behavioral biases. It goes on to look into the influence of demography and investor expertise in determining biases, as well as which biases are most common in India. Lastly, how might the impact of psychology on investor behavior used to explain capital market flaws? Investors are those that exhibit numerous departures from rational behavior and frequently make irrational decisions. The importance of psychological variables in investment decision-making is clear in the current global financial context. It also explains the factors behind the stock market's unexpected swings, which could not be adequately explained by classic finance theories. The purpose of this study is to look at three key investor attitudes. Expectations that investors have about the stock market's future performance in India; Confidence that investors have in their investments; and Herd Instincts, which cause investors to flock together. The current research will also look into investors' preferences for traditional and internet trading. Behavioral finance is comparatively a new field that seeks to combine behavioral and cognitive psychological theory with conventional economics and finance to provide insight into why people make irrational financial decisions. It's extremely popular within the stock market across the earth for investment decisions.

Behavioral finance is the study of psychology and sociology on the behavior of financial practitioners and the subsequent effect on the security market.

It helps us understand why people buy or sell stock without doing fundamental analysis and behave irrationally in investment decisions.

Forbes (2009) has defined behavioral finance as a science regarding how psychology influences the financial market.

This view emphasizes that the individuals are affected by psychological factors like cognitive biases in their decision-making, instead of being rational and wealth maximizing.

### **Introduction**

Behavioral finance refers to the psychology of investors and how it generates financial decisions. Humans, we know, have emotions that can impact their decisions. Such decisions are oftentimes worthless and random and they can result in stock market crises. Behavioral finance is a fairly young strain of research that scrutinizes the influence of psychology on financial professionals' actions and the resulting impact on stock markets. It denotes the involvement of psychological biases in decision-making and their unique behavioral outcomes. Psychological biases such as cockiness, personality bias, and herding, according to behavioral scientists, play a part in fueling such oddities. As a result, behavioral finance is a matter that is tremendously relevant in today's world. The headway of various economic entities, which are essentially categorized into the corporate, government, and household sectors, reflects a country's economic development during their work. The fiscal positions of these units are surplus, deficit and balanced. There are locations or people who have a surplus or debt of funds.

A financial system often known as a financial sector, acts as a mediator, facilitating the transfer of funds from wealthy to shortfall sectors. The stock market is seen through the eyes of each individual uniquely. For some, it's a place to profit from a slew of small swings, while for others it's a platform to grow long-term resources. This is dependent on one's perspective on market effectiveness. Those who consider the markets are fair and all data is reflected in the price, long-term investing is the only way to approach them. There are two ways to get into the stock market: as a trader or as an investor. Many individuals mistakenly believe that trading and investing are identical things but they are not. Investing occurs when a person purchases stocks with outstanding fundamentals and retains them for the long term. Trading, on the other hand, is on a completely different storey. It's just for a short time, usually between one and six months and it's heavily leveraged. Return objectives, time zone, and personality attributes such as risk-taking capacities and biases must all be differentiated in both techniques.

**Keywords:-** Behavioral, investors, traders, financial, psychology, stock market, emotional biases, herding

### **Traditional Finance vs Behavioral Finance**

Depending on efficient market hypotheses, traditional financial theories assume that investors are rational and risk-averse, and hold diversified optimal portfolios. This determines how investors should act supported by mathematical models and theories. However, this doesn't always play out in practice.

In contrast, behavioral finance is predicated on understanding how people make financial decisions in practice.

Behavioral finance suggests cognitive errors and emotional biases can impact financial decisions, often in an exceedingly detrimental way.

Cognitive errors are supported by faulty reasoning (belief perseverance) or memory errors (information processing errors).

Emotional biases stem from reasoning that is fueled by feelings or emotions, not fundamental facts.

Behavioral finance challenges the assumptions of the traditional finance theory, recognizing that many investors do not rationally make decisions.

Investors are generally loss averse and because their fears generally impede them from holding optimal portfolios.

### **Chaotic Crowds**

One way to look at the market is as a disorganized crowd of people whose sole common purpose is to determine the future mood of the economy—or the balance of power between optimists (bulls) and pessimists (bears)—and thereby generate returns from an accurate trading decision made today which will pay off in the future.

However, it is vital to understand that the crowd comprises a variety of people, each one susceptible to competing and conflicting emotions.

Optimism and pessimism hope and fear—all these emotions can exist in one investor at different times or in multiple investors or groups at a given time.

In any trading decision, the first goal is to make sense of this crush of emotion, thereby evaluating the psychology of the market individuals.

Charles Mackay's famous 1852 book, "Extraordinary Popular Delusions and the Madness of Crowds," is probably the most often cited in discussions of market phenomena, from the tulip mania in 17th-century Holland to most-almost every bubble since. The story may be a familiar one: an enduring bull market in some commodity, currency or equity leads

the overall public to believe the trend cannot end. Such optimistic thinking leads the general public to overextend itself in acquiring the object of the mania, while lenders collapse one another to feed the hearth.

Eventually, fear arises in investors as they begin to think that the market isn't as strong as they initially assumed. Inevitably, the market collapses on itself as that fear turns to panic selling, creating a vicious spiral that brings the market to some extent lower than it had been before the mania started and from which it'll likely take years to recover.

### **Understanding Herd Behavior**

The herding character of the crowd is the key to such widespread phenomena: how a group of typically calm, reasonable individuals can be overcome by emotion when their peers appear to be responding in a common manner. Researchers studying human behavior have frequently discovered that the fear of missing out on a lucrative chance outlasts the dread of losing one's life savings. The overwhelming strength of the crowd is driven by the dread of being left out or failing when your friends, relatives, and neighbors appear to be making a killing.

Human beings are wired to want to be a part of a group of individuals who share similar cultural and social values. People, on the other hand, still value their individuality and take responsibility for their own well-being. Investors can be enticed to follow the herd on occasion, whether by buying at the top of a market rise or jumping ship during a market sell-off. This behavior is attributed to the innate human predisposition to be influenced by cultural factors that induce the fear of being alone or missing out, according to behavioral finance.

Another driving force behind crowd behavior is our tendency to seek leadership in the form of a balance of the crowd's opinion (assuming that the majority is correct) or in the form of a few key individuals who appear to be driving the crowd's behavior due to their uncanny ability to predict the future. We turn to strong leaders to guide our behavior and provide examples to follow in times of uncertainty (and what is more uncertain than the variety of choices we face in the trading universe?). The ostensibly all-knowing market guru is only one example of the type of person who appears to be an all-knowing crowd leader, but whose facade is the first to crumble when the tides of mania ultimately change.

### **Choices, Choices, Choices**

The rational individual trader is faced with a conundrum: do they follow the strength of the rampaging hordes or strike out defiantly with the assumption that their individually well-

analyzed decisions will prevail over the surrounding madness due to the overwhelming power of the crowd and the tendency for trends to continue for long periods based on this strength? The solution to this difficulty is quite simple: listen to the crowd when it agrees with your analysis, and cut your losses and exit the market when the majority disagrees! Following the mob and breaking free provide their own set of difficulties.

### **The Risks of Following the Crowd**

The key to long-term trading success is to create an individual, self-contained system that demonstrates studious, non-emotional, rational analysis and highly disciplined execution. The option will be based on the trader's personal preference for charting and technical analysis. If market reality matches the trader's system's tenets, the trader will have a prosperous career (at least for the moment).

So, for any trader, the ideal condition is that lovely alignment that occurs when the market crowd and one's chosen system of analysis work together to produce a profit. This is when the general public appears to agree with your system of analysis, and it is most certainly the condition in which you will make the most money in the short run. However, in the medium to long term, this is the most dangerous condition since the individual trader can be lulled into a false sense of security as their analysis is verified. The trader is then quietly and irreversibly drawn into the herd, abandoning their system and placing growing trust in the decisions of others.

Inevitably, the crowd's behavior will diverge from the direction predicted by the trader's analytical approach, at which point the trader must apply the brakes and abandon his position. This is also the most difficult time to quit a profitable position because it is all too simple to second-guess the signal and hold out for a little more reward. As is always the case, deviating from one's method may be beneficial for a short time, but in the long run, the individual, disciplined, analytical approach will always triumph over mindless loyalty to others around you.

### **Going against the Crowd and Getting Out**

A trader's best decisions will be made when they have a detailed plan that spells out clearly how trade will be entered and exited under what conditions. These conditions may be influenced by the crowd, or they may occur regardless of the crowd's movement direction. And there will be occasions when the trader's system sends out a signal that is exactly the opposite of the crowd's movement. A trader must be particularly cautious in the latter circumstance.



In certain ways, the crowd is always correct in the short run. Conducting due research or thinking like a contrarian is a far better strategy than submitting to a herd mentality, especially when the market appears to be seized by excessive excitement. Extreme optimism generally occurs at market peaks, while extreme pessimism occurs at market troughs. The obvious issue is that these market extremes can only be verified after they have occurred. In other words, with the kind of clarity that only hindsight can provide.

When prices are considerably higher than fundamentals dictate, savvy investors realize it's time to sell, and when prices are far lower than is fairly warranted, it's time to purchase. Extreme optimism should be seen as bearish, whereas extreme pessimism should be regarded as bullish, which is the polar opposite of popular opinion.

When the crowd is moving in the opposite direction of what a trader's system predicts, the trader's best option is to exit! To put it another way, the trader should take profits or realize losses and sit on the sidelines until the system issues another favorable signal. It is preferable to give up a portion of one's prospective profit than to lose all of one's hard-earned capital.

Due diligence cannot save you from everything, even though it is a requirement. Investors are most influenced by current events—market news, political events, earnings, and so on—and neglect long-term investing and economic fundamentals, according to studies. Furthermore, when a trend begins in one way, it tends to attract more and more investors as time and momentum pass.

The impact of such herd-like behavior has gotten worse in recent years as a flood of sensationalist financial, economic, and other news has bombarded the senses of ordinarily cautious investors. Investor psychology is undoubtedly affected by the expansion of financial media, and lemmings are born as a result.

## **Findings**

### **Mass Psychology and Herding Behavior**

Overreactions can occur when people are overcome by the power of greed or fear that has become pervasive in a market, causing pricing distortions. Asset bubbles, on the other hand, can rise well beyond fundamentals. On the scale of dread, sell-offs can last for a long time and drive values much below where they should be.

### **How Can One Avoid Falling Victim?**

The best approach is to make investment decisions based on sound, objective criteria rather than allowing emotions to guide you. Another option is to use a contrarian approach, in

which you buy when others are panicking, taking advantage of "on-sale" assets, and selling when excitement leads to bubbles. At the end of the day, it is human nature to want to fit in, so resisting the impulse to stray from your plan might be challenging. Passive investments and rob advisors are excellent solutions to keep your finances out of your hands.

Crowd psychology in market is not a new phenomenon. No. Market "madness" has been chronicled for centuries, as proven by the numerous speculative bubbles and market manias that have occurred throughout history.

### **Bottom Line**

Remember that the fear of losing out on a sure-fire profit chance is the most psychologically challenging and risky position you'll face in your trading career. Indeed, the disappointment of missed possibilities is more stressful than the realization of losses, which is unavoidable if you deviate from your chosen course. This is possibly the ultimate trading paradox: our basic human inclination and desire to join in with the majority has contributed to the financial ruin of many individual traders. Never oppose the crowd's power, but be conscious of how your unique choices affect the power of people around you.

### **Conclusion**

Why do investors make illogical financial decisions? Behavioral finance explains why. It reveals how investors' emotions and cognitive errors influence their decision-making. Anchoring, overconfidence, herd behavior, over and under response, and loss aversions are factors that lead to behavioral finance. In essence, the behavioral finance approach looks into investor behavior patterns and seeks to figure out how these patterns influence investing decisions. Behavioral finance provides a framework for analyzing active investment strategies for the investor and gives numerous important insights for investment professionals. This study clearly shows that factors like age, gender, income, experience, and education significantly affect individual investors' risk appetite and confidence level. The primary characteristics that influence stock market investors' attitudes and trading behavior were found in this study. The following are the most important factors that influence stock market investors' attitudes and trading behavior, as determined using factor analysis: When compared to formal sources, an investor's trust in themselves, risk-taking abilities, more expectation and return-oriented attitude, and conservative mentality are all factors to consider.

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## 14. A Research Study on Management Strategies of Viviana Mall during and Post Covid-19 Lockdown

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### **Abstract**

This paper intends to explore the effect of the Covid-19 pandemic on malls seen through speed increase of online business and digitalisation in terms of Retail business (Retail Merchandising Unit), Entertainment business (Theatre), Food Business (Food Court Chain). The retail business has been advancing in the course of recent many years complemented by the advancement and improvement of computerised innovations. The same goes for entertainment and food business. While lockdown and social distance rules devastatingly affected the income of mall owners, some malls were forced to be closed due to insufficiency of funds that had been choked down by the lockdown caused by Covid-19. This paper includes how Viviana mall tackled this obstacle and reinvented itself to bounce back post lockdown. Staying aware of the current situation Viviana Mall has been adjusting its plan of action concocting methodologies to give a protected and advantageous shopping environment. The Covid-19 flare up caused significant disturbance as the nation went into an unexpected lock down twice. The first lockdown started on March 25, 2020 and the second lockdown started on April 14, 2021, to contain and plan for the pandemic, carrying most business action to a crushing end. Public spots including shopping centres and retail plazas were closed, which affected the industry significantly.

### **Keywords**

- Covid-19
- Management Strategies
- Viviana mall
- Retail
- Entertainment
- Food

## **Introduction**

On March 25, 2020, The Prime Minister of India, Shri Narendra Modi announced a nationwide lockdown in India. Several Businesses were affected in an unfortunate way and some businesses made a lot of profit out of this situation. Shopping malls were the businesses which were affected dreadfully. In the series of Lockdown, Unlock and Lockdown again, every Business has been fluctuating. Profiles, Conduct, and needs of customers have gone through an ocean change, the macro economic circumstance is immensely unique, telecommuting and different elements have prompted huge scope movement of labourers, strategies are developing to meet the momentum needs, and substantially more, this with a propensity of vulnerability.

## **Objectives**

- To study the management strategies of Viviana Mall
- To study how Viviana Mall tackled lockdown
- To study the response of consumers
- To study if the consumers prefer E-Commerce or Shopping Malls post lockdown

## **Research Methodology**

This research is based on a Social Media Campaign started by Viviana Mall, named #EkNayaKadam. It was initiated to install confidence among the patrons. It highlighted that the mall is taking utmost precautions to make it safer for employees, shoppers and retailers. This research is also based on a survey method where questions were asked to a group of people.

### **The questions asked were as follows**

1. Which type of business would you prefer buying products from ? Post lockdown.
2. Which type of business would be preferable to commence in the near future post lockdown ? E-commerce or Physical retail

### **Answers**

1. 7 out of 10 people vouched for E-Commerce, while the rest 3 said physical retail when asked to pick one buying option .
2. 6 out of 10 people vouched for E-Commerce, while the rest 4 said physical retail when asked to pick a future business preference to commence.

According to the answers given by the consumers it is clearly seen that majority of the people are leaning towards the E-Commerce option and the clear reason towards it is easy accessibility and reasonable prices while according to the second answer, people want to upgrade to E-Commerce because it requires less capital than physical retail and the profits might be a bit higher. But according to the response of consumers post lockdown the sales of the malls has surged.

### **Problems Faced By Malls**

In Maharashtra, shopping centres have time and a deficiency of around Rs.15,000 crore up until now, according to the shopping centres Association of India (SCAI), a non-benefit Association for creating retail plazas across India. The state has more than 75 shopping centres.

“In the peak lockdown period, the mall industry had to lay off around 50% of its staff since we do not have financial means to continue. The salary of existing employees also had to be reduced. But now as the cases are coming down, we are hiring people,” Mukesh Kumar, CEO of Infiniti Mall, Mumbai, and chairman of the board at SCAI.

### **Ensuring Safe Environment**

For Viviana Mall, the security of its supporters, staff and retail accomplices comes preeminent. The shopping centre accepts Not just follows the standard working systems software by the shopping centres Association of India yet additionally go to extra links in its ability to guarantee the most elevated potential guidelines of well-being and comfort to allA stage towards this part was an overview that Viviana Mall attempted during lock down interface with the purchasers comprehend their feelings towards resuming of the shopping centre. The thought was to get experiences into their assumptions and conduct on different boundaries, for example, shopping and security measures. This has helped Viviana Mall and guarantee being That it can give a protected shopping experience. The shopping Centre has even moved all its on ground occasions and exercises to online mode by utilising its web-based media page to draw in with the clients. Sanitisation has been taken care of seriously, sanitisation tunnel and UV boxes to disinfect the bags at the entrance, use of Aarogya Setu app, masks are mandatory. All the safety and sanitation processes adopted by Viviana Mall or gold standard certified by a London-based RSM astute consulting. Another Centre business region that draws a great deal of clients however is the among the most affected because of the pandemic, food and drinks section, Viviana Mall went all the lines to get back predictability,

protected and controlled climate. Give the customers protected feasting experience the guest plan is currently diminished 50% of the complete it.

### **Retail Business**

Retail business in malls in India was slowly going into the hands of E-Commerce even before the lockdown, before lockdown customers at least had an option to purchase goods and services in malls but when the lockdown started E-Commerce was the only option. Physical retail is now speeding up when lockdown has ended.

### **Entertainment Business**

Theatres have been shut down ever since lockdown has started. During this period of time OTT platforms have benefited a lot. Filmmakers and Production Houses were forced to release their movies on OTT platforms because of no other option. Some production houses were able to wait for Theatres to open since they have the capacity to incur losses.

### **Food Business**

Restaurants and food chains have taken a massive blow because of the lockdown, it is very important to protect and maintain the health of people working in the food supply chain during the time of crisis. At this time, People tend to have follow a healthy diet protecting their immune systems

### **Festive Season**

For the happy period that before long followed, the shopping Centre coordinated a pre-celebration Level 50% deal that got amazing input as far as footfalls and deals. and in contrast to consistently, the festivals this time started significantly sooner than previously. What's more realising that even Diwali would see the rise with a new normal, The shopping centre ensured that it went past the standard offers and deals to urge the benefactors to shop and have an important encounter.

The shopping centre carried out #DiwaliYourway Crusade on its online media to light up the soul of the customers, help their confidence in the midst of these difficult stretches, and furthermore Summon the sensation of self-esteem among them.

### **Conclusion**

Viviana Mall moved forward to the difficulties tossed by the Pandemic. Consequently, it has been compensated with client faith fullness and backing that makes the shopping centre full hopeful with regards to meeting its options The assumptions for its benefactors and achieving deals focuses sooner rather than later. Mall culture is not gonna vanish any time

soon. Consumers still want to wander at malls in cities because there are not many places in cities to travel to.

### **Suggestions**

Mall owners can come up with creative ideas. The future of malls depends on it. The days are numbered for retailers with large footprint stores. They need to reinvent themselves to stay current. For some time now the consumer's journey has been evolving. It's not about simply visiting a store. It now involves overall brand experience through the omnichannel platform, having done their research online, customers arrive at the store already knowing exactly what they want (in most cases ). These behaviours have become fully entrenched during the pandemic. The result is that the path to purchase has been altered permanently.

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## **15. A National Conference on Business Ethics in Regards to Management**

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### **Abstract**

Business ethics has always been impacted by current social ethics as part of a larger social ethics.

People, especially international leaders, were blind to blatantly unethical ethics and morality in the following age at various points throughout history. Slavery, colonialism, and, later, the Cold War, have all influenced and continue to contaminate business history. The business sector is currently engaged in an ethical discussion over post-colonialism and post-world wars.

Corporate ethics has become increasingly important since the 1970s. Companies have begun to emphasize their ethical position since the late 1980s and early 1990s, when the world suffered significant economic and environmental tragedies as a result of unethical commercial actions.

**Key Words:-** Business ethics, ethical dilemmas, and international business ethics

### **Introduction to Company Ethics**

Business ethics is referred to as the study of business ethics.

Traders frequently strive for the biggest potential profit margins when conducting business. Similarly, landlords seek to raise their income from residential property, while workers demand a greater salary. These acts, on the other hand, cannot be considered unethical or criminal if they do not go beyond the payment norms established by peer business houses and trades.

Business profits refer to the wages earned by proprietors in exchange for their invested money, which is why they must be included within the ethical boundaries. The business world is an important part of our society that is concerned with people's living standards.

## **Methodology**

Unethical behavior and practices is a universal phenomenon. It affects all kinds of business and employees. A study by Price warehouse Coopers (2003) reveals that India is no stranger to these unethical practices therefore certain measures should be taken to implement ethical practices in organization

### **1. Code of Conduct**

Codes of conduct specify actions in the work place and codes of ethics are general guides to decisions about those actions. These are formal statements that describe what an organization expects of its employees. It is a written document that may contain some inspirational statement but usually specifies acceptable or unacceptable types of behavior. Codes of conduct did not resolve every ethical issue encountered in daily operations, but they help employees and managers deal with ethical dilemmas by prescribing or limiting specific activities.

### **2. Pre Employment Screening**

In the workplace personal ethical issues typically involve honesty, conflict of interest, discrimination etc. Therefore before employing a person he should be screened on different grounds such as education, nationality, age and locus of control. The important thing about education is that it does not reflect experience, however researches say that more is the work experience more ethical are the decisions. Nationality is the legal relationship between a person and a country in which he/she is born. But reality of today is that multinational companies look for business people who can make decisions regardless of nationality. Age is another individual factor that has been researched within business ethics. The older the employee is wiser are his decisions. Locus of control relates to individual differences in relation to a generalized belief about how one is affected by internal versus external events. Therefore people should be screened on ethical issues before being employed in the organization.

### **3. Whistle Blowing**

It means exposing an employers' wrong doing to outsiders (external to the company) such as the media or government regulatory agencies. It is also used for internal reporting of

misconduct to management. Whistle blowers have provided pivotal evidence documenting corporate malfeasance at a number of companies. A study of three hundred whistle blowers by researchers at the University of Pennsylvania found that sixty nine percent lost their jobs or were forced to retire after exposing their companies' misdeeds. But survey shows that nearly half of all employees who report misconduct received positive feedback for having done so. Some U.S companies are setting computer systems that encourage internal whistle blowing. There are many reasons why employees do not report misconduct in the organization.

#### **4. Training**

An effective ethics programme can be developed by implementing a training programme and communication system to educate employees about the firm's ethical standards. Training programmes can make employees aware of available resources support systems and designated personnel who can assist them with ethical and legal advice. Training can educate employees about the firm's policies and expectations, relevant laws and regulations and general social standards. Training and communication initiatives should reflect the unique characteristics of an organization its size, culture, values, management style and employee base. For ethics training to make a difference, employees must understand why it is conducted, how it fits in to the organization and what their own role in implementing it is.

#### **5. Ethics Officers**

Ethics officers have been appointed formally by organizations since the mid 1980s. This new role was created because of corruption and abuse scandals that affected the U.S defense industry at that time. These officers are responsible for managing their organizations' ethics and legal compliance program.

#### **Main Content**

The word "ethics" comes from the Greek word "ethos," which meaning "character." Ethics is a philosophical branch that deals with human character and behaviour. It is the discipline that deals with moral duty and obligation, as well as what is good and harmful. Ethics is the encapsulation of moral principles, describing what is 'right' and 'wrong' in human behaviour, as well as what 'ought to be'.

Ethics is defined as "the study and application of frameworks, values, and principles for the development of moral awareness and the guidance of behaviour and action." Moral, good, right, just, and honest are common terms used to describe ethics. The principles or ideals of human conduct are what ethical standards are called. As a result, ethics connotes morality and

good character, and refers to commonly accepted human character and behaviour that current society finds desirable.

“The particular obligations that a man and a citizen accept when they enter into a business relationship are studied in business ethics.”

### **Finding**

#### **Do you believe that ethics are important in your company?**

Our company is a part of the community where it operates. It includes expectations for how we should act, and it's critical that we consider them when making decisions and taking acts. Being a bad neighbour could cost us money in the form of fines, public outcry, and even expensive legislation that causes difficulties. Second, it matters because it is typically more profitable and pleasant to manage an ethical business than an immoral one. There is a compelling financial rationale for acting ethically, let alone an ethical one, such as the ease with which capital can be raised and talent attracted and retained.

#### **What are some ways to spot a trustworthy company?**

By whether our stakeholders and the community in which we live and work regard us as a responsible and valued member of society.

We want to be recognised as making a meaningful contribution, one that is motivated by more than just profit, such as our social responsibility. There are also formal criteria that define us as a trustworthy company. Behaving well against a set of standards, such as being a good employer, paying a fair amount of taxes, being ecologically responsible, adhering to formal regulations, and meeting social commitments, are just a few examples.

#### **How can you instil ethical behaviour in your employees?**

To begin, we must establish a solid foundation of codes, monitoring, enough assistance, and training to ensure correct compliance.

Second, we ensure that ethical behaviour is rewarded and unethical behaviour is penalised.

Third, we go beyond simply checking boxes and complying with regulations. Instead, we make consumers feel directly responsible for assisting the company in becoming responsible. People who are ethically engaged are more likely to act ethically. Every ethical leader will respond to these seven questions in their own unique way, interpreting the answers to suit their own organisation. All of the above can be said in fewer than 100 words, though the most articulate leaders might be able to say it in less. What's evident, though, is that many very

senior company leaders not only don't know how to answer these issues, but they don't even know what they are.

### **Suggestions**

- Understand what business ethics is
- To study Importance of business ethics
- What do you mean by ethics in by in business organization?
- Main role of ethics in business organization
- Develop strong ethics in business organization.
- Aims of business ethics

### **Review of Literature**

In the twenty-first century, corporate ethics is rising in importance. It's about how the business interacts with the rest of the world. Business ethics is a subset of applied ethics that examines ethical principles as well as moral and ethical issues that arise in the workplace. Morality, ethical reasoning, and ethical application are all taken into consideration. The moral philosophy of the circumstance, for example, has an impact on the ethical beliefs of the business management. By ethically resolving moral problems confronting business managers, they are better able to understand and classify their own moral beliefs, as well as develop a critical and reflective personal morality. The desire for more ethical company processes and behaviors is growing in today's increasingly conscience-focused market environments.

### **Conclusion**

It's critical to understand how legal and ethical decisions are related. When a company has a strong ethical culture, it usually concentrates on the basic value of putting the needs of its customers first. Customers should not come first at the expense of employees, investors, or local communities. The interests of all employees, suppliers, and other interested parties are considered in decisions and actions in an ethical culture that focuses on customers. Ethics are vital not only in business, but in all facets of life since they are an integral part of the foundation of a civilized society. A company or society that lacks ethical ideals will eventually fail.

## 16. To Study General Mart in our Locality

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### Introduction to General Mart

In today's business competitive life there is a business which has a huge profit and a large scope in today's world which is known as general mart. Today I am going to tell you about a general mart which is located in Malad (East) near station and the name of the mart is Fresh Mart. Which is the most known mart in our area. It has all the products like medicine to all food items to all the grocery items. It also has various offers for their customers all the time going on. They have different counters for various products. They have a self-shopping system. We get all the types of products over there because of which customers prefer going over there instead of other general stores. They have a computer billing system. It is spread on a large scale. It has a large customer stake. They have many strategies for customers. Nowadays they have modern technologies with them.

### Abstract

A general Merchant Store is a rural or a small town store that carries a general line of merchandise. Sometimes in a small space, where people from the town and surrounding rural area come to purchase all their general goods. The store carries routine stock and obtains special routine stocks and obtains special orders from the warehouse. It differs from a convenience store or corner shop in that it will be the main shop for the community other than a convenient supplement.

**Keywords:-** Departmental stores Cheaper sales Brand variety Bulk purchases Product variety Huge staffing Situated at good location

### Research Method

We have visited the store and it was good to have a face-to-face talk with the owner of the store which gave us a lot of knowledge through that which is very helpful for us in the future and also he helped us complete our project with an excellent experience. We also gathered some information through net, paper, magazine and we also loved to experience this type of project.

where we get much of knowledge and excitement and he was very sweet and polite with us we thanks miss soni who was our mentor and the person who helped us in completing this project she helped us whenever we needed.

### **Main Content**

The general merchant is also known as general merchandise store general dealer or department stores. The Mart have less expensive products and sells at the discounted rate for the customer. They have various brand for a similar product. They get product at the cheapest rate because the order is bulk.

They have a purchase of total (10,000,00 RS) per month which includes food items, soap, house hold, medicines, etc. The general mart have better locations. They higher smaller numbers of staff but staff have effective means of communication with the costumers. They have a sale of approx. (70,000,0-80,000,0 RS) per month in which they have a huge profit for themselves. They also have bad stock which is due to expire date or the demand of product is less. They buy products from various dealer at various prices. They have e-billing system with them which is attractive for customer.

### **Conclusion**

Retailing has become large-scale, concentrated, centralised and sophisticated. Retailers are well down the track of seizing value -chain power. The next major challenge and opportunity for retailers is the development of strong retail brands, that generate long-run consumer preference and loyalty and create sustainable differentiation between direct retail competitors. Where they have started with general mart which is the biggest chain of retailers marketing. General marts keeps all type of product which are used on daily bases in day to day life. This year we can say this mart are the most profit gaining business compared to others. General mart is a small scale business which needs huge investment. This general mart owner also make good connection from doctors from which they get new customers. This also help them in the sells of medicine. They have a huge profit left for them behind for themselves after giving discount to the customers. They have electricity charges high as the use of A/C, REFRIGERATER, ETC is high. They attract customers by giving them various offers on various product.

### **Suggestions**

Some suggestions which general Mart owners should consider enhance the business are:

- Home Delivery
- Online Store
- Proper customer services
- Festival Discounts
- Winning Customers Trust
- Should Provide 24/7 services
- Sanitize and Clean Their Product
- They Should Provide Best Brand Product.

### **Literature Review**

Effect on the broader food system has been a major focus of research since the early 2000s. The most visible banner for this work has been the “supermarket revolution”. Supermarkets existed in Latin America from at least the 1960s, but began to grow much more rapidly in that region during the economic boom and opening to Foreign Direct Investment (FDI) of the 1990s. Growth began later in East/Southeast Asia and Central Europe, followed by selected countries of Africa (Reardon et al, 2004). This growth, together with new procurement practices that the firms work to apply, has led to a rash of studies attempting to document and anticipate the impacts of these firms on existing actors in the food system, and to draw policy implications for governments and donors

### **Reference**

We have referred to the store owner, internet, Our guide suggestion some paper and social media.



## 17. A Barrier to Achieving Organizational Goals

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### Abstract

If communication is adequate in organizations, there will be proper coordination between the staff and the management and hence achieving the organizational goals on the other hand, if communication is on adequate, it hampers the smooth running of the affairs of the business and in general a lot of problems.

The researcher is aware of the problems posed by inadequate communication and it is in a bid to make detailed study of the effect of these problems and offer solutions for them that this research work is being designed.

At the sometime, the researcher reduced from the study that management in organizations should be ought that communication is as important as the objectives of setting the organization.

In addition it was found out there are very wide gap between the executives and their subordinates in the areas of communication. If this chasm created is properly handed, there will be proper coordination of activities in business organization. It was also discouraged from the study that good communication as a primary objective was the result of the successful existence of most successful business organizations today.

In making this discovers the use of questionnaires, oral interviews and observations were applied in collecting data.

The use of sample tables and percentages were made in the analysis.

The survey and findings was drawn, interpretation and conclusions made

The implications and recommendations include that

1. Due to poor communication, poor result is got
2. At the same time, lack of staff welfare added to the nonchalant attitude of communicators and this affects organizations
3. Poor communication reduces the image of the organization to the outside world.

4. As a result, for progress, information should be allowed to penetrate into the main stream of the organization at the formation of better result
5. Clear instruction should come from one executive to single staff at a time rather than jam packed orders

The limitation of the study include finance, inadequate periods for the research work and distance or area to cover.

Finally, suggestions were made for further studies.

This is to say that communication is very important in any organization because it help on achieving organizational goals. There is no life wire linking the levels of management in getting information within and outside the organizations.

The importance of communication in every organization is as old as the formation of the organization. Because communication barriers have hampered progress to a large extent in many organization, adequate communication should be made because if communication is adequate it will be the best way of improving good relationship between the management and staff in any organization.

Stress has been defined in different ways over the years. Originally, it was conceived of as pressure from the environment, then as strain within the person. The generally accepted definition today is one of interaction between the situation and the individual. It is the psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. Thus, stresses more likely in some situations than others and in some individuals than others Stress can undermine the achievement of goals, both for individuals and for organizations. In this research paper, we will therefore, try to understand the definition, causes and categories of stress After having fully understood these, we will look at how the same can be reduced or prevented.

**Keywords:** Stress, Health, Workplace Stress, Stress Management

## **Introduction**

When employees are stressed, their health and performance can suffer and affect the bottom line of a business. If not addressed, the stress experienced by the workers can cause short- and long term problems that can eventually cause the business to go under distress. Managers and business owners can ward off the potentially negative organizational effects of employees stress by becoming familiar with the science of stress in employees and implementing some simple remedies such as Wellness programs or efficiency studies not superscript.

## **Defining Stress**

Stress is defined in terms of how it impacts physical and psychological health; it includes mental, physical, and emotional strain. Stress occurs when a demand exceeds an individual's coping ability and disrupts his or her psychological equilibrium. Stress occurs in the workplace when an employee perceives a situation to be too strenuous to handle, and therefore threatening to his or her well-being. Stress is defined in terms of its physical and physiological effects on a person, and can be a mental, physical, or emotional strain.

### **Main Causes of Stress**

Stress has become an ever-increasing focal point in the world of business. As an employee, you hear about it all the time. Downsizing at a company creates stress among the remaining workers when workloads, and time at work, increase. Surveys show us that employees often struggle to find a balance between job responsibilities and family responsibilities. Companies go out of business in this competitive environment, and because of that job security is not what it once was. Understanding what stress is, where it comes from, and what it means to an organization are a manager's first steps to alleviating some of the havoc it wreaks. Work-related stress can occur when employees feel they are not being fairly compensated or sense a lack of respect from their peers or managers. An overabundance of rules or a lack of opportunities for advancement can contribute to the creation of stress. Understaffing or managers who send late-night and weekend emails can increase workloads and diminish the free time employees need to recover. Employees may become stressed if they are not provided with a means to air their concerns, or if management is consistently unclear in communication. Employees who are micro-managed and who are not empowered to make decisions frequently experience stress.

Team members who consistently experience a work environment where they do not feel valued may not be compelled to work to their potential. The result may reflect a business that is not achieving its financial or strategic goals. Personal issues such as a bad relationship, sick child, financial struggles, substance abuse or mental illness often allocate an employee's productivity and efficiency. For example, a new mother who has returned to work might have to deal with a sick child, becoming distracted by calls or texts from a caregiver, school or doctor.

### **Stress at Work**

While it is generally agreed that stress occurs at work, views differ on the importance of worker characteristics versus working conditions as its primary cause. The differing viewpoints suggest different ways to prevent stress at work. Different individual characteristics, like personality and coping skills, can be very important predictors of whether

certain job conditions will result in stress. In other words, what is stressful for one person may not be a problem for someone else.

Stress-related disorders encompass a broad array of conditions, including psychological disorders (e.g., depression, anxiety, post-traumatic stress disorder) and other types of emotional strain (e.g., dissatisfaction, fatigue, tension), maladaptive behaviors (e.g., aggression, substance abuse), and cognitive impairment (e.g., concentration and memory problems). Job stress is also associated with various biological reactions that may ultimately lead to compromised physical health, such as cardiovascular disease.

### **Category of Work Stress**

Four categories of stressors underline the different causal circumstances for stress at work:

1. **Task Demands** – This is the sense of not knowing where a job will lead you and whether the activities and tasks will change. This uncertainty causes stress that manifests itself in feelings of lack of control, concern about career progress, and time pressures.
2. **Role Demands** – Role conflict happens when an employee is exposed to inconsistent or difficult expectations. Examples include: interrole conflict (when there are two or more expectations or separate roles for one person), intrarole conflict (varying expectations of one role), person-role conflict (ethics are challenged), and role ambiguity (confusion about their experiences in relation to the expectations of others).
3. **Interpersonal Demands** – Examples include: emotional issues (abrasive personalities, offensive co-workers), sexual harassment (directed mostly toward women), and poor leadership (lack of management experience, poor style, cannot handle having power).
4. **Physical Demands** – Many types of work are physically demanding, including strenuous activity, extreme working conditions, travel, exposure to hazardous materials, and working in a tight, loud office.

### **Preventing Job Stress**

If employees are experiencing unhealthy levels of stress, a manager can bring in an objective outsider, such as a consultant, to suggest a fresh approach. But there are many ways managers can prevent job stress in the first place. A combination of organizational change and stress management is often the most effective approach. Among the many different techniques managers can use to effectively prevent employee stress, the main underlying themes are

awareness of possibly stressful elements of the workplace and intervention when necessary to mitigate any stress that does arise.

Specifically, organizations can prevent employee stress in the following ways:

### **1. Intentional Job Design**

- Design jobs that provide meaning and stimulation for workers as well as opportunities for them to use their skills.
- Establish work schedules that are compatible with demands and responsibilities outside the job.
- Consider flexible schedules—many organizations allow telecommuting to reduce the pressure of being a certain place at a certain time (which enables people to better balance their personal lives).
- Monitor each employee's workload to ensure it is in line with their capabilities and resources.

### **2. Clear and Open Communication**

- Teach employees about stress awareness and promote an open dialogue.
- Avoid ambiguity at all costs—clearly define workers' roles and responsibilities.
- Reduce uncertainty about career development and future employment prospects.

### **3. Positive Workplace Culture**

- • Provide opportunities for social interaction among workers.
- • Watch for signs of dissatisfaction or bullying and work to combat workplace discrimination (based on race, gender, national origin, religion, or language).

### **4. Employee Accountability**

- Give workers opportunities to participate in decisions and actions that affect their jobs.
- Introduce a participative leadership style and involve as many subordinates as possible in resolving stress-producing problems.

### **5. Stress Prevention Programs**

St. Paul Fire and Marine Insurance Company conducted several studies on the effects of stress prevention programs in a hospital setting. Program activities included educating employees and management about workplace stress, changing hospital policies and procedures to reduce organizational sources of stress, and establishing of employee assistance programs. In one study, the frequency of medication errors declined by

50% after prevention activities were implemented in a 700-bed hospital. In a second study, there was a 70% reduction in malpractice claims among 22 hospitals that implemented stress prevention activities. In contrast, there was no reduction in claims in a matched group of 22 hospitals that did not implement stress prevention activities.

### **Conclusion**

Now we can conclude that stress is an important factor for the employees in any organization. Stress within a specific limit helps to achieve necessary objectives. But if stress exceeds any particular limit then it shows its harmful effects on the body, mind and behaviour. Now the ways to cope with the stress include adequate sleep, sports, talking to a close one, relaxation habits and quitting addictive products. These all must be used to get relief from stress. Workplace stress plays a significant role in physiological and psychological well-being of employees. It also affects the productivity and performance of organisations. The various results of workplace stress like physical problems, mental disturbances, emotional imbalance, lifestyle disturbances and behavioural problems lead to disturb the climate of the organisation. These issues create interpersonal conflicts, decreased productivity, low organisational commitment, increased absenteeism and more attrition etc. By facilitating the employees with effective training, the management can provide them with a platform to solve their stress related problems. Yoga, Yoga, meditation, exercise and recreational activities can provide a better environment to control stress. Even time management skills help to manage stress in an effective manner. These simple but useful steps can pave the path for improved efficiency of employees and increased productivity of organisations.

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## 18. Role of Ethical Issues in Educational Institutes

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### **Abstract**

Ethical issues are prominent in today's world. In this research the overall idea is about what all ethical issues are existing in educational institutes, how the students behave unethically, how to tackle those issues and how to make institutes unethically free. Ethical behaviour should be taught right from their childhood from their parents and when they go to preschool it should be taught from their teachers and the school. So, I feel that ethical behaviour should be inculcated right from their childhood so that the child is having the habit of behaving ethically and also, he has the fear that if he doesn't behave ethically, he will be punished and his future won't be as good as the others who behave ethically.

**Keywords :** Ethical, Issues, Education, Educational Institutes, Children, Unethical, Behaviour, Colleges, Schools, Values, Life, Value Education, Moral Values, Behaviour

### **Introduction**

What is ethics? Ethics is nothing but the right behaviour which should be chosen from right and wrong. Ethics is the selection of what is right and wrong and ethics education should be in each and every individual right from their childhood. Now we will come towards the question of what is unethical behaviour? Here is your answer for this question, Unethical behaviour can be defined as actions that are against social norms or acts that are considered unacceptable to the public. Coming towards the college students they are habituated nowadays towards unethical behaviour such as:- 1) Copying during examinations, 2) Cheating on homework assignments, 3) Putting proxy attendance, 4) Lying to the teachers, 5) Irritating teachers for no reason and making teachers jokes and spreading with friends. Such behaviour is not acceptable by the college and also the school institutes. Why do students think smart of themselves? Because they think that they are oversmart and they can fool anyone be it teachers, college principal and the ones working in institutes. I think that this unethical

behaviour should be removed from the roots and they should be given proper education on ethical behaviour.

### **Research Methodology**

This research is basically done from primary as well as secondary data. It is collected through reference books, websites, questionnaires, my own data, suggestions of my friends and family. Research is collected in such a way that I have taken the views of all my teacher colleagues and my dear friends.

### **Main Content**

Ethics is a term which is defined as the selection between right and wrong. According to me, ethical behaviour should be included in the academics as a subject just as we have moral science and value education subjects in our school. There is also one way through which we can spread the awareness of ethical behaviour by conducting webinars and seminars on such sensitive issues of unethical behaviour so that the youth and children get the importance of ethical behaviour and they also get an idea about how to behave in the society. Nowadays college going students are behaving or adopting unethical practices that they are really not aware about how to behave, what all is required to be followed. They adopt unethical practices such as 1) Copying during examinations. 2) Marking proxies of the students who are not present in the class. 3) Talking abusive about teachers and also using abusive language in the class. 4) Violating college rules and regulations. 5) Ragging of juniors. These are the student's behaviour nowadays, be it school going or college going. This sad picture is in front of us now and we need to change it right from today. There is no going back to this when we come to the future of the students. Nowadays we get to see the students committing suicide just because they scored less in their examinations or getting failed in their exams, why is this act taken by the students? Just because the parents pressurise the students to score higher marks compared to their neighbourhood or relatives son/daughter's marks. Students take such acts seriously just because they lack confidence in themselves and they land up ending their lives. Such unethical behaviour should be stopped by the parents and teachers. The institute should adopt such measures to end this unethical behaviour and start courses on ethical behaviour as a step to the bright future. These courses will help the students to inculcate good behavior by learning step by step and they will also take a step in changing themselves.



### **Conducting National & International Webinars**

Why is the need to conduct national and international webinars? The answer to this question is when we conduct such webinars on national and international level then we can spread the awareness quickly to the younger generation and when we spread such awareness then only all will get the benefit of such a topic and also they will be aware and can spread the information worldwide.

### **Ethical Issues in the Educational Institutions**

We also come across the unethical practices conducted by the institute itself. When it comes to the admission of the students, the institute takes a huge amount of fees from the student. Also the ones who cannot afford the fees and though they wish to get admission in that college, they do not get the admission because they have not been given admission because of less fees though the student will be intelligent enough then to the student who does not get admission in good colleges. This question arises in my mind: why do the institutes just give admission to the students who are rich enough to pay their huge amount of fees? Of Course there is business behind it. No institute is left now who just wants to give service to the society. All are money minded now who just think of gaining more and more money from the students. This should be stopped somewhere because many people belong to the middle class and their dreams are big enough but financially they cannot afford to pay such hefty fees. Institutes should also think from the side of the people who cannot afford such hefty fees. They should provide installment facilities, also they should give scholarships to the students so that they can avail the opportunity to study in a good institute. There are many cases where the institute is looting from the students and students have no option of raising their voice against them. I have also watched this incident in the famous comedy show "Taarak Mehta Ka Ooltah Chashmah" where there is one poor family who is a vegetable vendor and the mother and father wish that their daughter gets admission in a good school. The daughter is quite intelligent and smart but because she is poor and cannot afford hefty fees her admission gets cancelled. The principal and the trustees take the interview of the child and they get to know that the child is intelligent but as they come to know that the family belongs to a poor family they deny the admission of the child and they say that she cannot fit in this school with the rich children. Then the society people gets an idea and they plan to trap the institute by showing their true colours to the whole society. One of the couple decides to act as rich husband and wife and the vegetable vendor's daughter also does her makeover and she becomes the

daughter of that couple who will help them to trap the institute's true image. They also do a sting operation wherein they act as if they are very rich and will take admission in that institute. They also keep one hidden camera so that they can capture everything that is happening in that office. Then again the interview is taken of that girl and she answers very well, also the college decides to take her in the school, then later on the couple says that they are not her true parents and the girl is the same who came that day with her parents. Then the principal and the trustees argue with them and deny again for her admission but the journalist threatens them that he will telecast the video worldwide and will cause harm to their college's image. Listening to that the trustee and the principal get frightened and they do the admission in their school. In this way they fought for justice and faced this tough obstacle. Similarly institutes which are just taking money and not thinking about the students future have no place in the society. Such cheaters should be taught lessons and every child should have the right to education. Such unethical practices should be stopped right now otherwise we won't be able to live peacefully.

### **Findings**

1. Ethical issues are everywhere, be it in any organization. As a researcher of this topic, I have found that there are many ethical issues prevailing in the educational institutes such as:-1) Copying during examinations.
2. Not respecting teachers and their teaching.
3. Violating College Rules & Regulations.
4. Ragging of juniors.
5. Colleges take huge amounts of fees and give preference to only rich students.
6. Schools and colleges doing business in the name of education and filling their pockets.
7. Students choosing the wrong path in their life and not walking on the path of truthfulness.
8. Educational institutions taking bribes from the students' parents who scored less percentage in their academics and keeping seats for students who give bribes to the institutes. Such unethical practices should be removed from society. People should adopt a truthful path in their life and walk on that throughout their life. People have a lot of complaints regarding the system of the educational institutes and management of the institutes. Somewhere this corruption should be stopped and the ones who are

doing corruption should be punished so that the next generation will learn a lesson so that they won't repeat these malpractices in their life again.

### **Conclusion**

Allow students to develop critical thinking skills. Case studies and articles presenting ethical scenarios introduce students to both correct and incorrect ethical decisions and allow them to learn firsthand the complexity of ethics. Such instructional methods can “exemplify for students what first-rate reasoning about ethics actually looks like. In other words, good articles on ethics are effectively special-topic examples of advanced critical thinking skills. Students who study such first-rate reasoning in the classroom stand a better chance of being able to engage in solid ethical reasoning in the workplace.

Education is also a fundamental process of human life. Therefore, in education ethics has a very important and effective role. In order to be a good human, ethics should be placed as a course in the educational system. The aim of ethical education is to provide people to make decisions by their free wills. You can teach norms easily, but you cannot teach easily to obey these rules unless you teach ethics. Therefore, teaching ethics has an important and necessary place in education.

### **Suggestions**

1. People have suggested conducting webinars on ethical behaviour so that awareness will be spread all over the institutions, schools and colleges.
2. Institutes should behave ethically and run their institutes fairly.
3. Students should not adopt unfair means in their examinations and also they should study regularly so that they don't fear while writing their exams.
4. Students should respect their teachers and gurus.
5. If one person starts behaving ethically looking at him one by one all will start behaving ethically so that this world will be a better place to live in.

### **Literature Review**

This data tells us about how the unethical practices were prevailing in the society right from the beginning and how it is taking turn according to the modern generations and how people behave unethically and are just behind earning money. The previous researchers have mentioned few unethical behaviour such as Plagiarism, Falsification of data, Choice of teacher, Is wearing uniform compulsory in schools? Discipline issues. Such issues are highlighted by the researchers and they have thrown light on these issues and how to tackle those problems

and spread awareness among the students and institutes. My view on this topic is that unethical behaviour should be stopped from the root itself and awareness measures should be adopted by each and every person and the ethical issues should be boycotted forever. The institutes should adopt a fair and ethical way to run their institutes and give all children the right to education.

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## 19. Stress at Workplace - An Obstacle to Achieve an Organizational Goals

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### **Abstract**

Stress is generally considered as a deviation from normal functioning of mind and body. Stress at the workplace has been an increasing concern in today's world. It is a very dangerous concept because it can be seen all around the world in an organisation wherein if an employee comes under its shade; his work performance will be affected which in turn will affect the results expected by an organization. Stress can be considered as an inevitable condition to which an organization has to stay on alert mode for. It is something which can never be wiped off but something that can be minimized to a certain extent by certain measures and activities so as to maintain the productivity and the health of the organization leading to productive organization.

Our purpose of this study is to know about the various effects of stress at one's workplace, its causes and to suggest various methods / approaches to deal with it personally and to suggest organizations some ways to deal with it; also to create awareness among people about it. This research is based on both primary and secondary data where information is collected through survey methods and also various websites and books. We have found that many people are suffering from this so-called epidemic called 'Stress' where long working hours, heavy workload and job insecurity are considered to be the major causes of stress at the workplace. We have also found that stress not only affects their work life but also their personal life as well. Stress has affected their mental health, behavioural pattern, emotional problems as well as their social life. The respondents too suggested that flexible working hours, paid leave etc; can be some ways to reduce stress in a working environment.

**Key Words** : Stress, Stress at the workplace, Causes & Effects of Stress.

### **Introduction**

In our everyday lives also, we get to hear the word stress from our people, colleagues, teachers and many others; we have also heard about it in the news channels too. Stress is

frustration or anxiety or nervousness or change in regular function of mind or body due to negative or positive influences around us. As said by *Arnold (1960)*, 'Stress is a state, where in any condition leads to disturbance in normal functioning'. Based on the impact of stress on the body, mind and performance it is mainly classified into two types - namely ; Eustress and Distress. Eustress is just a reasonable amount of stress that an individual can take. Though this is something which is seen all around the world, people tend to ignore it. But it is such a dangerous concept that the World Health Organization too has declared it as World Wide Pandemic. This type of stress has a positive effect like creating passion for work, provoking hidden talent and abilities and inspiring us to take up new activities. Whereas, Distress is an excessive quantity of stress which is harmful for an individual having a negative effect on both mind and body leading to depression, heart attack etc. Stress in an organization, be it companies, educational institutions, factories etc. their effects can be seen in many ways. The indication we start to get is mainly from their behavior. A person in stressful situations will show behavioral changes, emotional (psychological) changes, physical changes and it also affects their social life in a drastic manner & their health is also affected. Though this pandemic called stress has no complete solution, an organization can definitely minimize it to a certain extent. Humans are considered to be the most intelligent / mindful animals on earth. But still they fall into this trap of stress created by their own organizations and companies. This situation is equally dangerous for companies because excessive stress in employees causes employee turnover. Highly stressed employees choose to remain absent to avoid a stressful environment in the organization. Workers are considered highly stressed due to lack of motivation. How can you control stress? There are various ways which are considered to be effective to help an individual to control stress and live a happy and healthy life. These methods include-

- Get more sleep- which provides proper rest to the body and helps combat the effect of stress.
- Physical Improvement- physical activities boost the mind and body and help to regain the confidence which is lost due to stress.
- Relaxation techniques- such as arts, dance, and music help people to get more creative and relieve stress.
- Talking to someone close also helps to relieve stress and provides comfort.
- The concept of time management- allows sufficient usage of time. And which helps an individual to organize or arrange his/her activities. And helps to maintain a daily course of activities and it reduces stress.
- Say 'NO' to additional unimportant requests- taking additional, unimportant requests which are not necessary, increases the workload and causes more stress.
- Taking adequate rest if one is ill- taking adequate rest helps people to recover from the symptoms of stress and helps to improve the mood.
- Avoid habits such as smoking, alcohol etc. - these products cause dependence and

further induce stress by the need for continuous consumption of these products. • Facing the cause- facing the cause of stress is one of the major solutions to reduce the stress. When you face the stressor, the reason for stress is no more and the person is free from stress.

**Organizational Measures to Combat Stress** The following measures can be taken by organizations to combat stress:

A. Reducing Long working hours: Organizations should see that long working hours of employees should be reduced and proper time management techniques are taught to them.

B. Communication - The organizations should encourage communication and always ask for feedback, where the HR manager should always be directly accessible to any employee to listen to. The organization always tries to follow up with all corporate and business news, in addition to new studies published regarding work stress, how to spot it and solve it.

**Security Fears** - The Organizations should take efforts in making employees and people feel safe by applying law & order for security control, check the identities of visitors in the firm and not allowing unauthorized or unwanted people to enter.

### **Objectives of the Research**

- To study about the various effects of stress in one's workplace
- To create awareness among people regarding stress.
- To study issues related to it and give proper suggestions.

### **Review of literature**

Stress at the workplace is often referred to as 'occupational stresses. The basic thing which we must consider is the concept that the work situation has certain demands, and that problems in meeting these can lead to illness or psychological distress. Stress in various occupations is a major health problem for both individual employees and organizations, and can lead to burnout, illness, labor turnover, absenteeism, poor morale and reduced efficiency and performance. Hence, stress is considered as one of the contributing factors that influenced the efficiency, absenteeism, increase in health care costs and other unfavorable results that associated with specific situations, characteristics of the work environment, and individual perceptions and reactions in the context of the workplace (Stacciarini and Troccoli, 2003).

As said by Lazarus and Folkman (1984), stress can sometimes occur when the demand that is being placed by an individual is at the given birth rate criteria or stress emergence. When a stressful situation actually occurs, one often forgets all of the knowledge obtained on stress and how to effectively manage it. Such a response to any stimulus in the surrounding is part of being human since humans are vulnerable like all other living things. The workplace stands out as a potentially or mainly an important source of stress purely or basically because of the amount of time that is spent in this setting. However, the stress inducing features of the



workplace go beyond simply the time involved. And with the financial security and opportunities for advancement of individuals being dependent upon their performance, the pressure to perform often makes the working condition & situation potentially very stressful as said by (Faulkner and Patiar, 1997).

Abrahamsson (2000) earlier explained in his research that working environment problems should be regarded as production problems in order to achieve the following economic gains. Human suffering which is a main problem and economic losses (the loss of manpower and productivity, increased cost towards medical expenses, compensation and other hidden liabilities) are the constant reminders to implement better organizational work design, planning of proper work time, work safety standard and control in the technologies as concluded by the researchers (Nag and Patel, 1998).

Signs of stress can be seen in people's behavior, especially in changes in behaviour (Table 1). Acute responses to stress may be in the areas of feelings (for example, anxiety, depression, irritability, fatigue), behaviour (for example, being withdrawn, aggressive, tearful, unmotivated), thinking (for example, difficulties of concentration and problem solving) or physical symptoms (for example, tension, nausea, headaches). If stress persists/exists there then there are changes in parts of the functioning of the human body including brain, heart, immunity etc leading to mental and physical ill health (for example anxiety, depression, heart disease).

**Table 1: Signs of Stress**

<p><b>How you feel (emotion)</b>                      Anxious                      Depressed/tired                      Angry/irritable/                      frustrated                      Apathetic/bored</p>	<p><b>How you think (cognitions)</b>                      Poor concentration and memory                      Poor organisation and decision making                      Less creative in problem solving                      Hypersensitive to criticism</p>
<p><b>How you behave</b>                      Have accident/make mistake                      Eating/sleeping problems                      Take drugs (e.g tobacco, alcohol)                      Problematic social behaviour (e.g.withdrawal, aggression)</p>	<p><b>Your body</b>                      Sweating, dizzy, nauseous, breathless                      Aches and pains                      Frequent infections                      Asthma, ulcers, skin complaints, cardiac problems.</p>

Source : Michie, S .2002. Work causes and management of stress at work. Occup. Environ. Med. 59;67-72.

## **Research Methodology**

This research is quantitative and descriptive, where the whole research is based on both the data i.e. Primary and Secondary data. For primary data, survey method is used by preparing questionnaire & data collected through respondents. Secondary data is collected through desk research by summarizing the information through various books, websites etc and the data from the already existing survey is also used in this research to increase the overall efficiency of the research. The survey questions prepared and asked were about their gender ,age group, various causes of stress, behavioral changes they see in themselves during stress, their emotional changes, its effects on their health and mentally as well as its effects on their social life; their methods to reduce stress and what according to them should be done by an organization to reduce stress. The list of survey questions are - 1) How stressed do you feel on a daily basis ? , 2) What are the major causes of stress ? , 3) What behavioral changes do you see in yourself due to stress ? , 4) What psychological or emotional changes do you see in yourself due to stress ? , 5) What are the social effects you feel that occur due to stress ? , 6) What are the measures you take as an individual to reduce stress ? , 7) What are the measures or ideas an organization should take up to reduce stress from an employee ? Limitation of the study is that it is mainly time restraint, limited sample size which does not represent the whole population.

## **Findings**

After thorough interpretation & analysis of the data we found that 52% of the respondents do have stress on a daily basis which indicates that there are many people who suffer from this epidemic known as stress at the workplace. 84% of the respondents believe heavy workload to be a factor that causes stress in the minds of an individual, 64% of the respondents believe that the main reason of this is due to long working hours and the rest believe the following factors to be the reason for the cause of the stress - job, insecurity, conflict with boss and exploitation by seniors. Many respondents believe decreased efficiency and effectiveness, inability to rest, relax or sleep, irritability/outburst of anger, change in sleeping pattern and increase in use of tobacco, drugs or alcohol are the changes they see in the behaviour pattern of people they use to reduce stress. Some emotional changes seen by the respondents are the feeling of irritation, misunderstanding, restlessness, sadness/moodiness or wish to change the organisation. Some physical effects noticed by the respondents are increased heart rate and blood pressure, upset stomach, sweating/chills, headaches, fatigue and hair loss. Respondents also believe it to have some social effects like withdrawing / isolating from the people one knows, difficulty listening and sharing ideas, they start to blame others, be

impatient and be alone. Some respondents use their own methods like sleeping, talking to someone and meditation to reduce stress using their personal methods. They also want an organization to fund certain measures or ideas to reduce stress by providing lounge space, offering them paid leave, and flexible working hours.

### **Conclusions / Suggestions**

Workstress is a real challenge for workers and their employing organizations. It is the intention of this report to educate about the damaging effects of this stress - epidemic at the workplace and increase awareness about it in the minds of the people. As we all know that this culture of stress will soon bring about the damaging consequences in the organization. Because if such culture is developed then there will be no quick fix solution to this and it can lead to bad performances. So, the organization with management and staff have to follow a stress free environment. Organizational approaches coupled with individual strategies are the most effective way to address job stress. There are many various suggestions given by many respondents like distribution of equal work among the team mates and not everything on new joiners and juniors. Having faith in the work of juniors, they also said that flexibility in work should be provided, organizations should try not to pressurize their employees too much. Some suggested a concept of 'TGIF' i.e. Thank God it's Friday. Some companies follow this concept every month at the end of Friday by playing games, other activities instead of work.

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## 20. Survival of Industries during Major Crisis

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### **Abstract**

Since we have been through various crises this year I thought to pick a subject to do research about the crisis of Finance, basically this article is trying to focus upon the survivors of the crisis. This research is about the history of major financial crisis and how industries suffered and survived, thrived and achieved. My major concern would be survival of large industries/companies during and after major financial and economic crisis globally and impact of world wars, pandemic, epidemic and stock market crisis- such as the great depression 1932, the global economic recession 2007-09.

And all those small hiccups in stock markets throughout these years.

I would also like to cover the The Post World War 2 market leverage, how industries made their way to the market and America got into gear. What gave boost to market and economy? My major research concern will be to follow through the history of financial market and dig into the plausible mistakes that led to such big crisis and the preventions.

**Keywords:** - Companies, Crisis, Survivors, Market analysis, Industries, Technology, Stock Market Crash

### **Objectives**

- To find the various ways to survive during major financial crisis.
- To know the significance of industries impact on financial world.
- To observe through the history and learn from the survivors in the various sectors to avoid the mistakes in future

### **Introduction**

The world has encountered numerous crises over the years, but as we know from the history of human survival, we have faced and overcome these challenges. Getting from surviving to thriving is a process that takes time. Humans have a few basic needs to survive, & industries have a few basic needs to survive as well.

As industries survive during crisis it impact our lifestyle this changes affects a lot and it's affects the global business chain.

As crises arise many firms are unable to function as they have been in the past. During or after the crisis, what made a company successful in the past may no longer be possible. Customers may find it difficult to make payments. To suit new requirements or operate around new limits, channels may have significantly evolved. A formerly steady regulatory environment may have shifted, opening up new opportunities. It is possible that the assumptions that have supported years of steady and predictable growth are no longer valid.

Discovery during a crisis, the market setting is fluid, and there is no certainty about what will characterize the world once things have stabilized. The capacity to discover is required to have a powerful method to studying this type of landscape. Overinvesting in rediscovering what matters to customers now and comprehending the impact those changing needs will have on their business is crucial for businesses. "If I had asked them what they wanted, they would have responded 'faster horses,'" Henry Ford once said. As we face catastrophes, our perspective of the world shifts. The real world sounds like an awfully depressing place to live. As industries strive for their survival, an industry scratches the surface again to rebuild itself.

A single catastrophic occurrence can trigger a crisis just as easily as a sequence of ignored critical events. But, regardless of how it occurs, a crisis can pose a major threat to a company's primary objectives, reputation, and even existence. Furthermore, once a crisis has begun, it does not simply burn brightly and then fade away. That's because a crisis is multifaceted and multidimensional by definition. Companies require a strong crisis management function, one that predicts crises, in order to adequately plan for, manage, and recover from crises. So, what's the secret? Using a crisis lifecycle management method, you can constantly improve your crisis management planning and preparedness.

#### **The stages of crises are as follows**

The following are the basic stages of a crisis:

##### **Pre-crises**

As the name implies, the emphasis at this time is on prevention and preparation, or eliminating recognized hazards that could lead to a catastrophe.

### **Response**

You're right in the middle of it now. This stage is about how to respond to a real-life catastrophe.

### **Post-crisis**

All major crises must eventually come to an end. However, just because they haven't happened before doesn't imply they won't happen again, especially if organizations don't go through this final, post-crisis stage. During this phase, businesses will have the opportunity to reflect and look back. They do a post-mortem to determine what went wrong and how they can better prepare for the next catastrophe. It's also when businesses start following through on promises made when the crisis was still raging.

The qualitative strategies/leadership use by industries leaders during crises are as follows:

### **Agility, not Speed**

A crisis necessitates flexibility. Many people confuse agility with speed. The term "reaction time" is frequently used. You rush because you're in a hurry; it's a mindless, undirected effort fueled by stress or enthusiasm. Information sensing, processing, and decision-making are all sped up. And it quickly wears you out.

Even a crisis is an opportunity for agile thinkers, as the cliché goes: "Never waste a crisis; catch the adversary off guard."

### **Messages that are both clear and sympathetic**

Messaging is not the same as giving a speech. In the middle of the Great Depression, Roosevelt introduced empathy to the American people. For 1,000 days, he spoke live on the radio with ten families every evening at 7 p.m. Every citizen had the impression that they were chatting to their President every day and that he was listening to their concerns. They were reassured and given a daily dose of optimism. Even when he just had a few minutes to land the plane in the Hudson River, Sullenberger did this. He kept talking to his co-pilot, focusing his attention on the task at hand and refusing to feel the fear. Shackleton and his crew did the same thing for nearly 1,000 days in the frigid depths of the Antarctic, with little hope of rescue.

### **Stay in the present.**

The emphasis is on focusing everyone's mind, emotion, and action to the next moment and not allowing it to go too far. When a team member's mind wanders in a crisis, it is engulfed in ambiguity, confusion, and complexity. That's when worry, fueled by the unknown

and dread of the unpredictable, takes over. This is similar to hiking at a high altitude. The summit is the goal, but the mission is the next step, the next intake of oxygen, the next dose of hydration and sustenance.

### **India during the 2008 Recession**

Government of India immensely got involved with the regulators of the finance, active participation in the decision making with central bank policies, securities exchange board of India (SEBI), FII(foreign investment institute), finance minister acted just at the point to avoid the steep in GDP. In this regard, the financial policies adopted in India following liberalization in 1991 played a significant influence. In India we have strictly regulated market by active participation of financial regulators like RBI, SEBI, Ministry of Finance, Ministry of Corporate Affairs. These regulators make certain that, while Indian markets are exposed to foreign participants, they are also less vulnerable to global hazards. One of the steps implemented by the Government of India (GOI) to limit foreign institutional investment is Participatory Notes (P Notes) (FII). If foreign players drop out of their investments during a recession, stock markets plummet; P Notes are the key to preventing this. There are numerous measures that have allowed the government of India to run the Indian market like a tight ship. In 1969, the government of India nationalised some of the country's largest banks, allowing the government to impose policies such as a high Cash to Reserve Ratio (CRR), a strict credit policy, and lending rate regulation. The policies outlined above prevented Indian banks from slipping into this trap. People in India use their savings to build wealth and make plans for a rainy day.

According to a study published in the Global Journal of Finance and Management, Indians have greater risk aversion than their European and American counterparts. The above study represents Indian stock market behaviour, indicating that they are less prone to speculative and risky investments. People in India also choose to store their savings in gold, which decreases the danger of losing money. The Indian economy continues to be focused on its own markets, making it less vulnerable to the risks posed by global markets.

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decreases the danger of losing money. The Indian economy continues to be focused on its own markets, making it less vulnerable to the risks posed by global markets.

"Pandemic" conjures us images of a sad and despondent world in which humans are helpless and everyone is blaming each other for the predicament, although it is a virus. We're still in the Covid 19 phase where 'lockdown' is the new normal. This whole lockdown situation has just served to remind us that nothing is predictable, at least not in nature. Well, it has changed a lot of things in human life. Masks, sanitising, and a variety of societal constraints have all become part of our daily routine, but they are all for our own good. Many areas of the epidemic have fared well and are still coping, while others have been shuttered or absorbed with larger companies. This period in human history will be remembered as one of the most horrific periods in which every nation, including the most powerful, suffered greatly. At one point, the financial market was surprisingly doing well, and several businesses had enormous success and a significant increase in net worth. The epidemic mostly affected the tech and retail industries, with financial institutions bearing the brunt of the damage. Unemployment, lockdowns, poverty, and other factors may have caused the public to run out of money, preventing banks from receiving interest payments. However, unlike the previous crisis, giant companies have been unaffected by the digital platform, which provides services such as flexible payment methods, digitizing sales, online learning system, social media platform, technology companies, cellular network operators, healthcare sector, consumer product services, fashion, and beauty product, and such businesses have been profitable.

The online platform which connects the dots between the customers and the service provider help many companies to sustain in market in this pandemic time.

Here are the list of companies that generated huge revenue and thrived during the pandemic, here we will see their reasons and strategies behind the great success

### **Approach towards Methodology**

Data collected basically on the secondary research methodology for finding out the probability result as far hypothesis is concerned. Questions were asked to respondent by asking question

### **Tools for Data Collection**

This research article is collectively based on quantitative and qualitative data collection methodology from different respondent segment. The objective of the project needs both primary and secondary data. But this study is based on secondary data due to covid 19 situation



and insufficient time management it couldn't have been possible to collect primary data. The data presented in this study is collected through, — newspaper, websites and researches.

## **Review of Literature**

### **Organizational Crisis**

Groh (2014, p.50) mentions that the start of a crisis, for example, is when an economic environment has reached the top and stagnates to grow. Without an extraordinary change of the current business mechanism, a decrease of the organization's principals such as technical, market or social requirements will occur. Pollard & Hotho (2006, pp.722-723) have identified seven groups of majorcrises event.

### **Major Crisis Events**

Economic related: Labor problems, stock market falls, economic downturns, changes in trade policy, sharp declines in profitability

Informational: Loss of data, data tampering

Physical: Loss of facilities, product failures

Human resources: Death of key personnel, corruption

Reputation-related: Rumour, loss of reputation, manipulation of

This presentation of data is based on online questionnaire response based on the agenda to conclude the knowledge of respondents whether they are aware of the financial Crisis survivors and their cause.

Questions	Yes	No	Can't say
1. Are you aware of the companies that thrived during The great Depression	75%	25%	—
2. Do you know that India survived the 2008 recession better than any other country.	58.3%	41.7%	—
3. Do you know the reasons behind the housing market collapse in 2008?	52.8%	47.2%	—
4. Did you know that the Subprime crisis could have been avoided by the US government?	49.3%	50.7%	—
5. Do you think that giants in the Covid 19 pandemic survived because of the digital platform services?	66.7%	11.1%	22.2%
7. Did you know that during World war 2 the most successful industry was the automobile?	65.3%	34.7%	—
8. Did you know that evolution of the film industry began after the great depression?	62.9%	37.1%	—

### Percentage Analysis of Questionnaire

#### Conclusion

As this paper follows through the crisis in financial market and its survivor industries/companies, we got to see many business strategies and aspects that shows, how during the period when every other companies suffers and disrupts and when on the other side how some brave decisions took by some powerful people can change the negative cause into a profitable event. Whether it is making alliance with the ruling party, launching new products, creative advertising ideas, providing services at any cost to the customers or innovation at a point where many people see no way to escape, let what ever the scenario be but the attitude towards the challenging crisis; figuring out how to deal with the objectives and conclude the situation is the main criteria to thrive in the most dejected period of financial market. If we stuck anywhere with a substantial business crisis issue and got no way how to deal with it, one should give it a look at history and learn from the companies that have survived all the miserable era and today they are the giants that shall never be drowned by any crisis like they survived as a small business.

#### Suggestion

As a writer of this paper, after going through all the research and findings I will suggest some distinct points that would Justify the positions of the big companies today that survived major crisis and today they are unbeatable in market.

As a company when an organization go through levels of disruptions and crisis, where survival becomes impossible in the market for every industrial sector. Emerging as a one that survived every nature of crisis, those are the companies that we should learn from.

Going past their history and learning their strategies to tackle every big as well as small hurdles in the market is the right thing to do.

Levels of strategies, merging to sustain, selling commodities, surviving on a utility product, grasping through the customers attention, never letting the customers have other choices as with other companies/competitors, these are some basis steps a survival companies should take.

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## 21. Role and Importance of Digital Marketing in Small Scale Businesses during Pandemic

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### **Abstract**

The aim of the current research is to understand different modes of digital marketing. Traditional marketing strategies specially during pandemic almost failed to accomplish market demands and expectations of organisation. Digital marketing was the only rescuer for all the businesses to somehow sustain in the crisis. The paper attempts to study the contribution of digital marketing in holding small scale business which faced the biggest hit in the phase of covid-19.

**Keywords:** Digital marketing, internet, marketing automation, search engine optimization

### **Objectives of Research**

- To identify and understand the meaning and types of digital marketing
- To analyse the contribution of digital marketing in small scale and businesses.

### **Research Methodology**

For this study, the information included with the intention to satisfy the main purposes. Combined use of primary and secondary sources are undertaken to complete the content for this research work. Expansive use of secondary sources includes mainly the use of various websites and questionnaire was formed to gather primary information.

### **Literature Review**

- All the electronic modes used by companies today in place of old promotional techniques for promotion and other allied activities comes under Digital marketing (Yasmin A., 2015).
- The reach and subscription rate both are stimulated with an active planning and use of digital advertising (Merisavo st al., 2004).
- Hoge (1993) transfer of goods and services from the production to consumption is very much facilitated by the use of various electronic media sources..

- In present the use of technology in enhancing the value of digital media which is of immense importance today and tomorrow (Khan and Mahapatra , 2009).
- In order to attain social and financial objectives, along with the increase in numbers of customers for the organisation digital marketing including social media is playing the prominent role. (Lazer and Kelly, 1973).
- Many research paper, literature and chapters have highlighted that digital platform have almost removed the limitations of traditional marketing and presented a competitive view where the consumer can define and select the vehicle (Kumar B., 2014).
- Digital marketing platform have actually empowered the consumers and have changed the methods of interaction to a greater extent (Gautam H., 2014).

### **Introduction and Discussion**

Marketers have always been facing the challenges to approach consumers and converting them into prospective buyers. Traditional means of marketing though are still useful but less beneficial in achieving organisational marketing objectives. Digital marketing techniques are one stop solutions to all such marketing issues. The applications of internet and electronic media by organisations to promote their product and services are gaining immense importance. Recent times especially during pandemic have witnessed an enormous change in the method of interaction, internet, mobile, and technological revolution have changed the basic rules and reach of communication and now instead of a limited amount of information the consumers can get a plethora of information according to their need and desire. Boost to Customer empowerment by such digital revolution have enabled them to control the commercial information content of advertisement along with the choice of media.

### **Role and Importance of Digital Marketing in Small Scale Businesses**

Digital marketing provides benefits both to the organizations and consumers. With the maximum reach of internet services and increase in the use of online services at national and global level many digital platforms have come up. This has facilitated the emergence of different digital marketing tools leading to various benefits to organization as follows:

- Higher Revenues,
- Cost Effectiveness,
- Earning People Trust ,

- Brand Reputation,
- Content Performance,
- Lead Generation,
- Competitive Strength And
- Real Time Results

During pandemic small business got the most bad hit leaving no scope to grow and move the business further. All the strategies planned for future went in vain and even the businesses came down to initial level. This tough time became challenging for most of the small scale businesses. Resultantly many small owners shut down their businesses. But those who realized the need of the time, took initiatives and changed their strategies. The output is that they not only managed to survive crisis but generating commendable revenue. Complete credit goes to the improvement in the technology that have led the development of various digital platforms. Today almost all the small scale business are sustaining themselves with digital business. Various tools used under digital marketing are search engine optimization, content marketing, social medial marketing, pay per click, affiliate marketing, native advertising, marketing automation, email marketing, inbound marketing, online PR and sponsored client.

#### **Examples of Some Successful Small Scale Businesses during Pandemic**

- There is a small scale balloon decoration firm located in Jaipur city started generating awareness about their distinctive offerings online and approached the customers to avail their services for different occasions.
- Initially the small local Cake Company started their 24 hour cake delivery business in Jaipur. Now by using digital marketing opportunities they are able to enjoy mass coverage by delivering to different cities all over India.
- One more new initiative was taken by another small scale business “Mrgiftwala” by providing online gifts, bouquets and flowers all over India’s major cities. By adopting digital platforms, they are generating high sales and revenue which would otherwise not have been possible in offline business.
- Similarly Abestfashion a small blog website emphasizes on digital marketing strategies and creates strong appealing content. They find what sort of information

people are looking for and how they get the relevant informative content on the internet with the help of digital marketing tools.

Like wise many small scale business into repairing and maintenance and classes have started online services during pandemic at the right time and reached their potential customers.

Digital Marketing is a complete package of marketing and promotion strategies from generating brand awareness to transforming prospective buyers into loyal customer. It helps to build trust and confidence among customers. Most evident significance of digital marketing is to provide enormous opportunities for doing business with tremendous scope which have never been realized earlier.

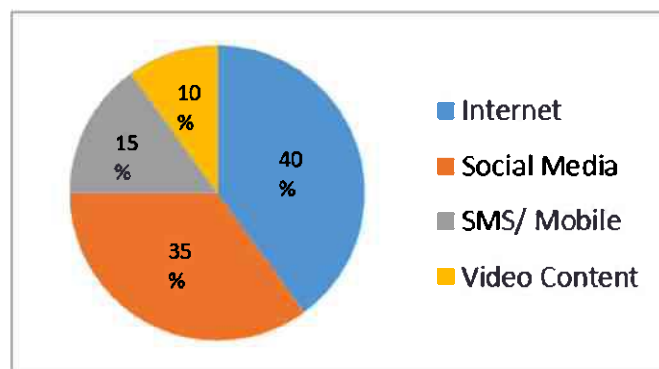
On the other hand Customers are also gaining on large scale in the form of following benefits:

- 24 hours services
- Prompt services
- Accurate, updated and timely information
- Facilitates sharing of information and content
- Clarifications of doubts and queries
- Facilitates comparison of products and services
- More involvement into various offers and schemes in context to product and services.
- Clarity in price and quick information.

### Findings

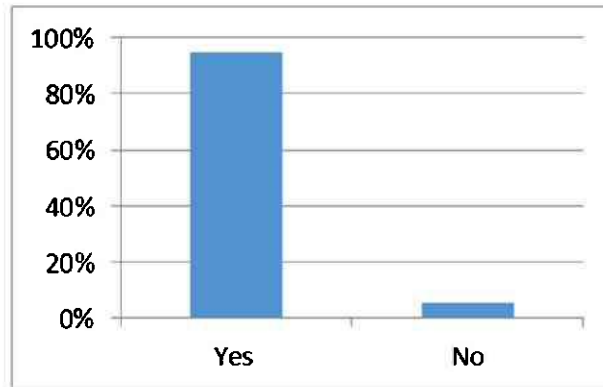
Questionnaire was designed to gather first hand information from the respondents in order to identify and analyze the use and importance of digital marketing in personal and business life. All the responses are presented in the form of pie charts and bar diagrams.

#### 1. Most Common Tool of Digital Marketing



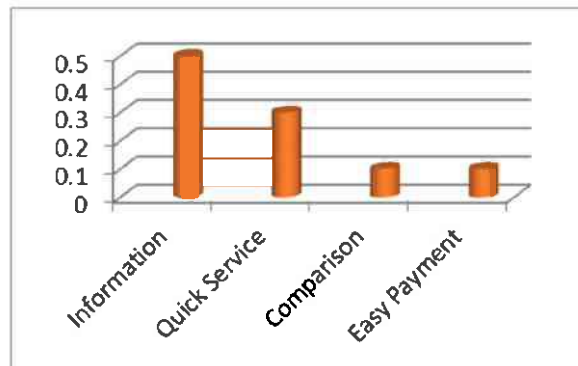
**Interpretation:** According to the response obtained the most common tool of digital marketing is Internet/ website (40%) followed by social media (35%), mobile and SMS/ Mobile marketing (15%) followed by specific video media content (10%)

### 2. Generating Awareness through Digital Marketing



**Interpretation:** According to the response obtained 95% respondents, feel that the digital marketing has result into an increased awareness about the products, services and specifications of product and services.

### 3. Benefits Derived by Digital Marketing



**Interpretation:** Maximum respondents think that digital marketing tools are very beneficial in providing them accurate and updated information on regular basis.

### Conclusion

Digital marketing platforms uses various communication tools to reach mass customers. This has benefitted the small scale business big time. With low or minimal investment small scale houses can generate profit along with sustainability in the market. Digital marketing has over powered all the traditional means of promotion through the use of internet, websites, sms & mobile marketing, blogs, social media, micro sites, videos, online communities services,



search advertisements, and personalized marketing. To enjoy creativity, innovation, loyalty and large consumer base the companies are focusing and increasing the use of digital platform to promote their product and services.

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## 22. A Study on 'Resistance to Change' a Major Obstacle in Achieving the Organizational Goal

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### **Abstract**

Organizations use strategy and goals to move a business forward. However, this is all dependent on how well goals are achieved. These goals cannot be achieved unless every employee learns to adapt themselves to a changing environment. However, human behavior has repeatedly shown a resistance to change in the existing methods and ways of doing work. Organizations, for the advancement of business processes, require constant adaptation to changes. However, organizational resistance to change acts as a major hindrance in the path of development and success of an organization. Such resistance to organizational change brings in the need for defined change management. It can be defined as a situation where individuals are reluctant to adapt themselves to altered circumstances. It also means a situation, where people are not willing to go beyond their comfort zone and wish to continue with the same monotony of the job. The resistance to change meaning can be defined as a major obstacle in the way of development with new technology and methodologies. Change in the techniques and organizational structure comes at regular intervals. However, with pre-existing methods, individuals become reluctant to learn and implement the new techniques bringing in a resistance to change. Resistance can be in the form of protests and strikes by employees, or even in the form of implicit behavior. The organization with its managers must take up initiatives in managing resistance to change and in the process develop a gradual adaptation to change ensuring productivity as well as efficiency at work.

**Key words:** Resistance to change, Change management, strategic planning

### **I. Introduction**

Change is constant and inevitable. It is basically a variation in pre-existing methods, customs, and conventions. Since all organizations function in dynamic environments, they constantly have to change themselves to succeed. Change management contains several strategies that help in facilitating the smooth adoption of such changes. One of the most important facets of change management is resistance to change. It is simply human nature to

counteract any changes and maintain the status quo. But since change is inevitable, instead of resisting changes the organization must try to implement them with minimum hassle.

Resistance to change may be either overt or implicit. For example, employees may react to a change in policies with outright rejection and protests. They may even refrain from showing disapproval expressly, but they may do so implicitly by not accepting changes. Managers must understand these problems and help the employees adopt these changes smoothly.

## **II. Research Gap**

Gone through lots of papers and also through review of literature, it can be said that there is no study conducted to find out in-depth causes of resistance to change and its effect over organization performance. Hence, this study is conducted to analyze these causes and its influence on organization performances.

Papers also aims at suggesting the remedial measure to overcome this organization barrier which indirectly means of uplifting the organization and its employees for future surveillance as well as developing high employee morale which will make them to accept new challenges in life and hence enjoying high standard of living.

## **III. Review of Literature**

1. Manuela Pardo and Clara Matina (2003), in their paper titled “Resistance to Change: a literature review and empirical study” focused on a typology of evolutionary and strategic changes.
2. Ahmad Hafizh Damawan and Siti Azizah (2020) in their paper titled “Resistance to Change: Causes and strategies as an organizational challenge” highlighted various factors and strategies to overcome them.
3. Dennis G. Erwin and Andrew N. Garman (2009) in their paper titled “Resistance to organizational Change: linking research and practice” revealed various guidelines to organizational change agents and addressed change initiatives to overcome individual resistance to change.
4. Grama Blanca and Todericiu Ramona in their article titled “Change, Resistance to Change and Organisational Cynicism” discovered Cynicism in the context of organization represents a reaction to the failed attempts of change which pessimism towards future effort and conviction that the agents of change are lazy and incompetent.
5. Ahmad Syahmi Ahmad Fadzil and et.al in their paper titled “Resistance to Change (RTC): A Taxonomic Perspective Shown different concept in assessing resistance to change is proposed”

#### IV. Objective of the Study

1. To find out the various causes of resistance to change among the employees.
2. To study the effects of resistance to organization performances.

#### V. Methodology

It is basically an analytical type of research. Data is gathered from the various secondary sources like published journal, corporate reports, magazines, periodicals, articles and refereeing various scholarly papers of national and international scholars.

#### VI. Causes of Resistance to Change

The common causes of resistance to change in all organizations are stated below:

- **People are not willing to go out of their comfort zones** defined by some existing methods for learning something new.
- **Changes in methods and techniques** come with a change in power, responsibilities as well as influence. Organizational resistance to change comes in from people negatively affected by the changes implemented.
- **Insecurity, laziness and lack of creative approach** make people cling to the pre-existing customs thereby resisting changes.

Apart from the above mentioned causes there are several other causes of resistance to change, they are as follows:

**1. Low self confidence:** When employees are not having faith over their own ability and skills, they may be denied to accept new work responsibilities and challenges as such low motivation leads to steady progress and low efficiency of the organization.

**2. Loss of status or job security in the organization:** It is not our nature to make changes that we view as harmful to our current situation. In an organizational setting, this means employees, peers, and managers will resist administrative and technological changes that result in their role being eliminated or reduced. As such lack of job security leads to resistance to change.

**3. Emotional Responses :** Changing the status quo is difficult, and many people will have emotional reactions to anything that upsets their routine. This is a natural and inevitable response. Brushing it off will only lead to stronger resistance.

**4. Fear of failure:** People will not support a change if they're not confident in their own abilities to adapt to it. When people feel threatened by their own shortcomings (real or imagined), they protect themselves from failure by resisting the change.

**5. Unrealistic Timeliness:** Find a balance between creating a sense of urgency and allowing time to transition. Don't force change too quickly. When you push too hard for a

change to happen, it's easy to get tunnel vision and neglect important elements of your change plan.

**6. Poor Communication:** The key to great change management communication change management communication is to create an active conversation. When you talk *at* people as opposed to *with* people, you're bound to get resistance to change.

**7. The threat of power on an individual level:** It is more likely that managers will resist changes that will decrease their power and transfer it to their subordinates. In such a way, the threat of power is one of the causes of resistance to change.

**8. Economic factors:** Organizational changes sometimes can be seen from the employee's side simply as something that will decrease or increase their salary or other economic privileges that some workplace brings to them before implementing the change process. It is normal to expect that those who feel that they will lose a portion of their salary will resist the change.

**9. Image, prestige, and reputation:** Each workplace brings adequate image, prestige, and reputation that are important to all employees. Organizational changes can make a drastic shift in these employee's benefits. If this is the case with the proposed change, then it will produce dissatisfaction. So, image, prestige, and reputation are one of the causes of resistance to change.

**10. The threat of comfort:** Organizational changes, in many cases, result in personal discomfort and make an employee's life more difficult. They make a transfer from the comfort of the status quo to the discomfort of the new situation. Employees have the skills to do an old job without some special attention to accomplishing the task. Each new task requires forgetting the old methods of doing the job and learning new things that lead to a waste of energy and causes dissatisfaction;

**11. Implications on personal plans:** Organizational change can stop other plans, projects, or other personal or family activities. In such a way, this becomes one of the causes of resistance to change for those persons who will be reached by this change;

**12. Reallocation of resources:** With organizational changes, some groups, departments, or sectors of the organization can receive more resources while others will lose. This will bring resistance from the individuals, groups, or departments who will lose some of their currently available resources.

**13. Too much dependence on others:** In an organization, there are employees who too much depend on other individuals. This dependence is based on the current support that they

receive from powerful individuals. If the change process brings the threat of that dependence, it will cause resistance to change of those persons that will be threatened by this change;

**14. Misunderstanding the process:** Organizational individuals usually resist change when they do not understand the real purpose of the proposed changes. When employees don't understand the process, they usually assume something bad. This will cause resistance to change;

**15. Different evaluations and perceptions:** Different evaluation and perception can affect organizational changes if persons consider the proposed changes as a bad idea. Because of that, they are resistant to proposed changes.

**16. Fear of unknown:** Organizational change, in many cases, leads to uncertainty and some dose of fear. It is normal for people to feel the fear of uncertainty. When employees feel uncertainty in the process of transformation, they think that changes are something dangerous. This uncertainty affects organizational members to resist the proposed change;

**17. Organizational members' habits:** Employees' work is based on habits, and work tasks are performed in a certain way based on those habits. Organizational changes require shifts of those habits and because of that dissatisfaction from these proposals.

**18. Previous Experience:** All employees already have some experience with a previous organizational change process. So, they know that this process is not easy. That experience simply will tell them that most of the change processes in the past were a failure. So, this can cause resistance to change;

**19. The threat to interpersonal relations:** Employees are often friends with each other, and they have a strong social and interpersonal relationship inside and outside the organization. If an organizational change process can be seen as a threat to these powerful social networks in the organization, the affected employees will resist that change.

**20. The weakness of the proposed changes:** Sometimes proposed changes might have a weakness that can be recognized by the employees. So, those employees will resist implementing the process until these weaknesses are not removed or solved.

**21. Limited resources:** A normal problem in every organization is to have limited resources. When resources are limited, and with the proposed organizational changes, those resources are threatened, the resistance to change is more likely to occur;

**22. Bureaucratic inertia:** Every organization has its own mechanisms as rules, policies, and procedures. Sometimes, when individuals want to change their behavior, these mechanisms in many cases can resist the proposed changes;

**23. Selective information processing:** Individuals usually have selective information processing or hear only something that they want to hear. They simply ignore information that is opposite of the current situation, and with this, they don't want to accept important aspects of the proposed changes. Because of that, appear resistant to change;

**24. Uninformed employees:** Often, employees are not provided with adequate information about organizational changes that must be implemented. And normally, this can cause resistance to change;

**25. Peer pressure:** We can often have informal punishment for employees who support change by other employees who don't support the same change. This situation can have a large impact on increasing the level of resistance to change;

**26. Skepticism about the need for change:** If the problem is not a personal thing of employees, they will not see the real need to change themselves. Those that can't see the need for change will have a low readiness level for the change process;

**27. Increasing workload:** In organizational change, except normal working activities, employees usually will implement activities of a new change process. These increases of workloads affect the appearing of resistance to change;

**28. Short time to perform the change process:** Because organizational systems are open systems that interact with their environment, the need for change often comes from outside. In such a way, the performing time is dictated from the outside of an organization. These situations lead to a short time for implementing the organizational change process and cause resistance to change.

## **VII. Managing Resistance to Change**

An organization's effort in managing resistance to change should come with proper education and training of the employees of the changes implemented. For a smooth change to facilitate, the organization has to take care of the considerations stated below:

- Changes should come in stages. A one-time major change would straightaway put operations into a stop.
- Changes should not affect the security of workers.
- Leadership qualities in managers with initial adaptations would gradually encourage employees to do so.
- An opinion must be taken from the employees who will ultimately be subject to the changes.
- Educating the employees and training them with the new methodology will boost up their confidence and build their efficiency.

### **VIII. Effects of Resistance to Change on Organization Performance**

There are several factors which influence organization performances such as low productivity, lower turnover, shortfall of market share, low employee morale etc.

#### **1. Lower Employee Morale**

When employees resist a change taking place at work, they may feel less optimistic and hopeful about their professional future with the organization. This is particularly so if there is a lack of communication regarding the change. Among other negative effects of resistance to change, lowered morale can spread throughout the entire staff, which can in turn lead to staff recruiting and retention issues.

#### **2. Reduced Efficiency**

A negative effect that results from employees spending time focusing on resisting the changes in the workplace is that they become less focused on performing the daily tasks required from their jobs. This can lead to a reduced level of efficiency and output among employees, which can be damaging to the organization's bottom line.

#### **3. Disruptive Work Environment**

Another negative effect to resistance among employees to changes is a more disruptive work environment. Employees resisting changes may have conflicts with management staff over the changes. They may spread the same negativity among their co-workers, encouraging them to act in a similar manner, which in turn causes greater unrest among staff.

#### **4. Steady growth**

Continuous resistance to change shows low employee morale as such employees work with lesser motivation and their self growth occurs slowly which affects their standard of living.

#### **5. Low Goodwill**

Resistance to change influences employees' performance to a great extent. When employees denied accepting the change it means they are dissatisfied somewhere as such dissatisfaction leads to low goodwill.

### **IX. Conclusion**

Change is an inevitable process. Without a change no individual self growth is possible. As the business environment is dynamic in nature, each and every employee has to adapt themselves to altered circumstances.

Resistance to change refers to a situation where employees remain wish to continue with same monotony of job. They reluctant to go beyond their comfort zone. If employees



denied accepting the new work responsibility most of the time its only means that they are dissatisfied with present offering by the management.

Studies have shown several causes to employees' resistance to change such as lack of motivation, job loss, weak emotional responses, lack of trust, job security, peer pressure, increased workload, Skepticism about the need for change, threat to individual status, poor communication, fear of failure etc.

Resistance to change also greatly influences the organization performance. To overcome the resistance to change, employees must be given education about the benefits of change; leaders who are introducing change in the organization must be trusted by all the employees, employees must be pre-pre-informed about change related to new processes, tools or any latest technology/ software application.

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## 23. The motivational Factor for Teachers in an Educational Institute

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### **Abstract**

The study was conducted to examine the factors affecting the motivational level of teachers in Educational Institutions. Teachers' motivation plays a significant role in the all round development of students as well as improvement in quality and systems of Educational Institutions. In general, teachers who are highly motivated are the one who encourage students to improve their academic performances. So, it is a responsibility of an education institute to ensure that their teachers should be satisfied and perform their job responsibilities with interest and in an enthusiastic manner. The main aim of this research paper is to determine the factors that influence the teachers job performance and also to study the factors which are responsible for low and high motivation of teachers. Motivation in teachers is a boost in bringing effectiveness in educational institutions as well as in teaching and learning process. A motivated teacher is important for a successful organisation and better learning results. After investigating it was concluded that there are many factors which affect the teachers job performance. Many teachers felt that they were not rewarded as per their skills, abilities. On the other hand, it was found that teachers were facing issues like socio-economic status, students behaviour, examination stress and choice of profession. It was suggested that teachers should be paid according to their abilities, skills, experience and qualifications and also proper training should be provided to them.

### **Objectives**

- To study the importance of teachers' motivation in Educational Institutions.
- To study the factors which are responsible for low and high motivation.
- To suggest suitable measures to motivate teachers.

### **Introduction**

“A good teacher can inspire hope, ignite the imagination, and instill a love of learning”

**Brad Henry**

Teacher is an artist who moulds the students towards their objectives. They play an important role in improving and developing a quality world by creating an effective learning environment. Motivation comes from both the factors may be from Internals (Intrinsic) or from Externals (Extrinsic). Non-monetary factors like Rewards, Recognition of their work, praise, reputation, promotion and monetary factors like pay scale, salary, increment directly affects the motivation of teachers.

Teachers, as one of the elements in the teaching and learning process, play multiple roles, not only as teachers transferring knowledge but also as guides who motivates the students to develop alternatives in learning. This means that teachers face challenges and responsibilities in respect of the achievement of educational objectives where they are required not only to become the expert in the particular subject area being taught but are also required to display a personality which is suitable for acting as a role model for students. Therefore, teachers are needed to carry out their performance in carrying out the role. The difficulties and challenges of achieving educational objectives relate to teacher motivation, so that these true intentions will encourage teacher motivation. Teachers become educators because of their motivation to teach. If a teacher has no motivation then they will not be effective in educating or teaching. Teachers should be treated as an important asset in educational institutions. They are appreciated in society with high esteem and respect. Teachers have an important role in society as this profession is respected by everyone as their contribution is important for promoting the well-being of society. A Teacher's role is important for the effective growth and development of students through which they will learn many ethics, disciplines, norms, morals and values. By acquiring these values, students will be able to achieve their goals in their life by improving their standard of living and improving their livelihood. Teachers integrate the largest single group of educated and professionally qualified employees in our society. On the other hand, they are not satisfied at the workplace. So overall observation resulted in studying "What is Motivation?" "Why is teacher motivation important ?" "What influences teachers' motivation?"

There are various factors which affect teachers' motivation and they feel dissatisfied which results in poor performance and poor quality of education. Factors like undesirable pay, low or no increment, poor working conditions, self-confidence or personality of teacher, lack of abilities and skills, lack of training, inappropriate system, poor management, lack of facilities like materials, infrastructure, laboratory, equipment etc. The individuals choose a teaching profession with the primary aim of feeling happy and promoting well-being of others in a society.

Teachers' motivation plays a vital role in achieving educational goals and objectives.

It is an important component to enhance classroom learning. It is concluded that there is a direct relation between the motivation factors on the part of students and teachers. If teachers will not be satisfied then none of the educational institutions will be able to achieve objectives of the organization.

**Keywords:** Motivation, Teacher, Training, Rewards and Stress

### **Research Methodology**

In this research, the data was collected by using secondary research methodology to find out the following answers:

- What factors affect the teacher's motivation?
- How does teacher motivation play a vital role in educational institutions ?
- Does teacher motivation affect the performance of students?
- What are the outcomes of demotivation in teachers?
- Why do individuals choose this profession?
- Do factors really influence teachers' motivation in educational institutes?

The data was collected and interpreted to conclude the results.

### **Findings**

- Findings of the research have shown that although compensation packages and financial incentives are important factors for employees in the competitive market environment of the educational institutions, some other factors like job design and working environment, performance management system, and training and development are also significant.
- Teachers' motivation influences the quality, productivity and development of educational institutions. On the other hand, low teacher motivation leads to negative educational outcomes.
- The research has also explored various issues being faced by teachers in educational institutions related to the above mentioned factors.
- Most individuals choose this profession as a second choice for their career.
- Yes, Factors really influence the teachers motivation.

### **Main Content**

A very important element that helps teachers in their work is motivation. A teacher must be motivated at doing his work in order to bring quality and development in the educational aspect. Their demotivation directly affects the productivity decrease at working

with students causing a decrease even in the academically development. Motivation is a psychological concept, very important in academic life, and has a great importance on the quality of work.

When looking at the study of motivation, the 1950s was a period of development of the concepts of motivation. The authors thus propose two general categories of motivational theories to explain the underlying psychological processes of employee motivation, namely the content theory of motivation and the theory of motivational processes (Kreitner & Kinicki, 2014). This study is very important. This is the period of Science and Technology and the future of the students depends on the quality and successful completion of education which they gain from their institutions. As we all are aware that students' learning and success depends on effective teaching. Therefore, we need to know the factors that affect the teacher's motivation. This study helps to know the factors which affect the quality of education imparted to students in education institutions. It is also found that teachers feel discontent in their job. Resources should be organized to achieve professional development of teachers. Focus should be made on the factors which highly motivate and encourage them to improve their performance. The teachers are encouraged to participate in professional development.

Following factors should be taken into consideration while studying the teachers motivation:

- Achievements and Related Outcomes
- Beliefs
- Classroom Characteristics
- Collaboration
- Curriculum
- Emotions
- Empowerment
- Grade Level
- Identity
- Features of educational institutions

When the teachers are well aware of their responsibilities, job duties, possess necessary skills, knowledge and abilities then they are found highly motivated. Teachers are not rewarded according to their skills and knowledge which again leads to discontent among them. The study found that satisfaction is an important factor which affects the motivation level. Teachers who are highly satisfied in an educational institute are found to be highly motivated. It is a

responsibility of an educational institute to identify the needs and wants of teachers and also to satisfy those needs which in turn motivates them to work with interest and enthusiasm. Work should be allocated according to their skills and abilities because over workload may create dissatisfaction among them which in turn leads to demotivation. Higher level of teachers' motivation will bring higher performance to both students and teachers. Hence it is important to study the motivation of teachers to achieve objectives of educational goals.

### **Literature Review**

As per the findings and research we have done, we can conclude that teacher motivation is an important factor to achieve educational goals. Teachers are facing a lot of challenges in this profession which results in dissatisfaction and demotivation. Self-determination theory proposes a multidimensional view of motivation and how various types of motivation can be promoted. First, amotivation is defined as the absence of motivation for an activity. Second, intrinsic motivation is defined as the doing of activities for their own sake as they are attractive and pleasing things to do in their own right. Third, extrinsic motivation refers to engaging in an activity for instrumental reasons, such as receiving awards and approval, avoiding punishment or criticism, increasing one's self-esteem, or achieving personal goals. Personal expectations and work climate have the potential to increase need satisfaction, where need satisfaction plays an important role with the potential to improve teacher motivation and behavior.

### **Conclusions**

- The teacher's motivational behavior also impacts on students' learning, so the higher education institutions must focus on the teacher's motivation.
- To improve teachers' motivational behaviors the higher education commission reconsider the motivational factors such as salary packages, rewards, bonuses, paid leaves, medical leaves, facilities and foreign scholarship for their higher qualification.
- Money is the main factor at every stage but money alone cannot increase the motivation of every employee. The training is the most important activity and it is mostly used in the motivational program for employees' development
- The needs of teachers on the job ought to be planned properly. The workload on teachers should not be such that it will de-motivate
- Teachers at all levels should have a learning environment, and educational administrators should make a point to treat existing human resource (teachers) with maximum respect devoid of any discrimination.

As it concluded that motivation in any work boost the morale of employees as well as it is a factor for best result in terms of achievements and productive outcomes. Hence teacher motivation is an indispensable factor for achieving goals of educational institutions as well as for the effective learning outcomes.

### **Recommendations**

- Meeting and discussions with teachers with directors to know teachers' disaffection and to find the resolve the problem of them. In these discussions the supervisor must also inform teachers about the results in their work and make assessments or provide rewards for those who achieve a high level.
- Managers need to encourage teachers to participate in different research and different conversations in school affairs
- Conduct frequent training teachers to build on the manner of implementation of modern teaching methods that helps them to evaluate themselves and reach the level of self-development and feel confident
- As the teachers expressed their views on the need of academic enhancement and professional growth of teachers, it is recommended that no teachers should be appointed without a professional training in education and that refresher and in service courses should be arranged for the teachers at regular intervals of time. It will update the teachers in the contents of the related subjects as well as in the area of teaching skills.

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## 24. Lack of Coordination in an Organization

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### **Abstract**

The objective of every organization, is the basis of its existence. Hence, coordination as an essential aspect of achieving an organizations goal. Organizations represent the desire to fulfill needs of the employee, performance, and expectations are best answered through a combination of resources and ideas. The main result of the research shows that the effective and efficient coordination of internal and external systems of an organization that help in reducing wastage of resources and increasing the efficiency of the organization.

Success of an organization depends on the ability of the management to bring about coordinated efforts of all employees, to achieve certain objectives. Lack of coordination has a direct impact on the profits and market share, and in turn, the productivity of the organization.

**Keywords:** Coordination, Organization, Performance, Departments, Tasks, Authority, Responsibility

### **Introduction**

Coordination is the function of management which ensures that different departments and groups work together. Therefore, there is unity of action among the employees, groups, and departments. Coordination is an orderly arrangement of efforts providing motivation to employees to achieve a common goal.

It is essential that all the departments in an organization co-ordinate their various activities ,to contribute to the success of the organization.it is a dynamic process in the organization, which is the fundamental responsibility of every manager.

The different departments carry out various tasks or activities,which is a result of interaction between employees. Employees working in different divisions, departments, and sections are expected to contribute maximum efforts in the performance of their tasks.However,in order to perform efficiently,the employees have to make a unified effort.This is the essence of coordination.



### **Objective of this Study**

The purpose of this study is to state that coordination is important for the success of any organization. Also, to study the impact of lack of coordination on the efficiency of employees in an organization.

### **Literature Review**

Defined organizational goals can be important in ensuring participation from all the employees in an organization. Coordination brings trust among employees. This leads to application of innovative ideas for increasing the productivity of the organization.

### **Importance of Co-Ordination**

The different tasks in an organization are carried out in different departments. Within each Department, there are sections for performing different operations according to the work requirements and the nature of tasks involved. Activities of such, departments, or sections are to be monitored. This can be achieved by the manager, by bringing together, individual and group efforts. This is normally achieved through coordination.

### **Need for Co-Ordination**

Coordination brings about combined effort to achieve the common organizational objectives. Employees working in different divisions, departments, and sections are trained to contribute maximum efforts in the performance of their tasks.

However, to ensure that their efforts are not in conflict with each other, employees activities are to be co-ordinated so that there is unity of action. The process by which the organizational management brings unity of action in the organization is called the coordination process.

### **Effects of lack of co-ordination**

#### **Duplication**

A frequently observed sign of lack of coordination within an organisation is redundancy. This happens when there is poor communication between different employees and departments. Because of redundancy, an organisation spends unnecessary amount of time and effort to produce the same output twice. This results in a total waste of manpower and resources. Co ordination involves the management of timing of activities, goods and services. This ensures optimum utilization of resources. Coordination is essential for the enhancement of organizational performance.

The existence of the organization depends on its capability to coordinate the resources more efficiently, than pricing strategies, in the market. Coordination is inter-dependence between different tasks or activities which determines how effectively and efficiently the overall goals are achieved. All the efforts taken by managers to co-ordinate activities within the organization have a significant impact on productivity, quality, and efficiency.

### **Lost of Information**

- In order for different departments to carry on with their responsibilities, information must be shared with one another. Again, because of poor communication, lost of information is typical within an uncoordinated organisation. Lack of information can subsequently create a cascading effect and cause serious damage to the organisation.
- When there is lack of coordination between employees, delay on deliverables is bound to happen. When there is loss in organisation's productivity and effectiveness, it can effect the relationship of a company with its customers.

### **Communication**

Lack of coordination causes conflicts and employees may disagree with each other on important matters. Holding meeting often can prevent this problem from arising in the organization. Also, lack of effective leadership brings about low morale and results in low productivity, in the long run.

### **Conclusion**

Coordination is important in building structured systems and unity between different departments so that employees can efficiently work towards achieving the desired goals and business objectives of the organisation. It also helps in fostering a positive and harmonious environment for the employees so they are more productive, and happy at work.

Poor productivity and intra-organizational and inter-organizational conflicts frequently arising from improper networking of men, materials, and ideas are some of the key issues of the present day organizations. Present day organizations are characterized by many problems, and this has an effect on the organizational performance. Also, for the organization to function efficiently there is always a need to enhance the coordination of activities. For effective and efficient implementation of coordination, there are certain techniques which are available to the employees. It is necessary that the employees in the organization are to be aware of these techniques so that they can make use of them while carrying out the function of coordination. This study is a qualitative research that emphasizes the effects of coordination on

organization, from an intra-and inter performance outlook. As it has been argued, it is challenges that inform the need for coordination and challenges can be of different forms or dimensions.

The primary drive or purpose of any organization is to achieve a meaningful outcome or performance. Due to the natures of internal and external complexities that go with organization, coordination becomes a relevant element. Internally, organization comprises of management, employee, tools, structures etc. Externally, organization comprises of environment, culture, competitors etc. Coordination is part of network analysis, because of its emphasis on interdependence, cooperation, trust, performance and competition.

### **Suggestions**

In todays context, organizations which are dealing with several products and services, need to ensure that they adopt a work culture, where coordination among employees is emphasized on,by managers.The different departments have to adopt practices and policies to work as a team,and achieve organizational goals.

Holding regular meetings and encouraging employees to interact as a team is the need of the hour.Coordination is essential for the success of the organization.

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## 25. Impact of Cyberbullying on Emotional Development of Sophomore

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### **Abstract**

This study investigated the influence of cyber bullying on the academic, social, and emotional development of undergraduate students. Its objective is to provide additional data and understanding of the influence of cyber bullying on various variables affecting undergraduate students. The survey sample consisted of 638 Israeli undergraduate students. The data were collected using the Revised Cyber Bullying Survey, which evaluates the frequency and media used to perpetrate cyber bullying, and the College Adjustment Scales, which evaluate three aspects of development in college students. It was found that 57% of the students had experienced cyber bullying at least once or twice through different types of media. Three variables were found to have significant influences on the research variables: gender, religion and sexual preferences. Correlation analyses were conducted and confirmed significant relationships between cyber bullying, mainly through instant messaging, and the academic, social and emotional development of undergraduate students. Instant messaging (IM) was found to be the most common means of cyber bullying among the students. The main conclusions are that although cyber bullying existence has been proven, studies of cyber bullying among undergraduate students have not been fully developed. This particular population needs special attention in future research. The results of this study indicate that cyber bullying has an influence on the academic, social, and emotional development of undergraduate students. Additional Implications of the findings are discussed.

### **Objective**

- To determine the prevalence of adolescents and adults engaged in cyberbullying.
- To examine the coping mechanism and comorbidity factors associated with the cyberbullied people.

## Introduction

Cyberbullying or cyber harassment is a form of bullying or harassment using electronic means. Cyberbullying and cyber harassment are also known as online bullying. It has become increasingly common, especially among teenagers, as the digital sphere has expanded and technology has advanced.

Cyberbullying is when someone, typically a teenager, bullies or harasses others on the internet and other digital space particularly on social media sites. Harmful bullying behaviour can include posting rumours, threats, sexual remarks, a victim's personal information. Victims of cyberbullying may experience lower self-esteem, increased suicidal ideation and various negative emotional responses, including being scared, frustrated, angry or depressed. It can disturb mental health of a person or victim on such level that it may result in suicide.

According to Belsey (2006, p.1), "Cyberbullying involves the use of information and communication technologies such as e-mail, cell-phone and pager text messages, instant messaging, defamatory personal web sites, blogs, online games and defamatory online personal polling web sites, to support deliberate, repeated, and hostile behavior by an individual or group that is intended to harm others."

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### Keywords:-

1. Cyber bullying
2. Cyber harassment
3. Internet
4. Belsey
5. Communication

6. Email
7. Cell-phone

### **Research Methodology**

The following Research paper followed a survey method to collect data from the teenagers and adults from various backgrounds and age group.

The following questionnaire prepared by us targeted teenagers and adults who use internet and social media applications and the level to which extent they were harassed.

Following are the Questions on which survey has been taken.

#### Q.1. Means of cyberbullying

Chat

Social networking

SMS

Instant messages

Email

#### Q.2. Types of bullies

Stranger

Friend

Someone else

Student

Current former boy or girl friend

Brother or sister

#### Q.3. Academic Problems

Cyberbullying by social network

Cyberbullying by instant message

#### Q.4. Anxiety

- Cyberbullying by Social Network
- Cyberbullying by Instant Message

#### Q.5. Suicidal Ideation

- Cyberbullying by instant message
- Cyberbullying by SMS

#### Q.6. Substance Abuse

- Cyberbullying by Chat
- Cyberbullying by Instant Message

Q.7. Self-Esteem

- Cyberbullying by instant message
- Cyberbullying by social network

Q.8. Regular Activities

- Cyberbullying by Email

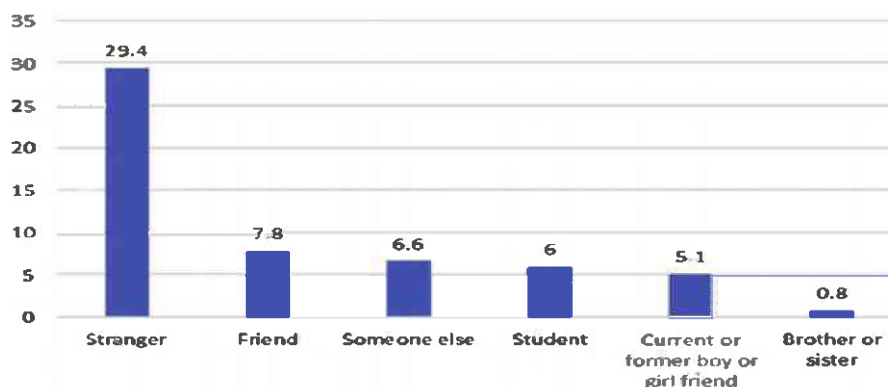
Q.9. Family Problems

- Cyberbullying by instant message

Q.10. Depression

- Cyberbullying by Social Network
- Cyberbullying by SMS
- Cyberbullying by Instant Message

**Data Collection: Responses From The Questionnaire**



**Main Content Data Analysis**

Finally, in the emotional field, correlations between cyberbullying perpetrated by all kinds of media and substance abuse were found. This may indicate that as cyberbullying through the use of Email, instant messaging, chat rooms, text messaging, and social networking sites increases, so does substance abuse. This is important because cyber-Bullying may be another risk factor for increasing the probability of substance abuse.

Depression and suicidal ideation were significantly related to the same media email instant messaging and chat cyberbullying suggesting that depression may lead to a decision of suicide as a solution to the problem. Previous findings support the above that being an

undergraduate student victim of cyberbullying emerges as an additional risk factor for the development of depressive symptoms.

Self-esteem problems were significantly related to cyberbullying via instant messaging, social networking sites, and text messaging. This may suggest that as cyberbullying through instant messaging, social networking sites, and text messaging increases, so do self-esteem problems. This is an important finding, given that these were the media with more reported episodes of cyberbullying.

### **Conclusion**

Although there is no way to eliminate cyberbullying in schools for good, having an understanding of the seriousness of this harassment is key to down-sizing this growing issue. Identifying and communicating that cyberbullying is in fact a problem will help keep this problem out of the classroom.

It was shown that cyberbullying is perpetrated through multiple electronic media such as email, instant messaging, chat rooms, text messaging, and social networking sites. Also, it was demonstrated that students exposed to cyberbullying experience academic problems, interpersonal problems, family problems, depression, substance abuse, suicidal ideation, and self-esteem problems.

Students have exhibited clear preferences towards using the Internet as a medium and utilize it with great frequency in their everyday lives. As more and more aspects of students' lives are conducted online, and with the knowledge that excessive use may have consequences for them, it is important to study the phenomenon of cyber-bullying more deeply.

It was shown that cyberbullying is perpetrated through multiple electronic media such as email, instant messaging, chat rooms, text messaging, and social networking sites. Also, it was demonstrated that students exposed to cyberbullying experience academic problems, interpersonal problems, family problems, depression, substance abuse, suicidal ideation, and self-esteem problems. Students have exhibited clear preferences towards using the Internet as a medium and utilize it with great frequency in their everyday lives. As more and more aspects of students' lives are conducted online, and with the knowledge that excessive use may have consequences for them, it is important to study the phenomenon of cyber-bullying more deeply.



## **Sugesstions**

Finally, cyberbullying is not only an adolescent issue. Given that studies of cyberbullying among undergraduate students are not fully developed, although existence of the phenomenon is proven, we conclude that the college and university population needs special attention in future areas of research. As it has been indicated by Peled et al. (2012) that firm policy in regard to academic cheating reduces its occurrence, colleges should draw clear guidelines to deal with the problem of cyberbullying, part of it should be a safe and if needed anonymous report system as well as clear punish-ing policy for perpetrators.

As there's very little research on the effect of cyberbullying on undergraduates students, especially in light of the availability of hand held devices (mainly smart-phones) and the dependence on the internet for basically every and any activity, the additional data provided in this research adds to the understanding of the effect of cyberbullying on the welfare of undergraduate students.

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## **Literature Review**

What exactly constitutes an act of cyberbullying is not always easy to define. Generally, the definition of cyberbullying depends upon the viewpoint of those who are defining it when we define a behaviour, it is important to remember it as an action that takes place in a particular context, at a particular time, with various influences operating on the individuals who take the action”.

Definitions of cyberbullying should “illustrate the forms it takes, the tools that are used to engage in it, and ways in which it is understood to differ from traditional bullying”. Between

the years of 2001 and 2003, two individuals have been credited with coining the term cyberbullying: Canadian school teacher, Bill Belsey (2008), who is also accredited with establishing the first online site pertaining to cyberbullying, cyberbullying.org, and American Lawyer, Nancy Willard (2003). Belsey (2008) says “cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group that is intended to harm others”

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## **26. A Study on Challenges Faced by Garments Manufacturing Sme's in Mumbai Suburban Area**

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### **1. Introduction**

#### **1.1 Abstract**

Cost control is important and has always been an important issue but perhaps most important in today's unpredictable market with few exceptions, at no other time in history has the business market been more dynamic. Unlike large scale enterprises, small and medium scale enterprises (SMEs) have been starving by financial needs, poor implementation and monitoring of projects, time and cost overrun, non payment of loans and harsh economic conditions. However, a business enterprise must survive, grow, and prosper. Cost Control and Cost Reduction both are the activities necessary for ensuring that these objectives are fulfilled. As a result, there is now a race to secure a place for survival. This has increased the importance of Cost Control and Cost Reduction. Hence it is required to study the different tools and techniques used for Cost Control and Cost Reduction. For the same, we need to start with understanding deeply the concept of cost. Once we understand the meaning of cost, its controllability, main areas where cost arises, then we can think of how to control or reduce the cost. We can classify the cost according to their nature, behaviour then we can easily know the cost which can be controlled or reduced. Cost control is of utmost importance in every business concern, the negligence of which will affect the earnings at any point in time. In controlling costs, wastage is eliminated during the course of production and even during the administrative, selling and distribution activities. A good system of cost control begins with the behaviour of workers in the organisation as workers are instrumental to the achievement of organisational goals. In carrying out this research, budget was considered as the basic tool for achieving effective cost control and the study was concentrated on Mumbai Suburban area.

**1.2 Key words:-** Cost Control , Cost Reduction , Profitability , Small and Medium Enterprises , Garment Manufacturing and Budget.

#### **1.3 Introduction**

The garments industry in India is one of the best in the world. An extremely well organized sector, garment manufacturers, exporters, suppliers, stockists and wholesalers are the gateway to an extremely enterprising clothing and apparel industry in India. There are numerous garments exporters, garments manufacturers, readymade garments exporters etc. both in the small scale as well as large scale sector

Mumbai was the centre of textile trade post independence. Many textile industries or mills cropped up and trade was prospering. Buyers from all over India and neighbouring countries traded in Mumbai. All types of cloth are manufactured and traded in Mumbai, since it is the apex market of India.

So, therefore with the help of this research; the researcher wants to study “CHALLENGES FACED BY GARMENTS MANUFACTURING SME’s IN MUMBAI SUBURBAN AREA”.

## 2. Review of Literature

Nowadays managements of companies are becoming increasingly cost conscious and are constantly searching for new ways of controlling cost and eliminating wastages. One of the objectives of cost accounting is to achieve cost control. It is not enough if costs are worked out and presented regularly to the management, the effectiveness of cost accounting is judged primarily from the extent to which it has been able to bring about a control over the manufacturing and other costs, **Sikka (2003)**.

**CIMA** in its terminologies of cost accountancy defined cost control “as the guidance and regulation by executive action of the costs of operating an undertaking, particularly where such action is guided by cost accounting”

**Anthony, et al (2005)** regards cost control as cost management or cost containment and defined it as a broad set of cost accounting methods and management techniques with the goal of improving business cost efficiency, by reducing costs or at least restricting their rate of growth. Businesses use cost control methods to monitor, evaluate and ultimately enhance the efficiency of specific areas, such as departments, divisions or product lines within their operations.

In his words, **Lockyer (2002)** regards cost control as a practice of comparing the cost of a business activity with the original cost in order to ascertain if the cost is as planned.

**Sikka (2003)** further discussed that in cost control, the first step is to set up the target to be achieved, i.e. the goal or objectives to be attained, the cost control system guides the organisation to reach that goal. For this purpose, budgets or standards are used to provide the yardstick against which the actual costs and performance may be compared. If at any stage, it

is noticed that the expenses are showing a trend away from the goal, resulting thereby in a variance from the target, the cost control system helps to regulate this trend and eliminate the variations. This guidance and regulation is by executive action or action taken by the executive, who is responsible for incurring the expenditure. It should be clearly understood that a cost accountant, by himself, does not control the expenses. He merely assists in the control of expenses since expenditure can be controlled only by the person who incurs it. The cost accountant brings to the notice of the executive concerned, the exact point on which an action is required of him for regulating the expenses. Thus, cost control is the guidance and regulation through an executive action and this executive action is exercised in respect of all the expenses incurred in operating an undertaking. Cost control comprises all procedures and measures by which cost of carrying out an activity is kept under check and aims at ensuring that costs do not go beyond a certain level.

**Cashin (1998)** posited that responsibility accounting is a system designed to accumulate and report costs by individual levels of responsibility, each supervisory area is charged only with the cost for which it is responsible and over which it has control. The responsibility accounting system should also provide costs for establishing policies and for making daily decision. Most cost accounting systems were originally designed to accumulate and distribute costs for product or inventory cost and for general cost control. The accounts were set up to gather products costs and period costs in accordance with the needs of the income statement and balance sheet. This system worked well in showing where the money was spent, but not so well in determining who was responsible for incurring the cost and how to take prompt corrective action, if necessary. Responsibility accounting is directed towards individuals, that is, those who spent the money rather than what the expense was all about. A good responsibility accounting system will require a good cost information system that will collect well ascertained cost, showing how the cost was incurred and who incurred it.

In the submission of **Cashin (1998)**, profit plan could be termed as the focal point of a master budget. It shows the profit that management can expect to earn, given the resources and facilities. The profit plan is the operating plan detailing revenue, expenses and the resulting net income for a specific period of time. The format is usually a projected income statement. The profit plan reflects the results of the short range decisions. It is the firm's optimal plan in light of management's expectations of the future. It is a static budget because only one level of sales activity is expected; all other plans are based on that level. The profit plan should be detailed by areas of responsibility within the firm and by other significant dimensions, such as product lines and sales territories.

**Shrank et al (2001)** opined that to determine the strategic impact of cost cutting, management has to weigh the net effects of the proposed change on all areas of the business. For example, reducing variable costs related directly to manufacturing a product, such as materials and transportation costs, could be the key to greater incremental profits. However, management must also consider whether saving money on production is jeopardizing other strategic interests like quality or time to market. If a cheaper material or transportation system negatively impacts other strategic variables, the nominal cost savings may not benefit the company in the bigger picture, i.e. it may lose sales. In such scenario manager requires the discipline not to place short term savings over long term interests. They further opined that one trend in cost control has been toward narrowing the focus of corporate responsibility centres, thereby shifting some of the cost control function to day-to-day managers who have the most knowledge or influence over how their areas spend money. This practice is intended to promote bottom-up cost control measures and encourage a widespread consensus over cost management strategies.

**William, et al (2000)** posited that cost control is a continuous process that begins with the proposed annual budget. In this wise, the budget helps to:

- organise and coordinate production, selling, distribution, service and administrative functions and;
- take maximum advantage of available opportunities.

As the fiscal year progresses, management compares actual results with those projected in the budget and incorporates into the new plan the lessons learnt from its evaluation of current operations. Cost control also refers to management's effort to influence the actions of individuals who are responsible for performing tasks, incurring costs and generating revenues. Management is a two-phased process: planning and control. Planning refers to the way that management plans and wants people to perform; control on the other hand, refers to the procedures employed to determine whether the actual performance complies with those plans. Through the budget process and accounting control, management established overall company objectives for each responsibility centre and designs procedures and standards for reporting and evaluation.

**William et al (2000)** further emphasised that a budget segments the business into its components or centres where the responsible party initiates and controls action. Responsibility centres represent applicable organisational units, functions, departments and divisions. Generally, a single individual heads the responsibility centre, exercising substantial, if not complete control, over the activities or people or processes within the centre and controlling

the results of their activities. Cost centres are accountable only for expense, that is, they do not generate revenue, examples include accounting department, human resources department and similar areas of the business that provide internal services. Profit centre accepts responsibility for both revenue and expenses, example is a product line or an autonomous business unit in an organisation. If the profit centre has its own assets, it may also be considered as an investment centre, for which returns on investments can be determined. The use of responsibility centre allows management to design control reports to pinpoint accountability, thus adding in profit planning.

**Hamilton and Martha (2007)** concluded that management relies on such accounting data and analysis to choose from several cost control alternatives, or management may direct accountant to prepare reports specifically to evaluate such options. As the Chainsaw AI episode indicated, all costs may not be viable targets for cost cutting measures. For instance, in mass layoffs, the company may lose a significant share of its human capital by releasing veteran employees who are experts in their fields, not to mention creation of a decline in the morale of those who remain after the mass purge. Thus management must identify which costs have strategic significance and which do not.

**Cooper et al (2000)** posits that cost control reports are informational reports that tell management about an entity's activities. Management request control reports only for internal use, and therefore directs the accounting departments to develop tailor made reporting formats. Accountant provides management with a format designed to detect variations that need investigating. In addition, management also refers to conventional reports, such as income statement and funds statement as well as external reports on the general economy and specific industry.

### **3. Objective of the Study**

The general objective of the study is the challenges faced by garments manufacturing SME's in Mumbai Suburban Area.

- To verify the challenges faced by garments manufacturing SME's in Mumbai Suburban Area.
- To investigate whether cost control and reduction can be used as a competitive strategy for survival tools in the Mumbai Suburban Area.

### **4. Research Methodology of the Study**

Research means the scientific inquiry for facts about a phenomenon. Methodology is a way to systematically solve the research problems. It explains the

various steps that are generally adopted by the researcher in studying the research problems along with the logic behind it. The research methodology of the study consists of:

#### 4.1 Universe

#### 4.2 Procedure of sample selection

#### 4.3 Sample size

#### 4.4 Sources of Data

#### 4.5 Statistical tools and techniques

For this research, the methods adopted by the researcher in collecting the data are direct interviews, observations and the use of questionnaire. Inquiries were also made both directly and indirectly through some unusual questions to diverse groups within the industry

#### **4.1 Universe**

The study focused on all aspects of cost reduction in a garment manufacturing company in Mumbai suburban area, Maharashtra.

#### **4.2 Procedure of sample selection**

The primary data was employed in gathering information from staff of all cadres. Interviews were also conducted with other stakeholders, including customers of the company. The questionnaire consists of two sections. Section A elicits demographic information like gender, working experience, while Section B contained structured items relating to the research questions that necessitated this research.

#### **4.3 Sample size**

Random sampling method has been followed to choose the respondents. In order to carry out an in-depth and comprehensive study, 50 respondents were randomly selected. These respondents cut across all the cadres of the company's employees in production, sales, purchasing, accounts and stores departments. Though the size of the sample is little when compared to the population of the study area, it represents the different sections of garment manufacturing. Hence, the samples were selected from all the areas by giving equal weightage.

#### **4.4 Sources of Data**

The data required for the study is primary in nature. Questionnaire method has been used for the collection of data. In this regard, a structured questionnaire was prepared and administered among the sample respondents.

#### **4.5 Analysis of the Study**



Every industry takes steps to cope up with its challenges to strive further. Providing proper growth opportunities helps in achieving these objectives. It is recommended that startups and small businesses in the garment industry should be:

1. Focusing on textile recycling and sustainability to save resources and money.
2. Providing technical training to the designer for better fulfilling consumer demands.
3. Implementing strategic management and planning to improve order planning.
4. Implementing new methodologies and introducing new types of designs.
5. Learning of the new trends and observing what top brands are bringing in the market.
6. Conducting fashion shows and giving an exhibition platform to showcase the new arrivals.
7. Making room and channels for a young pool of fashion graduates to go ahead in the field.
8. Following national and international shows to develop their clothing brand.
9. Collaborating with national and international textile engineering institutes to polish the skills of young talent.
10. Promoting diverse, traditional and cultural clothes through brand designers, celebrities, and brand ambassadors.

Figure 5. Pie Chart illustrating business resource factors that affect productivity

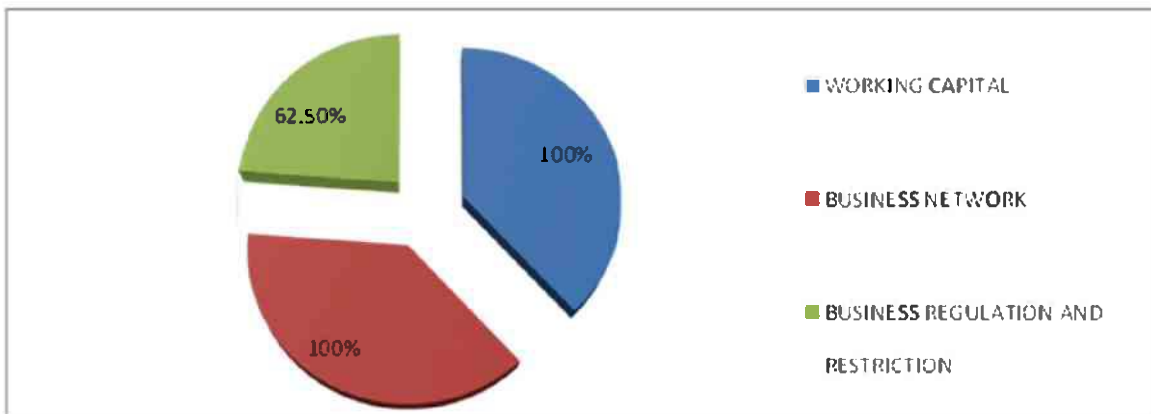


Figure 6 Pie Chart illustrating human resource factors that affect productivity

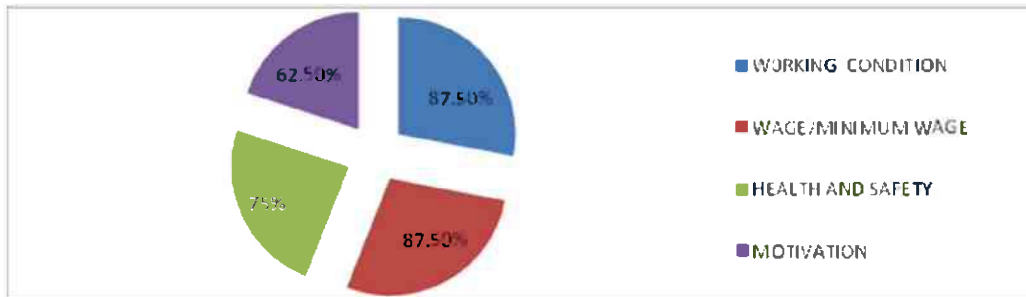


Figure 7. Pie Chart illustrating quality infrastructure factors that affect productivity

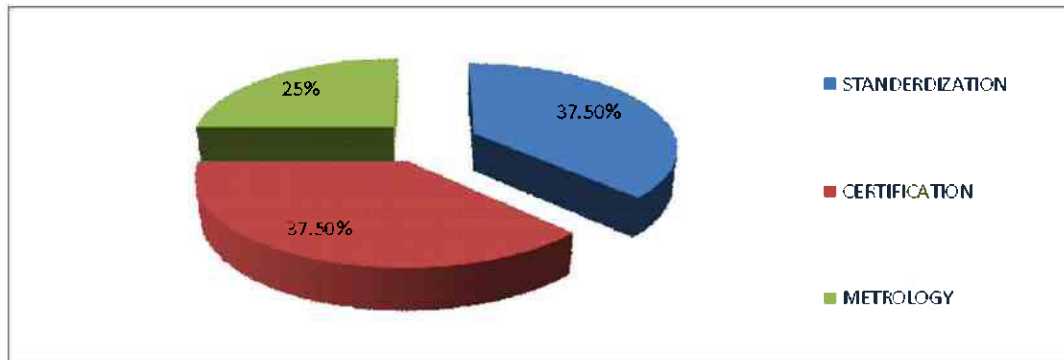
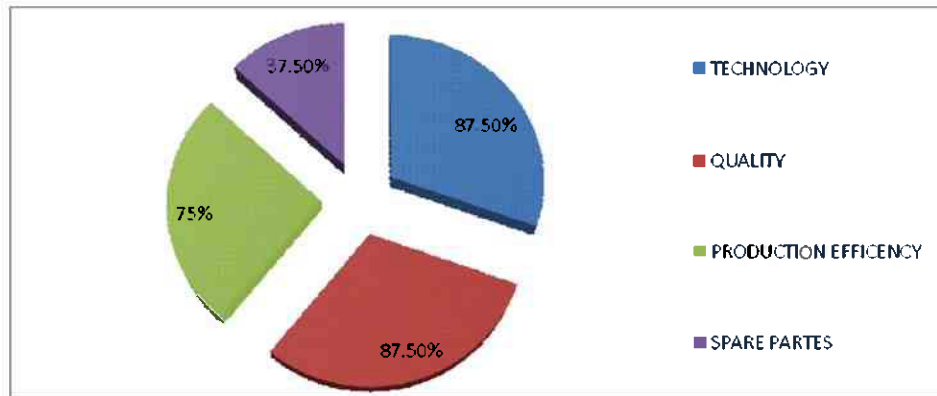


Figure 8. Pie Chart illustrating production factors that affect productivity



However, only recommendations will not be helpful unless you take services from industry experts. Setting up your manufacturing operations is tricky, especially as a newcomer. Intrepid Sourcing is one prominent name that provides you an all-in-one solution from clothing design to creating tech packs and making clothing samples. Experts from their garment division only need your basic idea, plan and time to get started. Private label clothing manufacturers, where you can only put a logo on an existing clothing design, is not the only approach available to new businesses.

Developing your own clothing line or becoming a real brand in future will be easy when you consult with Intrepid Sourcing. Designing your garment, finding best fabric, cutting and stitching with care, packing and getting your order done without the troubles of having to set up the production processes yourself are their strengths.

### **5. Significance of the Study**

The research study will add to the pool of knowledge and help to in still cost-consciousness amongst garment manufacturing firms in Mumbai Suburban area and identify the cost control systems and cost minimization tools that suit the organization such that they will no longer claim ignorance or be left in the dark. Furthermore, the result of this research work is expected to widen the view held by potential managers and other corporate bodies, who have been in one way or the other perhaps, been have a parochial view of the needs of cost control. It will be of great benefit to the manufacturing and processing industry(s). Relevant industries will be exposed to determine the increased level of demand, which invariably increases profitability. Tax authorities and auditors are not left out of the benefits derivable from cost control and cost reduction. Increase revenue will subsequently boost infrastructure facilities. It is believed that this paper will contribute to the body of existing knowledge and as well make up for the paucity of scholarly paper in Mumbai Suburban area on cost control /reduction and firm profit performance. Also, it will be of assistance to the company management in their cost reduction activities as well as management accounting students in their future research study .

### **6. Scope and Limitations of the Study**

These research will reveal the essences of cost control and cost reduction in garment manufacturing firm in Mumbai Suburban Area of Maharashtra State, India. The cost structure of the sector, cost control measures adopted to minimize waste of resources and invariably the major procedures embarked to ensure that actual results are in line with the set standard; so that waste is measured and appropriate action taken to correct the activity. Also, this research work consists of five fine chapters. Chapter one is an introductory chapter, chapter two gives an overview of the topic and chapter three is the research design and methodology while four is for data analysis and lastly is the chapter five where the author gives his finding recommendation and conclusion. The sole aim of any business organization is to make a profit and most business owners believe that the best way to make a profit is to increase sales and this brings up another conundrum. In order to increase sales, there must be a corresponding increase in cost because of the increased amount of work involved. These increased costs are what need to be curtailed. Also, the exorbitant cost of running a business in Maharashtra has

necessitated the need to focus on cost control and cost reduction as a means of achieving both the primary and secondary objectives of being in business, which include maximization of profit and shareholder value. Up till now, many companies do not see cost management as a serious issue. No wonder why they frequently complain of low returns to capital employed. The inability to control or reduce the cost incurred and attendant effect on profitability has forced some firms to relocate their businesses to the neighbouring countries, where they assume the cost of running a business will be relatively cheaper compared to what is happening. Although the economic crisis has created enormous challenges for companies, as the economic times demanded that companies make the right management decisions if they were to survive, opportunities were also emerging companies were under increasing pressure to scrutinize all parts of the business processes to identified new areas of efficiency. Strategy cost management, therefore, became a tool to look unto as a competitive tool for business survival in the recessionary times. In the process of carrying out this research work, the most nagging problem facing the study is how to obtain reference materials. The time to carry out the research is short and insufficient since it is done alongside with some other courses to contend with so as to present a good result. There are also difficulties associated with personnel's accepting to give vital information which will be of help to the researcher.

## **7. Findings**

Like every other industry, the garment sector also has everyday challenges to handle. It is not easy to make a startup business successful in this industry. The main problem newcomers go through is having fewer resources and a limited budget.

Both established and young fashion brands face different sorts of problems. Some common challenges are:

- Increase in labour cost
- The pressure of competitors
- Increase in cost of production
- Lack of specialized & skilled manpower
- Lack of marketing skills
- Weak promotional & branding strategies
- Difficulty in handling consumers demand
- Slow response in bringing new fashion designs
- Inconsistency in the supply chain
- Lack of understanding customer needs & wants

- Managing profit margin
- No adaption of the automation systems & new technology
- Little product diversification

## **8. Conclusion**

From the findings of this research, it is evident that cost control has a positive impact on business profitability and that element of cost, such as materials, labour and overhead cost and workers' behaviour could be strategically controlled with measures like responsibility accounting, data collection and data reporting. Cost control cost reduction has a remarkable impact on the working capital as well as business profitability through reduction of wastages and losses; effective utilization of materials; labour resources and other inputs in the production cycle; The relationship between cost control and cost reduction as well as the business profitability can be seen from the view point of material utilization, labour and cash, wastage elimination, supervision of cost expended in the course of production, administrative, selling and distribution activities. All these help improve the earnings of an enterprise, thus its profitability and continuity;

Budget as a tool, can only help ensure effective cost control, when actual costs expended are compared with planned cost and the variances are analysed to see their causes in order for the management to take corrective actions. Note that budget, in itself, will not serve any purpose in cost control unless we embark on budgetary control which is the monitoring aspect of budget. It is then that budget would be of importance when we talk of cost control and profitability in any business concern;

The requirements for ensuring effective cost control entail complete data collection on cost from all departments, analysis of the cost data, then budgetary control and administration. The absence of behavioural control, either through motivation, incentives and the rest will short change the effect of cost control on profit growth, but if with all the conditions and measures management is able to focus on enlightening and motivating workers on the true purpose of cost control, then greater profitability is assured.

## **9. Suggestions**

From the above findings, the following critical steps should be taken by the stakeholder to make cost of doing business bearable, which will in effect stimulates economic growth and stability in the productive sector of the economy:

- Effective cost control, including good responsibility accounting system, should be established by all business concerns in the country;

- Cost control should be in place in all the departments, most especially the production department, in order to make sure that units of finished goods are properly accounted for;
- Budget established should not remain fixed, but should be revised, when condition changes. This means that there should be attainable target, not the one that is beyond workers' capability given the resources at their disposal;
- Collection of costs should be made by each area of responsibility and reports thereon, which should indicate, in monetary terms, the effect of efficiency or inefficiency, given section by section and department by department;
- For effective cost control to be achieved, there should be proper data collection, analysis and administration at all level of the business;
- There should be strategic cost control so as not to allow negative impact of other strategic variables, such as financial product, affect sales revenue and later profitability;
- Above all workers should be carried along at all stages of cost control strategies so as to buy into the process and ensure full compliance.

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## 27. Stress: A Barrier to Achieving Organizational

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### Abstract

Stress has been defined in different ways over the years. Originally, it was conceived of as pressure from the environment, then as strain within the person. The generally accepted definition today is one of interaction between the situation and the individual. It is the psychological and physical state that results when the resources of the individual are not sufficient to cope with the demands and pressures of the situation. Thus, stress is more likely in some situations than others and in some individuals than others. Stress can undermine the achievement of goals, both for individuals and for organizations. In this research paper, we will therefore, try to understand the definition, causes and categories of stress. After having fully understood these, we will look at how the same can be reduced or prevented.

**Keywords:** Stress, Health, Workplace Stress, Stress Management

### Introduction

When employees are stressed, their health and performance can suffer and affect the bottom line of a business. If not addressed, the stress experienced by the workers can cause short- and long term problems that can eventually cause the business to go under distress. Managers and business owners can ward off the potentially negative organizational effects of employees stress by becoming familiar with the science of stress in employees and implementing some simple remedies such as Wellness programs or efficiency studies not superscript

### Defining

#### Stress

Stress is defined in terms of its physical and physiological effects on a person, and can be a mental, physical, or emotional strain. Stress is defined in terms of how it impacts physical and psychological health; it includes mental, physical, and emotional strain. Stress occurs when a demand exceeds an individual's coping ability and disrupts his or her psychological equilibrium. Stress occurs in the workplace when an employee perceives a situation to be too strenuous to handle, and therefore threatening to his or her well-being.

### **Causes of Stress**

Work-related stress can occur when employees feel they are not being fairly compensated or sense a lack of respect from their peers or managers. An over-abundance of rules or a lack of opportunities for advancement can contribute to the creation of stress. Understaffing or managers who send late-night and weekend emails can increase workloads and diminish the free time employees need to recover. Employees may become stressed if they are not provided with a means to air their concerns, or if management is consistently unclear in communication. Employees who are micro-managed and who are not empowered to make decisions frequently experience stress.

Team members who consistently experience a work environment where they do not feel valued may not be compelled to work to their potential. The result may reflect a business that is not achieving its financial or strategic goals. Personal issues such as a bad relationship, sick child, financial struggles, substance abuse or mental illness often affect an employee's productivity and efficiency. For example, a new mother who has returned to work might have to deal with a sick child, becoming distracted by calls or texts from a caregiver, school or doctor.

### **Stress at Work**

While it is generally agreed that stress occurs at work, views differ on the importance of worker characteristics versus working conditions as its primary cause. The differing viewpoints suggest different ways to prevent stress at work. Different individual characteristics, like personality and coping skills, can be very important predictors of whether certain job conditions will result in stress. In other words, what is stressful for one person may not be a problem for someone else.

Stress-related disorders encompass a broad array of conditions, including psychological disorders (e.g., depression, anxiety, post-traumatic stress disorder) and other types of emotional strain (e.g., dissatisfaction, fatigue, tension), maladaptive behaviors (e.g., aggression, substance abuse), and cognitive impairment (e.g., concentration and memory problems). Job stress is also associated with various biological reactions that may ultimately lead to compromised physical health, such as cardiovascular disease.

### **Categories of Work Stress**

Four categories of stressors underline the different causal circumstances for stress at work

1. **Task Demands** – This is the sense of not knowing where a job will lead you and whether the activities and tasks will change. This uncertainty causes stress that



manifests itself in feelings of lack of control, concern about career progress, and time pressures.

2. **Role Demands** – Role conflict happens when an employee is exposed to inconsistent or difficult expectations. Examples include: interrole conflict (when there are two or more expectations or separate roles for one person), intrarole conflict (varying expectations of one role), person-role conflict (ethics are challenged), and role ambiguity (confusion about their experiences in relation to the expectations of others).
3. **Interpersonal Demands** – Examples include emotional issues (abrasive personalities, offensive co-workers), sexual harassment (directed mostly toward women), and poor leadership (lack of management experience, poor style, cannot handle having power).
4. **Physical Demands** – Many types of work are physically demanding, including

### **Consequences of Workplace Stress**

Stress can impact an individual mentally and physically and so can decrease employee efficiency and job satisfaction.

#### **1. Stress**

Negative or overwhelming work experiences can cause a person substantial distress. Burnout, depression, and psychosomatic disorders are particularly common outcomes of work-related stress. In general, individual distress manifests in three basic forms: psychological disorders, medical illnesses, and behavioral problems.

#### **2. Psychological Disorders**

Psychosomatic disorders are a type of psychological disorder. They are physical problems with a psychological cause. For example, a person who is extremely anxious about public speaking might feel extremely nauseated or may find themselves unable to speak at all when faced with the prospect of presenting in front of a group. Since stress of this type is often difficult to notice, managers would benefit from carefully monitoring employee behavior for indications of discomfort or stress.

#### **3. Medical Illnesses**

Physiological reactions to stress can have a long-term impact on physical health. In fact, stress is one of the leading precursors to long-term health issues. Backaches, stroke, heart disease, and peptic ulcers are just a few physical ailments that can arise when a person is under too much stress.

#### **4. Behavioral Problems**

A person can also exhibit behavioral problems when under stress, such as aggression, substance abuse, absenteeism, poor decision making, lack of creativity, or even sabotage.

A stressed worker may neglect their duties, impeding workflows and processes so that the broader organization slows down and loses time and money. Managers should keep an eye out for such behaviors as possible indicators of workplace stress.

#### **5. Organizational Effects of Stress**

Stress in the workplace can be, so to speak, "contagious" —low job satisfaction is often something employees will discuss with one another. If stress is not noted and addressed by management early on, team dynamics can erode, hurting the social and cultural synergies present in the organization. Ultimately, the aggressive mentality will be difficult to remedy. Managers are in a unique position when it comes to workplace stress. As they are responsible for setting the pace, assigning tasks, and fostering the social customs that govern the work group, management must be aware of the repercussions of mismanaging and inducing stress. Managers should consistently discuss job satisfaction and professional and personal health with each of their subordinates one on one.

#### **Reducing Workplace Stress**

A combination of organizational change and stress management is a productive approach to preventing stress at work. Stress management refers to a wide spectrum of techniques and therapies that aim to control a person's levels of stress, especially chronic stress, to improve everyday functioning.

#### **Preventing Job Stress**

If employees are experiencing unhealthy levels of stress, a manager can bring in an objective outsider, such as a consultant, to suggest a fresh approach. But there are many ways managers can prevent job stress in the first place. A combination of organizational change and stress management is often the most effective approach. Among the many different techniques managers can use to effectively prevent employee stress, the main underlying themes are awareness of possibly stressful elements of the workplace and intervention when necessary to mitigate any stress that does arise.

Specifically, organizations can prevent employee stress in the following ways

##### **1. Intentional Job Design**

Design jobs that provide meaning and stimulation for workers as well as opportunities for them to use their skills.

Establish work schedules that are compatible with demands and responsibilities outside the job.

Consider flexible schedules many organizations allow telecommuting to reduce the pressure of being a certain place at a certain time (which enables people to better balance their personal lives).

Monitor each employee's workload to ensure it is in line with their capabilities and resources.

## **2. Clear and Open Communication**

- Teach employees about stress awareness and promote an open dialogue.
- Avoid ambiguity at all costs—clearly define workers' roles and responsibilities.
- Reduce uncertainty about career development and future employment prospects.

## **3. Positive Workplace Culture**

- Provide opportunities for social interaction among workers.
- Watch for signs of dissatisfaction or bullying and work to combat workplace discrimination (based on race, gender, national origin, religion, or language).

## **4. Employee Accountability**

- Give workers opportunities to participate in decisions and actions that affect their jobs.
- Introduce a participative leadership style and involve as many subordinates as possible in resolving stress-producing problems.

## **5. Stress Prevention Programs**

St. Paul Fire and Marine Insurance Company conducted several studies on the effects of stress prevention programs in a hospital setting. Program activities included educating employees and management about workplace stress, changing hospital policies and procedures to reduce organizational sources of stress, and establishing of employee assistance programs. In one study, the frequency of medication errors declined by 50% after prevention activities were implemented in a 700-bed hospital. In a second study, there was a 70% reduction in malpractice claims among 22 hospitals that implemented stress prevention activities. In contrast, there was no reduction in claims in a matched group of 22 hospitals that did not implement stress prevention activities.

**Conclusion** Now we can conclude that stress is an important factor for the employees in any organization. Stress within a specific limit helps to achieve necessary objectives. But if stress exceeds any particular limit then it shows its harmful effects on the body, mind and

behaviour. Now the ways to cope with the stress include adequate sleep, sports, talking to a close one, relaxation habits and quitting of addictive products. These all must be used to get relief from stress. Workplace stress plays a significant role in physiological and psychological well-being of employees. It also affects the productivity and performance of organisations. The various results of workplace stress like physical problems, mental disturbances, emotional imbalance, lifestyle disturbances and behavioural problems lead to disturb the climate of the organisation. These issues create interpersonal conflicts, decreased productivity, low organisational commitment, increased absenteeism and more attrition etc. By facilitating the employees with effective training, the management can provide them with platform to solve their stress related problems. Yoga, meditation, exercise and recreational activities can provide better environment to control stress. Even time management skills help to manage stress in an effective manner. These simple but useful steps can pave the path for improved efficiency of employees and increased productivity of organisation.

#### **Suggestions**

- Exercise
- Relax Your Muscles
- Deep Breathing
- Eat Well
- Slow Down
- Take a Break
- Make Time for Hobbies

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