

# *Glimpses of the 19<sup>th</sup> GJ-NatConMITE 2023*

**EMBRACING CHANGE  
& TRANSFORMATION**

19<sup>TH</sup> NATIONAL CONFERENCE  
**GJ-NatConMITE**  
2023

**SATURDAY, 22<sup>ND</sup> JULY 2023**

# Research Track on Finance/Economics and Marketing

Session Chair: Dr. Kulwinder Singh, Assistant Professor, UBS, Panjab University

 Dr. Dilip Kumar (Presenting)

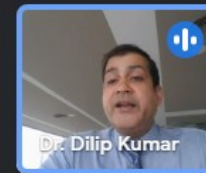
## Conceptual framework and Hypothesis

### Economic animosity

- The unwillingness or disinclination to purchase products or services of a specific country of origin is animosity (Klein, Ettenson, & Morris, 1998)
- The proximity or enmity among countries encourages or discourages international business and affects consumers' trust. Animosity and ethnocentrism have negative impact on business across the boundaries (Jiménez & Martín, 2010).

H<sub>1</sub>: Economic animosity has a direct, positive and significant impact on the purchase decision of middle-aged service class retail consumers.

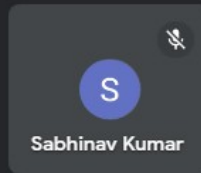
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Dr. Dilip Kumar



Somroop Sidd...



Sabhinav Kumar



Aditya Kumar



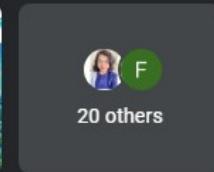
Sakshi Khurana



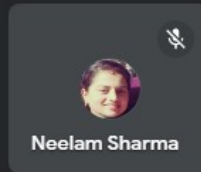
Alisha Khurana



Samrat Singh



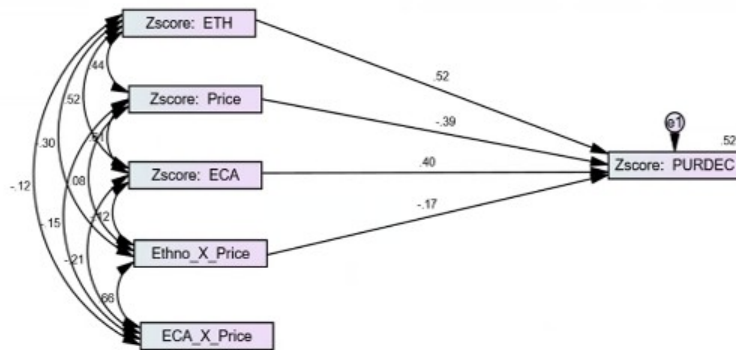
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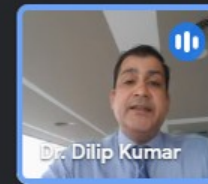
Neelam Sharma

Dr. Dilip Kumar (Presenting)

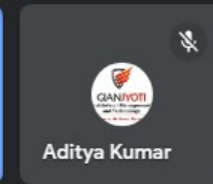
## Results of structural model



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Dr. Dilip Kumar



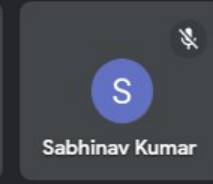
Aditya Kumar



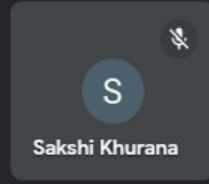
Samrat Singh



Somroop Siddh...



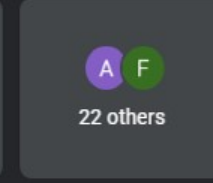
Sabhinav Kumar



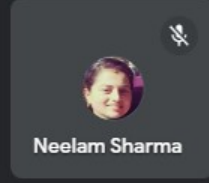
Sakshi Khurana



Pooja Kumawat



22 others



Neelam Sharma



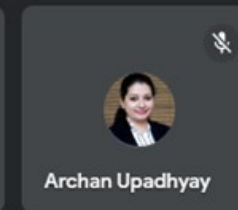
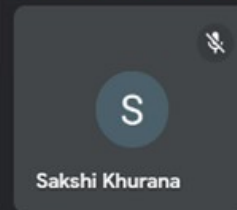
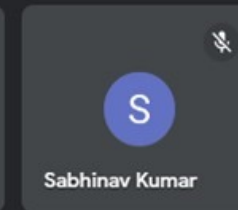
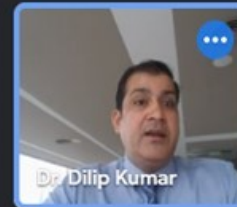
Dr. Dilip Kumar (Presenting)

## Result and analysis - Model fit

- The proposed research model is tested using structural equation modelling through path analysis.
- All the model fit indices are within the acceptable range, i.e. CFI, RFI, GFI and NFI scores are above 0.90; RMR is closer to zero, and RMSEA is 0.000 (Bentler & Bonett, 1990; Bagozzi & Yi, 1988; Baumgartner & Homburg, 1996).

CFI	RMR	GFI	RFI	NFI	$\chi^2/df$	RMSEA	All indices are within acceptable range
1.000	.005	1.000	.992	.999	.444	.000	

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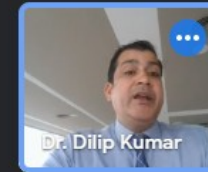
31  
Info Participants Chat Settings

 Dr. Dilip Kumar (Presenting)

## Conclusion

- The study investigated the association of independent variables – economic animosity, ethnocentrism and price on purchase decisions of the middle-aged service class retail consumers of Jharkhand.
- Economic animosity and ethnocentrism have a direct, positive and significant role in shaping the purchase decision of middle-aged service class retail consumers.
- Price has a direct, negative and significant role in the purchase decision. Moreover, price significantly moderates the relationship between ethnocentrism and purchase decisions. It dampens the positive relationship between ethnocentrism and purchase decisions. It indicates that an ethnocentric consumer may buy MNCs' products if the “*swadesi*” products are not available at a lower or competitive price.
- There is no significant moderating effect of price on the relationship between economic animosity and purchase decision.

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Dr. Dilip Kumar



Aditya Kumar



Samrat Singh



Somroop Siddh...



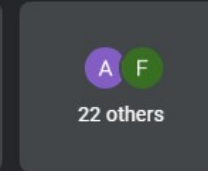
Sabhinav Kumar



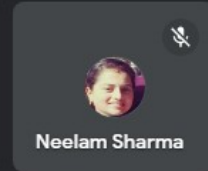
Sakshi Khurana



Pooja Kumawat



22 others



Neelam Sharma

 Dr. Dilip Kumar (Presenting)

## Implication

- Indian firms have great opportunities in the Indian retail market due to the positive and significant impact of economic animosity and ethnocentrism on purchase decisions, provided the products are priced competitively.
- The middle-aged service class retail consumers have a strong preference for “Swadesi and Sudh” retail products. They can adopt a promotional plan which focuses on economic animosity, ethnocentrism and price. Hence, the result supports the present marketing strategy adopted for *Patanjali* products and the Prime Minister of India’s idea to use indigenous products that help poor craftsmen.
- This research contributes to the academic literature as it is an initial attempt to assess the impact of economic animosity, ethnocentrism, and price on the purchase decision of middle-aged service class retail consumers in the Indian context. Further researches can be conducted on different age and occupational groups at various locations of India to check the validity at large.

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Dr. Dilip Kumar



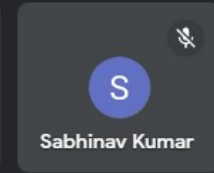
Aditya Kumar



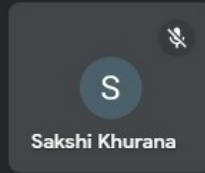
Samrat Singh



Somroop Siddh...



Sabhinav Kumar



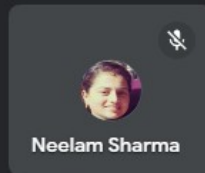
Sakshi Khurana



Conference Ch...



22 others



Neelam Sharma







Dr. Kulwinder Singh

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MODERATOR



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Dr. Dilip Kumar



Aditya Kumar

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**PRESENTER**



Samrat Singh

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**Dr. Bushra S. P. Singh**  
CONFERENCE CO-ORDINATOR




Conference Chair







Somroop Siddhanta





23 others





Neelam Sharma





Dr. Kulwinder Singh



Dr. Dilip Kumar



Aditya Kumar



Sabhinav Kumar



Somroop Siddhanta



21 others



Neelam Sharma



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**Dr. Iram Khan**  
MODERATOR

iram khan

**GIANJYOTI** Institute of Management and Technology  
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**Dr. Kulwinder Singh**  
Assistant Professor, IIS  
Punjab University  
SESSION CHAIR

Dr. Kulwinder Singh

Dr. Dilip Kumar

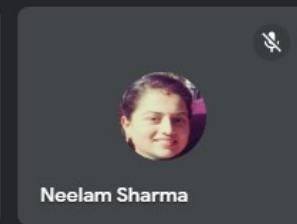
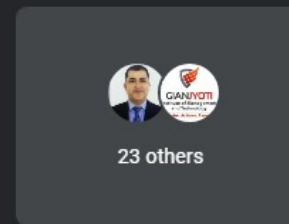
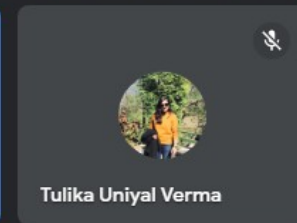
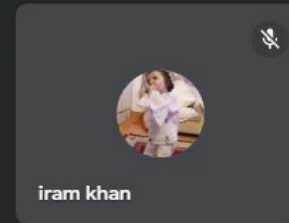
 kavita singla	 Anand Thakur
 Samrat Singh	 Somroop Siddhanta
 Sam B	 Himani Sharma
 18 others	 Archan Upadhyay

Hussain Alsameer (Presenting)

The screenshot shows a PowerPoint slide titled "Introduction" with the following content:

- Importance of MSMEs in India's Economy,**
- MSMEs are the backbone of the Indian economy  
Representing 80% of business, 60% of employment, 40% of the national income
- The sector playing critical role in solving Economic and social problems
- Succeed should access to **Diverse & , Sustainable** sources of financial
- Sustainable Finance, Sufficiency & Sustainability**

The slide is part of a presentation titled "Dr. Saima & Hussain-GJMT 19th National Conference - PowerPoint". The interface shows the Microsoft PowerPoint ribbon with tabs for File, Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Record, Review, View, Help, Nitro Pro, ACROBAT, and Tell me what you want to do. The slide number is 2 of 10.





iram khan (Presenting)



## The Study Objectives

To understand the structure Framework of the MSMEs sector in India

To explore the role of sustainable financing, in the growth of MSMEs and its subsequent impact on economic growth.

Hussain Alsameer

iram khan

Dr. Kulwinder Singh

Salma Begum

Sakshi Khurana

RidhimA Bedi

Tulika Uniyal Verma

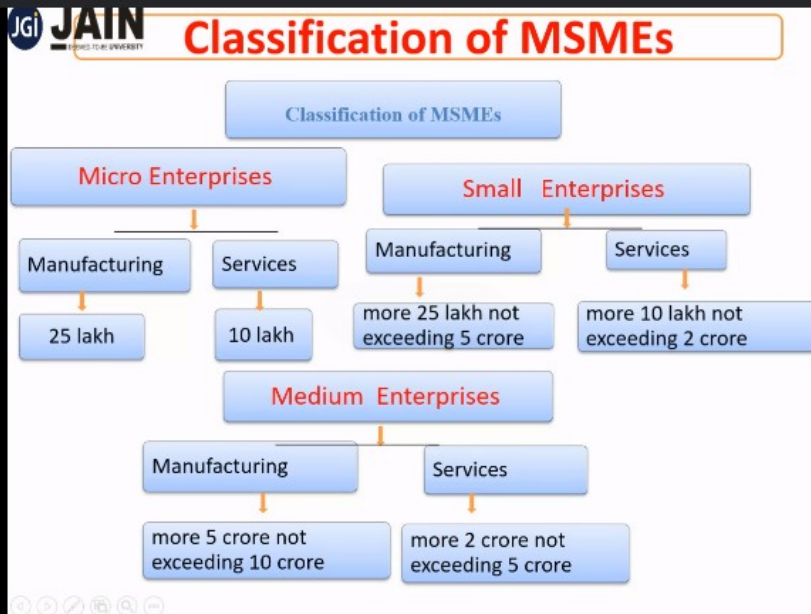
Prof. Nitish Kumar joined

10:02 AM | qai-djif-weg





iram khan (Presenting)



 Hussain Alsameer	 iram khan	 Dr. Kulwinder Singh
 Salma Begum	 Sakshi Khurana	 Ridhima Bedi
 Tulika Uniyal Verma	 20 others	 Neelam Sharma

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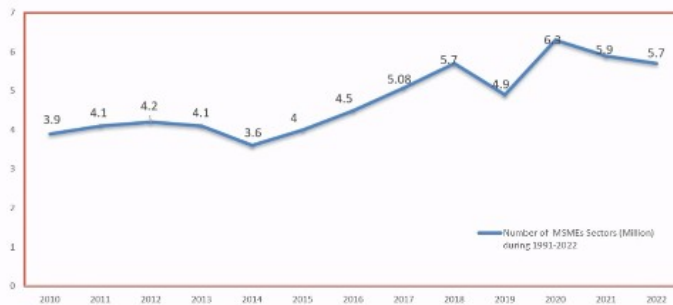
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iram khan (Presenting)



## Findings of the Study : Trend Analysis

From the results of the graph, there is growth in the slope of the number of MSMEs sector supported by sustainable financing



Hussain Alsameer

iram khan

Dr. Kulwinder Singh

Salma Begum

Sakshi Khurana

RidhimA Bedi

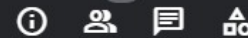
Tulika Uniyal Verma

20 others

Neelam Sharma

28

10:04 AM | qai-djif-weg



iram khan (Presenting)



## Findings of the Study

the results of the graph show that most of the MSMEs are concentrated in rural areas, and therefore there is a tendency by the government to the development of rural areas



Hussain Alsameer

iram khan

Dr. Kulwinder Singh

Salma Begum

Sakshi Khurana

RidhimA Bedi

Tulika Uniyal Verma

20 others

Neelam Sharma

10:04 AM | qai-djif-weg





iram khan (Presenting)



## Correlation Test

1. the correlation between sustainable finance and MSMEs growth in India is a moderately positive correlation and it can be estimated correlation at ,61.2%
2. the correlation between sustainable finance and GDP growth in India is a moderately positive correlation and it can be estimated correlation at ,69%
3. the correlation between MSMEs and GDP growth in India is a moderately positive correlation and it can be estimated correlation at ,52.3%

Table 2: Correlations Between Study Variables

		GDP	S_F	MSMEs
Pearson Correlation	GDP	1.000	.69	.523
	S_F	.69	1.000	.612
	MSMEs	.523	.612	1.000
Sig. (1-tailed)	GDP	0	.038	.033
	S_F	.038	0	.013
	MSMEs	.033	.013	0
N	GDP	72	72	72
	S_F	72	72	72
	MSMEs	72	72	72

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**Dr. Iram Khan**  
MODERATOR

25<sup>th</sup> Year  
*of excellence in  
education*

iram khan

Participant avatars and names:

- Sakshi Khurana
- Hussain Alsameer
- Dr. Kulwinder Sin...
- Himani Sharma
- RidhimA Bedi
- Salma Begum
- 20 others
- Archan Upadhyay

10:06 AM | qai-djif-weg

Meeting controls: Mute, Video Off, Chat, Reaction, Screen Share, Hand Raise, More, End Call

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iram khan (Presenting)



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N			
	72	72	72
	72	72	72
	72	72	72

Hussain Alsameer

iram khan

Dr. Kulwinder Singh

Salma Begum

S

Sakshi Khurana

RidhimA Bedi

Tulika Uniyal Verma

20 others

Neelam Sharma

10:05 AM | qai-djif-weg



iram khan (Presenting)



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	MSMEs	72	72	72



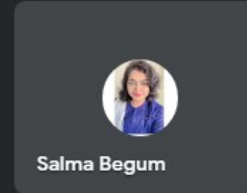
Hussain Alsameer



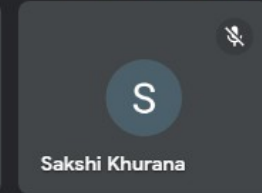
iram khan



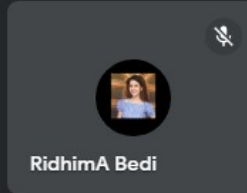
Dr. Kulwinder Singh



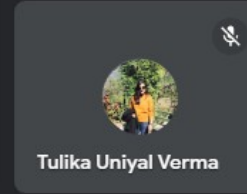
Salma Begum



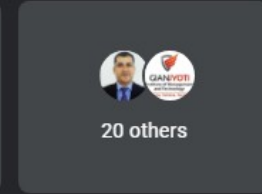
Sakshi Khurana



Ridhima Bedi



Tulika Uniyal Verma



20 others



Neelam Sharma

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10:06 AM | qai-djif-weg



iram khan (Presenting)



## OLS Estimation

Dependent Variable: GDP  
Method: Least Squares (Gauss-Newton / Marquardt steps)  
Date: 07/10/23 Time: 12:30  
Sample: 2010 2022  
Included observations: 72  
GDP=C(1)+C(2)\*S\_F+C(3)\*MSMES

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	0.047291	2.917672	0.016209	0.9874
C(2)	0.018256	0.016341	1.117185	0.0200
C(3)	1.534955	0.664020	2.311610	0.0434
R-squared	0.534260	Mean dependent var		6.815385
Adjusted R-squared	0.225111	S.D. dependent var		1.484838
S.E. of regression	1.307069	Akaike info criterion		3.572626
Sum squared residual	17.08431	Schwarz criterion		3.702999
Log-likelihood	-20.22207	Hannan-Quinn criterion		3.545829
F-statistic	2.743049	Durbin-Watson stat		2.246291
Prob (F-statistic)	0.002277			

Hussain Alsameer

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Salma Begum

Sakshi Khurana

Ridhima Bedi

Tulika Uniyal Verma

20 others

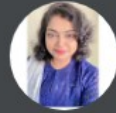
Neelam Sharma



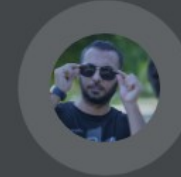
Tulika Uniyal Verma



Dr. Kulwinder Singh



Salma Begum



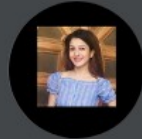
Hussain Alsameer



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Sakshi Khurana



RidhimA Bedi



19 others



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Tulika Uniyal Verma



Dr. Kulwinder Singh



Dr. Dilip Kumar



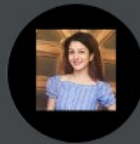
Hussain Alsameer



iram khan



Sakshi Khurana



RidhimA Bedi



18 others



Neelam Sharma

Tulika Uniyal Verma (Presenting)

## Case Study on Migrated Women Employment from Rural to Urban Areas in Uttarakhand

By:  
Tulika Uniyal Verma  
Guide : Dr. Divya Negi Ghai



A grid of video thumbnails from a Zoom meeting. The thumbnails show various participants, including Iram Khan, Dr. Kulwinder Singh, Hussain Alsameer, Dr. Dilip Kumar, Aditya Kumar, Tulika Uniyal Verma, Somroop Siddhanta, and Hussain Alsameer. Some thumbnails have a 'PRESENTER' label. There are also icons for mute and video off for each participant.

Tulika Uniyal Verma (Presenting)

## Uttarakhand overlook


1. Uttarakhand developed into the 27th state of India, by separating itself from Uttar Pradesh on 9 Nov 2000.
2. State is divided into 2 regions, namely Garhwal and kumaon, contributing to 13 districts.
3. As per 2011 census, out of total population, 30.23% lived in urban region while 69.77% in rural area.
4. Urban areas in the state are Dehradun, Rishikesh, Haridwar, Nainital and many more.
5. The state's commitment to sustainable growth and environmental preservation has been exemplary.
6. With a focus on various sectors, including tourism, agriculture, and education, Uttarakhand has seen significant progress in many years.



Grid of video conference participants:

- iram khan
- Dr. Kulwinder Singh
- Hussain Alsameer
- Tulika Uniyal Verma (Presenting)
- Dr. Dilip Kumar
- Aditya Kumar
- Somroop Siddhanta
- 20 others
- Neelam Sharma



 Tulika Uniyal Verma (Presenting)

## Objectives of the study

1. To examine the socio-economic factors driving women's migration from rural to urban areas in Uttarakhand, India.
2. To identify and analyse the challenges faced by migrant women during the process of migration and their integration into urban communities.
3. To explore the employment patterns of migrated women in urban areas of Uttarakhand, including the types of jobs, sectors, and entrepreneurial activities they engage in.
4. To provide recommendations and insights for policymakers and practitioners to develop targeted interventions that address the challenges faced by migrant women, enhance their socio-economic well-being, and promote gender-inclusive development in Uttarakhand.



Iram Khan



Dr. Kulwinder Singh



Hussain Alsameer



Somroop Siddhanta



Dr. Dilip Kumar



Aditya Kumar



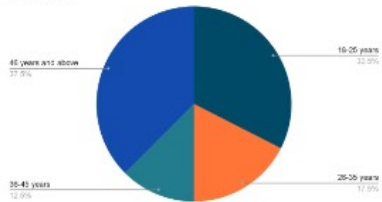
19 others



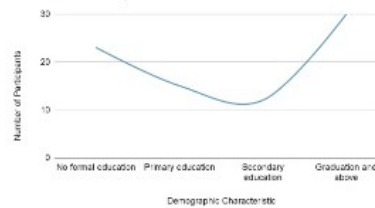
Neelam Sharma

Tulika Uniyal Verma (Presenting)

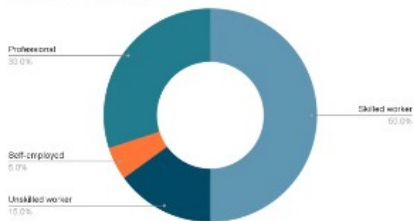
Age Range



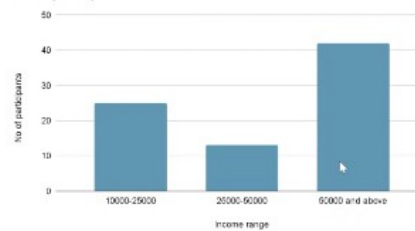
Number of Participants



Number of Participants



No of participants



iram khan

Dr. Kulwinder Singh

Hussain Alsameer

Tulika Uniyal Verma

Dr. Dilip Kumar

Aditya Kumar

Mr. Pardeep Sharma

20 others

Neelam Sharma

Tulika Uniyal Verma (Presenting)

## Conclusion

- The study revealed that socio-economic factors, including limited employment opportunities, low income, and gender norms, drive women's migration from rural to urban areas in Uttarakhand.
- Despite the challenges, migrated women demonstrated resilience and a strong desire for economic independence.
- The study calls for gender-responsive policies and interventions that address the multifaceted challenges faced by migrated women, including improving access to education, healthcare, and social protection.
- Efforts should be made to promote inclusive employment opportunities, skill development programs, and entrepreneurship support for migrated women.
- By recognizing the agency and aspirations of migrated women, stakeholders can work towards creating an enabling environment that promotes their well-being, empowerment, and sustainable livelihoods.

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Dr. Kulwinder Sin...



Hussain Alsameer



Dr. Dilip Kumar



Aditya Kumar



Mr. Pardeep Shar...



20 others



Archan Upadhyay

9:40 AM | qai-djif-weg





S Sakshi Khurana (Presenting)

## Introduction

- Corporate financial distress has become an alarming reality worldwide. It refers to a situation when a company is unable to pay off its debt obligations (Altman 1968).
- The state of financial distress has become worst during the recent outbreak of COVID-19 pandemic.
- According to credit rating agencies, financial distress in Indian companies saw cessation during pandemic period. One of the highest default risk rates was found in food products industry.
- COVID-19 also affected the normal cultivation of crops and industrial production. During the pandemic, domestic food supply was disrupted by labour short ages, logistic bottlenecks, and income losses.
- The increase in rate of default risk is also subjected to various challenges faced by this industry.
- These unorganized enterprises operate in rural areas and are run by micro and small families. The I meet google.com is sharing your screen. Stop sharing title and technology, unskilled labour, dearth of social security exaggerates their problems.



Iram Khan



Sakshi Khurana



Dr. Kulwinder Singh



Hussain Alsameer



Tulika Uniyal Verma



Dr. Dilip Kumar



RidhimA Bedi



19 others



Neelam Sharma

S Sakshi Khurana (Presenting)

## Objectives of the Study

1. To assess the financial health of food products industry before, during and after the COVID-19 pandemic.

2. To determine the trend of financial ratios such as liquidity, profitability, leverage, solvency and activity ratios.

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Hussain Alsameer

Tulika Uniyal Verma

Dr. Dilip Kumar

Ridhima Bedi

19 others

Neelam Sharma

9:52 AM | qai-djif-weg



S Sakshi Khurana (Presenting)

## Methodology

The Altman Z-Score (2000) formula is used to assess financial health of companies.

$$Z\text{-Score } (Z) = 1.2X1 + 1.4X2 + 3.3X3 + 0.6X4 + 1.0X5$$

Where:

X1 = Working Capital/Total Assets

X2 = Retained Earnings/Total Assets

X3 = Earnings before Interest and Taxes/Total Assets

X4 = Book Value of Equity/Total Liabilities

X5 = Market value of equity/Book value of liabilities

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A grid of nine participant tiles in a Zoom meeting. The top row contains iram khan, Sakshi Khurana (highlighted with a blue border), and Dr. Kulwinder Singh. The middle row contains Hussain Alsameer, Tulika Uniyal Verma, and Dr. Dilip Kumar. The bottom row contains RidhimA Bedi, a tile for 19 others, and Neelam Sharma. Each tile includes a profile picture and a mute icon.

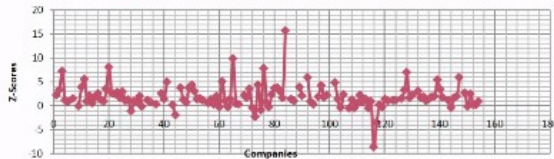
9:52 AM | qai-djif-weg





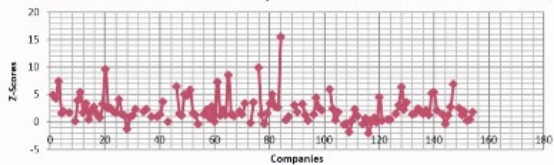
S Sakshi Khurana (Presenting)

## Findings of the Study



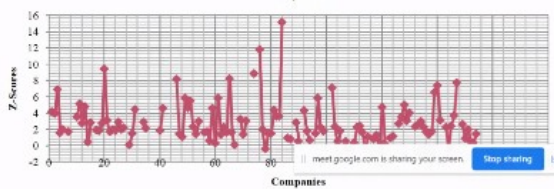
### Companies in 2020

Distressed	81
Gray	26
Safe	30
Total	137



### Companies in 2021

Distressed	70
Gray	29
Safe	34
Total	133



### Companies in 2022

Distressed	49
Gray	35
Safe	70
Total	154



Iram Khan



Sakshi Khurana



Dr. Kulwinder Singh



Hussain Alsameer



Tulika Uniyal Verma



Dr. Dilip Kumar



RidhimA Bedi



19 others



Neelam Sharma

26

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S Sakshi Khurana (Presenting)

## Findings of the Study

- ❑ The results are in line with credit rating agencies reports indicating highest default cases in the industry.
- ❑ FY 2017 witnessed a low percentage of solvent companies (24%). A high percentage of default companies (47 %) should be a reason of concern for this industry. It demonstrates that financial health of the industry was perilous even before the outbreak.
- ❑ The trend moved in same downward direction for default companies in year 2019. Distressed companies increased to 53% and gray zone companies fell to 17%.
- ❑ Results of year 2020 clearly indicated effects of COVID-19 on increasing rate of default risk in companies. There was a massive increase in defaulted companies consisting of 60% of total companies.
- ❑ The default cases were highest during the lockdown and it started declining during the recovery phase of pandemic.
- ❑ New companies were also incorporated at the same time. The massive fall in distressed companies from 70 to 49 was due to lifting of lockdown and rising demand of industry products.
- ❑ The results are also in line with the report of government that production of wheat, rice and Ntri/coarse cereals rose

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Iram Khan



Sakshi Khurana



Dr. Kulwinder Singh



Hussain Alsameer



Tulika Uniyal Verma



Dr. Dilip Kumar



Ridhima Bedi



19 others



Neelam Sharma

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S Sakshi Khurana (Presenting)

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 Hussain Alsameer	 Tulika Uniyal Verma	 Dr. Dilip Kumar
 RidhimA Bedi	 19 others	 Neelam Sharma

9:53 AM | qai-djif-weg







Hussain Alsameer (Presenting)

The screenshot shows a Zoom meeting in progress. The main window displays a grid of participants, with Dr. Kulwinder Singh highlighted as the current speaker. A shared screen is visible, showing a Google search for 'qai-djif-weg' with the URL 'https://mail.google.com/qai-djif-weg?pli=1'. The interface includes standard Zoom controls like mute, video, and chat at the bottom.

A grid of participant profile cards from the Zoom meeting. The cards include the following names and details:

- Dr. Kulwinder Singh**: Profile picture of a man with a pink turban.
- Sakshi Khurana**: Profile picture of a woman with a blue background.
- iram khan**: Profile picture of a woman with a blue background.
- RidhimA Bedi**: Profile picture of a woman with a blue background.
- Hussain Alsameer**: Profile picture of a man with a blue background.
- Tulika Uniyal Verma**: Profile picture of a woman with a blue background.
- Dr. Dilip Kumar**: Profile picture of a man with a blue background.
- 20 others**: A group icon representing other participants.
- Neelam Sharma**: Profile picture of a woman with a blue background.

10:00 AM | qai-djif-weg












29  
Zoom meeting navigation icons: info, participants, chat, and share screen.

A Arun Paul (Presenting)

### Introduction and Research Problem

- ❖ International taxation is the determination of tax on a person or business subject to the tax laws of different countries regarding cross-border transactions which is a very complex and constantly evolving field.
- ❖ India is one of the fastest-growing digital economies in the world with around 644 million subscribers in e-commerce in 2021 (SIDE Report, 2021) and estimated revenue of 150 billion in 2022 (IBEF Estimates, 2019).
- ❖ Foreign Digital MNEs came outside the purview of taxation as they don't have a permanent establishment in the market country and work mostly on servers outside the country (Shome, 2021).
- ❖ Developing economies like India loses a considerable amount of revenue (100-240 billion us\$) due to BEPS (base erosion and profit shifting) interest and royalty payments (OECD-G20, 2013 & Harpaz, 2021).

 iram khan	 Arun Paul	 Dr. Kulwinder Singh
 Hussain Alsameer	 Sakshi Khurana	 Ridhima Bedi
 Tulika Uniyal Verma	 18 others	 Neelam Sharma

10:15 AM | qai-djif-weg

Meeting controls: Mute, Video Off, Chat, Reaction, Screen Share, Hand Raise, More, End Call, 27 participants, Info, People, Messages, Zoom



A Arun Paul (Presenting)

### Introduction and Research Problem

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iram khan



Dr. Kulwinder Sin...



Hussain Alsameer

S

Sakshi Khurana



Himani Sharma



Ridhima Bedi

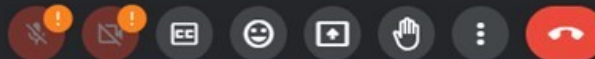


18 others



Archan Upadhyay










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A Arun Paul (Presenting)

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A Arun Paul (Presenting)

### Objectives of the study

1. To analyze the taxation of the digital economy and the issues of digital taxation.
2. To analyze the alternative for digital taxation by focusing on the OECD-G20 two-pillar framework.

### Research Methodology

A descriptive-based data analysis method is used for this research study by applying existing theory and knowledge. The data analysis part is limited to simple statistical analysis.



iram khan



Arun Paul



Dr. Kulwinder Singh



Hussain Alsameer



Sakshi Khurana



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### Equalization Levy

☐ The unilateral digital tax implemented by the Government of India in 2016 by the recommendations of the Akhilesh Ranjan committee in response to the OECD Digital Economy Report, 2015.



Source: Rajya Sabha, OLTAS, 2021










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### Findings

- Analysis of equalization levy on the basis of international tax treaties and GATS- Legal Impact
  - Tax Treaties (India –US Tax treaty): Equalization levy leads to the violation of the following articles.
    - Article 5 – permanent establishment, Article 7 – Business Profits, Article 25 –Relief from double taxation and Article 26 – Non – Discrimination.
  - GATS (General Agreement on Trade in Services): Equalization levy leads to the violation of the following articles
    - Article II –Most Favoured Nation Treatment and Article xvii – Nation Treatment between Nations.
      - Economic Impact of Equalization Levy
  - On the basis of the Digital Trade Restrictiveness Index, India's index value is 0.63 which is very worst in terms of tariffs and taxation(FCIPE, DTRI, 2018).
  - Talking about OECD DTRI 2022, India's index value stands at 0.34 which is not up to a developed digital economy(OECD, DTRI,2022)

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 Tulika Uniyal Verma	 18 others	 Neelam Sharma

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Dr. Dilip Kumar



Dr. Kulwinder Singh



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Arun Paul



RidhimA Bedi



Sakshi Khurana



Tulika Uniyal Verma



21 others












Neelam Sharma



A Arun Paul (Presenting)

Conclusion and Significance of the Study

- ❑ Equalization levy has a distorting impact on tax treaties and GATS which leads to trade retaliatory measures from trading countries in the form of high tariffs and also increases the price of services which adversely affects final consumers.
- ❑ The implementation of the OECD-G20 two-pillar framework will restore taxing rights in market countries and avoids the misuse of interest and royalty payments. Pillar one will create additional revenue of US\$ 125 bn, while pillar two will create revenue of US\$150 bn for the economy.
- ❑ The unified implementation of the OECD-G20 Two-pillar framework instead of unilateral digital tax will create a strong digital taxation framework around the global economy.
- ❑ It creates economic prosperity among developing economies and creates good soil for the growth of digital MNEs in developed nations.

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Conclusion and Significance of the Study

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Tulika Uniyal Ver...  


**Dr. Kulwinder Sin...** 


Neelam Sharma 













Sakshi Khurana 

Himani Sharma 

RidhimA Bedi 

20 others 

Archan Upadhyay 

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RidhimA Bedi (Presenting)

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- iram khan
- Sakshi Khurana
- Himani Sharma
- RidhimA Be...
- 22 others
- Archan Upadhyay

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 RidhimA Bedi (Presenting)

## Content

- Introduction
- Objectives and Research Gap
- Review of Literature
- Research Methodology
- Digital Services in Life Insurance sector
- Trends in Life Insurance sectors
- Conclusion
- References

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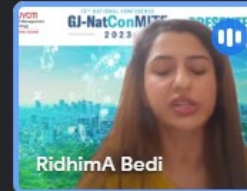
30

 RidhimA Bedi (Presenting)

## Objective and Research Gap

- The major objective of the research is to find out the digital trends in the Insurance sector Post Covid 19.
- Many Researches has been done on the post covid effect but very few have been done in the Insurance sector.

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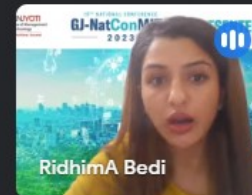


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## Review of Literature

Shevchuk, Kondrat, and Stanienda 2020	Impact of covid 19 on global insurance market, advised to use digital measures to exploit the changing market
Harris, Yelowitz, and Courtemanche 2021	The author examined the changes done by LICs in the pricing due to covid 19
Akinlo 2021	Analysed about the impact of IT by considering 3 factors Telephone, Mobile phone and internet on the insurance in sub-Saharan countries between 2000-2017
Eling, Nuessle, and Staubli 2022	Impact of AI on Insurance using Berlin porter's formula, AI may help in predicting loss probability, may convert high frequency risks to low frequency risks
Carannante et al. 2022	Long term effect of covid 19 on profitability of insurance company by using time discrete approach. Results indicated that it doesn't have materialistic impact in the long run.

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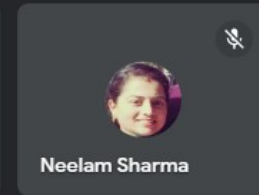
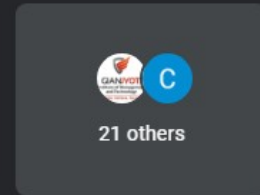
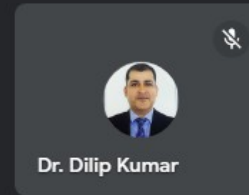
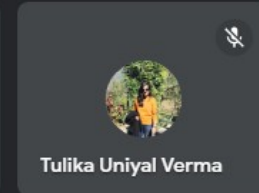
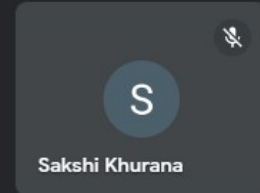
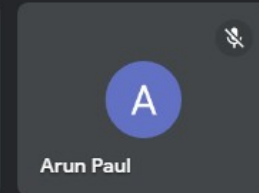


RidhimA Bedi (Presenting)

## Trends in Life Insurance sector

- ✓ Mobile Applications
- ✓ Web Aggregator
- ✓ Digilocker
- ✓ Chatbots
- ✓ Voicebots-
- ✓ DigiZone

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## Conclusion

Digitization has proved its importance and value multiple times in different service industries. It is definitely the backbone of every industry especially post Covid times. A fully digitalized sector can help the nation in multiple ways especially to increase the rural reach and develop the rural areas. According to multiple analysts Digital India- A campaign started by Government of India in 2019 will help the nation to increase its GDP by more than \$ 1 trillion by 202

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- RidhimA Bedi Your presentation
- Aditya Kumar
- Anamika Sarao
- Archan Upadhyay
- Arun Paul

Dr. Kulwinder Singh

26 others

RidhimA Bedi

RidhimA Bedi

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Tulika Uniyal Verma

Dr. Dilip Kumar

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Neelam Sharma

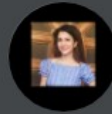
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Ridhima Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



Dr. Dilip Kumar



20 others



Neelam Sharma

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👤 29



F FIZA BHATEJA (Presenting)

## INTRODUCTION (4)

- The purpose of this integrative literature review is to propose a framework for using social media as a tool for marketing, consumer management, and financial product promotion.
- This study identifies the main areas and current dynamics of social media and finance interface and suggests future research directions. Going beyond the mere traditional forms of marketing, this integrative review covers the research on social media marketing specifically in terms of providing assistance, usage to the consumers with regards to financial products and financial innovations which ultimately fosters the financial development of a nation.
- A literature review is a systematic way of collecting and synthesizing previous research (Snyder, 2019). An integrative literature review provides *an integration of the current state of knowledge as a way of generating new knowledge (Holton, 2002)*. Reviews, critiques, and synthesizes representative literature on a topic in an integrated way such that new frameworks and perspectives on the topic are generated (Torraco, 2005).

6



Iram Khan



Dr. Kulwinder Singh



Ridhima Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



20 others



Neelam Sharma

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F FIZA BHATEJA (Presenting)

## INTEGRATIVE LITERATURE REVIEW FINDINGS

- The results highlight the substantial knowledge gaps and the inconsistent findings of prior studies on several aspects of the field, suggesting avenues for further studies in terms of research designs, settings, scope, and theories. By synthesizing existing literature, this research aims to provide insights and guidelines for effectively utilizing social media platforms in the financial industry to enhance marketing strategies, improve customer relationships, and facilitate the promotion of financial products. The study identifies the publication patterns and intellectual structure in this area by describing the integrative literature review process followed in the study. Second, the study presents the method used to select and analyze previous studies on it and summarize the interface between marketing in terms of social media use and financial innovations and products. Third, the study outlines the results of the review of social media marketing assisting financial innovations, products by taking into the effect of various other factors and different techniques such as cloud computing, green marketing, big data analytics, blockchain, crowdfunding.

10



iram khan



Dr. Kulwinder Singh



RidhimA Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



20 others



Neelam Sharma

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F FIZA BHATEJA (Presenting)

## DISCUSSION AND FUTURE RESEARCH AVENUES (1)

- Using an integrative review, the study finds that several factors impede growth in this field despite continuing progress like Lack of systematic theory development, Lack of data availability hampers research, Lack of focus on industry-specific and cross-industry comparisons. Despite much research on social media marketing, several areas merit additional work especially in the field of accounting and finance. Here are some research gaps that future researchers could address:
- 1. Conceptual studies. Although empirical studies abound on social media marketing and financial innovations in their respective areas, still there exists a need for more conceptual articles to provide theoretical framework regarding the interface between the two for guiding future research. Because no widely accepted theoretical model of such interface exists, a robust research framework is needed. Qualitative studies to unpack the black box of marketing and finance interface are needed as such works do not exist under this topic.

11



Iram Khan



Dr. Kulwinder Singh



RidhimA Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



20 others



Neelam Sharma

10:41 AM | qai-djif-weg





F FIZA BHATEJA (Presenting)

## DISCUSSION AND FUTURE RESEARCH AVENUES (3)

- 4. Collaboration of FinTech and Marketing: The market for fintech apps is growing rapidly, thus the marketing activities in the FinTech area should also grow. Most digital payment start-ups offer huge discounts, cash backs, etc., to acquire new customers. But as soon as the offer expires or a competitor starts offering better deals, customers take no time to switch to another app or service provider, thus social media marketing should be effectively used in customer attraction and customer retention. With fintech marketing, one can explore the possibilities, untapped market potential, and, more importantly, satisfy people's financial needs, educate people, build trust explore data, understand buyers, their needs, and expectations and use this knowledge to customize their content, product, and services.

13



iram khan



Dr. Kulwinder Singh



RidhimA Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



20 others



Neelam Sharma

10:42 AM | qai-djif-weg



F FIZA BHATEJA (Presenting)

## CONCLUSION

- The marketing strategy for fintech products/services requires an in-depth understanding of the financial situation of the target audience. This paper aims to offer the most up-to-date research on social media marketing and financial products interface using an integrative literature review. This study focussed on the use of social media marketing and its perceived as well as realised usefulness on financial products and financial innovations. It also presented information on the strategies adopted by various financial institutions to generate financial literacy with the help of social media.
- This Integrative Literature Review contributes to the existing literature by providing a comprehensive review of research on interface using a large number of studies with a multidisciplinary focus in order to systematize knowledge to benefit researchers, practitioners, and policymakers. To this end, the suggest some avenues for further work and found that more attention is needed on the relationships between social media marketing and several other aspects of finance that have received less attention from researchers such as financial apps, FinTech which are emerging areas of financial development.
- Hence, the study provides a clear picture of research on social media marketing and financial products interface using an integrative literature review. However, like other studies, it has few limitations. First, our dataset covers articles from 2012 to 2023 and hence excludes earlier articles. Second, other types of analyses such as co-authorship, could be examined. Third, our keyword selection is based on our literature review. Other keywords could emerge in the future relating to the topic.

14



iram khan



Dr. Kulwinder Singh



RidhimA Bedi



Arun Paul



Sakshi Khurana



Tulika Uniyal Verma



20 others



Neelam Sharma

10:42 AM | qai-djif-weg



F **FIZA BHATEJA (Presenting)**

The screenshot shows a Google Meet window with a presentation slide on the left and a grid of participants on the right. The presentation slide displays a smaller version of the meeting interface. The participant grid includes:

- FIZA BHATEJA (You, presenting)
- irama khaan
- Dr. Kulwinder Singh
- RidhimA Bedi
- Arun Paul
- Sakshi Khurana
- Neelam Sharma
- 22 others

A grid of participant video thumbnails from a Google Meet session. The thumbnails are arranged in a 4x3 grid:

- Row 1: FIZA BHATEJA, irama khaan, Dr. Kulwinder Singh
- Row 2: RidhimA Bedi, Arun Paul, Sakshi Khurana
- Row 3: Tulika Uniyal Verma, 20 others, Neelam Sharma

10:44 AM | qai-djif-weg

Google Meet control bar with icons for mute, video, chat, reactions, screen sharing, hand raise, and call controls.





Tulika Uniyal Verma



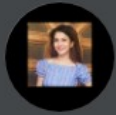
FIZA BHATEJA



Dr. Kulwinder Singh



iram khan



Ridhima Bedi



Arun Paul



Sakshi Khurana



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PRESENTED BY GIANJYOTI INSTITUTE OF MANAGEMENT AND TECHNOLOGY  
GJ-NatConMITE 2023



chahak kataria




Himani Sharma


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GJ-NatConMITE 2023  
Dr. Iram Khan  
MODERATOR



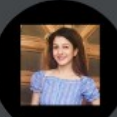
iram khan



Dr. Kulwinder Singh




FIZA BHATEJA




RidhimA Bedi



Arun Paul



21 others



Neelam Sharma

10:52 AM | qai-djif-weg



25<sup>th</sup> Year of excellence in education

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and Technology  
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Dr. Kulwinder Sin...

Dr. Iram Khan  
iram khan

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FIZA BHATEJA

Ridhima Bedi

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Arun Paul

S  
21 others

Archan Upadhyay

10:52 AM | qai-djif-weg





c chahak kataria (Presenting)

## Introduction

Today, many organisations all around the world have realised the value and function of quality. In order to satisfy their customers' expectations and succeed in the marketplace, businesses are required to offer high-quality goods and services (Demirbag, Tatoglu, Tekinkus, & Zaim, 2006). This is made possible by smart client requests for greater quality. Thus it becomes necessary for organizations to possess and put into practice creative management ideas in order to acquire competitive advantages over rivals (Douglas & Judge, 2001; Powel, 1995). TQM practices have gained widespread acceptability during the past 20 years as a result of their increasing distribution and acceptance in the corporate world. As Quality has been seen as one of the most significant drivers in the era of global competition (Demirbag et al. 2006). The primary responsibility for ensuring the quality of goods and services is to satisfy consumer requests by enhancing or developing new that can live up to their hopes. It can be observed that throughout history, these practices have been crucial in preserving organizations' competitive advantages. Since there is no accepted definition of TQM, defining it is quite difficult. The implementation of (TQM) principles in service organizations has drawn more attention now a days.



chahak kataria



iram khan



Dr. Kulwinder Singh



Himani Sharma



FIZA BHATEJA



Ridhima Bedi



Arun Paul



21 others



Neelam Sharma

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c chahak kataria (Presenting)

### Objectives of the study

The study aims to determine the association of TQM with organizational performance by using bibliometric analysis.

RQ1 What are the current research trend of TQM and organization performance implementation?

RQ2 Which authors and sources have made the biggest, most significant, and most visible contributions to the TQM and organization performance research literature?

RQ3 What are the most referenced publications, authors, and co-authors in the field of TQM and organization performance research?

RQ4 What are the top nations that contributes the most in conducting the research in this field's?



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Himani Sharma



FIZA BHATEJA



Ridhima Bedi



Arun Paul



21 others



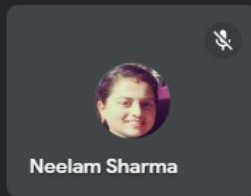
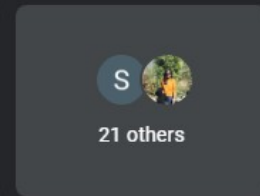
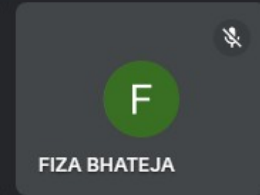
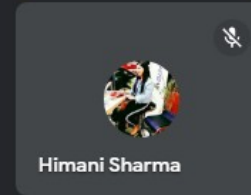
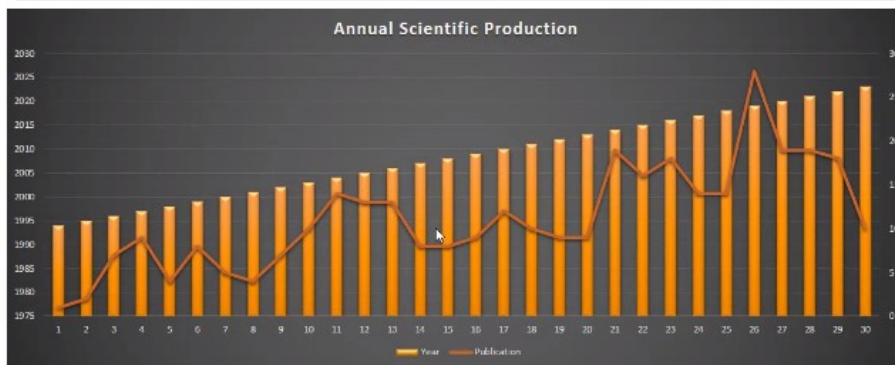
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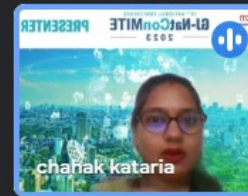
Meeting controls: Mute, Video Off, Chat, Reaction, Screen Share, Hand, More, End Call, Info, Participants (29), Messages, Grid View



c chahak kataria (Presenting)

### Most influential authors, organizations and country:

TC	Author	TP	TC	Institution	TP	TC	Country	TP
1182	kaynak h.	1	1182	University of texas , united states	1	3187	United states	48
1084	Samson d.; terziovskim	1	520	University of saskatchewan, canada	1	3085	Australia	32
520	silva i.	1	408	Universidad de Sevilla, spain	1	2414	Uk	38
508	prajogo d.i.;sohal a.s.	2	389	Fatih university, Istanbul, turkey	2	1173	Spain	18
408	bou-ltlisar j.c.; eserig-tena a.b	1	378	London school of economics, UK	1	791	Canada	6



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21 others



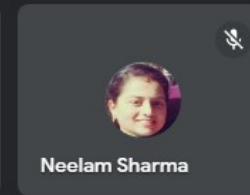
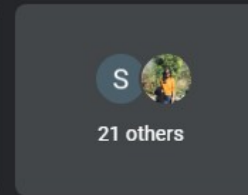
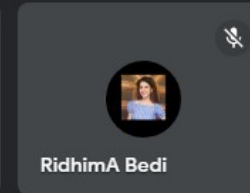
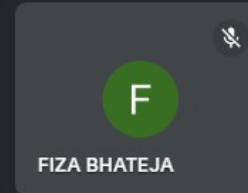
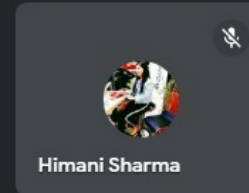
Neelam Sharma

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### Keyword Analysis:

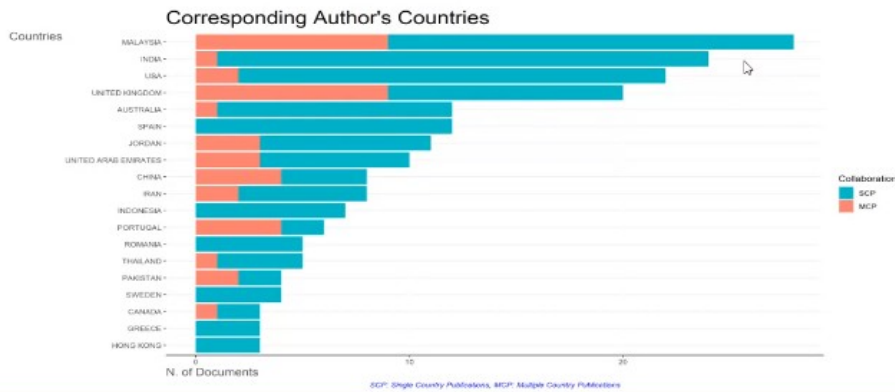


10:58 AM | qai-djif-veg



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### Contributing Countries:



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Dr. Kulwinder Singh



Himani Sharma



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RidhimA Bedi



Arun Paul



21 others



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29

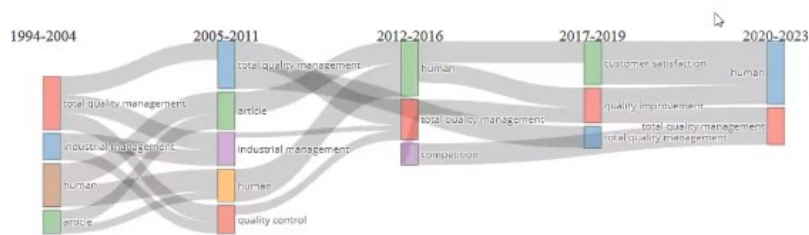
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## THEMATIC EVALUATION:



iram khan



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FIZA BHATEJA



Ridhima Bedi



Arun Paul



21 others



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10:59 AM | qai-djif-weg



c chahak kataria (Presenting)

### Conclusion:

As a result, it is observed that TQM is still a desirable and popular subject. The majority of the top contributing journals, nations, institutions, and writers have advanced TQM research over the past two decades. Accordingly, TQM researchers are recommended to link TQM with other academic fields of study and take into account a cross-country comparison between industrialised and developing nations. To have a more thorough coverage of TQM-related papers, future studies may explore expanding the search parameters (e.g., using the Scopus database), as this study only used data from the WoS database and restricted the search to SCI-E, SSCI, and A&HCI.



iram khan



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Himani Sharma



FIZA BHATEJA



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Arun Paul



21 others



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Arun Paul



Dr. Kulwinder Singh



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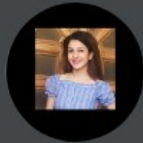
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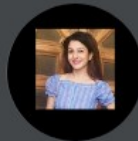
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RidhimA Bedi



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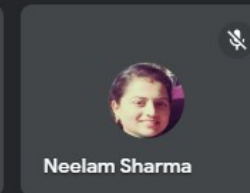
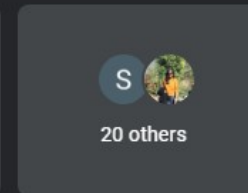
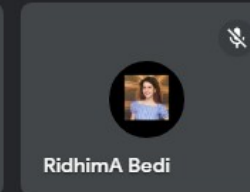
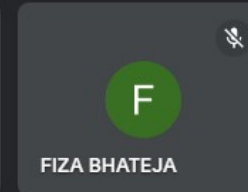
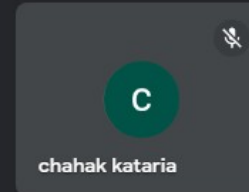
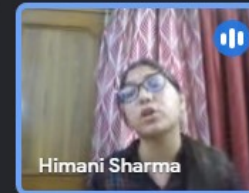
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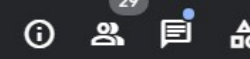
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## OBJECTIVES OF THE STUDY :

- *Many countries are adopting green economy to achieve the goal of sustainable development . Some of the companies are achieving the creation of green economy as a part of their Corporate Social Responsibility .*
- **MAIN AIM IS TO :**
  - *Study the meaning ,nature and scope of green economy.*
  - *Study the impact of green economy on trade and employment.*
  - *Analyse the role of green economy in achievning Sustainable Development.*



11:04 AM | qai-djif-weg



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## RESEARCH METHODOLOGY

- To find out and focus on all the aims of the studies by reputed scholars and authors, the main research methodologies were based on data collection, making different designs for their research.
- **DATA COLLECTION**
- Data was collected from studying and researching various reports and articles. The report by UNEP was of a major concern and the UN'S great initiative of Sustainable development.
- **ANALYSIS**
- Data was then analysed and studied to find all the further implications and to know the in depth meaning of different terms and their reliability on each other.



Dr. Kulwinder Singh



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Arun Paul




20 others



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Dr. Kulwinder Singh



iram khan

C

chahak kataria

F

FIZA BHATEJA



RidhimA Bedi

A

Arun Paul

S

20 others



Neelam Sharma

iram khan (Presenting)



Participant list:

- Dr. Kulwinder Singh
- iram khan
- FINDINGS AND CONCLUSIONS (Presentation thumbnail)
- FIZA BHATEJA
- RidhimA Bedi
- chahak kataria
- 21 others
- Archan Upadhyay

11:07 AM | qai-djif-weg





Himani Sharma



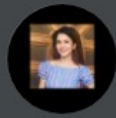
Dr. Kulwinder Singh



iram khan



FIZA BHATEJA



Ridhima Bedi



Arun Paul



Sam B



20 others



Neelam Sharma



S Sam B (Presenting)

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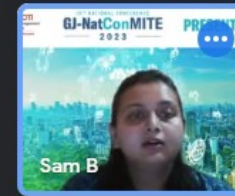
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## Social Media Marketing: Strategies and Impact on Business

Presented by:  
Samita Ballabh  
Guide: Soniya Gambhir

Click to add notes

SLIDE 1 OF 12 ENGLISH (UNITED STATES) NOTES COMMENTS 81%



Sam B



Dr. Kulwinder Singh



iram khan



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Arun Paul



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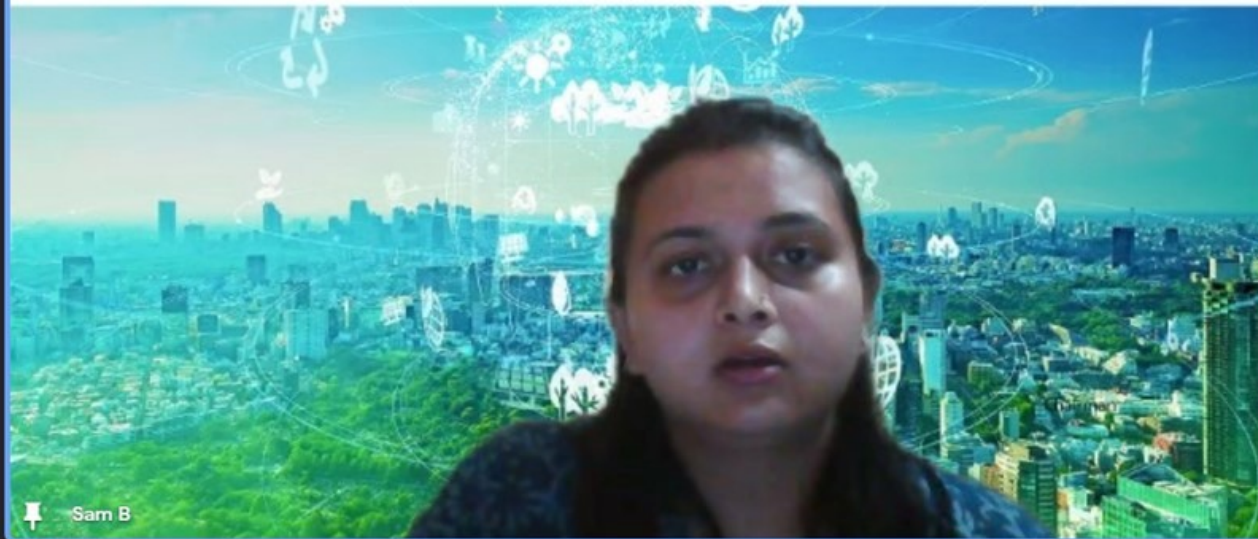


Neelam Sharma

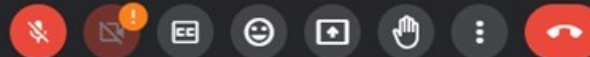
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S Sam B (Presenting)



11:14 AM | qai-djif-weg



Participant list:

- Dr. Kulwinder Singh
- iram khan
- Himani Sharma
- FIZA BHATEJA
- Ridhima Bedi
- Sam B (Presentation)
- 21 others
- Archan Upadhyay

S Sam B (Presenting)

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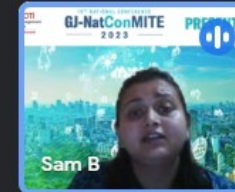
SLIDE 7 OF 12 | ENGLISH (UNITED STATES)

Objectives of the Study

- To study social media marketing and the various strategies that businesses can implement.
- To observe the effectiveness and impact of social media marketing over traditional methods of marketing.

Research Methodology

A descriptive research was conducted on social media marketing. Secondary data was collected with the help of journals, books, reports, newspapers etc.



Sam B



Dr. Kulwinder Singh



iram khan



Himani Sharma



FIZA BHATEJA



RidhimA Bedi



Arun Paul



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Neelam Sharma

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S Sam B (Presenting)

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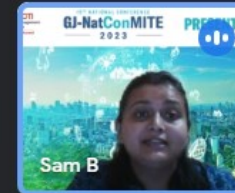
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Various strategies that can be implemented by businesses to refine social media marketing are:

- ❖ Define your Objective/Aim
- ❖ Identify the target audience
- ❖ Updated Website
- ❖ Opting the right platform
- ❖ Create good content
- ❖ Consistency
- ❖ Paid Advertising
- ❖ Interact with the followers
- ❖ Influencer marketing or partnership
- ❖ Analytics and Tracking

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SLIDE 8 OF 12 ENGLISH (UNITED STATES) 01%



Sam B



Dr. Kulwinder Singh



iram khan



Himani Sharma



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RidhimA Bedi



Arun Paul

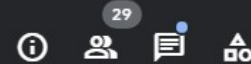


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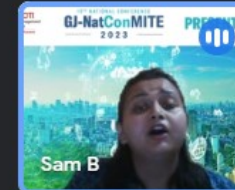
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### Conclusion

- Social media marketing has been proved as a powerful tool to attract, engage and reach customer.
- It has changed the ways and methods the businesses connect with their audience.
- With these marketing tool businesses can have a farther reach along with being cost effective.
- By employing proper strategies for social media marketing, business goals can be achieved positively.
- A well-defined team should be made to form and implement the strategies to attract customers effectively
- In this digital era, it has become imperative for any business to adopt social media marketing.
- A well formulated strategy together with a suitable social media platform is vital for any business.
- This further would help the business grow, succeed and prosper.

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SLIDE 10 OF 12 ENGLISH (UNITED STATES) NOTES COMMENTS 87%



Sam B



Dr. Kulwinder Singh



iram khan



Himani Sharma



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Arun Paul



20 others



Neelam Sharma

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Dr. Kulwinder Singh



iram khan



Himani Sharma



FIZA BHATEJA



Somroop Siddhanta



Sam B

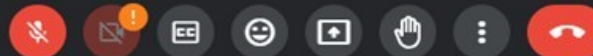


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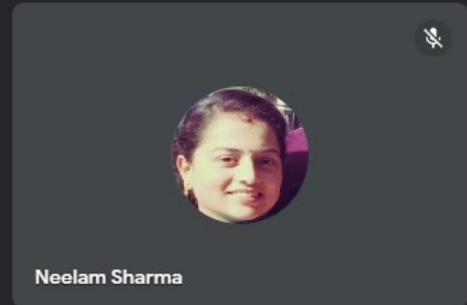
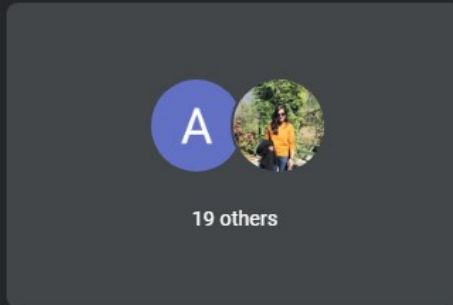
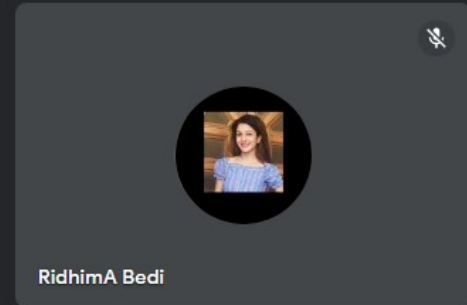
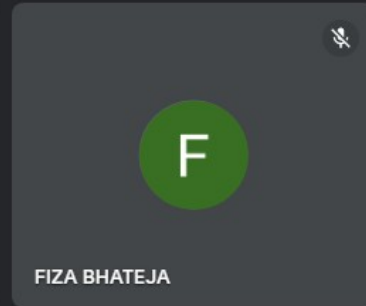
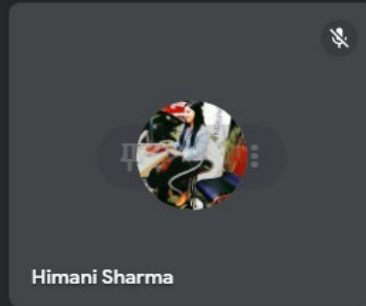
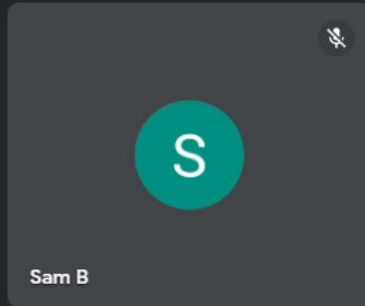
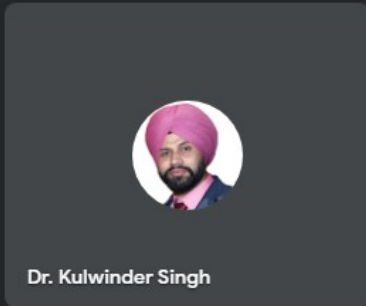


Archan Upadhyay

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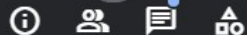




Chat with everyone

27

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FIZA BHATEJA



Dr. Kulwinder Singh



Samrat Singh



Somroop Siddhanta



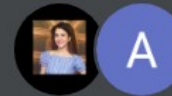
iram khan



Sam B



Himani Sharma



19 others



Neelam Sharma

Samrat Singh (Presenting)

## INTRODUCTION

- India is the second largest paint market in Asia with an annual demand of over two million tones.
- .Growth has been consistent with the GDP growth rate and in some years even higher. Over the past few years, the Indian paint market has substantially grown and caught the attention of many international players.
- The paint industry can easily grow at 12-13% annually over the next few years from its current size of Rs 350 bn. The per capita paint consumption in India which is a little over 4 kgs is still very low as compared to the developed western nations. The industry is expected to grow at a CAGR of around 10% during 2021-22 to 2024-25 in value terms. (Markets ltd, 2022)

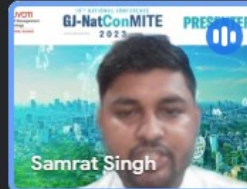
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Somroop Siddhanta



iram khan



Samrat Singh



Dr. Kulwinder Singh



Sam B



Himani Sharma



FIZA BHATEJA



19 others



Neelam Sharma

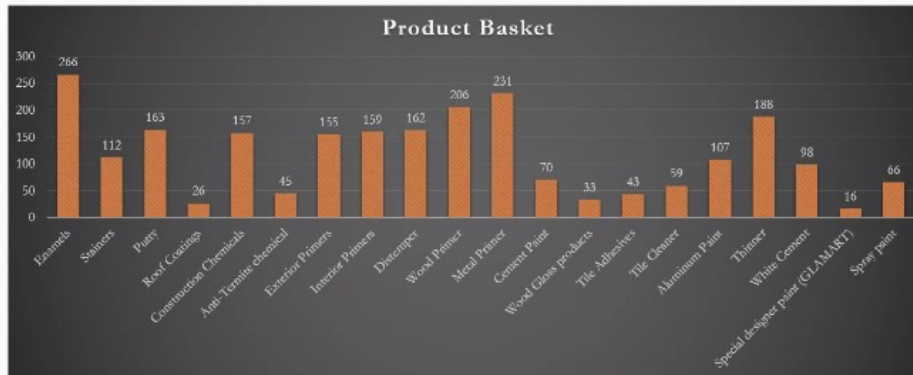
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Samrat Singh (Presenting)

Fig.1: Product Basket



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Grid of participant avatars and names:

- Somroop Siddhanta
- iram khan
- Samrat Singh (Presenting)
- Dr. Kulwinder Singh
- Sam B
- Himani Sharma
- FIZA BHATEJA
- 19 others
- Neelam Sharma

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Samrat Singh (Presenting)

The Top Selling Product Basket chart shows that in the survey area under ASANSOL MUNICIPAL CORPORATION area: -

192 out of total 361 shops indicated Enamel category as their top selling product.

This is followed by Construction Chemicals as the top selling product in 50 shops.

And, the list is further followed by Exterior & Interior being topmost selling product for 41 shops while Putty as topmost selling product for 31 shops. Others 47 Shops.

From the above observation, it is inferred that Enamel is the top most selling product in the ASANSOL MUNICIPAL CORPORATION area. The second objective is thus fulfilled from the above analysis.

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A grid of nine Zoom meeting tiles. The top-right tile is highlighted as the 'PRESENTER' and shows Samrat Singh. Other tiles show participants: Somroop Siddhanta (orange circle with 'S'), iram khan (photo), Dr. Kulwinder Singh (photo), Sam B (green circle with 'S'), Himani Sharma (photo), FIZA BHATEJA (green circle with 'F'), 19 others (photo and blue circle with 'A'), and Neelam Sharma (photo). Each tile has a mute icon in the top right corner.

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Samrat Singh (Presenting)

### 3] On-time delivery

On-time delivery

The retailers were asked whether the delivery of goods from the distributors of Asian paints and Other Brands was on-time, and how much satisfied they were in that aspect. Their responses were noted on a Likert Scale from 1 to 5.

The responses were recorded in dataset as follows: -

1 = Never on-time, 2 = Mostly not on-time, 3 = Sometimes, 4 = Mostly on-time, 5 = Always on-time.

Do you get on-time delivery? [Asian Paints]		Do you get on-time delivery? [Other Branded]	
Mean	4.570637119	Mean	3.950138504
Standard Error	0.037673243	Standard Error	0.051828856
Mode	5	Mode	4
Standard Deviation	0.715791624	Standard Deviation	0.984748266
Sample Variance	0.512357649	Sample Variance	0.969729147
Range	4	Range	5
Minimum	1	Minimum	0
Maximum	5	Maximum	5
Sum	1650	Sum	1426
Count	361	Count	361

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Somroop Siddhanta

iram khan

Samrat Singh

Dr. Kulwinder Singh

Sam B

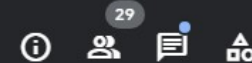
Himani Sharma

FIZA BHATEJA

19 others

Neelam Sharma

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Samrat Singh (Presenting)

#### 4] Current incentives

##### Current incentives (Asian Paints)

The retailers were asked whether any incentives were being offered to them by Asian paints and Other Brands, and how much satisfied they were in that aspect. All retailers surveyed mentioned that incentives were in place. Their responses were noted on a Likert Scale from 1 to 5.

The responses were recorded in dataset as follows: -

1 = Not Satisfied, 2 = Less Satisfied, 3 = Neutral, 4 = Somewhat Satisfied, 5 = Satisfied.

Are you Satisfied with current incentives? [Asian Paints]		Are you Satisfied with current incentives? [Other branded]	
Mean	3.897506925	Mean	3.063711911
Standard Error	0.055145221	Standard Error	0.054040686
Mode	5	Mode	3
Standard Deviation	1.047759191	Standard Deviation	1.026773028
Sample Variance	1.097799323	Sample Variance	1.05426285
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	1407	Sum	1106
Count	361	Count	361

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Participant avatars and names in the meeting grid:

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- Samrat Singh (Presenting)
- Dr. Kulwinder Singh
- Sam B
- Himani Sharma
- FIZA BHATEJA
- 19 others
- Neelam Sharma

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FIZA BHATEJA



iram khan



Samrat Singh



Dr. Kulwinder Singh



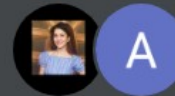
Somroop Siddhanta



Sam B



Himani Sharma



21 others



Neelam Sharma



FIZA BHATEJA



iram khan



Samrat Singh



Dr. Kulwinder Singh



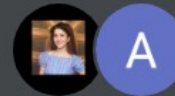
Somroop Siddhanta



Sam B



Himani Sharma



21 others











Neelam Sharma





 kavita singla

 Dr. Kulwinder Singh	 iram khan
 Anand Thakur	 Samrat Singh
 Somroop Siddhanta	 Sam B
 21 others	 Archan Upadhyay

k kavita singla (Presenting)

Revisiting the Antecedents of Green Marketing Communication A Pathway towards Sustainability - PowerPoint

### GMC: A New Pathway towards Sustainable Consumer Behaviour

Among the surveyed sustainability-minded organizations:

- 67% have both a net zero target and a science based target
- 23% have decided not to publicize their science based climate milestones
- 2025-2030 is the most common net zero target year range

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Slide 7 of 19 English (India) 11:38 AM 22.07.2023

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kavita singla

Samrat Singh

Dr. Kulwinder Singh

Somroop Siddhanta

Sam B

Himani Sharma

21 others

Neelam Sharma

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Info, Participants, Chat, and Screen Share icons

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Revisiting the Antecedents of Green Marketing Communication A Pathway towards Sustainability - PptnPoint

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## GMC: A New Pathway towards Sustainable Consumer Behaviour

- Advancement of Transformative Sustainable Marketing Orientation is prerequisite to boost the environmental, social and economic impact of their activities.
- In response to the growing demand of green endeavors and environmental regulation and legislation, companies are incorporating ecological concerns in their strategies, goals and practice.
- But high environmental conscious yet skeptical consumers shape a challenge for marketer to effectively communicate the green message (Grebmer & Diefenbach, 2020).
- To form a positive attitude of consumers towards the brand, the prominent role of effective GMC cannot be ruled out (Dinh et al., 2023; Lin et al., 2021; Stoica, 2021; Šikić, 2021).

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Slide 8 of 19 English (India)

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Revisiting the Antecedents of Green Marketing Communication A Pathway towards Sustainability - PowerPoint

## Antecedents of Green Marketing Communication

### Strategically Oriented Marketing Communication Goal (SOMCG)

In the context of green communication, magnitude of greenness of an advertisement determine the orientation of environmental claims which comprise of product, processes, image, and environment orientated facts (Leonidou et al., 2014). Different companies adopt varied orientation to communicate their ecological practices. For example, Croatian organic food store 'Bio & Bio' prominently rely on product orientation claims, followed by image, integrated, process and environmental oriented claims (Šikić, 2021).

### Cognitive Factors and GMC

Cognitive factor is a important determinant of attitude towards advertising (Putrevu & Lord, 1994; Ruiz & Sicilia, 2004; Yang et al., 2013). Audience attitude towards GMC and decision-making process are facilitated by informational utility presented in ads (Yoon et al., 2020). Lack of Environmental knowledge provokes cynicism among consumer about green message (Akturan 2018; Connor et al., 1999) leading to negative attitude towards GMC.

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Sam B

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Revisiting the Antecedents of Green Marketing Communication A Pathway towards Sustainability - PowerPoint

**Managerial Implications**

- Designing effective green communication strategies
- Aligning promotional values with perceived consumers' expectations
- Attractive cognitive comprehension of Green marketing communication
- Avoid green buzzwords leading to greenwashing

**Social Implications**

- Conservation of Collapsing Marketing Orientation
- Solutions to improve value co-creation and sustainable behavior
- operationalising sustainability goals

**Figure 1: Conceptual Framework on Green Marketing Communication**

iram khan

kavita singla

Samrat Singh

Dr. Kulwinder Singh

Somroop Siddhanta

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ENG

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22-07-2023

### Key Takeaways

- HOLISTIC APPROACH**  
Redefining the core strategic values of corporate world to adopt a holistic approach towards green marketing communications.
- NEW PARADIGM**  
Redefining the strategic promotional values according to perceived consumers' expectations. May create a synergic effect to ensure social transformation.
- FUTURE SCOPE**  
Empirically testing relationships and exploring perspective of other stakeholders.

iram khan

kavita singla

Samrat Singh

Dr. Kulwinder Singh

Somroop Siddhanta

Sam B

Himani Sharma

21 others

Neelam Sharma

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Himani Sharma



kavita singla



Dr. Kulwinder Singh



iram khan



Samrat Singh



Somroop Siddhanta



Sam B



21 others



Neelam Sharma



Himani Sharma



kavita singla



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Sam B



21 others



Neelam Sharma

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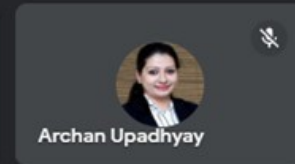
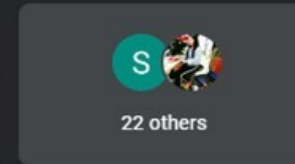
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**Central University of Punjab**  
A Central University established by an Act of Parliament

## Reorienting green brand equity drivers in green marketing: A review

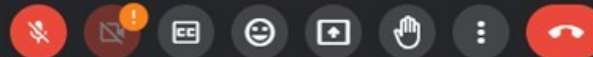
Presented by:  
**Dr. Anand Thakur**  
**Kavita Singla**  
Central University of Punjab



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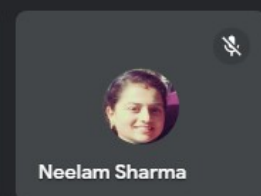
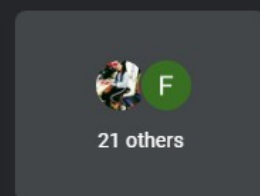
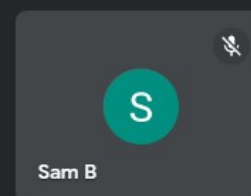
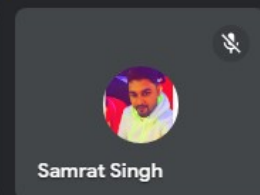
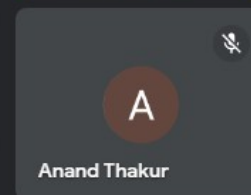
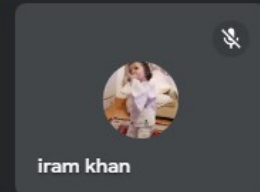
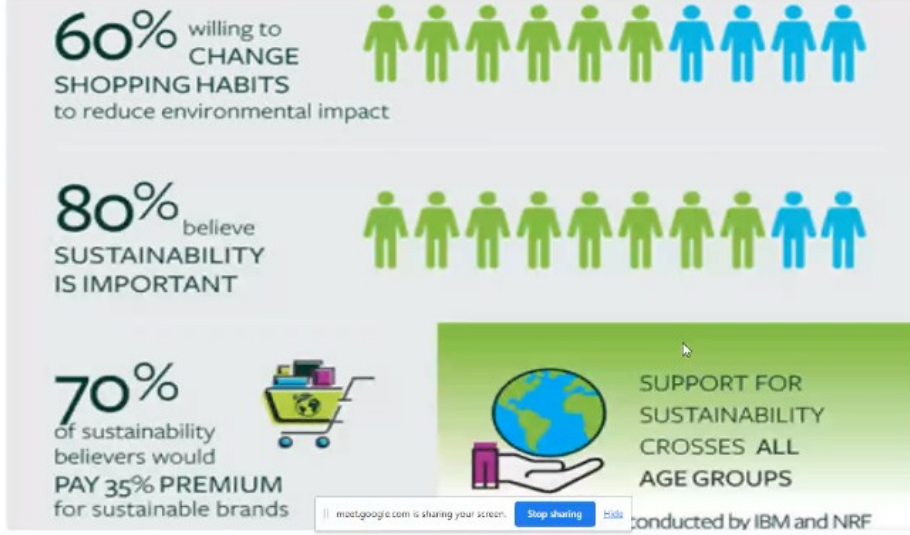


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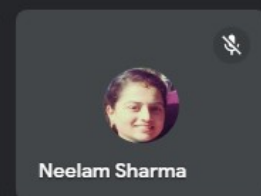
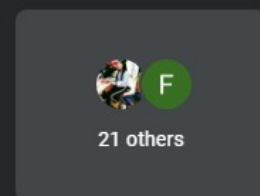
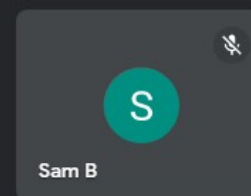
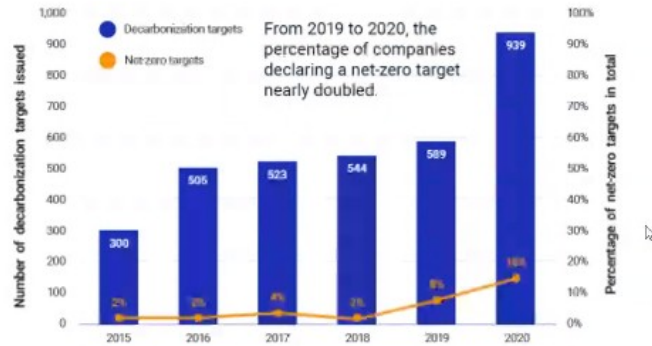


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### Decarbonization targets set by the world's publicly listed companies



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## Research Gap

Past studies emphasize on conventional brand equity constructs.

But a holistic framework exploring the conventional and green brand construct as antecedents and consequences of GBE is still missing.

Bekk et al. (2015) explored GBI, GST, and green trust as antecedents and brand attitude and positive WoM as consequences of GBE.

Ng et al. (2013) have integrated the conventional and green branding construct to determine the GBE.

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iram khan



Dr. Kulwinder Singh

A

Anand Thakur



Samrat Singh

S

Somroop Siddhanta

S

Sam B



21 others



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## Need of the Study



Abundant literature is available, exploring the strategies to strengthen brand equity. But the integrated framework in context of green brand equity defining the antecedents and outcomes is still underexplored. Comprehensive framework of brand-related dimensions may help the marketers to revisit their underlying process of building brand equity and strategically strengthen their GBE.



## Research Methodology

The study is being executed in two phases. In phase I, conceptual framework is developed and presented in this study. Empirical testing of the proposed framework will be conducted in Phase II.

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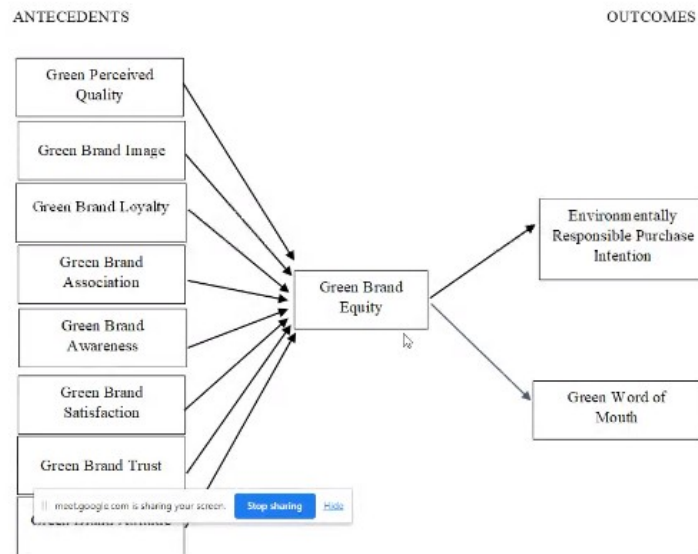
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Figure 1: Conceptual Framework on Green Brand Equity



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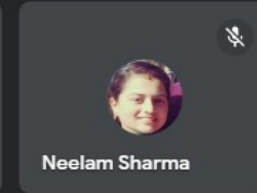
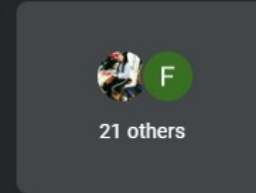
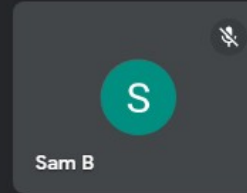
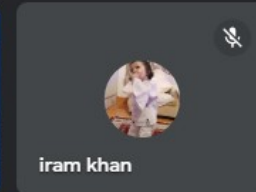
## Key Takeaways & Future Scope

Despite tremendous efforts, companies are falling behind to strengthen their green brand equity. Need of the hour is to reorient their underlying process to build the brand equity in green context.

Integration of conventional and modern green dimensions of brand equity can assist the marketers to strategically build strong GBE.

Study is predominantly focused on brand related attributes. Other constructs for example, consumers personal values, personality traits, green marketing, role of social media marketing activities which directly influence the green brand equity may also be explored.

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Year	Growth Rate (%)
2017	10.5
2018	12.2
2019	15.8
2020	18.1
2021	22.3
2022	25.7

Below the table, there is a line graph showing an upward trend in growth rate over the years. The Meet interface also shows a grid of participants, including Dr. Kulwinder Singh, iram khan, Anand Thakur, Samrat Singh, Sam B, and Neelam Sharma. A notification at the bottom of the Meet window states "meet.google.com is sharing your screen."

The participant grid displays the following participants:

- kavita singla (Presenter)
- iram khan
- Dr. Kulwinder Singh
- Anand Thakur
- Samrat Singh
- Somroop Siddhanta
- Sam B
- 21 others
- Neelam Sharma

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The control bar includes icons for: Mute (red), Video (red), Chat (white), Reaction (white), Share (white), Hand raise (white), More options (white), and End call (red). On the right side, there are icons for Information (white), Participants (white), Chat (white), and a notification badge showing "30".

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iram khan

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Samrat Singh

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Sam B

F  
21 others

Neelam Sharma

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kavita singla



Anand Thakur



Samrat Singh



Somroop Siddhanta



Sam B



21 others




Neelam Sharma



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Samrat Singh

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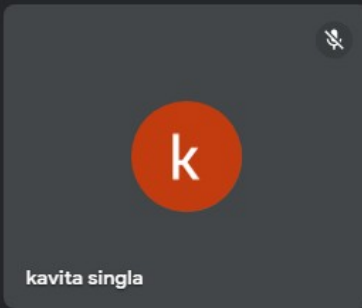
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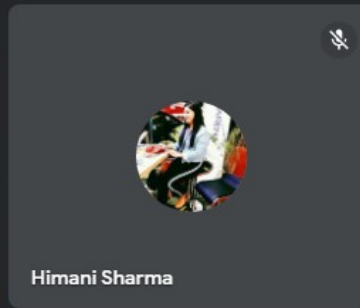
iram khan



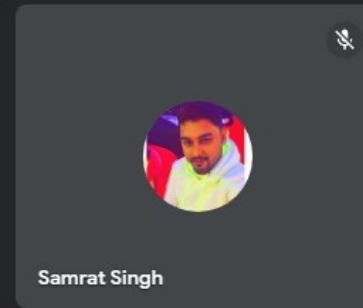
kavita singla



Dr. Kulwinder Singh



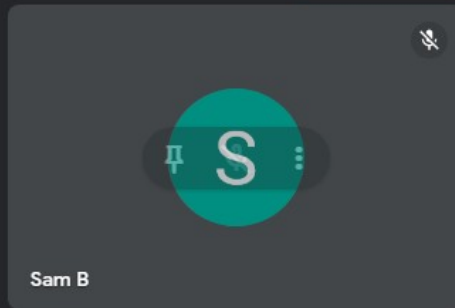
Himani Sharma



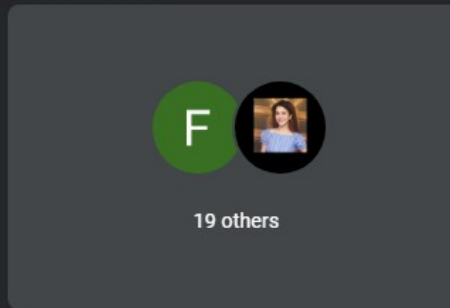
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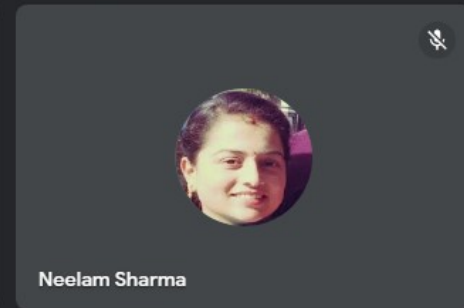
Somroop Siddhanta



Sam B



19 others



Neelam Sharma

12:01 PM | qai-djif-weg





# Research Track on IT and HRM

Session Chair: Dr. Neha Gulati, Assistant Professor, UBS, Panjab University

Devendra Mahato (Presenting)

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**Compose**

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**2 of 1,196**

**PPT**

**Devendra Mahato** <devendramahato@gmail.com> to Conference

Jul 21, 2023, 6:52 PM (14 hours ago)

Dear Sir,  
Pls find the attached PPT.

Requesting you to share the schedule of individual presentation.

Thanks and Regards,  
Devendra Mahato, MBA, PMP®, ITIL  
(M) : +91 9674579721

**One attachment** • Scanned by Gmail

**Paper.pptx**

Devendra Mahato

Dr. Sanjiv Gupta

Nino Sangalang

Priya Butail

9 others

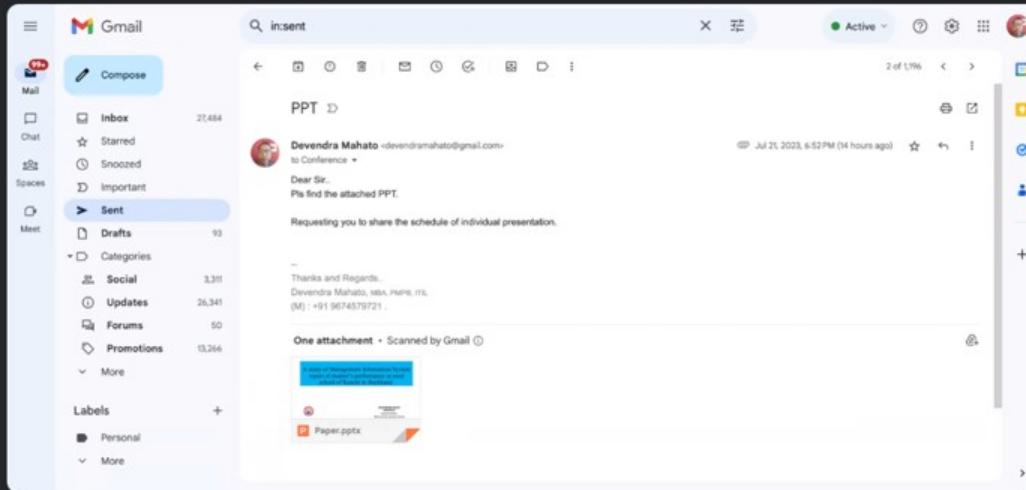
Joginder Grewal  
Joginder Grewal

9:22 AM | zmo-cnjoy-mgj



15

Devendra Mahato (Presenting)



People

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IN MEETING

Contributors 16

- Joginder Grewal (You)
- Conference Chair Meeting host
- Devendra Mahato
- Devendra Mahato Presentation
- Dr. Sanjiv Gupta

Neha Gulati

Dr. Sanjiv Gupta

Devendra Mahato

11 others

Joginder Grewal

9:23 AM | zmo-cnjy-mgj





Gmail interface showing an email from Devendra Mahato. The email content is as follows:

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**Devendra Mahato** <devendramahato@gmail.com>  
to Conference

Dear Sir..  
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---  
Thanks and Regards..  
Devendra Mahato, MBA, PMP®, ITIL  
(M) : +91 9674579721 .

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Paper.pptx

Zoom meeting grid showing participants:

- Neha Gulati
- Dr. Sanjiv Gupta
- Devendra Mahato
- Neha Sharma GJ...
- 10 others
- Joginder Grewal

9:24 AM | zmo-cnny-mgj



16  
Zoom meeting status icons: info, participants, chat



Devendra Mahato



Neha Gulati



Dr. Sanjiv Gupta



Nino Sangalang



Priya Butail



Sanya Ahuja



Preeti Deswal



Pallavi Negi



Uma Shankar



Gaganjit Singh Bindra



Conference Chair



monika Anand



Dr. Aneet Bedi



Gaganjit Singh Bindra



Mudita Kohli



Alamgir sani



rakhee dewan



Joginder Grewal

9:29 AM | zmo-cnjjy-mgj





Devendra Mahato



Neha Gulati



Dr. Sanjiv Gupta



Nino Sangalang



Priya Butail



Sanya Ahuja



Preeti Deswal



Pallavi Negi



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Joginder Grewal

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Devendra Mahato



Neha Gulati



Dr. Sanjiv Gupta



Nino Sangalang



Priya Butail



Sanya Ahuja



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Joginder Grewal

9:30 AM | zmo-cnjjy-mgj





Dr. Sanjiv Gupta

Grid of participant video thumbnails:

- jaspreet kaur
- pardeep kumar 45...
- Mr. Joginder Grewal
- Neha Gulati
- Dr. Aneet Bedi
- rakhee dewan
- 14 others
- Archan Upadhyay

9:49 AM | zmo-cnjoy-mgj

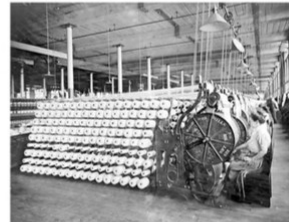




Dr. Sanjiv Gupta (Presenting)

## First industrial Revolution

- 1760- 1820
- Production shifted from Hand Production to Machine production
- Textile was dominant industry
- Employment, Value of Output and Capital investment took a big leap
- Ensured **product quality by relying on the skill** of workers



Dr. Sanjiv Gupta



Nino Sangalang



Priya Butail



Neha Sharma GJIMT



13 others



Mr. Joginder Grewal

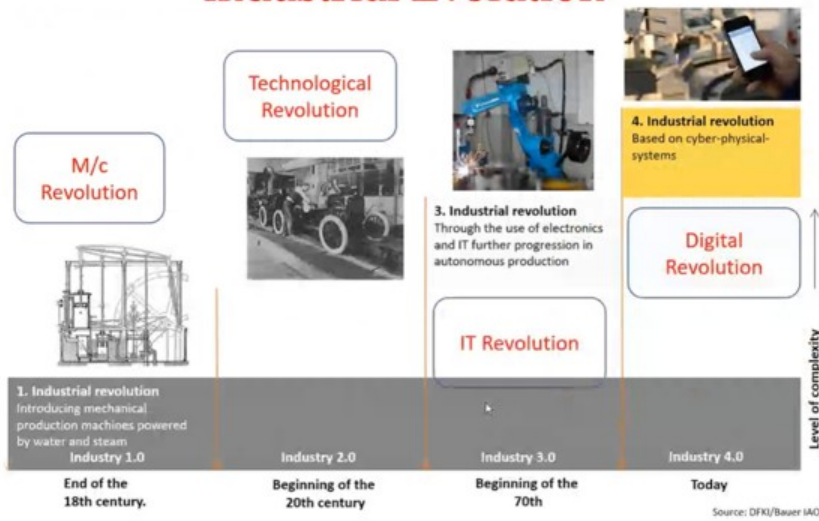
9:33 AM | zmo-cnjoy-mgj








 Dr. Sanjiv Gupta (Presenting)

## Industrial Evolution




  
Dr. Sanjiv Gupta

  
Nino Sangalang

  
Priya Butail

  
rakhee dewan

  
13 others

  
Mr. Joginder Grewal

9:35 AM | zmo-cnjoy-mgj



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## Industry 4.0

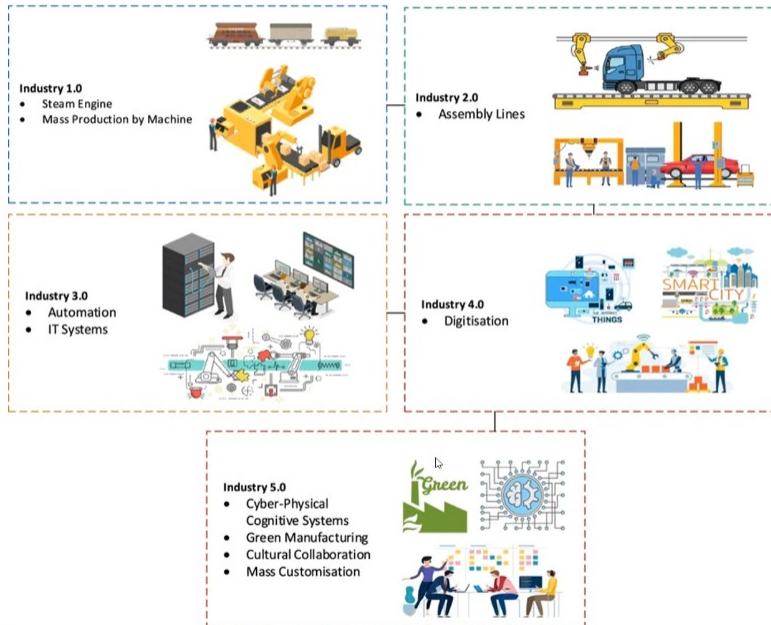
Moller, Vakilzadian and Hass (2022)

- (i) cyber systems that translated into operating of machines by computer-based algorithms
- (ii) Internet of things (interconnected networks of devices embedded with computerized sensing and monitoring capabilities),
- (iii) Cloud computing

A Zoom meeting grid with six tiles. The top-left tile shows Dr. Sanjiv Gupta with a muted microphone icon. The top-right tile shows Neha Sharma GJMIT with a video off icon. The middle-left tile shows Priya Butail with a video off icon. The middle-right tile shows Nino Sangalang with a video off icon. The bottom-left tile shows 13 others with a video off icon. The bottom-right tile shows Mr. Joginder Grewal with a video off icon.



Dr. Sanjiv Gupta (Presenting)



Dr. Sanjiv Gupta

Neha Sharma GJIMT

Priya Butail

Nino Sangalang

13 others

Mr. Joginder Grewal

9:37 AM | zmo-cnjoy-mgj







Dr. Sanjiv Gupta (Presenting)

## Technology of Industry 5.0

- Designing and Integration of cyber-physical production systems involving human aspect
- Automatic identification and traceability
- Information sharing through 6G network
- Artificial Intelligence based system for organising and supervising new processes.
- Industrial simulations for design and calibration of new components and processes
- Use of Augmented reality for intelligent decision making
- Robots for real time collaboration with humans
- Development of Digital Twins (virtual model designed to accurately reflect a physical object)



Dr. Sanjiv Gupta

N

Neha Sharma GJ...



Priya Butail



Nino Sangalang



Sanya Ahuja



Preeti Deswal



11 others

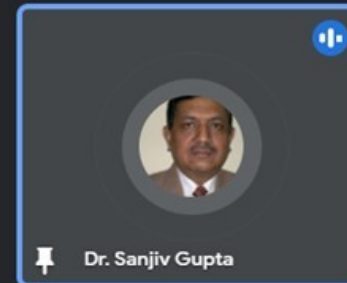
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







Mr. Joginder Gre...

 Dr. Sanjiv Gupta (Presenting)

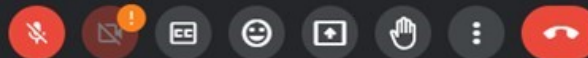
## Conclusion

- Paradigm and orientation shift from technologically advanced production systems to human centric production systems that are moving towards customisation.
- The paradigm shift also from technology- commanded humans to a more collaborative approach, wherein humans can use the technology to advantage
- Advancement of digital technology of 4.0 will be used in 5.0 along with creation of values for humans.
- Require the workforce to be resilient and digital savvy within the domain of industrial regulation and sustainable environment.
- Complete adoption of Industry 5.0 is likely to take more time as some of the developing countries are still struggling with the problems of the digital turn



 jaspreet kaur	 pardeep kumar 45...
 Nino Sangalang	 Priya Butail
 Neha Sharma GJI...	 Sanya Ahuja
 12 others	 Archan Upadhyay

9:47 AM | zmo-cnjj-mgj





Dr. Sanjiv Gupta (Presenting)

## Limitations of Industry 5.0

- Challenge is **acceptance** and implementation within the **industrial law and regulation**
- Cognitive computing requires converting **thoughts of humans into computerised** models. Self-learning algorithms, recognition of natural language, understanding **natural user interface like gestures** are the challenges being faced by industry 5.0.
- The availability of **infrastructure, skilled manpower** in developed countries will help them to adopt new innovations quickly whereas developing countries are likely to delay its adoption.



Dr. Sanjiv Gupta



Nino Sangalang



pardeep kumar 4508



jaspreet kaur

























17 others



Mr. Joginder Grewal



 Dr. Sanjiv Gupta	 jaspreet kaur	 rakhee dewan	 pardeep kumar 4508	 Nino Sangalang	 Priya Butail
 Neha Sharma GJIMT	 Sanya Ahuja	 Dr.Aneet Bedi	 Preeti Deswal	 Pallavi Negi	 Uma Shankar
 Neha Gulati	 nibha gjimt	 Archan Upadhyay	 Gaganjit Singh Bindra	 Conference Chair	 monika Anand
 Mudita Kohli	 Alamgir sani	 Parneet Kaur	 Mr. Joginder Grewal		

9:49 AM | zmo-cnny-mgj

22



jaspreet kaur



rakhee dewan



pardeep kumar 4508



Nino Sangalang



Priya Butail



Neha Sharma GJIMT



Sanya Ahuja



Dr. Aneet Bedi



Preeti Deswal



Pallavi Negi



Uma Shankar



Neha Gulati



nibha gjimt



Archana Upadhyay



Gaganjit Singh Bindra



Conference Chair



monika Anand



Nino Sangalang



Mudita Kohli



Alamgir sani



Parneet Kaur





Mr. Joginder Grewal

9:50 AM | zmo-cnjoy-mgj







Nino Sangalang (Presenting)

 **GJ-NatConMITE**   
— 2023 —

**DEVELOPMENT OF TECHNOLOGY  
ADOPTION FRAMEWORK ON THE USE OF  
SMART CLASSROOMS**

 Nino (Ghian Maria) B. Sangalang (Graduate Student)  
Geraldine A. Tirante (Adviser) 

University of the Philippines - Diliman  
Technology Management Center



Nino Sangalang



rakhee dewan



Neha Gulati



Dr. Sanjiv Gupta



17 others



Mr. Joginder Grewal

9:51 AM | zmo-cnjoy-mgj



23





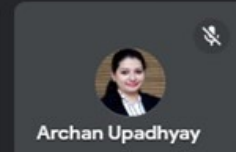
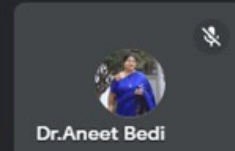
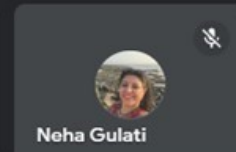
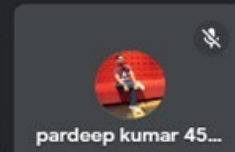
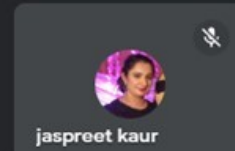
Nino Sangalang (Presenting)

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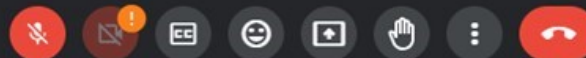
**DEVELOPMENT OF TECHNOLOGY  
ADOPTION FRAMEWORK ON THE USE OF  
SMART CLASSROOMS**

Nino (Ghian Maria) B. Sangalang (Graduate Student)  
Geraldine A. Tirante (Adviser)

University of the Philippines - Diliman  
Technology Management Center



9:51 AM | zmo-cnry-mgj





Nino Sangalang (Presenting)

## CONCLUSION

- Students have a positive experience with smart classrooms and find them beneficial for their learning experience.
- Smart classrooms have the potential to improve teaching and student engagement with proper maintenance, technical training, and monitoring.
- The technology adoption framework can help educational institutions set up smart classrooms by analyzing data and customizing components to meet specific needs.

**GJ-NatConMITE**  
2023



Nino Sangalang



rakhee dewan



Neha Gulati



Dr. Sanjiv Gupta


























17 others



Mr. Joginder Grewal

9:57 AM | zmo-cnjoy-mgj



 rakhee dewan	 Neha Gulati	 Nino Sangalang	 Dr. Sanjiv Gupta	 jaspreet kaur	 GJIMT MOHALI
 pardeep kumar 4508	 Priya Butail	 Neha Sharma GJIMT	 Sanya Ahuja	 Preeti Deswal	 Pallavi Negi
 Uma Shankar	 nibha gjimt	 Archan Upadhyay	 Gaganjit Singh Bindra	 Manjit m	 Conference Chair
 monika Anand	 Parneet Kaur	 Mudita Kohli	 Alamgir sani	 Mr. Joginder Grewal	

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23



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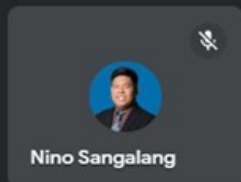
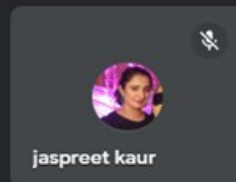


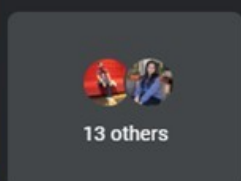

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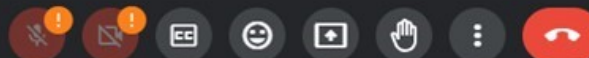
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Pallavi Negi

 rakhee dewan	 Neha Gulati
 Nino Sangalang	 jaspreet kaur
 GJIMT MOHALI	 Mr. Joginder Grewal
 13 others	 Archan Upadhyay

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Pallavi Negi (Presenting)

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Slides Outline

1 FAKE NEWS ON SOCIAL MEDIA: MAPPING SCHOLARSHIP OF FAKE NEWS RESEARCH IN INDIA THROUGH SYSTEMATIC LITERATURE REVIEW

2 INTRODUCTION

3 RESEARCH METHODOLOGY

4 RESEARCH QUESTIONS

5 RESEARCH METHODS

6 INCLUSION/EXCLUSION CRITERIA

LITERATURE REVIEW

Slide 1 of 13 | Facet | English (United States)

66%

rakhee dewan

Pallavi Negi

Neha Gulati

Nino Sangalang

jaspreet kaur

GJIMT MOHALI

pardeep kuma...

14 others

Mr. Joginder ...

10:06 AM | zmo-cnly-mgj



23

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Slides Outline

1 INTRODUCTION

2 RESEARCH METHODOLOGY

3 RESEARCH DESIGN

4 RESEARCH FINDINGS

5 RECOMMENDATION CRITERIA

6 LITERATURE REVIEW

FAKE NEWS ON SOCIAL MEDIA:  
MAPPING SCHOLARSHIP OF FAKE NEWS  
RESEARCH IN INDIA THROUGH  
SYSTEMATIC LITERATURE REVIEW

PRESENTED BY:  
Pallavi Negi (Research Scholar)  
UBS, Panjab University, Chandigarh

Slide 1 of 13 | "Facet" | English (United States)

Pallavi Negi

rakhee dewan

Nino Sangalang

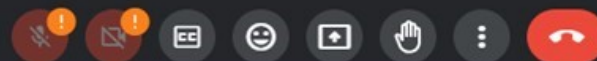
Neha Gulati

jaspreet kaur

GJIMT MOHALI

15 others

Archan Upadhyay





Pallavi Negi (Presenting)

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## INCLUSION/EXCLUSION CRITERIA

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      D --> E[Articles included for review on the basis of Country/ventury n= 11]
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Figure 1: PRISMA 2022 flow chart; Adapted from (Page et al.,2021)

Slide 5 of 13 "Facet" English (United States) 66%

rakhee dewan

Pallavi Negi

Nino Sangalang

Neha Gulati

17 others

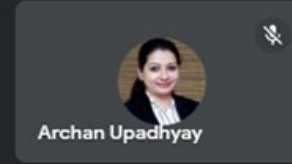
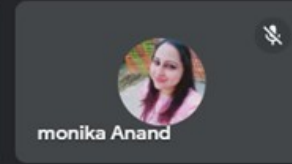
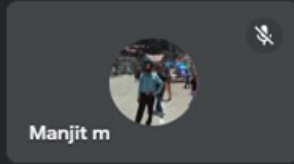
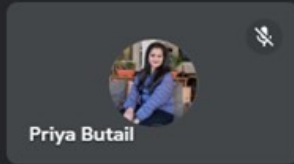
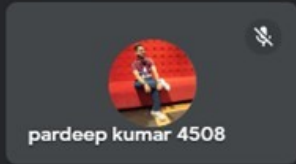
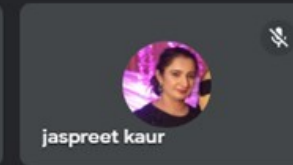
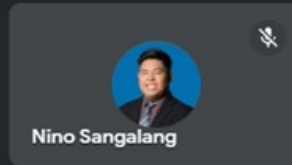
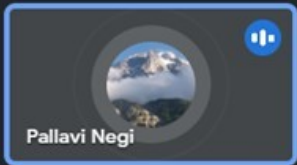
Mr. Joginder Grewal

English (India)  
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Pallavi Negi (Presenting)

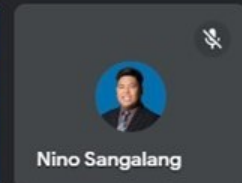


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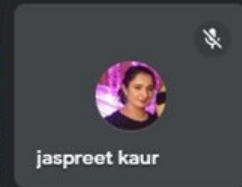
Pallavi Negi



Nino Sangalang



Neha Gulati



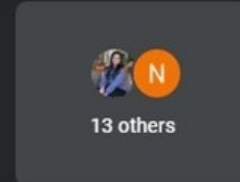
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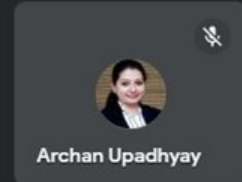
GJIMT MOHALI



pardeep kumar 45...

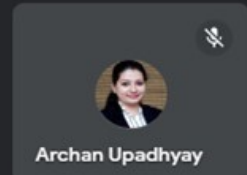
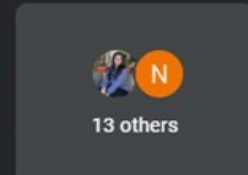
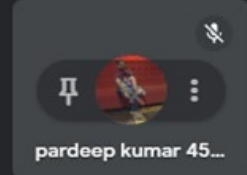
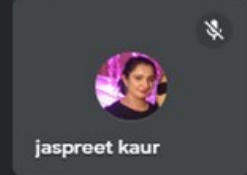
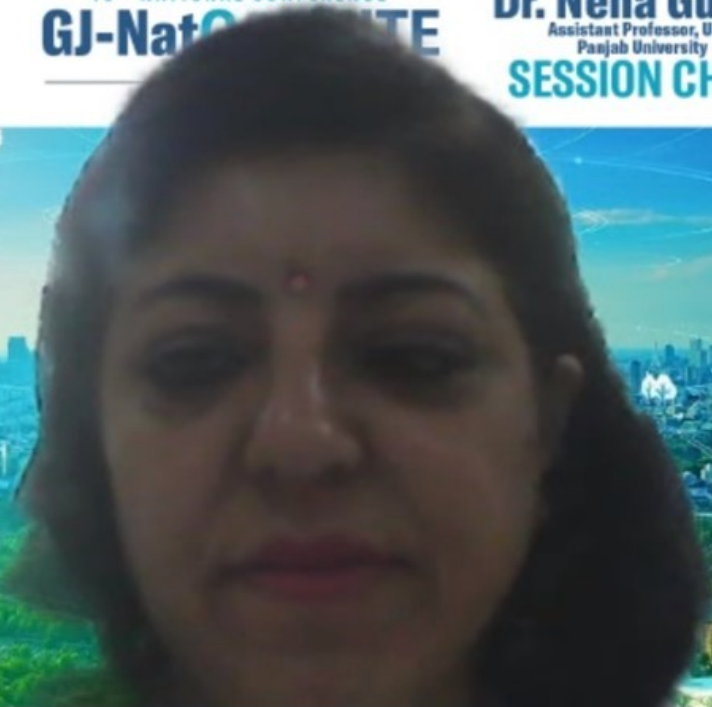


13 others




Archan Upadhyay






  
rakhee dewan

  
Pallavi Negi


  
Nino Sangalang

  
Neha Gulati

  
jaspreet kaur


  
GJIMT MOHALI

  
pardeep kumar 45...


  
Priya Butail

  
Neha Sharma GJIMT

  
Sanya Ahuja


  
Preeti Deswal


  
Uma Shankar


  
Archan Upadhyay

  
Gaganjit Singh Bin...

  
Manjit m

  
Conference Chair

  
monika Anand

  
Parneet Kaur

  
Mudita Kohli

  
Alamgir sani

  
Mr. Joginder Grewal

10:19 AM | zmo-cnjoy-mgj



21  
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rakhee dewan

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Nino Sangalang

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Priya Butail




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Sanya Ahuja



Preeti Deswal




Uma Shankar




Archan Upadhyay




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1 Impact of Job Satisfaction on Moonlighting-Intentions: A Study on IT professionals of Tricity

2

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6

Presented by  
Priya Butail  
Research Scholar  
University Business School, Panjab University  
Chandigarh

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Slide 1 of 33 English (United States) Accessibility: Investigate

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22



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**Table 3 Demographic Summary**

- ❖ Table 3 Reports the demographic detail of respondents in the form of years of experience, marital status, gender and age. The first demographic feature is Gender representing a total number of 112 respondents that comprised 42 females (representing 37.5), and 68 males (representing 60.7%). As the study was targeted toward Moonlighting Intentions of I.T. professionals in Tricity (Chandigarh, Mohali, and Panchkula), we conclude that moonlight intentions are more prevalent among males.
- ❖ The second demographic is marital status, in which respondents comprised 93 (representing 83%) singles and 19 (representing 17%) married.
- ❖ The third demographic variable is years of experience, indicating that respondents who had more than 5 years of exp are more towards moonlighting intentions.
- ❖ Similarly, the majority of responders are in 21-30 age bracket. The researcher interprets that people think of a second job at a young age.

Slide 22 of 33 English (United States) Accessibility: Investigate

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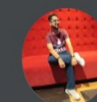
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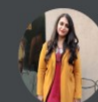
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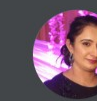
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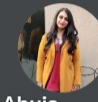
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Sanya Ahuja (Presenting)

# Development of Perceived Psychological Contract Violations (PPCV): A Theoretical Study

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Sanya Ahuja (Presenting)

- Psychological contracts can be defined as “intangible contracts at the work place”.
- The term Psychological Contracts was coined by Chris Argyris in the year 1960.
- Psychological contracts are explained as a set of beliefs or perceptions that have been exchanged between the employer and the employee (Herriot, Manning and Kidd, 2002).

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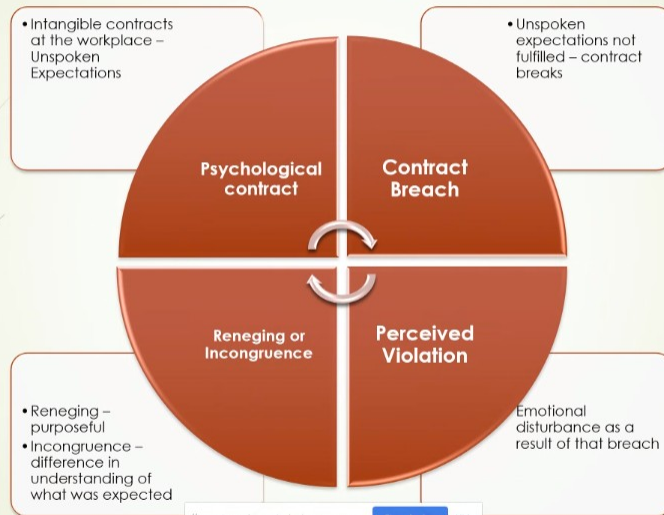


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Sanya Ahuja (Presenting)



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Sanya Ahuja (Presenting)

## IV. ON TYPES OF PPCV

- PPCV can be based on two conditions (Mazumdar, 2020). – Reneging and Incongruence.

Reneging	Incongruence
<ul style="list-style-type: none"> <li>It is said to have happened when an employer breaks the psychological contracts on purpose.</li> <li>Reneging is the feeling of violation when an employee feels that the employer has not purposely fulfilled his end of the bargain.</li> <li>It is intentional.</li> </ul>	<ul style="list-style-type: none"> <li>It occurs when there is a difference in the level of understanding of the parties involved as to what constitutes the psychological contracts.</li> <li>Both parties in the employment relationship have a seemingly different understanding of what was promised.</li> <li>This type of violation is generally not intentional.</li> </ul>

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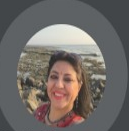
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 Neeraj Sharma	 Mr. Joginder Gre...	 Mudita Kohli	 Alamgir sani	 Archan Upadhyay


  
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Sanya Ahuja


  
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
  
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**R** Rakshit Rawat (Presenting)

Social Media and Society: An In-depth Exploration of its Influence

By Rakshit Rawat  
GJMIT, Sector-54, Mohali

Rakshit Rawat

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Rakshit Rawat (Presenting)

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## Impact of social media health

Positive Impacts	Negative Impacts
1. Access to health info : social media provides a wealth of health-related information, including news, articles, and research findings. It can help individuals stay informed about health topics	1. Mental health issues : Excessive use of social media has been linked to various mental health problems, including increased feelings of anxiety, depression, loneliness, and low self-esteem.
2. Health awareness campaigns : It can be used by doctors or medical professionals to raise awareness about Disorders and diseases	2. Cyber-bullying and addiction : Social media platforms provide opportunities for cyberbullying, which can have severe consequences for victims' mental and emotional well-being.
3. Healthy lifestyle inspiration :People get inspired by celebrities and influencers for living a healthy lifestyle.	3. Sedentary lifestyle : Spending excessive time on social media can contribute to a sedentary lifestyle, reducing opportunities for physical activity.

Slide 9 of 13 English United States Accessibility: average

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i 👤



**R** Rakshit Rawat (Presenting)

**Conclusion**

It is very important to limit the use of social media. Students and Teens must be guided to have a good online behavior so that they don't engage in Cyber bullying and other bad stuff. The gov't must also have regulations over the content that is showed on Social Media. Social Media is a very powerful tool, if it is used in a right way. Misuse or Addiction of social media can cause psychological and health issues. Guardians must keep the track of the stuff consumed by their kids on social media. Businesses can grow their influence over markets by doing appropriate marketing and advertising strategies. If someone is getting addicted to social media then it is important to reach some therapist for help.

<b>R</b> Rakshit Rawat	<b>C</b> Conference Chair	
	<b>Mudita</b> Mudita Kohli	
	<b>14 others</b>	<b>M</b> Mr. Joginder Gre...

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**EMBRACING CHANGE & TRANSFORMATION**

**The role of psychological contract and its relationship with school teachers' self-efficacy**

Presented by  
Monika , Research Scholar, I. K. Gujral Punjab Technical University Kapurthala, Punjab

Dr. Sandhya Mehta, Principal, Guru Nanak Institute of Management and Technology, Ludhiana, Punjab

SLIDE 1 OF 36 ENGLISH (INDIA) NOTES COMMENTS



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Conclusion

Future Implications

Reference

Limitations of the study

FAQ

Thank You

SLIDE 35 OF 36 ENGLISH (INDIA)

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# VALEDICTORY SESSION

Keynote Speaker & Chief Guest: Prof. (Dr.) Sarmistha Sarma, Asian Business School



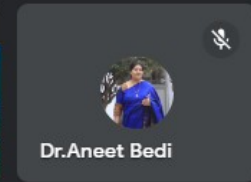
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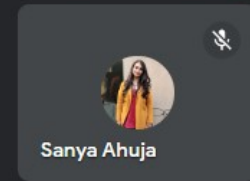
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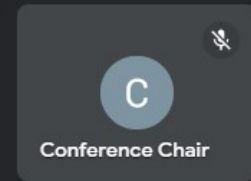
Arun Paul



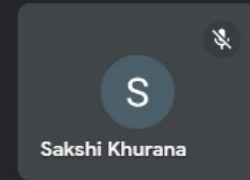
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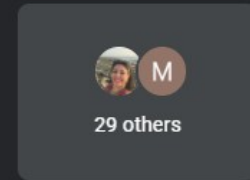
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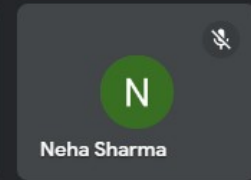
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iram khan

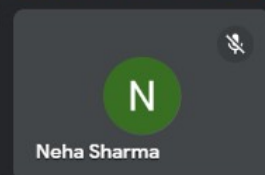
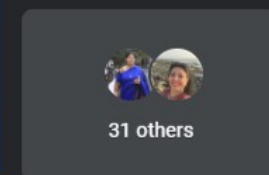
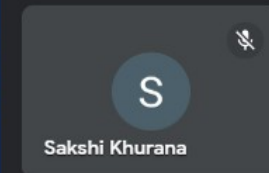
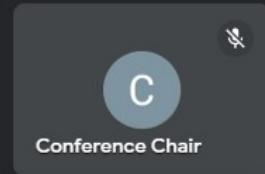


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Neha Gulati  
Congratulations Arun



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F	FIZA BHATEJA	🔇	⋮
	Gaganjit Singh Bindra	🔇	⋮
S	Sakshi Khurana	🔇	⋮

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32



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- Arun Paul
- Tulika Uniyal Verma
- Alangir sani
- Neelam Sharma
- Dr. Sanjiv Gupta
- iram khan
- Nino (Ghian Maria) Sanga...
- Somroop Siddhanta
- monika Anand
- Priya Butail
- RidhimA Bedi
- Anamika Sarao
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Keynote Speaker & Chief Guest  
Tilak Business School



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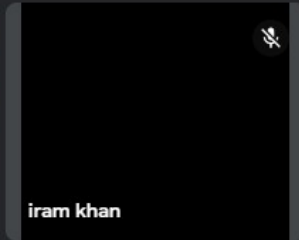
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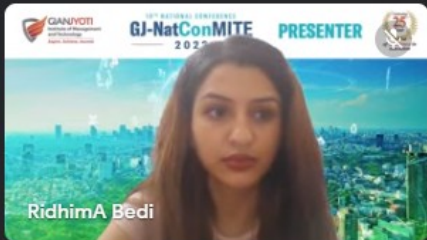
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Neelam Sharma	RidhimA Bedi	Alamgir sani	Payal Gupta	FIZA BHATEJA	Chandni Rani	Shreya Gupta	Himani Sharma
Sakshi Khurana	Sam B	Somroop Siddha...	Samrat Singh	sanjay gupta	Mudita Kohli	Anamika Sarao	pardeep kumar ...
Pallavi Negi	kavita singla	Anand Thakur	Nino (Ghian Mari...	Conference Chair	Sanya Ahuja	4 others	Neha Sharma

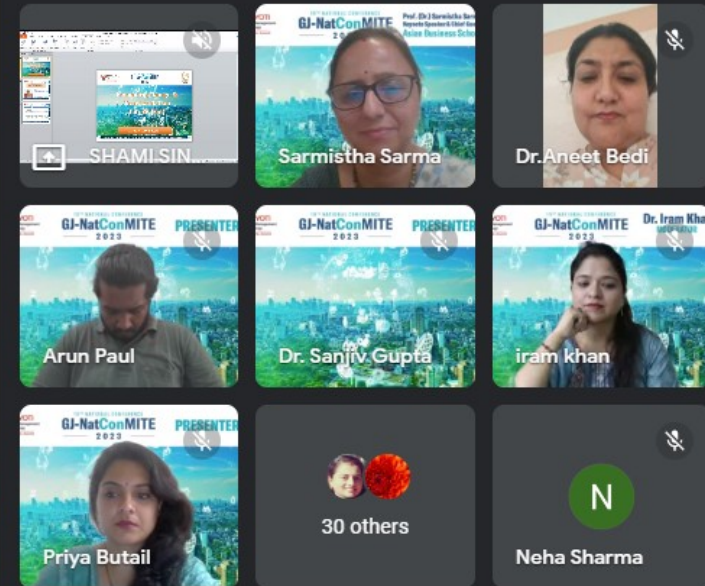




SHAMI SINGH BHATIA

19<sup>TH</sup> NATIONAL CONFERENCE  
**GJ-NatConMITE**  
2023

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Institute of Management  
and Technology  
*Aspire. Achieve. Ascend*



SHAMI.SIN...

Sarmistha Sarma

Dr. Aneet Bedi

Arun Paul

Dr. Sanjiv Gupta

iram khan

































Priya Butail

30 others

Neha Sharma

12:31 AM | hiq-qbbp-wdi

43

 Sarmistha Sarma	 Sanya Ahuja	 iram khan	 Sakshi Khurana	 SHAMI SINGH B...	 Dr.Aneet Bedi	 rakhee dewan	 Neelam Sharma
 Priya Butail	 Prof.Nitish Kumar	 Chairman GJIMT	 Payal Gupta	 FIZA BHATEJA	 Chandni Rani	 Shreya Gupta	 Himani Sharma
 Parneet Kaur	 Tulika Uniyal Ver...	 RidhimA Bedi	 Alamgir sani	 Vivek	 Manjit m	 Neha Gulati	 Sam B
 Somroop Siddha...	 Vivek Conference Chair	 Anamika Sarao	 monika Anand	 Mr. Joginder Gre...	 Nino (Ghian Mari...	 14 others	 Neha Sharma





Dr. Dilip Kumar

 Sarmistha Sarma	 Conference Chair
 Nino (Ghian Maria) S...	 SHAMI SINGH BHATIA
 Sanya Ahuja	 iram khan
 38 others	 Neha Sharma

12:39 AM | hiq-qbpb-wdi





Conference Chair



Sarmistha Sarma



Dr. Dilip Kumar



Nino (Ghian Maria) S...



SHAMI SINGH BHATIA



Sanya Ahuja



36 others



Neha Sharma

Priya Butail

12:40 AM | hiq-qbpb-wdi





Arun Paul



Conference Chair



Sarmistha Sarma



Priya Butail



Dr. Dilip Kumar



Nino (Ghian Maria) S...



SHAMI SINGH BHATIA



































Neha Gulati  
Congratulations Arun

45





 Arun Paul	 Sarmistha Sarma	 Conference Chair	 Priya Butail	 Dr. Dilip Kumar	 Nino (Ghian Mari...	 SHAMI SINGH B...	 Sanya Ahuja
 iram khan	 Sakshi Khurana	 Dr.Aneet Bedi	 Payal Gupta	 Shreya Gupta	 rakhee dewan	 Neha Gulati	 Hussain Alsameer
 Chairman GJIMT	 Mr. Joginder Gre...	 Vivek	 Neelam Sharma	 RidhimA Bedi	 Prof.Nitish Kumar	 Alamgir sani	 FIZA BHATEJA
 Chandni Rani	 Manjit m	 Parneet Kaur	 Sam B	 Somroop Siddha...	 Tuliika Uniyal Ver...	 14 others	 Neha Sharma

12:42 AM | hiq-qbpb-wdi

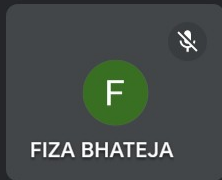



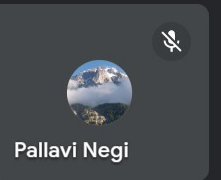





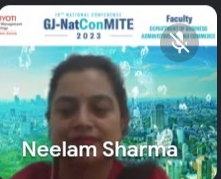

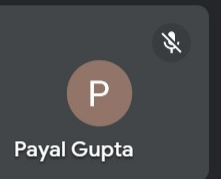
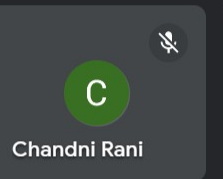
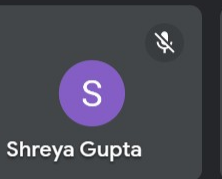
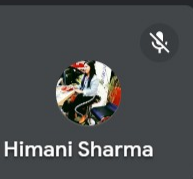
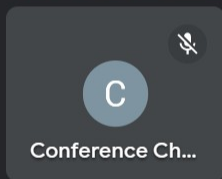
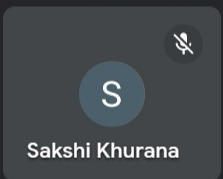
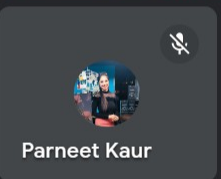
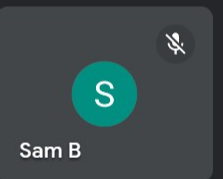

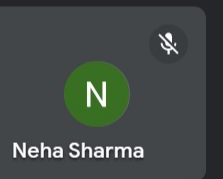
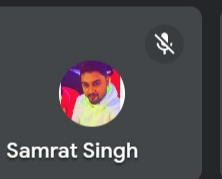
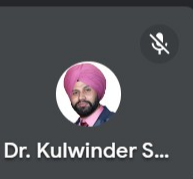
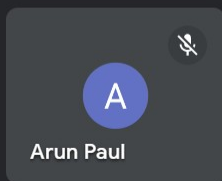
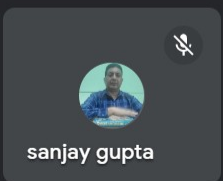
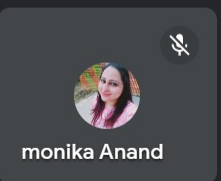

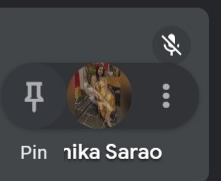
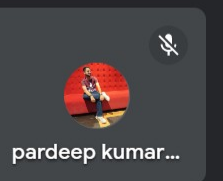
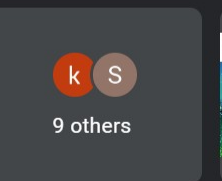

45

 Conference Chair	 Sam B	 Sarmistha Sarma	 SHAMI SINGH B...	 Arun Paul	 Priya Butail	 Nino (Ghian Mari...	 iram khan
 Sakshi Khurana	 Dr.Aneet Bedi	 Shreya Gupta	 rakhee dewan	 Neha Gulati	 Hussain Alsameer	 Chairman GJMT	 Samrat Singh
 Payal Gupta	 FIZA BHATEJA	 Chandni Rani	 Sanya Ahuja	 Somroop Siddha...	 Tulika Uniyal Ver...	 Alisha Khurana	 Mudita Kohli
 Anamika Sarao	 Dr. Dilip Kumar	 kavita singla	 Siddhartha Vyas	 Mr. Joginder Gre...	 Vivek	 11 others	 Neha Sharma

 FIZA BHATEJA				
		 Payal Gupta	 Chandni Rani	 Shreya Gupta
	 Conference Chair	 Sakshi Khurana		

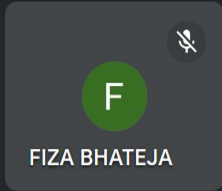


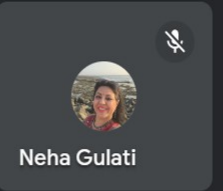


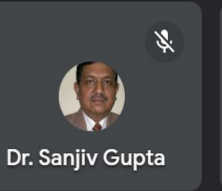



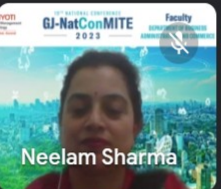

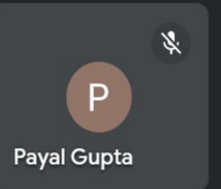
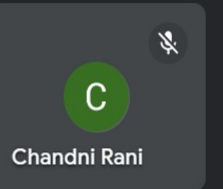
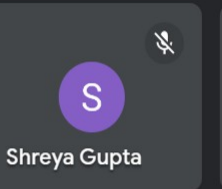
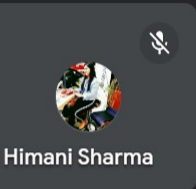

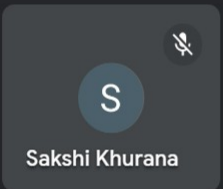
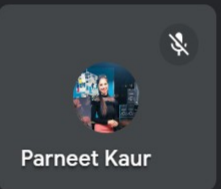
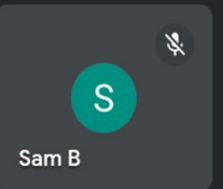



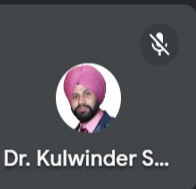


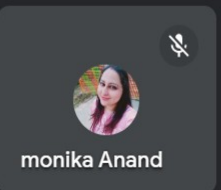





Effects



 <p>F FIZA BHATEJA</p>	 <p>GJ-NatConMITE 2023 Prof. (Dr.) Sarmistha Sarma Sarmistha Sarma</p>	 <p>SHAMI SINGH ...</p>	 <p>GJ-NatConMITE 2023 Dr. Neha Gulati Neha Gulati</p>	 <p>Pallavi Negi</p>	 <p>Manjit m</p>	 <p>GJ-NatConMITE 2023 PRESENTER Dr. Sanjiv Gupta</p>	 <p>Sanya Ahuja</p>
 <p>Prof. Nitish Kum...</p>	 <p>GJ-NatConMITE 2023 Dr. Iram Khan iram khan</p>	 <p>GJ-NatConMITE 2023 Neelam Sharma</p>	 <p>GJ-NatConMITE 2023 Alamgir sani</p>	 <p>P Payal Gupta</p>	 <p>C Chandni Rani</p>	 <p>S Shreya Gupta</p>	 <p>Himani Sharma</p>
 <p>C Conference Ch...</p>	 <p>S Sakshi Khurana</p>	 <p>Parneet Kaur</p>	 <p>S Sam B</p>	 <p>S Somroop Siddh...</p>	 <p>N Neha Sharma</p>	 <p>Samrat Singh</p>	 <p>Dr. Kulwinder S...</p>
 <p>A Arun Paul</p>	 <p>sanjay gupta</p>	 <p>monika Anand</p>	 <p>Mudita Mudita Kohli</p>	 <p>Pin nika Sarao</p>	 <p>pardeep kumar...</p>	 <p>k S 9 others</p>	 <p>Mr. Joginder G...</p>

12:25 PM | hiq-qbbp-wdi



12:29 PM | hiq-qbbp-wdi

42




12:34 PM | hiq-qbbp-wdi

44



FIZA BHATEJA	Sarmistha Sarma	SHAMI SINGH ...	Sanya Ahuja	Priya Butail	Iram Khan	Neelam Sharma	Tulika Uniyal Ve...
Payal Gupta	Chandni Rani	Prof. Nitish Kum...	Sakshi Khurana	Neha Gulati	Alamgir sani	RidhimA Bedi	rakhee dewan
Chairman GJIMT	Dr. Aneet Bedi	Conference Ch...	monika Anand	Nino (Ghian Ma...	Vivek	Shreya Gupta	Himani Sharma
Manjit m	Arneet Kaur	Sam B	Somroop Siddh...	Neha Sharma	Anamika Sarao	15 others	Mr. Joginder G...

12:36 PM | hiq-qbbp-wdi



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Info, Participants, Chat icons

Prof. Nitish Kum...	Sarmistha Sarma	SHAMI SINGH ...	Sanya Ahuja	Priya Butail	Iram Khan	Neelam Sharma	Payal Gupta
S	Neha Gulati	Ridhima Bedi	rakhee dewan	Chairman GJIMT	Conference Ch...	Arun Paul	Nino (Ghian M...)
V	Shreya Gupta	Dr. Dilip Kumar	Alamgir sani	F	Hussain Alsam...	C	Manjit m
Parneet Kaur	S	Somroop Siddh...	N	Tulika Uniyal Ve...	Dr. Abhinav K. ...	14 others	Mr. Joginder G...

12:41 PM | hiq-qbbp-wdi

45



12:47 PM | hiq-qbbp-wdi

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Sanya Anuja	GJ-NatConMITE 2023 Conference Ch...	GJ-NatConMITE 2023 PRESENTER Samrat Singh	GJ-NatConMITE 2023 Shreya Gupta	GJ-NatConMITE 2023 Faculty rakhee dewan	GJ-NatConMITE 2023 SHAM SINGH ...	GJ-NatConMITE 2023 Neha Gulati CHAIR	Hussain Alsamir
Chairman GJMIT	GJ-NatConMITE 2023 Prof. Dr. J. Sarmistha Sarma Regional Director & Chief Guest Asian Business School Sarmistha Sarma	GJ-NatConMITE 2023 BESTARTICLE AWARD WINNER Dr. Dilip Kumar	Dr. Aneet Bedi	V	GJ-NatConMITE 2023 Dr. Iram Khan iram khan	GJ-NatConMITE 2023 Anamika Sarao	GJ-NatConMITE 2023 PRESENTER Arun Paul
GJ-NatConMITE 2023 Payal Gupta	GJ-NatConMITE 2023 Nino (Ghian M...)	Mudita Mudita Kohli	S Sam B	GJ-NatConMITE 2023 PRESENTER FIZA BHATEJA	C Chandni Rani	k kavita singla	NatConMITE 2023 Sakshi Khurana
Alisha Khurana	S Somroop Siddh...	Neha Sharma	Tulika Uniyal Ve...	GJ-NatConMITE 2023 PRESENTER Priya Butail	S Siddhartha Vyas	11 others	Mr. Joginder G...

12:47 PM | hiq-qbbp-wdi

C Conference Chair (Presenting)

National Anthem.mp4 - VLC media player  
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49

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CONFERENCE CO-ORDINATOR

Conference Chair

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2023  
Faculty

Chandni Rani

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2023  
Dr. Neha Gulati  
SESSION CHAIR

Neha Gulati

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Faculty

Dr. Aneet Bedi

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Faculty

35 others

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2023  
Faculty

Mr. Joginder Grewal

12:51 PM | hiq-qbbp-wdi

Turn on camera (ctrl + e)

41



**“A good event never ends in the world.  
They take only a pause and keep us  
waiting for the next.”**

*Thank you for your participation!*

*We look forward to seeing you at the 17<sup>th</sup> GJ-IntConMITE 2023!*

